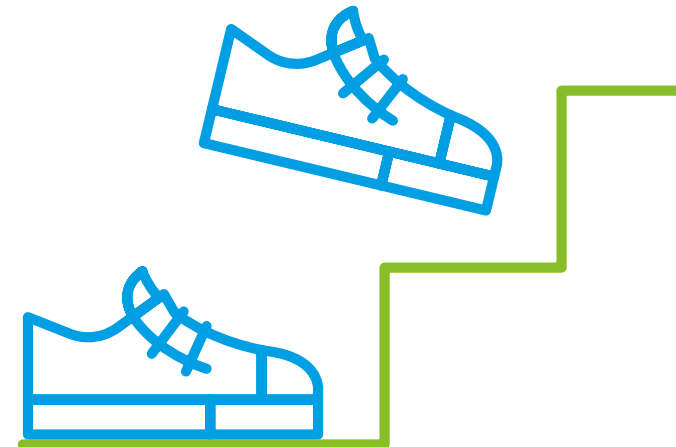


TYPE 2 **DIABETES PREVENTION WEEK**

Campaign partner toolkit
May 2025

Contents

- 3 Campaign overview**
 - 4 Campaign objectives
 - 5 How you can get involved
- 6 Social media assets**
- 15 Poster and leaflets**
- 17 Campaign promotion assets**
- 19 Campaign key messages**
- 22 Contact and useful links**



Campaign overview

Campaign objectives

Type 2 Diabetes Prevention Week is a joint campaign from NHS England and Diabetes UK that takes place **26 May - 1 June 2025**.

The campaign aims to raise awareness of the risk of type 2 diabetes and how to avoid it. It will encourage the public to check their risk via the [Diabetes UK Know Your Risk tool](#).

If someone is at moderate to high risk, the tool will advise them to contact their GP practice for a blood test. If their blood sugar levels show they're at risk of developing type 2 diabetes (called pre-diabetes or non-diabetic hyperglycaemia), then they may be eligible for referral to their local **Healthier You NHS Diabetes Prevention Programme** – an evidence-based lifestyle change programme which helps people at risk of type 2 diabetes to reduce their risk through managing their weight, eating more healthily and being more physically active.

The campaign also encourages healthcare professionals to refer eligible people to the Healthier You NHS Diabetes Prevention Programme and for those with a history of or current [Gestational Diabetes Mellitus \(GDM\) to self-refer](#).

TYPE 2 DIABETES
KNOW YOUR RISK

HEALTHIER YOU
NHS DIABETES PREVENTION PROGRAMME

How you can get involved

**Thank you for your interest in taking part in Type 2 Diabetes Prevention Week.
To get involved in the campaign you can:**

- Use our **social media images** and the **post copy** on your social channels, your website and on WhatsApp groups, to raise awareness of type 2 diabetes, the risks and high-risk groups.
- Print copies of the '**Type 2 Diabetes Prevention Week poster**', '**Healthier You leaflet**' and '**Gestational Diabetes Mellitus leaflet**' and display in your local healthcare and community settings.
- Promote the campaign amongst your colleagues and other healthcare professionals by using the **banner** on your website and/or as an **email signature** in your communication, to encourage them to download the toolkit and support the campaign.
- Organise an event about type 2 diabetes prevention.

All assets and campaign resources can be downloaded from:

- [Campaign Resource Centre \(sign-in required\):](#)
- [Diabetes UK](#)

And we'd love to hear from you about your support so, please let us know how you will be marking the week by using **#Type2DiabetesPreventionWeek** or by emailing us at **england.ndpp@nhs.net**

Social media assets

Social media assets

We have developed a range of social media assets to be used during Type 2 Diabetes Prevention Week on 26 May - 1 June. They include:

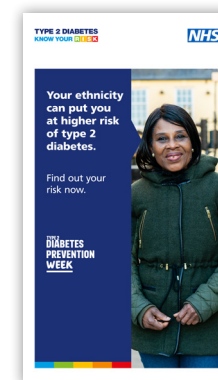
- Different formats for social media channels, including:
 - 1x1
 - 4x5
 - 9x16
 - 16x9

Please note: 9x16 social media assets for use on Instagram Stories contain space for you to include a link directly to the Diabetes UK Know Your Risk tool or GDM self-referral information.

- Different messages communicating:
 - General awareness
 - Type 2 diabetes complications
 - Lifestyle changes
 - Risk groups factors
 - Ethnicity risk groups

All social assets are outlined on the following pages with the suggestions for post copy that could accompany the images or animations.

Please use **#Type2DiabetesPreventionWeek** in your posts – we'd love to see how you're supporting the week.



General awareness

Available as static 1x1, 4x5, 9x16 and 16x9



Available as static 1x1, 4x5, 9x16 and 16x9



Research shows that the Healthier You programme has prevented thousands of new diagnoses of type 2 diabetes in England and saved people from potentially serious ill health. Check your risk of type 2 diabetes – it could be the most important thing you do today.

riskscore.diabetes.org.uk

Over 1.8 million people have now been referred to the Healthier You NHS Diabetes Prevention Programme. Check your risk of type 2 diabetes using the @DiabetesUK risk tool – it could be the most important thing you do today. **riskscore.diabetes.org.uk**

The Healthier You programme offers people at risk of type 2 diabetes a lifestyle change programme. Participants can choose between face-to-face groups and a digital service. Check your risk of type 2 diabetes – it could be the most important thing you do today.

riskscore.diabetes.org.uk

Type 2 diabetes can lead to serious health complications if left untreated. Finding out your risk only takes a few minutes using the Diabetes UK risk tool – it could be the most important thing you do today. **riskscore.diabetes.org.uk**

Complications and lifestyle changes

Available as static 1x1, 4x5, 9x16 and 16x9



Type 2 diabetes can lead to serious health complications if left untreated. But you can significantly reduce your risk by making small lifestyle changes with support from your local Healthier You programme. Find out your risk today. riskscore.diabetes.org.uk

Available as static 1x1, 4x5, 9x16 and 16x9



Type 2 diabetes can be a very serious condition. But you can significantly reduce your risk by making small lifestyle changes with support from your local Healthier You programme. Find out your risk – it could be the most important thing you do today. riskscore.diabetes.org.uk

Risk groups: age

Available as static 1x1, 4x5, 9x16 and 16x9



Anyone can develop type 2 diabetes, but certain factors can increase your risk – such as being over 40.

Check your risk using the Diabetes UK risk tool.
It could be the most important thing you do today.
riskscore.diabetes.org.uk

Available as static 1x1, 4x5, 9x16 and 16x9



Type 2 diabetes can lead to serious health complications if left untreated. Finding out your risk only takes a few minutes using the Diabetes UK risk tool – it could be the most important thing you do today.

riskscore.diabetes.org.uk

Risk groups: other factors

Available as static 1x1, 4x5, 9x16 and 16x9



Available as static 1x1, 4x5, 9x16 and 16x9



Anyone can develop type 2 diabetes, but certain factors can increase your risk. You can significantly reduce your risk by making small lifestyle changes with support from your local Healthier You programme. Find out your risk today. riskscore.diabetes.org.uk

Anyone can develop type 2 diabetes, but certain factors can increase your risk – such as carrying excess weight. You can significantly reduce your risk by making small lifestyle changes with support from the Healthier You programme. Check your risk today. riskscore.diabetes.org.uk

Anyone can develop type 2 diabetes, but certain factors can increase your risk – such as high blood pressure. You can significantly reduce your risk by making small lifestyle changes with support from the Healthier You programme. Check your risk today. riskscore.diabetes.org.uk

Anyone can develop type 2 diabetes, but certain factors can increase your risk. You're 2-6 times more likely to get type 2 diabetes if you have a parent, brother, sister or child with the condition. Find out if you're at risk. riskscore.diabetes.org.uk

Risk groups: ethnicity

Available as static 1x1, 4x5, 9x16 and 16x9



People from Black Caribbean, Black African and South Asian backgrounds are more at risk of type 2 diabetes. Find out your risk – it could be the most important thing you do today. riskscore.diabetes.org.uk

Available as static 1x1, 4x5, 9x16 and 16x9



People from Black Caribbean and Black African backgrounds are more at risk of type 2 diabetes. Find out your risk – it could be the most important thing you do today. riskscore.diabetes.org.uk

Available as static 1x1, 4x5, 9x16 and 16x9



People from South Asian backgrounds are more at risk of type 2 diabetes. Find out your risk – it could be the most important thing you do today. riskscore.diabetes.org.uk

Risk groups: ethnicity and age

Available as static 1x1, 4x5, 9x16 and 16x9



Available as static 1x1, 4x5, 9x16 and 16x9



People from Black Caribbean, Black African and South Asian backgrounds are more at risk of type 2 diabetes and from a younger age. Find out your risk – it could be the most important thing you do today.
riskscore.diabetes.org.uk

Available as static 1x1, 4x5, 9x16 and 16x9



Type 2 diabetes is two to four times more likely in people of South Asian descent and Black Caribbean or Black African descent. That's why it's really important that you find out if you are at risk.
riskscore.diabetes.org.uk

Available as static 1x1, 4x5, 9x16 and 16x9

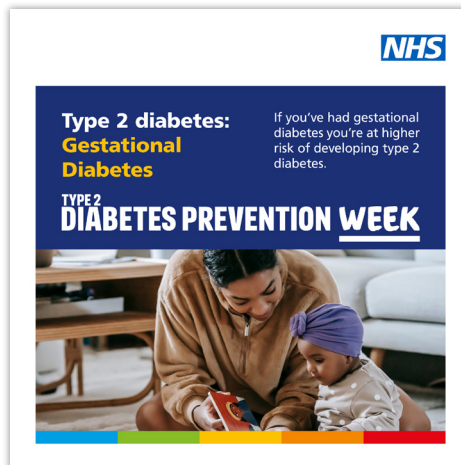


Did you know that some ethnicities are more likely to develop type 2 diabetes than others? Find out your risk – it could be the most important thing you do today.
riskscore.diabetes.org.uk

Risk groups:

Gestational Diabetes Mellitus (GDM)

Available as static 1x1, 4x5, 9x16 and 16x9



Available as static 1x1, 4x5, 9x16 and 16x9



If you have a history of Gestational Diabetes, which is high blood sugar during pregnancy, you may be at risk of developing type 2 diabetes. To reduce your risk join the free Healthier You NHS Diabetes Prevention Programme. www.england.nhs.uk/healthier-you/gdm-self-referral

The Healthier You NHS Diabetes Prevention Programme could help reduce your risk of developing type 2 diabetes if you have Gestational Diabetes (high blood sugar during pregnancy). Find out more. www.england.nhs.uk/healthier-you/gdm-self-referral

Poster and leaflets

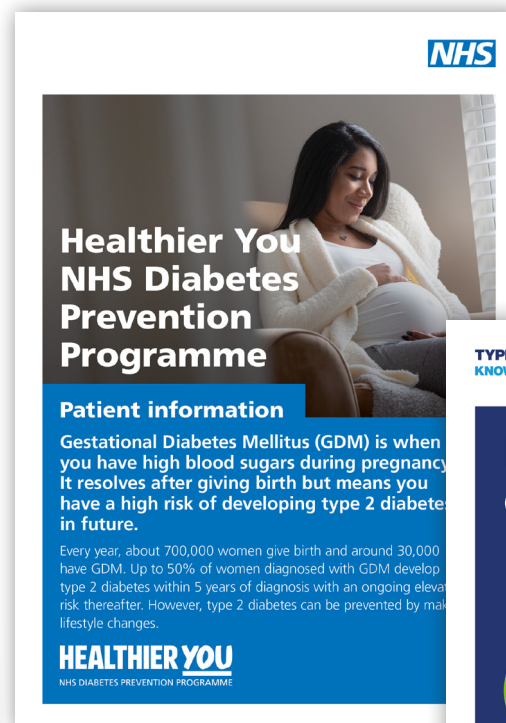
Poster and leaflets

Print copies of the poster and display in your local healthcare and community settings.

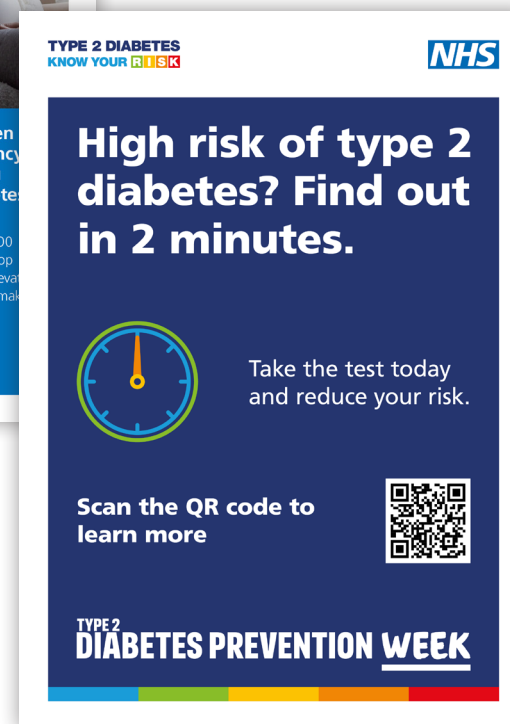
Healthier You DL, trifold leaflet



Gestational Diabetes Mellitus A5 leaflet



A4 Type 2 Prevention Week poster



Campaign promotion assets

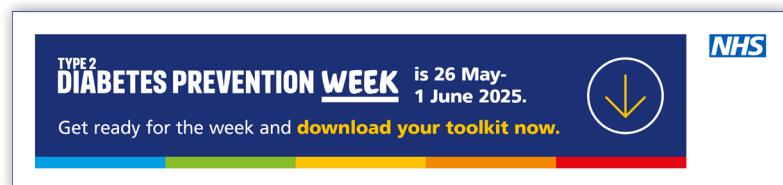
'Download your toolkit' assets

We have also developed the assets to be used in the run-up to Type 2 Diabetes Prevention Week to encourage others to download their toolkit (before 26 May 2025) that include:

- Social assets (static 1x1, 4x5, 9x16 and 16x9) that can be used on social media channels with suggested copy
- Social post copy to accompany the assets
- Digital banner that can be used as an email signature or placed on the website to promote the campaign.



We're taking part in Type 2 Diabetes Prevention Week – and you can too! Download your digital toolkit now and help prevent type 2 diabetes this May at www.diabetes.org.uk/get_involved/diabetes-prevention-week



Campaign key messages

Key messages

The key messages for the public:

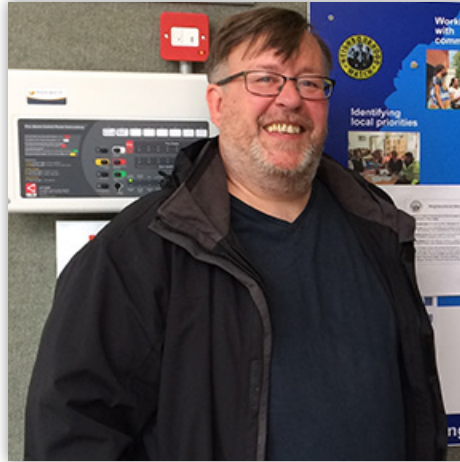
- You can prevent type 2 diabetes by eating a healthy, balanced diet, maintaining a healthy weight and keeping physically active.
- People living with diabetes also face higher risk of heart disease, stroke, nerve damage, foot problems, vision loss and kidney problems.
- There are some groups at higher risk of type 2 diabetes: men, people of South Asian or Black ethnicity, people who are overweight, people with a family history of type 2 diabetes and women with a history of Gestational Diabetes Mellitus (GDM).
- Find out your risk of type 2 diabetes by using the Diabetes UK Know Your Risk Score at riskscore.diabetes.org.uk or by searching 'Know Your Risk'.

The key messages for healthcare professionals:

- Type 2 diabetes is one of the biggest healthcare challenges of our time.
- People living with diabetes also face higher risk of heart disease, stroke, nerve damage, foot problems, vision loss and kidney problems.
- There are some groups at higher risk of type 2 diabetes: men, people of South Asian or Black ethnicity, people who are overweight, people with a family history of type 2 diabetes and women with a history of GDM.

- The Healthier You NHS Diabetes Prevention Programme is an evidence-based lifestyle change programme which helps people at high risk of type 2 diabetes to reduce their risk through managing their weight, eating more healthily and being more physically active.
- Research shows that the Healthier You programme has prevented thousands of new diagnoses of type 2 diabetes in England and saved people from potentially serious ill health.
- A referral to the NHS Diabetes Prevention Programme reduces someone's chance of developing type 2 diabetes by 20%. For someone completing the programme the risk of developing type 2 diabetes is reduced by 37%.
- You can refer eligible people to the Healthier You NHS Diabetes Prevention Programme (via their GP practice).
- Eligibility criteria:
 - Individuals aged 18 years or over.
 - Individuals who have 'non-diabetic hyperglycaemia' (NDH) within the 12 months prior to the date of referral.
 - Individuals who have a history of Gestational Diabetes Mellitus (GDM) and are not known to have subsequently developed type 2 diabetes (although no blood test is required on referral). Women with a history of GDM have the additional option of self-referral. If they have current GDM (i.e. are currently pregnant), they can only start the programme post-pregnancy.

Case studies



The NHS Diabetes Programme produce regular Healthier You NHS Diabetes Prevention Programme patient case studies: www.england.nhs.uk/diabetes/case-studies

For more information about any of them or to find case studies in your local area, please contact england.ndpp@nhs.net



Contact and useful links

Contact and useful links

For more information about the event and how to get involved please visit:

www.diabetes.org.uk/get_involved/diabetes-prevention-week

To download the full digital toolkit please visit the Campaign Resource Centre (sign-in required):

campaignresources.dhsc.gov.uk/campaigns/healthier-you-nhs-diabetes-prevention-programme

If you have any questions or to share your activities with us,
please contact us by emailing: england.ndpp@nhs.net

**Thank you again for taking part in this important campaign.
We hope you have a great Type 2 Diabetes Prevention Week!**