

# Healthy Living

for people with type 2 diabetes

## Direct to Consumer Comms Toolkit

**Healthy Living**  
for people with type 2 diabetes

Healthy Living for people with type 2 diabetes is a free online structured education programme designed to help users learn more about and live well with type 2 diabetes.

It is available to anyone over the age of 18, living in England with type 2 diabetes. Carers of those living with type 2 diabetes can sign up too.

The programme is available by self-referral by visiting [www.HealthyLiving.nhs.uk](http://www.HealthyLiving.nhs.uk)

This toolkit has been designed for health care providers and locality communications teams to provide you with information on the programme and key messages to promote the service and encourage eligible people to sign up to the programme.

Promotional resources in this toolkit will help you promote the programme across webpages and social media accounts including -

- Web page and bulletin copy
- Healthy Living video clip
- Service user stories
- Example social media posts

The information in this toolkit has been adapted from the resources on the Healthy Living FutureNHS platform. For further information, promotional resources and FAQs please visit the NHS Diabetes Programme platform [here](#).

“The changes I've seen in my health since starting Healthy Living have been massive. I have lost two stones!”



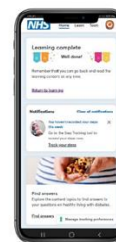
# Healthy Living

for people with type 2 diabetes

The key messages focus on the importance of managing type 2 diabetes, as well as raising awareness of Healthy Living for people with type 2 diabetes. These messages will support you in communicating about the service and should be used to encourage eligible participants to sign up to the programme.

## Key messages for eligible participants

- If you've been diagnosed with type 2 diabetes, managing your condition is important.
- Adopting a healthy lifestyle and staying in control of your type 2 diabetes can help you avoid complications such as vision loss, kidney failure, amputation, heart disease and strokes.
- Healthy Living for people living with type 2 diabetes is an online structured education programme that provides participants with the skills and knowledge they need to live well with type 2 diabetes including information on –
  - healthy eating
  - getting enough exercise
  - achieving and maintaining a healthy weight
  - living, working, and socialising with diabetes
  - looking after feet and eyes
  - reducing diabetes related distress and improving well being
- You can access the programme through your web browser on desktops, tablets, and smartphones at home, work, or on the move. You can get information and advice at home, work or on the move, putting you in control of your health and wellbeing now and helping to keep you well for the future.
- If you are over 18 years old and are living with type 2 diabetes you can start the Healthy Living programme today. Sign up at [www.healthyliving.nhs.uk](http://www.healthyliving.nhs.uk).
- If you care for or are a family member of someone living with type 2 diabetes, you can sign up too.



“ I like the Healthy Living programme because it's easy to follow and offers good advice. To others who are thinking about joining, I'd say you have nothing to lose except weight and bad habits! ”

“ I monitor my blood pressure at home and was not aware of when I should contact my GP. The figures given in this article have given me the information I needed. ”



## How to use the resources in this pack to promote Healthy Living to people living with type 2 diabetes:

- Add the web page copy and web banners in this toolkit to any patient-facing websites such as GP, pharmacy and local authority websites.
- Post the video, images and supporting copy on any patient facing social media pages using the resources in this toolkit (see example social media posts).
- Include items in any patient-facing bulletins using the copy in this toolkit.
- Direct partner organisations and others in your locality to this toolkit.
- Order free Healthy Living printed resources (leaflets, posters and business cards) and use them to promote the services in healthcare settings

## Bulletin/ webpage copy

Healthy Living for people with type 2 diabetes (or Healthy Living for short) is a free, online NHS service designed to help you learn more about diabetes.

Healthy Living has been clinically proven to help you improve your health and support you to live well with type 2 diabetes. The service can help you:

- feel confident in managing type 2 diabetes
- reduce diabetes-related stress and improve health and wellbeing
- achieve and maintain a healthy weight
- be motivated to make healthy choices and live a healthy life
- feel confident to make decisions about healthcare and treatment options

The programme is for people over the age of 18, living in England with type 2 diabetes. If you care for someone living with type 2 diabetes, you can sign up too.

Sign up today at [healthyliving.nhs.uk](https://healthyliving.nhs.uk).

**Webpage banners,  
videos and images are an effective  
way to grab people's attention and  
highlight important messages,  
please see the following pages in  
this pack for additional resources  
you can use on your webpages  
and bulletins**

**Are you  
living  
with  
type 2  
diabetes?**

Get your free NHS  
support today at  
[healthyliving.nhs.uk](https://healthyliving.nhs.uk)

**Are you living with type 2 diabetes?**  
Get your free NHS support today at [healthyliving.nhs.uk](https://healthyliving.nhs.uk)

## Healthy Living video clip

Videos are an effective way to grab the attention of your target audience. Embed [this short video](#) in your social media posts and on your websites, alongside the following text:

*If you're living with type 2 diabetes, access free online NHS information and advice with the Healthy Living programme. Register today at [www.healthyliving.nhs.uk](http://www.healthyliving.nhs.uk)*



This video  
can also be  
added to  
waiting room  
screens in  
GP Practices

## Service user stories

**NHS**



Keen golfer Idwal David, joined the Healthy Living a few months ago after being diagnosed with type 2 diabetes.

Idwal said: "So far, I have lost around 18 lbs and I want to lose another 14. This has been brought about by the changes I have made to my diet after learning more about type 2 diabetes through the Healthy Living programme. It has helped me understand in more detail about all facets of the condition and helped me when I fall off the wagon. My sleep is better, and I feel much brighter and healthier in my whole being.

"If you're thinking about joining the programme, do it. You can never know too much. It doesn't take all that much of your time, and the benefits are worth it!"

Idwal David,  
Healthy Living user

[www.healthyliving.nhs.uk](http://www.healthyliving.nhs.uk)

**NHS**



After recently being diagnosed with type 2 diabetes, camping enthusiast Keith joined Healthy Living for people with type 2 diabetes to gain as much support as possible.

Keith said: "I found the registration process easy and the programme provides lots of information in a simple to understand way.

"After using Healthy Living for a few months now, I have seen my HbA1c reduce from 56 mmol to 39 mmol. I've also lost a total of 37lbs, five inches from my waist and my BMI has dropped from 27.1 to 23!"

"Join the programme! Read through. Try out the exercises. Seek the help and assistance you need."

Keith Saunders,  
Healthy Living user

[www.healthyliving.nhs.uk](http://www.healthyliving.nhs.uk)

**NHS**



76-year-old Christine joined the Healthy Living for people with type 2 diabetes a few months ago on the recommendation of the GP surgery.

Christine said: "I found the registration process for the Healthy Living programme easy. It is full of advice and has reminded me of a lot of things I'd forgotten.

"It's given me a well-needed incentive to eat healthier and move more as I had become rather complacent.

"If you're living with type 2 diabetes, join the Healthy Living programme. You've nothing to lose but a lot to gain. It isn't all hopeless. My Dad was 20 when he was diagnosed, he kept to a strict diet, exercised and lived to 96!"

[www.healthyliving.nhs.uk](http://www.healthyliving.nhs.uk)

These resources can be used on waiting room screens in GP practices, on social media alongside key messages and in bulletins

Download full resolution images [here](#) and read the full stories of Keith, Idwal and Christine [here](#).

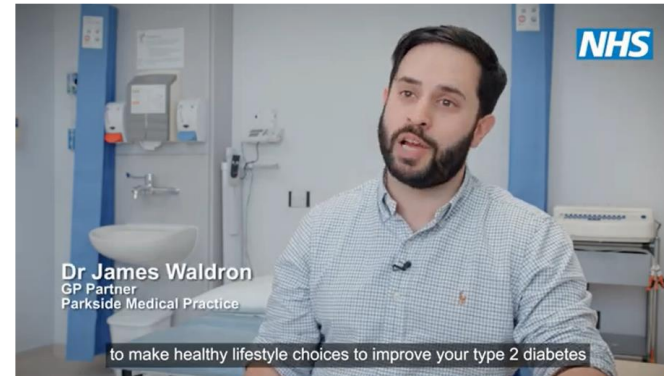
## Example social media posts



Keith, who lives with type 2 diabetes, lowered his HbA1c level, lost over 2.5 stone and reduced his waist by 5 inches with support from the free Healthy Living programme. Find out more about how Healthy Living can help you live well with type 2 diabetes. [www.healthyliving.nhs.uk](http://www.healthyliving.nhs.uk)



The NHS Healthy Living programme offers free online support to help people living with type 2 diabetes achieve a healthy diet. Join in minutes today to access free NHS guidance on eating well. [www.healthyliving.nhs.uk](http://www.healthyliving.nhs.uk)



‘If you’re living with type 2 diabetes, managing your condition is really important.’ GP in Nottingham, Dr James Waldron is encouraging people living with type 2 diabetes to sign up to the NHS Healthy Living programme to access free online support. [www.healthyliving.nhs.uk](http://www.healthyliving.nhs.uk)



NHS Healthy Living fits around busy lives and helps people feel confident in managing type 2 diabetes wherever they are. Sign up today for NHS support at your fingertips. [www.healthyliving](http://www.healthyliving).

View all social media images and download them in full resolution [here](#).

## Leaflets



**Get support with your type 2 diabetes.**


If you've been diagnosed with type 2 diabetes, managing your condition is important.

By leading a healthy lifestyle and keeping your blood sugar levels under control, you can reduce the risk of the complications such as vision loss, kidney failure, amputation, heart disease and strokes.

Healthy Living for people with type 2 diabetes is a free, online NHS service clinically proven to help you control your type 2 diabetes. You can get information and advice at home, work or on the move, putting you in control of your health and wellbeing.

Sign up at [healthyliving.nhs.uk](https://healthyliving.nhs.uk)

**Healthy Living**  
for people with type 2 diabetes



Healthy Living for people with type 2 diabetes provides information about diabetes, offers support with mental wellbeing, and helps with adopting and maintaining healthy behaviours such as improving your diet and increasing physical activity.

Healthy Living can help people living with type 2 diabetes by providing knowledge and information, so you can:

- feel confident in managing your type 2 diabetes
- reduce diabetes-related distress
- improve your health and wellbeing
- achieve and maintain a healthy weight
- feel motivated to continue making healthy lifestyle choices

Healthy Living is a free, online NHS service clinically proven to help you control your type 2 diabetes. You can get information and advice at home, work or on the move, putting you in control of your health and wellbeing.

Sign up at [healthyliving.nhs.uk](https://healthyliving.nhs.uk)

View and download all programme leaflets [here](#).

## Healthy Living printed resources

Order a free [Healthy Living resource pack here](#) by providing your details in the forms linked below and we'll let you know when they're ready to post in the coming weeks. Alternatively, you can make a bulk order on behalf of all the GP practices and / or other organisations in your area. Each resource pack will include:

- 75 x A5 leaflets
- 75 x 'Business' cards
- 2 x A3 posters

## Further information

Further promotional resources, FAQs and more, are available for on the FutureNHS Collaboration platform.

To access the platform, first [create an account here](#) and request access to the [NHS Diabetes Programme workspace](#).