

Primary Care Communications & Engagement Toolkit

Contents

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. The service is delivered by Reed Wellbeing in Greater Manchester.

We have developed the following toolkit to support you to promote and provide information on the service with people at your practice.

It includes –

- Waiting room videos
- Social Media Posts
- Posters
- Patient information & leaflets

Waiting room video

We have developed a video that can be uploaded to waiting room screens to inform people about the programme. Our video explains -

- The lifestyle and risk factors that can increase the risk of Type 2 diabetes
- What the Healthier You programme is and how it can support people to improve their risk and live a healthier life
- Where to go to for more information and to get referred onto the programme

[The video is available online and can be downloaded from the link here.](#)

NHS

Various lifestyle and risk factors can increase your chance of developing Type 2 diabetes, they include:

- ⇒ Your age (40+)
- ⇒ Your biological gender
- ⇒ Your ethnicity
- ⇒ Your family history of Type 2 diabetes
- ⇒ Your medical history

HEALTHIER YOU
AND DIABETES PREVENTION PROGRAMME

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Our 13 sessions are provided by one of our Health Coaches, either in a group setting at a local venue or via a digital app.

We aim to help you manage your risk of developing Type 2 diabetes.

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If you are ready to undertake this journey, please speak to your GP and ask about being referred.

For more information visit:

healthieryou.reedwellbeing.com

HEALTHIER YOU
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Social Media Assets

We have developed a range of social media assets that can be used to raise awareness of the risk of Type 2 diabetes and promote the Healthier You programme with you patients.

They include different messages that communicate:

- Gestational diabetes risk
- Age & weight risk
- Ethnicity risk
- Lifestyle changes & benefits

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

Gestational diabetes risk groups



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KNOW YOUR **RISK**

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Had gestational diabetes during your pregnancy?

Then you are more at risk of developing Type 2 diabetes.

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Are you at risk of type 2 diabetes?
Over 19,000 people in Greater Manchester have joined the #HealthierYou diabetes prevention programme to reduce their risk
Check your diabetes risk at riskscore.diabetes.org.uk and you may be eligible for referral by your GP
#T2Diabetes #Prevention



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Over 50% of women diagnosed with gestational diabetes develop Type 2 diabetes within 5 years of the birth

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If you've had gestational diabetes in the past you may be at higher risk of developing Type 2 diabetes.
You can reduce your risk by making lifestyle changes with the Healthier You programme.
Check your diabetes risk at riskscore.diabetes.org.uk and you may be eligible for referral by your GP
#T2Diabetes #Prevention



TYPE 2 DIABETES
KNOW YOUR **RISK**

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Gestational Diabetes

You're at higher risk of type 2 diabetes if you've had gestational diabetes in the past.

You're at higher risk of type 2 diabetes if you've had gestational diabetes in the past.
You can reduce your risk by making lifestyle changes with the Healthier You programme.
Check your diabetes risk at riskscore.diabetes.org.uk and you may be eligible for referral by your GP
#T2Diabetes #Prevention

[Please visit the link here to download full resolution images](#)

Age & weight risk groups



Are you at risk of type 2 diabetes?

Over 19,000 people in Greater Manchester have joined the #HealthierYou diabetes prevention programme to reduce their risk

Check your diabetes risk at riskscore.diabetes.org.uk and you may be eligible for referral by your GP

#T2Diabetes #Prevention



Are you at risk of type 2 diabetes?

13.6 million people are at increased risk in the UK.

Join the diabetes prevention programme for a Healthier You.

Check your risk at riskscore.diabetes.org.uk and you may be eligible for a referral by your GP.

#T2Diabetes #Prevention



Anyone can develop type 2 diabetes, but certain factors increase your risk.

You can reduce your risk by making lifestyle changes with support from the local Healthier You programme.

Check your diabetes risk at riskscore.diabetes.org.uk and you may be eligible for referral by your GP

#T2Diabetes #Prevention

[Please visit the link here to download full resolution images](#)

Ethnicity risk groups



Type 2 diabetes is 2 to 4 times more likely if you are of South Asian and Black Caribbean or Black African descent.

Check your risk at riskscore.diabetes.org.uk and you may be eligible for a referral to the #HealthierYou diabetes prevention programme by your GP.

#T2Diabetes #Prevention



Your age & ethnicity could put you at higher risk of type 2 diabetes

Over 19,000 people in Greater Manchester have joined the #HealthierYou diabetes prevention programme to reduce their risk

Check your risk at riskscore.diabetes.org.uk and you may be eligible for a referral to the #HealthierYou diabetes prevention programme by your GP

#T2Diabetes #Prevention



Are you at risk of type 2 diabetes?

Your ethnicity could put you at higher risk of type 2 diabetes



Check your risk at riskscore.diabetes.org.uk and you may be eligible for a referral to the #HealthierYou diabetes prevention programme by your GP

#T2Diabetes #Prevention

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Lifestyle changes & benefits

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The programme has been fabulous. I have loved every minute of it. I've already lost 9kg.

The recipes have been a game changer for me. My blood test results have come back perfect – I'm back to where I was 10 years ago.

Kevin, Healthier You participant

Check your risk at riskscore.diabetes.org.uk and you may be eligible for referral by your GP

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#T2Diabetes #Prevention

HEALTHIER YOU
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Julius joined for Healthier You digital programme after a health check revealed he had prediabetes.

The programme helped him change his eating habits and increase his exercise.

Since starting the programme he has lost 25kg and no longer has prediabetes.

Check your risk at riskscore.diabetes.org.uk and you may be eligible for referral by your GP

Are you at risk of type 2 diabetes?

With the right support up to 50% of cases can be prevented. Join the diabetes prevention programme for a #HealthierYou

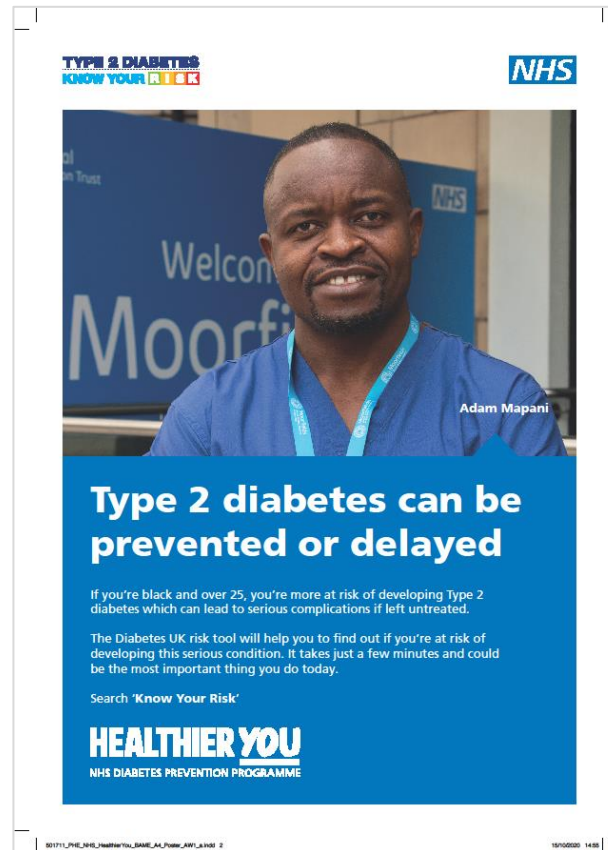
Check your diabetes risk at riskscore.diabetes.org.uk and you may be eligible for a referral by your GP

#T2Diabetes #Prevention

[Please visit the link here to download full resolution images](#)

Posters

The following posters can be shared in your practice to inform people of type 2 diabetes risk factors and the benefits of joining the programme



[Please visit the link here to download full resolution images](#)

Posters

TYPE 2 DIABETES
KNOW YOUR RISK

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Your ethnicity could put you at risk of Type 2 diabetes

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.

You may be eligible to join your local Healthier You NHS Diabetes Prevention Programme, which can help you reduce your risk by offering advice on eating healthily, being more active and managing your weight.

Head online to check your risk using the Diabetes UK risk tool.

Search 'Know Your Risk' riskscore.diabetes.org.uk

HEALTHIER YOU
NHS DIABETES PREVENTION PROGRAMME

FILE:HEALTHIERYOU_DiabetesUK_RiskTool_A1224011

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Patient information & leaflets

Reed Wellbeing have lots of information about the programme on their website and a number of resources and leaflets for patients including:

- Daily food diary
- Daily step tracker
- SMART goals planner
- NHS Eatwell guide
- On referral leaflet
- Face-to-face journey leaflet
- Digital journey leaflet
- Remote journey leaflet
- Nutrition for different cultures leaflet

[These can be viewed and downloaded from the Reed Wellbeing website resources page here.](#)

