TACKLING THE DIABETES CRISIS TOGETHER

OUR AMBITION TO 2019
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
THE DIABETES CRISIS

Diabetes UK was founded in 1934, when healthcare was very different. Recent changes in society – like devolution and the reorganisation of the NHS – mean that most decisions on healthcare, including spending, are now made locally. The cost pressures facing the NHS will not go away in a couple of years and expenditure on diabetes is rising.

Eating and activity patterns have also changed so much that two-thirds of adults in the UK are overweight or obese. And as well as our care and treatment from the NHS, we increasingly use the internet for health information and advice – and for support from online communities. These and other factors have shaped our strategy to tackle the diabetes crisis.

Top of our agenda is to improve treatment and management for all people with ALL types of diabetes, reduce obesity and prevent Type 2 diabetes. Our strategy also reflects the fact that people’s health will be transformed as much by knowledge and self-management, delivered through digital or other media, as by the NHS.

The changing profile of diabetes and the sheer scale of the growing crisis mean that no single organisation or sector in society can be responsible for the solution. We must work together to tackle the diabetes crisis, and to do this we face four main challenges:
RESEARCH

For every £1 spent on diabetes care, only 0.5p is spent on research. In 2015, Diabetes UK spent £6.8 million on research projects that promise to improve the lives of people with diabetes. But, lack of funds means we also have to turn away many other excellent research projects.

Around £60 million is spent on diabetes research in the UK, compared to £500 million on cancer research. This is holding back progress. It’s holding back better care and treatment. It’s stopping us finding a cure.

With your help today, we can tackle this lack of investment in diabetes research.

CARE

Not all people with diabetes receive the consistent, high-quality care they need. Heart disease, stroke, amputation, blindness – these severe diabetes complications can all be avoided. The shocking and mostly unnecessary 135 diabetes-related amputations a week can be reduced with better care and treatment, and improved self-management, education and support.

Around 60 per cent of people with Type 1 diabetes and 40 per cent of people with Type 2 don’t get the nine annual health checks they need, such as those for blood pressure and footcare. There’s a dramatic difference in the quality of care depending on where you live, your background or your ethnicity. And although diabetes can be managed better with new technology – such as continuous blood glucose monitors – few people have access to these innovations due to local spending decisions.

We need a radical improvement to healthcare for all people with diabetes, wherever they live and whatever their background or type of diabetes.
OBESITY AND PREVENTING TYPE 2 DIABETES

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 – today 3.6 million people in the UK live with Type 2. This obesity crisis also impacts the health of people with all types of diabetes, making their long-term condition harder to manage.

We can help prevent Type 2 diabetes, both through individual behaviour-change initiatives, like the NHS Diabetes Prevention Programme in England, and through national measures, like reducing sugar and saturated fat in food. There are signs of progress in meeting this challenge, such as the proposed levy on the sugary drinks industry and the Government’s pledge to a Childhood Obesity Strategy.

We need commitment from across Government, industry, the NHS and society to implement a range of measures to tackle obesity and prevent Type 2 diabetes.

UNDERSTANDING

Most people don’t know much about diabetes: only 1 per cent of people surveyed in 2013 were worried about it. And yet diabetes can lead to severe complications – like blindness and heart disease – unless it’s managed well.

These low levels of understanding and awareness – of how serious diabetes is, and of the difference between Type 1 and Type 2 – mean many people don’t know the best way to live healthily with diabetes, or if they’re at risk of developing it.

Learning how to manage your diabetes is key, but only 5 per cent of people with diabetes attend the courses on offer to help them do this. With only a few hours a year spent with a healthcare professional, everyone with diabetes needs to benefit from a self-management course, to give them the tools and skills to help understand and manage their diabetes themselves.

Everyone needs to understand diabetes better, and have help to manage their own condition.
OUR STRATEGY

Our strategy clearly outlines what needs to change and how Diabetes UK can help make this happen. We hope to inspire all of you – people with diabetes, volunteers, healthcare professionals, donors, commercial partners and the staff of Diabetes UK – to help us meet these challenges.

As a charity it’s only with your generosity and that of the organisations who support and fund our work – that we can achieve these goals and realise our vision.

Our vision is a world where diabetes can do no harm: where fewer people get diabetes; where those with diabetes live well; and where ultimately a cure is found.

Let’s make this happen NOW.

A WORLD WHERE DIABETES CAN DO NO HARM

Diabetes UK’s mission is that by bringing people together to work in partnership, we will support those living with diabetes, prevent Type 2, make research breakthroughs in diabetes, and ultimately find a cure.

How we do this:

• We listen to and work with people with diabetes, healthcare professionals and many others to drive change.

• We develop, deliver and champion the most effective ways for people to manage their diabetes, or their risk, so they can live their lives with confidence.

• We build a strong community of support that finds and shares the knowledge needed to fight diabetes.
WHAT IS DIABETES?

There are two main types of diabetes: **Type 1** and **Type 2**. They’re different conditions, caused by different things, but they are both serious and need to be treated and managed properly. There are a range of more rare types of diabetes – correct diagnosis and management of these types are equally important.

**TYPE 1**
- About **10 per cent** of people with diabetes have Type 1.
- Type 1 diabetes is an autoimmune condition where the body attacks and destroys insulin-producing cells, meaning no insulin is produced. This causes glucose to quickly rise in the blood.
- Nobody knows exactly why this happens, but science tells us it’s got nothing to do with diet or lifestyle.

**TYPE 2**
- About **90 per cent** of people with diabetes have Type 2.
- In Type 2 diabetes, the body doesn’t make enough insulin, or the insulin it makes doesn’t work properly, meaning glucose builds up in the blood.
- Type 2 diabetes is caused by a complex interplay of genetic and environmental factors. Up to **58 per cent** of Type 2 diabetes cases can be delayed or prevented through a healthy lifestyle.

By 2025 it’s estimated that it will affect 5 million people in the UK.

**EVERY TWO MINUTES**
**SOMEONE LEARNS THEY HAVE DIABETES**

By 2025 it’s estimated that it will affect 5 million people in the UK.

There are **4 million people** with diabetes in the UK. A further **11.9 million people** – that’s **1 in 4 adults** – are at increased risk of developing Type 2 diabetes.

**24,000 people** with diabetes die before their time each year.
HOW WE TACKLE THE DIABETES CRISIS

GREATER INVESTMENT IN DIABETES RESEARCH

A TRANSFORMATION IN DIABETES CARE

REDUCING OBESITY AND PREVENTING TYPE 2 DIABETES

HELPING EVERYONE TO MANAGE THEIR DIABETES

A REVOLUTION IN UNDERSTANDING AND SUPPORT

THE BEST PEOPLE AND THE BEST ORGANISATION
GREATER INVESTMENT
IN DIABETES RESEARCH

Diabetes UK’s research funding has played a critical role in shaping today’s diabetes care.

In recent years there’s been a dramatic growth not only in the number of drugs available to treat Type 2 diabetes, but also in insulins that better meet individuals’ needs. We believe that for Type 1 diabetes there’s hope of both prevention and a cure in the coming decades; not to mention the revolutionary prospect of an ‘artificial pancreas’.

These advances in technologies and treatments are all products of research. But, breakthroughs in treatment and in preventing diabetes can only be made with the right level of investment.

As a nation we need to show an equal commitment to tackling diabetes through research as we do for other conditions.

This lack of investment is slowing down research progress and holding back the improvements in care and treatment that we so desperately need. To bring the day that we have a cure closer, and to realise the breakthroughs that we need along the way, we must act now.
FOR EVERY £1 SPENT ON DIABETES, JUST 0.5p GOES TO FUNDING RESEARCH
WHAT NEEDS TO CHANGE?
We need greater UK-wide support for research to stop diabetes, and much higher levels of funding. We also need to encourage the most promising research projects, give people with diabetes a say in what’s funded and support more researchers at all stages of their careers.

DIABETES UK WILL HELP MAKE THIS HAPPEN
Not only will we commit more of our own funds to research (we spent £6.8 million in 2015), but we will also encourage greater overall investment. By developing strategic funding relationships with a range of bodies – including major government funders, charities and industry – we’ll make the case for greater overall investment in research into Type 1, Type 2 and other rarer forms of diabetes.

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 make all funders aware of their views.
Together we can tackle the crisis in research. We’ll use research to improve the care and self-management for people currently living with diabetes, find ways to cure diabetes in those who have it now or who might develop it in the future and stop diabetes and its complications before they develop in those at risk.

We will:

- Increase our funding in research and develop a strategic research investment plan for the whole funding sector, to achieve higher overall levels of investment.
- Launch the Harry Keen Intermediate Clinical Fellowship to provide the UK’s first dedicated support for diabetes researchers working in the NHS. We’ll provide more support to scientists and healthcare professionals early in their careers. Over the next three years we’ll have funded five new Harry Keen Fellows who will go on to establish themselves as independent leaders, carrying out research that will change the lives of people with diabetes.
- Achieve greater research benefits for people living with diabetes by getting them involved. Having identified the Top 10 research priorities for Type 1 diabetes, we’ll work with the James Lind Alliance partner organisations to identify the Top 10 research priorities for Type 2.
- Ensure that the views of people with diabetes inform the work of diabetes clinical studies groups and influence our own strategic funding decisions.
- Champion the priorities of people with diabetes, holding ourselves and other research funders to account to increase investment in these areas.

ALLAN TUTTY AND ROY TAYLOR

Allan Tutty’s Type 2 diabetes is now in remission, thanks to an early study funded by Diabetes UK on the effects of a low-calorie diet: “Eight weeks on 800 calories a day was tough, but by the end my diabetes was in remission – and I haven’t looked back since.”

With funding of £2.4 million from Diabetes UK, Professor Roy Taylor and Professor Mike Lean are now leading a new major clinical trial to find out if intensive weight control can bring about the remission of Type 2 diabetes and be maintained long term.

If successful, this study could ultimately benefit millions of people living with Type 2 diabetes.
A TRANSFORMATION IN DIABETES CARE

Not everyone with diabetes gets high-quality care and support, which makes living day-to-day much harder. And poor care can lead to health complications.

Preventing complications not only benefits the health of people with diabetes, but also saves the NHS money. Around 6,000 people with diabetes have leg, foot or toe amputations each year in England: around 80 per cent of these can be avoided.

Depending on where you live, the quality of diabetes care from your GP or hospital unit can vary enormously. The best care is 50 per cent more likely to help you reach your treatment targets (like blood glucose and cholesterol) than the worst.

People with all types of diabetes need personalised care from the moment of their diagnosis, rather than a one-size-fits-all service. And those with Type 1 diabetes – especially children and young people – have particular needs, including better care in schools, more psychological support and a smoother transition to adult care.

Poor care in hospital can also make diabetes harder to manage: people in hospital for other health reasons stay on average three days longer than those who don’t have diabetes. This needs to change.

And although an education course is now offered to 75 per cent of people newly diagnosed with diabetes in England, course take-up is only 5 per cent. This must be improved, so that more people are empowered to help themselves.

THE COMPLICATIONS OF DIABETES

- Increases risk of depression
- Doubles risk of heart disease and stroke
- Increases risk of complications in pregnancy
- Increases risk of sexual dysfunction
- A leading cause of sight loss
- A key cause of kidney disease and kidney failure
- Leads to around 135 amputations every week
- Untreated, severely high or low glucose levels can cause coma or even death
- A major cause of nerve pain and nerve damage

Diabetes UK
AROUND 80 PER CENT OF AMPUTATIONS CAN BE AVOIDED
WHAT NEEDS TO CHANGE?

- Greater scrutiny of NHS performance, alongside improvement incentives, using a regime that highlights and tackles poor care, underpinned by reliable data, eg from the National Diabetes Audit and the Scottish Diabetes Survey.

- Better integrated primary, community and specialist diabetes care across the UK – coordinating health checks, treatment and self-management support.

- Specific interventions to prevent complications, particularly in areas where the number of complications is unacceptably high.

- Meeting the needs of specific groups: those with Type 2; children and adults with Type 1; people with rarer types of diabetes; those who are most vulnerable; people from Black, Asian and Minority Ethnic communities.

- Specialist inpatient diabetes teams to work with general hospital staff.

DIABETES UK WILL HELP MAKE THIS HAPPEN

We intend to improve overall diabetes care throughout the UK:

- In England, our leading role within the Clinical Commissioning Group Improvement and Assessment Framework enables us to help target improvements.

- In Scotland, we’ll urge the Scottish Parliament and Health Boards to address the problems outlined in the Bellwether Report.

- In Northern Ireland, we’ll help make sure the new Diabetes Framework is implemented.

- In Wales, we’ll make the National Diabetes Strategy a reality in Health Boards, using new available funding.
ACHIEVING THIS TOGETHER: OUR THREE-YEAR PLAN

These are the ambitious ways in which we intend to transform care. We will:

• Continue to transform care in schools for children with Type 1 diabetes by ensuring guidance is implemented.

• Help reduce amputations, by getting more hospital trusts to fund footcare teams and by increasing awareness to inform those at high risk of a ‘foot attack’ to take early action.

• Work with local services to deliver better coordinated care, education and self-management support to achieve an increase in adults and children with Type 1 and Type 2 diabetes achieving recommended targets, based on their individual needs.

• Press for wider provision of specialist inpatient teams to work with hospital staff to improve diabetes inpatient care.

• Work with healthcare professionals to support them to drive the change needed to improve standards of care and to reach more people with diabetes. We’ll support clinical networks to share good practice.

• Expand the successful Information Prescriptions programme, giving healthcare professionals the information to help people living with diabetes.

• Provide leadership training to Clinical Champions – the local leaders who’ll help transform care.

• Continue to work on the issues that make a difference to people’s day-to-day lives, including improving access to new technologies, devices and treatments and protecting rights.

BARRIE SMITH

Barrie Smith was diagnosed with Type 1 diabetes in 1988. Looking back, he wishes he’d known more about the condition and the risks.

“In 2007, I got a rose thorn in my foot and didn’t notice for weeks. Despite two months of treatment as an inpatient, the only way to save my life was to amputate my lower left leg. Since then, I’ve learned to use a prosthetic leg and a wheelchair.

“But, I have no problem talking about it – I don’t mind being seen with my leg off. I want to raise awareness about diabetes in general, and footcare in particular – everyone should take care of their feet and visit the podiatrist frequently.”
REDDUCING OBESITY AND PREVENTING TYPE 2 DIABETES

The number of people in the UK diagnosed with Type 2 diabetes is rising steadily. Around 3.6 million people already live with Type 2 diabetes, and around 11.9 million people are at increased risk of developing it.

And although not all cases of Type 2 diagnoses are weight-related, the nation’s expanding waistline – with two-thirds of us now overweight or obese – is one of the main reasons for the rapid rise of Type 2 diabetes.

Many people are not aware of the causes of Type 2 diabetes or their risk of developing it. Those who do understand their risk often aren’t motivated to take action. Cheap food and drink high in saturated fat and sugar don’t help; neither do our inactive lifestyles: around 40 per cent of us don’t do the recommended 150 minutes of physical activity a week.

That’s the bad news. But the good news is that 3 in 5 cases of Type 2 diabetes can be prevented or delayed – and with your help we can help reverse this alarming trend.
3 IN 5 CASES OF TYPE 2 DIABETES CAN BE PREVENTED
Our partnerships with Tesco and the British Heart Foundation will reach over 500,000 people with exercise and cooking programmes – and our activity goal-setting tool. These initiatives are all evidence-based and their impact will be rigorously evaluated.

WHAT NEEDS TO CHANGE?

To reduce the number of new cases of Type 2 diabetes, we need coordinated national action across society – to make the healthy choice, the easy choice and to support individuals and families to keep their risk as low as possible. In the long term, this will not only reduce the number of people living with Type 2 diabetes, but will also save the NHS money and improve people’s general health.

DIABETES UK WILL HELP MAKE THIS HAPPEN

We will take action across three areas: helping people understand their risk of Type 2 diabetes, supporting them to act to reduce their risk and working with others to build a healthier society for everyone.

We will continue to raise awareness and understanding across the UK through our Know Your Risk programme, delivered in partnership with others to reach those most at risk.

There’s increasing help for people at high risk of Type 2 diabetes to take action. In England, the NHS Diabetes Prevention Programme – a partnership between NHS England, Public Health England and Diabetes UK – will support thousands to reduce their risk of Type 2 diabetes, leading to a delayed diagnosis or prevent it altogether. We will share the impact and learnings of the programme to encourage the implementation of similar schemes across the UK, as well as continuing to support people to make the changes that could reduce their risk of Type 2 diabetes.

But, we know that a range of other measures are also needed to help us all live healthier lives. We will work to build a broad coalition of support to influence and implement the Government’s Childhood Obesity Strategy and call for the bold action needed to tackle the crisis in obesity and Type 2 diabetes – from making the food we eat healthier to making it easier for us all to be more active.
TRACY DAVIES

Tracy Davies knows only too well the devastating effects of Type 2 diabetes: her mother died in 2012 from diabetes-related liver failure. She was 59 years old.
Tracy knew that her inactive lifestyle increased her risk and seeing her mother’s health decline was the catalyst she needed to reduce the risk for both herself and her family.
She’s since taken part in Swim22, a 10k and a half marathon – all raising money for Diabetes UK.
“I now realise diabetes isn’t inevitable – I have a choice. My goal is to help other people realise this, too.
“Directing someone to Diabetes UK might make a difference between life and death for someone in the future.”

ACHIEVING THIS TOGETHER: OUR THREE-YEAR PLAN

Raising awareness: Know Your Risk
To raise awareness of Type 2 diabetes we will help millions of people across the UK to find out their risk – and what to do next – through the Know Your Risk online tool, at one of our roadshow events, or through schemes like the NHS Health Check.

Taking action: Reduce your risk
As a joint partner with NHS England and Public Health England on the NHS Diabetes Prevention Programme, we’ll support 100,000 people a year by 2019 to reduce their risk.
We’ll also help people take action on their risk through our partnership with the British Heart Foundation and Tesco – our Let’s Do This campaign will encourage thousands of families to have fun while making small changes to what they eat and to how active they are through our Beat the Street initiative, community programmes and our online goal-setting tool.
And we’ll continue to seek new partners across the NHS and other sectors to provide more support to people at risk of Type 2 diabetes.

Creating a healthier environment
With our partners we’ll campaign across the UK for a comprehensive plan to tackle obesity and the rise of Type 2 diabetes. This will include calling for changes to the food we eat to reduce salt, sugar and saturated fat; limiting the marketing of junk food to children; and the implementation of the levy on the sugary drinks industry in 2018.
And we’ll encourage local and national governments to develop a range of initiatives to make it easier for us all to make healthier choices in our towns and cities.

Directing someone to Diabetes UK might make a difference between life and death for someone in the future.”
HELPING EVERYONE TO MANAGE THEIR DIABETES

Most people with diabetes just want to live a normal life, but the truth is that coping with a condition with no known cure impacts the way they live and the choices they make, every single day.

Although managing your own treatment helps keep you mentally and physically healthy, it’s a big responsibility – and there’s a lot to learn. Understanding the impact of lifestyle choices, recognising problems early and seeking treatment quickly can all help people avoid health complications. But, few people sign up for diabetes education courses and other support is often not available.

People with diabetes spend on average just three hours a year with a healthcare professional – and the other 8,757 hours just living their lives. Without support, or anyone to share their experiences with, people can feel isolated and upset, even angry or guilty, which can lead to depression.

And as their lives change, people may need to manage their diabetes differently – when they have a family, are admitted to hospital, develop health complications or move to a care home. If they lack the support and know-how to adapt their self-management, then their long-term health can suffer.

Everyone affected by diabetes should have the information and support they need so they can live healthily with the condition – whatever type of diabetes they have, whether they’ve just been diagnosed or have lived with it for many years.

For individuals newly diagnosed with diabetes, less than 2 per cent of people with Type 1 and just 5.4 per cent with Type 2 attend a diabetes education course.

The rate of depression is twice as high in people with diabetes.

4 out of 5 people don’t feel fully in control of their diabetes.
69 PER CENT OF PEOPLE SAY THEY DON’T FULLY UNDERSTAND THEIR DIABETES
WHAT NEEDS TO CHANGE?

We need to offer people with all types of diabetes accessible ways of learning to self-manage that are appropriate and suit them personally. They need to feel empowered and encouraged to learn both formally and informally, without being patronised, judged or instructed.

High levels of support from the NHS, employers, friends and family should all be available. And everyone else in the UK needs to know their risk of developing Type 2 diabetes and how to best avoid it; a lack of information and support should not be an issue.

DIABETES UK WILL HELP MAKE THIS HAPPEN

We’ll work together with NHS bodies in each of the nations to develop and roll out innovative self-management learning resources for all people affected by diabetes to help them cope better with their condition day-to-day.

We’ll also continue to expand our digital information and maintain our guides to diabetes and all our other resources, which include help and advice on living healthily with diabetes. And by working closely with our partners, we’ll achieve much greater reach and help for all people who live and cope with diabetes.
Learning for self-management
To help people with diabetes better understand and self-manage their condition, we’ll campaign for a dramatic increase in the number of people attending quality diabetes courses. We’ll do this through working with health systems to promote learning and through reaching out to people with diabetes to encourage take-up.

We’ll make sure that course providers understand the barriers to course take-up, so that they run well-designed, relevant courses that fit into people’s lives. We’ll also take every opportunity to increase the learning resources that Diabetes UK provides directly for people living with Type 1 and all other kinds of diabetes.

Coping better day-to-day
We’ll reduce the isolation people may feel by connecting them to others with diabetes through our online forum, our local groups and our events for children and families, increasing the number of people who take part year on year. And through our Helpline we’ll listen to people, provide advice where we can and offer practical support.

We’ll prioritise our work for those who need it most. This includes tailoring information and support for people from South Asian backgrounds. And we’ll work closely with young adults with Type 1 diabetes when they move to adult care, to make this often difficult transition easier for them.

TONY KELLY
Type 2 diabetes runs in Tony Kelly’s family, so he wasn’t shocked when he was diagnosed in 2003.

Since 2012, Tony has been a Diabetes UK Community Champion for the West Midlands region trying to engage and reach, but not exclusively, Black and minority ethnic communities.

With his passion, ability to communicate and as living proof of someone who manages their diabetes without medication, through diet and exercise, he’s much in demand for diabetes awareness-raising events, and has spoken to a diverse range of people. He knows the power of bringing people together to share information and knowledge in a way that can help them to change their lives.
A REVOLUTION IN UNDERSTANDING AND SUPPORT

The effects of diabetes can be devastating, not only for people who have it, but also for their friends and families, and can lead to life-changing health complications.

And the scale of the issue is huge – lots more people are affected by diabetes than cancer and dementia combined.

But most people across the UK don’t understand what diabetes is, how serious it is and how to avoid it. Only 25 per cent of people believe it’s a serious health condition. People are also confused about what causes diabetes, how to avoid getting Type 2 and the differences between Type 1 and Type 2.

This widespread lack of understanding of diabetes issues creates some serious problems:

- It means that people don’t know how to prevent Type 2 diabetes or manage their own diabetes, whatever type.
- It leads to confusion about who can develop diabetes, particularly as all cases of Type 1 diabetes and some of Type 2 are not linked to lifestyle or to being overweight.
- It affects the level of funds we receive, as the public don’t see the need to support Diabetes UK – although we depend almost entirely on their generosity to carry out our work.

“ACTUALLY MORE PEOPLE HAVE DIABETES IN THE UK THAN CANCER AND DEMENTIA COMBINED

... We need to start taking it seriously.”
ONLY 25 PER CENT OF PEOPLE BELIEVE IT’S A SERIOUS HEALTH CONDITION
WHAT NEEDS TO CHANGE?

We need a revolution in understanding and significant growth in support across all areas of society: among healthcare professionals and local and national governments; within the commercial sector; and across the voluntary sector. In every area, we need to support people to become more engaged in their own health by understanding the risk of getting Type 2 diabetes and how serious the possible complications of all types of diabetes can be.

We need far more people to understand that diabetes is an urgent problem and that, with their help, we can make an enormous difference. We need to tackle the scale of the diabetes crisis by engaging and inspiring a bigger community of support: millions of visionary and committed people who are determined, together with us, to reduce the impact of this devastating condition. We know that to achieve our ambitions we must attract more funding and we can only do this with generous support from the public.

Our Amp Shoes pop-up shop in April 2016 spotlighted the Putting Feet First campaign. The 135 shoes displayed were not for sale, but represent the amputations carried out each week in England. Hundreds of people visited the shop over the weekend and found out the shocking twist. They were also encouraged to check their risk of Type 2 diabetes using our Know Your Risk tool.
We’ll strengthen and invest in our brand to make sure diabetes is more widely understood and that people affected by diabetes know that we’ll support them at each and every point on their diabetes journey.

We’ll continue to keep all types of diabetes in the public spotlight, speaking single-mindedly about our cause and our work, so that central and local governments and health bodies listen and take action. We’ll also work tirelessly to reach and engage people who live with diabetes so they know what support and care they should be getting and have somewhere to turn to when they need help.

We’ll grow our community of committed volunteers, who raise awareness and vital funds, lobby for change, support people and spread our message.

We’ll make sure that everyone who supports us can trust us and has a positive experience, so that they continue to work with us. We’ll do this by listening to what people want and offering them easy and relevant ways to support us. We’ll work with colleagues and suppliers to make sure all our fundraising and engagement complies with guidance and follows best practice – and provide excellent customer service to everyone.

We’ll make a compelling and inspiring case for supporting our cause, which clearly sets out the scale of our ambitions to tackle the diabetes crisis and the impact we could make with greater support and growth. We’ll seek new and significant sources of funds and work with partners who can help us achieve our goals.

Companies large and small, government bodies and individual supporters all have a vital role to play. As a charity that could achieve so much more with greater resources, it’s only with your support that we can tackle the diabetes crisis.

BETH AND STUART BALDWIN

On 1 January 2015, Peter was diagnosed with a chest infection and virus. It later turned out to be undiagnosed Type 1 diabetes and he was rushed to hospital. On 6 January, he passed away peacefully in his parents’ arms. He was 13 years old.

“Total devastation, heartbreak, anger, confusion, life-changing are all words we can use to describe what we’re going through, but they will never truly describe the feeling of losing our beautiful boy. Knowing the signs saves lives. We started working with Diabetes UK as a focus to get out of bed each day and ensure no other family went through this preventable nightmare.

“We’ve raised over £50,000 through fundraising – we can see change happening and awareness growing. We want Type 1 to be front of mind for all GPs when presented with an unwell child.”

Companies large and small, government bodies and individual supporters all have a vital role to play. As a charity that could achieve so much more with greater resources, it’s only with your support that we can tackle the diabetes crisis.
Realising our ambitious strategy to tackle the diabetes crisis won’t be easy. We need the best possible environment to support everyone who works both for us and with us, whether volunteers or our staff.

Our people are highly committed to our cause and we want them to love supporting and working at Diabetes UK. We’re great in some areas but can still improve in others, for example by building better ways of working together. We want Diabetes UK to be known as one of the top not-for-profit organisations to work for – and for us all to be proud to work and volunteer here.

Supporting our people also involves equipping them with the right technology, processes and systems. We’ll provide our staff and volunteers across the UK with all the tools they need to perform their roles both effectively and efficiently.

“I enjoy coming to work every day and feeling like what I do could have a positive impact on someone’s life – either now or in the future.”

Emily Burns

“The amount of confidence I have as an employee that my development, wellbeing and working environment are all priorities is something that I’ve never experienced before.”

Ray Stewart

“I’m proud to work at Diabetes UK, we do great work raising the profile of the condition, making people take it seriously and supporting those affected with diabetes.”

Alex Preston
Diabetes UK staff volunteering at London Marathon 2016
We’ll attract, keep and develop the right people with the right skills, ensuring they’re in the right roles making the best contribution. We’ll also ensure that Diabetes UK is seen as an attractive, dynamic and sector-leading employer that also offers rewarding volunteering opportunities. And we’ll continue to expand learning opportunities for all our people to support personal development, career progression and the retention of talent.

We’re committed to creating a culture of strong staff and volunteer engagement, high performance and inspiring leadership. We’ll also practise what we preach by providing a positive focus on physical and mental wellbeing.

To tackle the diabetes crisis we intend to be an organisation with the right systems, tools and training. At our heart, our central support services will ensure we provide an excellent infrastructure for our communications and for our campaigners, volunteers and fundraisers. Keeping safe and legal, with efficient and innovative ways of organising our work, is crucial to realising our ambitions.
Sheila Seabrook’s partner, Pete, was diagnosed with Type 2 diabetes in 2004, aged 58, but sadly died in 2009. “When you have a family member with diabetes it becomes part of your life too,” says Sheila. “I decided to look for a voluntary job at Diabetes UK in Pete’s memory, and in 2010 I was asked to work on Diabetes Balance magazine. “Working each week at Diabetes UK gave me continuity through my bereavement. Six years on, I’m still here, and I’m proud to play a small part in the progress being made in areas such as diabetes research, community care, awareness and prevention.”