Diabetes UK

Type 2 Diabetes Awareness Campaign: Overview

The Type 2 diabetes challenge
Around 7 million people in the UK – that’s one in seven – are at high risk of developing Type 2 diabetes. And around 850,000 people have the condition but don’t know it. However, up to 80 per cent of cases of Type 2 diabetes can be delayed or prevented. Diabetes UK in charity partnership with Tesco, will be running the biggest ever public awareness campaign about Type 2 diabetes, launching on Monday 23 September 2013.

Campaign objectives
- To increase awareness of the risk factors of Type 2 diabetes
- To enable people who are at risk to understand their personal risk of developing the condition
- To encourage people in at risk groups to check their risk of Type 2 diabetes, and to provide information on what they should do next, depending on their risk level

The campaign will urge people to:
- Check their risk online, or by visiting a Tesco pharmacy or other Pharmacy
- Go to their GP if they are in a high risk group and have concerns about Type 2 diabetes

The audience
The seven million people who are at high risk of developing Type 2 diabetes. You are at increased risk if you are:
- Over 40
- Or overweight, with a large waist size (over 31.5” for women, 37” for men or 35” for South Asian men)
- Or South Asian, Black African or African-Caribbean. South Asians at risk from aged 25
- Or have diabetes in your family

Channels and reach
The campaign will run across the UK for a two week burst reaching areas across the country where our target audience live. Media channels include:
- Advertising on buses, tube and other local transport networks (eg, Metro Newcastle), as well as taxis across London
- High Street adverts – on side of bus stops, at shopping centres, in Tesco car parks
- Radio – 25+ stations across the UK
- Digital advertising
- And in store at Tesco - point of sale leaflets in store and pharmacies, Tesco magazine, website and social media channels

Evaluation
Planned evaluation measures include:
- Numbers of people having a risk assessment online and in Tesco pharmacies
- Awareness of risk factors with at risk audiences and confidence among those at risk in identifying risk factors
- Follow up with those who have taken part in risk assessments (online and face to face) – do they recall their risk? What have they done as a result?
- Impact on primary care – GPs/practice nurses noticing increased demand/queries around Type 2 diabetes

For more information visit www.diabetes.org.uk/awareness-campaign