

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

**MyType1** ★ **Diabetes**

**NHS**



world diabetes day  
14 November

# World Diabetes Day 2022

Promotional Pack: National Digital Structured Education Programmes

The theme for World Diabetes Day 2021-23 is **access to diabetes care**. In 2022, the International Diabetes Federation focuses on the need for better access to **quality diabetes education** for healthcare professionals and people living with diabetes.

Diabetes is a progressive long term condition that is largely self-managed by the individual. Structured education programmes can help people living with diabetes to improve their knowledge and skills and help to motivate them to take control of their condition and self-manage it effectively.

NHS England have commissioned evidence-based, digital structured education programmes for people with diabetes that are available now. **This promotional pack will support local stakeholders to promote online structured education programmes for adults living with diabetes.**

For more information on IDF's World Diabetes Day campaign visit [World Diabetes Day | Access to Diabetes Care: If Not Now, When?](#)

This pack offers resources that can be implemented across digital channels for **World Diabetes Day** (14 November 2022) to promote the **two** digital structured education programmes that are available now across the whole of England:

- adults with type 1 diabetes - [My Type 1 Diabetes](#)
- adults with type 2 diabetes - [Healthy Living for people with type 2 diabetes](#)

The resources in this pack can be implemented alongside other activities planned at national/local level.

## MyType1 Diabetes

[My Type 1 Diabetes](#) is a free digital resource that offers tailored advice and information created by NHS experts and people living with type 1 diabetes. Adults with type 1 diabetes, their families and carers, and healthcare professionals can use this platform to access information about type 1 diabetes through videos, articles, and accredited online education courses.

### How to join

The programme is available now via self-referral. Start using the programme today by visiting:

<https://www.mytype1diabetes.nhs.uk/>

### My Type 1 Diabetes can:

- Help participants understand more about type 1 diabetes and increase confidence to manage it.
- Signpost to content created by other expert organisations.
- Offer resources in up to 10 other languages including Polish, Spanish and Urdu.
- Support participants to set achievable goals for diabetes self-care.

## Key messages - MyType1 ★ Diabetes

### To people with type 1 diabetes:

- If you've been diagnosed with diabetes, managing your condition is important.
- By leading a healthy lifestyle and managing your diabetes well, you can reduce the risk of the complications of diabetes.
- MyType1Diabetes is a free online platform that can support you to live well with type 1 diabetes.
- MyType1Diabetes includes tailored advice and resources created by NHS diabetes experts and people living with type 1 diabetes.
- MyType1Diabetes provides information about diabetes in different formats, including videos, leaflets and eLearning courses.
- MyType1Diabetes is available **now**. Start using the programme today at: [www.mytype1diabetes.nhs.uk](http://www.mytype1diabetes.nhs.uk)

### To healthcare professionals:

- MyType1Diabetes is an online structured education programme, available **now** for adults living with type 1 diabetes.
- Healthcare Professionals can signpost to the self-refer pathway here: [www.mytype1diabetes.nhs.uk](http://www.mytype1diabetes.nhs.uk)
- MyType1Diabetes is available immediately from referral and can complement traditional face-to-face services or be a suitable alternative when participants decline in-person programmes.
- Learning is self-led so users can learn at their own pace, at a time that suits them.
- MyType1Diabetes is funded by NHSE&I and is free to local health economies and to the participant.
- There are no limits to the number of people that can sign up to the programme.

## 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 type 2 diabetes. Healthy Living has been clinically proven and can help participants live well with type 2 diabetes.

The programme 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.

### How to join

The programme is available now via self-referral. Start using the programme today by visiting: <https://www.healthyliving.nhs.uk/>

Healthy Living provides knowledge and information so users can:

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

## Key messages - **Healthy Living** for people with type 2 diabetes

### To people with type 2 diabetes:

- Adopting a healthy lifestyle and managing your type 2 diabetes can help you avoid complications such as amputation, heart disease, and strokes.
- **Healthy Living for people with type 2 diabetes** is an online programme clinically proven to help participants live well with their type 2 diabetes.
- Healthy Living is an online programme so you can access information and advice at home, work, or on the move.
- If you are over 18 years old and have been diagnosed with type 2 diabetes, start the Healthy Living programme today.
- If you care for, or are a family member of someone living with type 2 diabetes, you can sign up too.
- Sign up today at [www.healthyliving.nhs.uk](http://www.healthyliving.nhs.uk)

### To Healthcare Professionals:

- In the UK, more than 2.8 million people have been diagnosed with type 2 diabetes.
- Healthy Living is a QISMET accredited, web-based structured education programme and eligible for QOF points. It's available **now** via self-referral.
- HCPs and Care Providers can signpost to the service **today** using [www.healthyliving.nhs.uk](http://www.healthyliving.nhs.uk)
- Healthy Living is available immediately from registration and can complement traditional face-to-face services or be a suitable alternative when participants decline in-person programmes.
- Healthy Living is funded by NHSE&I and is free to the local health economy and to the participant. There are no limits to the number of people that can sign up to the programme.

## How you can support the campaign

1. Share this pack with colleagues and highlight the date of World Diabetes Day: **14 November 2022**
2. Using the key messages and resources in this pack, promote the programmes to both service users and healthcare professionals by:
  - Adding the self-referral URLs to intranet and web pages where people with diabetes may look for information.
  - Posting on social media using the resources in this pack, on slide 8 there is an example posting schedule.
  - Including the bulletin copy on slide 9 in newsletters and bulletins to stakeholders and patient groups.
  - Asking partner organisations and others in your locality to do the same.
3. Add the self-referral pages to your email signature using the email banner in the zip file.
4. Sign up to the NHSE&I Diabetes Programme bulletin to receive future updates on the programmes:  
[www.england.nhs.uk/nhs-diabetes-programme-bulletin/](http://www.england.nhs.uk/nhs-diabetes-programme-bulletin/)
5. Share the order forms on slide 13 with GPs and other care providers, encouraging them to order a free pack of leaflets that can be used to signpost eligible users to the programmes. Alternatively, you can make a bulk order on behalf of all the GP practices and / or other organisations in your locality.



## Bulletin / webpage copy

**MyType1** ★ **Diabetes**

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

**MyType1Diabetes** is a free online resource that offers tailored advice and information created by NHS experts and people living with type 1 diabetes.

The programme is aimed at adults with type 1 diabetes, their families / carers, and healthcare professionals. It provides access information about type 1 diabetes through videos, articles and accredited online education courses.

MyType1Diabetes can:

- Help you understand more about type 1 diabetes and increase your confidence in how to manage it.
- Signpost you to content created by other expert organisations.
- Offer resources in up to 10 other languages including Polish, Spanish and Urdu.
- Support you to set achievable goals for your diabetes self-care.

**MyType1Diabetes** is available now. Start using the programme today at: [www.mytype1diabetes.nhs.uk](http://www.mytype1diabetes.nhs.uk)

**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 and can 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.
- Improve mental wellbeing.
- Make and maintain healthy lifestyle choices, and more.

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 <https://healthyliving.nhs.uk/>

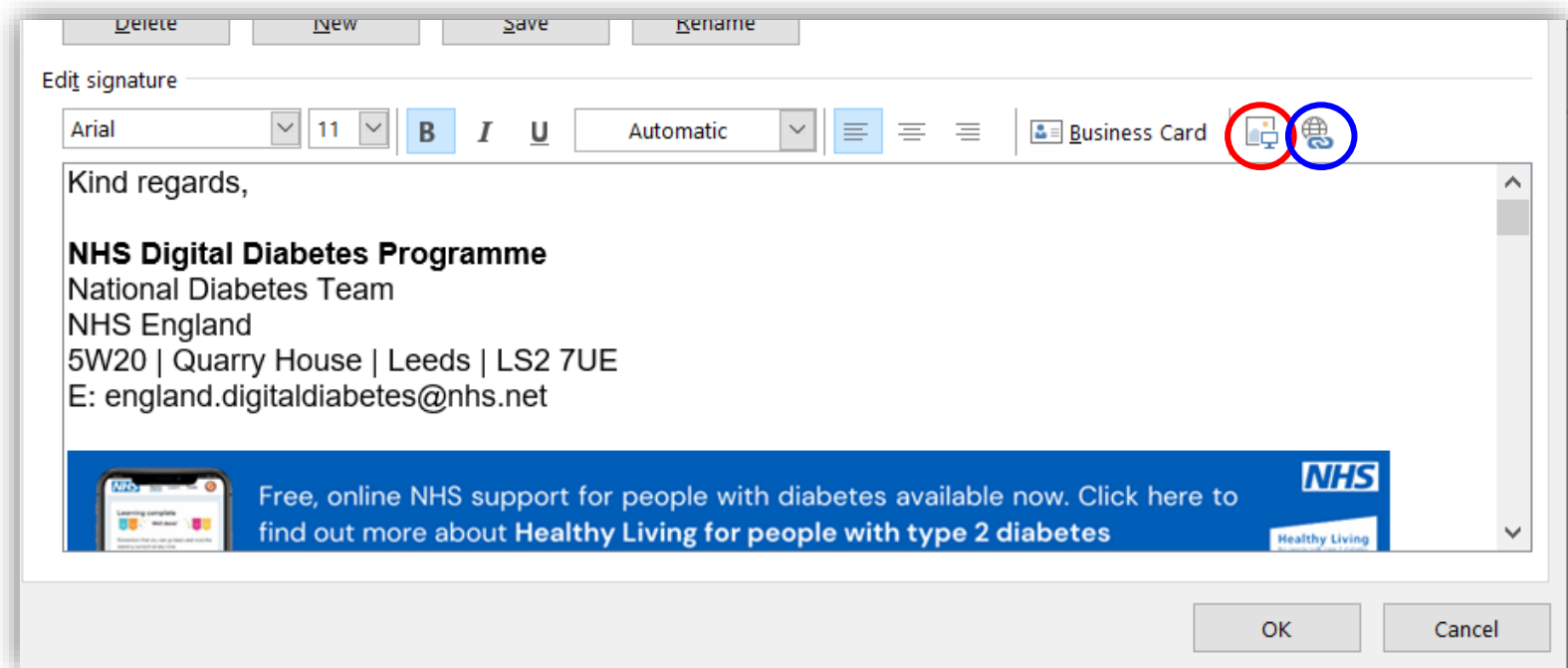
## Email signatures

When adding the banner to your email signature, you can add the programme URL to the image so readers can click to visit the webpage.

To do so, edit your email signature in Microsoft Outlook in the usual way.








To add an image click the “add image” function (highlighted red in image on this slide).

Once done, click onto the banner you’ve just added and then click the “add URL” function (blue) and copy and paste the URL.



# World Diabetes Day 2022

## Example Social Media Post

#1	#2	#3	#4	#5	#6	#7
						
<p>MyType1Diabetes is a free online platform with tailored support to help adults live well with their type 1 diabetes.</p> <p>Start the programme today: <a href="http://www.mytype1diabetes.nhs.uk/">http://www.mytype1diabetes.nhs.uk/</a></p>	<p>Healthy Living is a free online programme clinically proven to help participants live well with their type 2 diabetes.</p> <p>Sign up today at <a href="http://www.healthyliving.nhs.uk">www.healthyliving.nhs.uk</a></p>	<p>Adults living with type 1 diabetes can access a free online NHS service to receive tailored support at home or on the move.</p> <p>Start the programme today: <a href="http://www.mytype1diabetes.nhs.uk/">http://www.mytype1diabetes.nhs.uk/</a></p>	<p>Healthy Living is a free online programme that provides information about type 2 diabetes, mental wellbeing and supports participants to adopt healthy lifestyle choices.</p> <p>Sign up today at <a href="http://www.healthyliving.nhs.uk">www.healthyliving.nhs.uk</a></p>	<p>Healthy Living is a free online programme that can help people feel confident in managing type 2 diabetes and reduce diabetes-related stress.</p> <p>Sign up today at <a href="http://www.healthyliving.nhs.uk">www.healthyliving.nhs.uk</a></p>	<p>MyType1Diabetes puts participants in control of their diabetes by providing free, online information, advice and resources.</p> <p>Get type 1 diabetes support today: <a href="http://www.mytype1diabetes.nhs.uk/">http://www.mytype1diabetes.nhs.uk/</a></p>	<p>If you are living with type 2 diabetes and are over the age of 18, or care for someone who is, Healthy Living is a free online programme.</p> <p>Access support at home, work or on the move at: <a href="http://www.healthyliving.nhs.uk">www.healthyliving.nhs.uk</a></p>

You can find the social media images in the zip file sent as part of this pack.

## Further resources

Further promotional resources, FAQs and more, are available for both programmes on the Future NHS Collaboration platform.

To access the platform, first create an account here <https://future.nhs.uk/>, and request access to [our workspace](#).

## Order form: printed resources

**Please note, the resources ordered via the form below will arrive after World Diabetes Day and are intended for use throughout the year by those who provide care and support to people living with diabetes.**

Order a free resource pack 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 locality.

**Why do I have to complete an order form for each programme?** We recognise that not all care providers will see both patients living with type 1 diabetes and patients living with type 2 diabetes. Please order individual packs as appropriate to avoid wastage.

**Click the highlighted text below to access the order form.**

- [Healthy Living for people with type 2 diabetes](#)
- [MyType1Diabetes](#)

Each resource pack will include: 100 x A5 leaflets, 100 x 'Business' cards and 2 x A3 posters.

## Contact us

- contact us or follow us on Twitter: [@NHSDiabetesProg](https://twitter.com/NHSDiabetesProg)
- email us: [England.digitaldiabetes@nhs.net](mailto:England.digitaldiabetes@nhs.net)
- visit our website: <https://www.england.nhs.uk/diabetes/digital-innovations-to-support-diabetes-outcomes/>