

HOW WE TACKLE THE DIABETES CRISIS

Diabetes is the most potentially devastating – and fastest growing – health crisis of our time, requiring ongoing high-quality care and support. As a society we need to work together now – and take action now – to fund critical research, improve healthcare and treatment, and prevent yet more people developing this potentially life-threatening condition.

GREATER INVESTMENT IN DIABETES RESEARCH

For every £1 spent on diabetes care, only 0.5p is spent on research.

Lack of funding is holding back progress. It's holding back better care and treatment. It's stopping us finding a cure.

We'll commit more of our own funds to research and encourage greater overall investment by developing strategic funding relationships with a range of bodies.

Bringing together clinical studies groups, we'll identify and target the most important areas of research to be funded. We'll also give a strong voice to people with diabetes, and to help inform research of the future.

REDUCING OBESITY AND PREVENTING TYPE 2 DIABETES

3 in 5 cases of Type 2 diabetes can be prevented.

The 65 per cent increase in cases of Type 2 diabetes in the last 10 years has been driven by the nation's expanding waistline.

We can help prevent Type 2 diabetes, through individual behaviour-change initiatives and national measures.

To create a sustained downward trend in new cases of Type 2 diabetes, we will ensure that people understand their risk, act to reduce their risk and – through our work with partners to influence plans by industry and government – live in a healthier environment.

A REVOLUTION IN UNDERSTANDING AND SUPPORT

Only 25 per cent of people believe diabetes is a serious health condition.

The effects of diabetes can be devastating but most people across the UK don't understand what diabetes is, how serious it is and how to avoid it.

We'll work to make sure diabetes is more widely understood and continue to keep it in the public spotlight so that governments and health bodies listen and take action.

We'll make a compelling case for supporting our cause, which sets out the scale of our ambitions to tackle the diabetes crisis and the impact we could have with greater support.

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A TRANSFORMATION IN DIABETES CARE

REDUCING OBESITY AND PREVENTING TYPE 2 DIABETES

HELPING EVERYONE TO MANAGE THEIR DIABETES

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THE BEST PEOPLE AND THE BEST ORGANISATION

A TRANSFORMATION IN DIABETES CARE

Around 80 per cent of amputations can be avoided.

Not all people with diabetes receive the consistent, high-quality care they need. Severe diabetes complications can all be avoided with better care and treatment, and improved self-management, education and support.

We intend to improve overall diabetes care throughout the UK by working with the health systems in England, Scotland, Northern Ireland and Wales. We'll work directly with healthcare professionals to support them to drive the change needed. And we'll continue to transform care in schools for children with Type 1 diabetes by ensuring guidance is implemented.

HELPING EVERYONE TO MANAGE THEIR DIABETES

69 per cent of people say they don't fully understand their diabetes.

Low levels of understanding mean many people don't know the best way to live well with diabetes. Few people take up the offer of diabetes education courses, and other support is limited.

We will work with the NHS across the UK so that all people with diabetes are offered engaging education opportunities. We will provide practical support ourselves and will help people with diabetes connect with each other to share advice and emotional support.

THE BEST PEOPLE AND THE BEST ORGANISATION

Realising our ambitious strategy won't be easy. We need the best possible environment to support everyone who works both for us and with us, whether volunteers or staff.

We'll attract, keep and develop the right people with the right skills, ensuring they're in the right roles at the right time. We want to be a top charity to work for.

We'll create a culture of strong staff and volunteer engagement, high performance and inspiring leadership.

To tackle the diabetes crisis we will develop the right systems, tools and training to provide an excellent infrastructure for our campaigners, volunteers and fundraisers.