

A GENERATION TO END THE HARM:

Diabetes UK Strategy
2020-2025



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

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OUR AMBITIONS

A new and very different future for people living with, and at risk, of diabetes is within our grasp.

**WE HAVE THE OPPORTUNITY
TO SHAPE THAT FUTURE.**

A man is seen from behind, wearing a dark t-shirt with the text "A WORLD WHERE DIABETES CAN DO NO HARM" printed on it. He is gesturing with his right hand as if speaking to a group of people. The background is a blurred crowd of people, and the entire image has a blue color cast.

A WORLD WHERE
DIABETES CAN DO
NO HARM

At the heart of our strategy, what motivates us every day, and what drives us towards our vision of a world where diabetes can do no harm, are two ambitions.



1 WE WANT PEOPLE TO LIVE WELL AND LONGER WITH DIABETES.

2 WE WANT TO CURE OR PREVENT DIABETES.

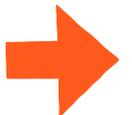


Over the next five years, all of our work will focus on making these two ambitions a reality.

They are grounded in what people living with type 1, type 2 and all other types of diabetes, or people at risk of diabetes, tell us they want for themselves and for others. And, whatever your personal situation or connection with diabetes, we hope our ambitions reflect something important to you.

Because of the scale and seriousness of diabetes, we must move quickly. We can only do this if we can inspire more people to raise more money and awareness, influence at the top level and learn more from people whose voices are underrepresented in our work.

The success of this strategy will be measured by the impact of our efforts on the lives of people affected by, and at risk, of diabetes.



Society continues to change at a dizzying speed. Technological and clinical breakthroughs could transform the quality of life for people with diabetes within a generation.

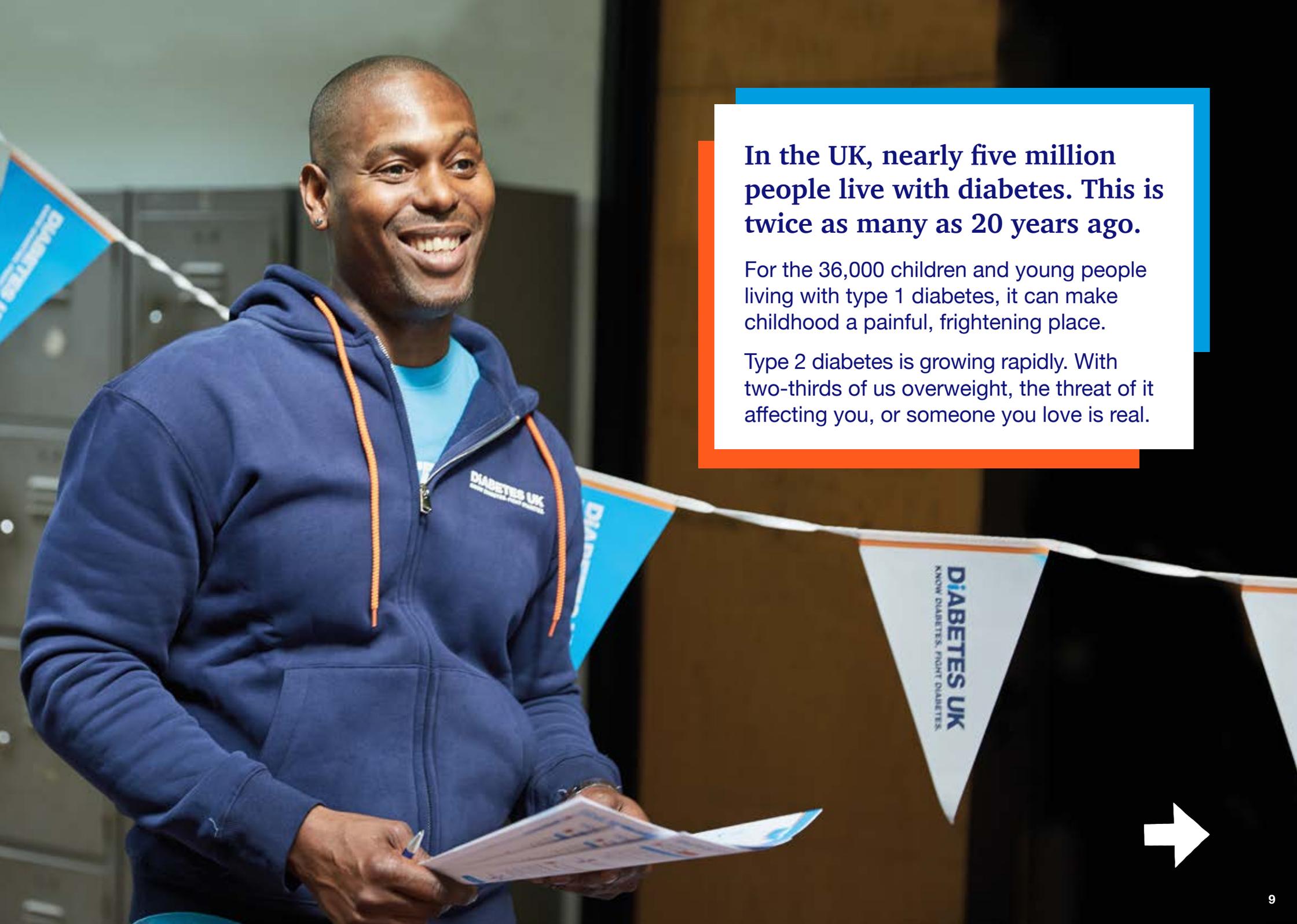
But, right now, with obesity on the rise and with the damage that all types of diabetes can do greatly underestimated, the next generation are facing even more harm. To succeed and to create a world where diabetes can do no harm, we need a bold, ambitious strategy.

The effects of diabetes are more serious and widespread than the vast majority of people understand. Even though 500 people die prematurely because of diabetes every week, fewer than one in five people in the UK believe it's a serious condition.

Diabetes can take over your life.

It damages your blood vessels and organs, and doubles your risk of heart disease and stroke. It can lead to blindness and amputations. It affects your family and your work, interferes with your social life, controls what you can eat, and when. It's a life of medical checks, precise regulation, taking meds, injections, and emotional drain.

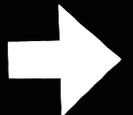




In the UK, nearly five million people live with diabetes. This is twice as many as 20 years ago.

For the 36,000 children and young people living with type 1 diabetes, it can make childhood a painful, frightening place.

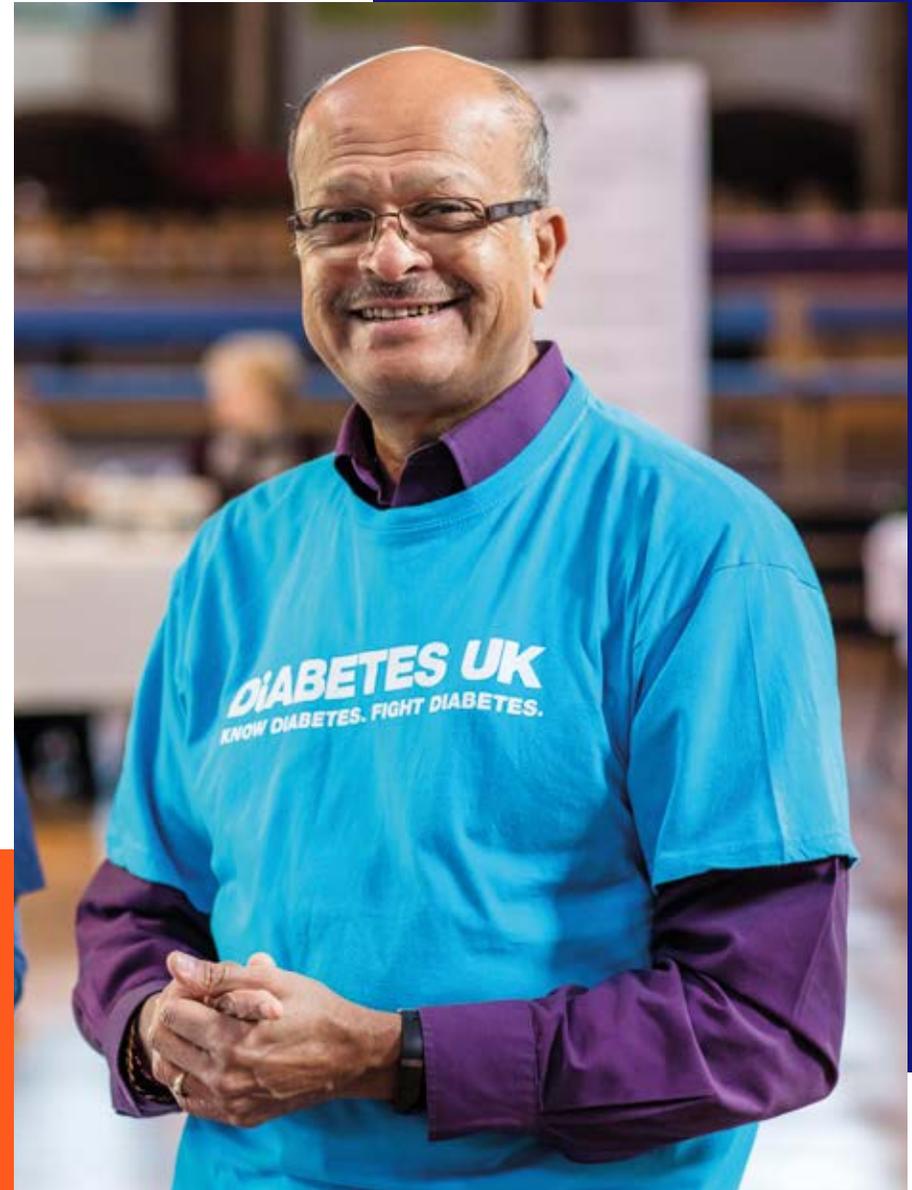
Type 2 diabetes is growing rapidly. With two-thirds of us overweight, the threat of it affecting you, or someone you love is real.



THE GOOD NEWS? TOGETHER, WE'RE GOING TO STOP DIABETES RUINING AND ENDING LIVES.

We know more than ever before about how to prevent and treat diabetes, how best to manage it, and how to support people to live well with it. We're contributing to global efforts to discover more about diabetes, to get us closer to a cure.

**Every step forward is another
life changed.**





Each step we take will be guided by the experiences of those living with and affected by diabetes, and will only be possible with the generosity of our fantastic supporters.

We'll bring the experts together and challenge the decision makers to be bolder. We'll listen and act, and persuade others to join us.

Two years ago we held the biggest ever conversation about diabetes – the Future of Diabetes. We heard from more than 9,000 people across the UK who described their experiences of living with all types of diabetes and shared their hopes and fears for the future. People told us what they want and need. Their experiences frame our strategy for the next five years.

We will work with our donors, volunteers, partners, researchers, clinicians and campaigners to make change happen.

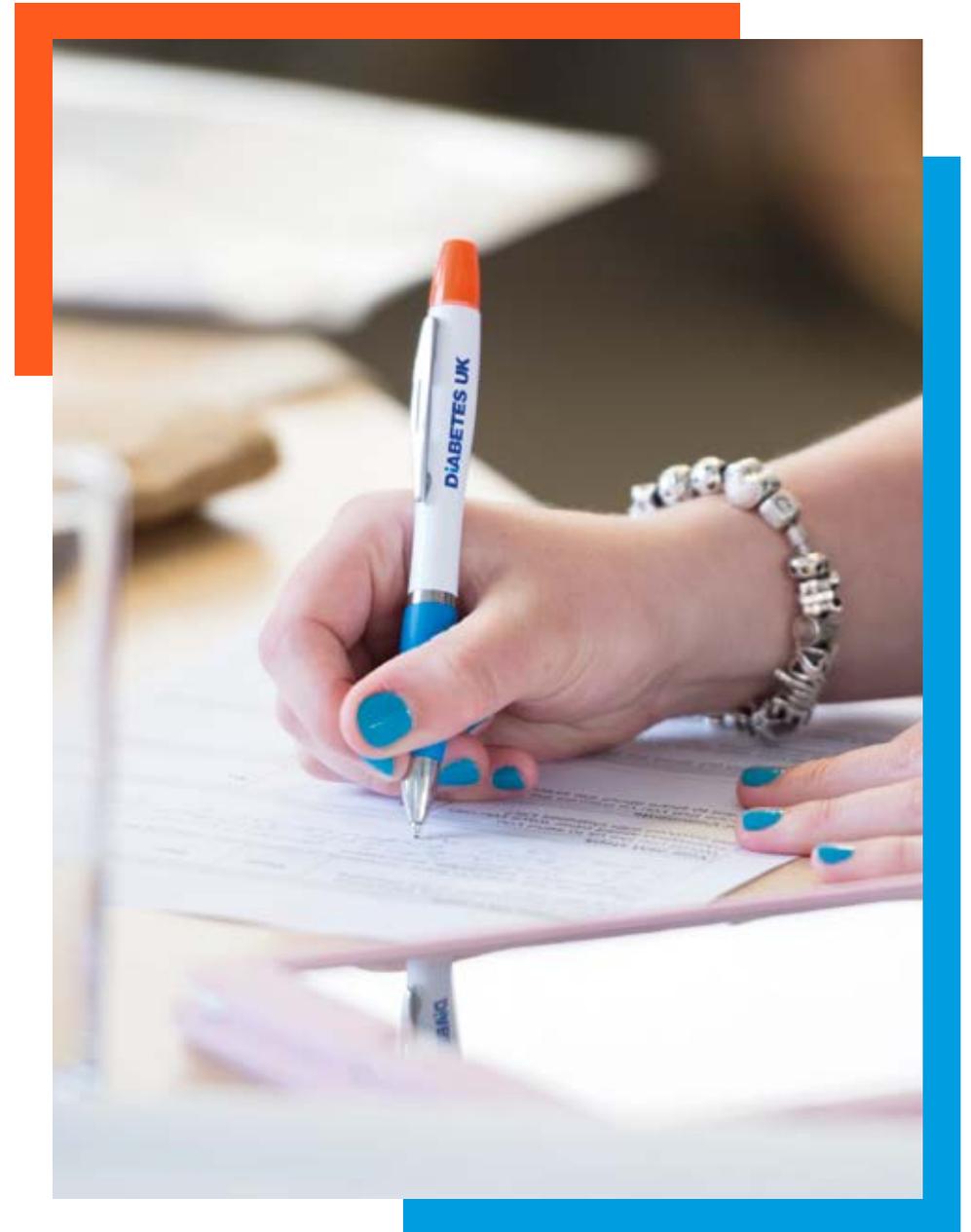
By 2025:

- more people with type 1, type 2 and all other forms of diabetes will benefit from new treatments that cure or prevent the condition
- more people will be in remission from type 2 diabetes
- more people will get the quality of care they need to manage their diabetes well
- fewer people will get type 2 and gestational diabetes
- more people will live better and more confident lives with diabetes, free from discrimination.

The next five years are critical. With more and more people affected by diabetes, we have no choice but to fight harder than ever before.

To do it we need you, and not just you.

We need your friends, family, colleagues, places of worship and social clubs. We need your time, your energy, your fundraising, your campaigning and your support. None of this will be possible without you.



WE'RE CHANGING THE FUTURE OF DIABETES

In our last strategy we committed to:

- getting more people the best care and support
- helping those affected manage their diabetes
- investing in research to develop better treatments and find cures
- campaigning to make everyone aware of the severe problems the condition can cause and what they can do about it.



Over the last five years we've made impressive progress.

The dedication of supporters and leading UK scientists has advanced our understanding of diabetes and funded more research than ever before. They've made it possible to improve diabetes care and create new national programmes to prevent type 2 diabetes. We've propelled a world-leading consortium to make discoveries in immunotherapy for type 1 diabetes, and funded successful studies into the remission of type 2 diabetes.

Our powerful campaigns have influenced governments. We've seen unfair prescription fines cancelled, the law changed on glucose monitoring for drivers and Flash testing become available on the NHS. We've brought about major changes in local healthcare, especially in tackling diabetes-related amputations. **Together we've helped dispel myths and improve understanding that diabetes is a life-threatening condition.** And, alongside our Diabetes UK volunteers, we've supported millions of people with diabetes through our services and information.

We know we can change everyday life for people with diabetes, but someone is still diagnosed every two minutes, while a quarter of children with type 1 diabetes are diagnosed dangerously late. With more than 12 million people at increased risk of type 2 diabetes, we must strive to do even more.

We're serious about the challenge. But we're also excited about the potential we have to make life better for millions of people.



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OUR NEW STRATEGY



DiABETES UK
KNOW DIABETES. FIGHT DIABETES.

WHAT WE MUST ACHIEVE

Over the next five years we have five outcomes which will help us fulfill our ambitions.



OUTCOMES

- 1** More people with type 1, type 2 and all other forms of diabetes will benefit from new treatments that cure or prevent the condition.
- 2** More people will be in remission from type 2 diabetes.
- 3** More people will get the quality of care they need to manage their diabetes well.
- 4** Fewer people will get type 2 and gestational diabetes.
- 5** More people will live better and more confident lives with diabetes, free from discrimination.

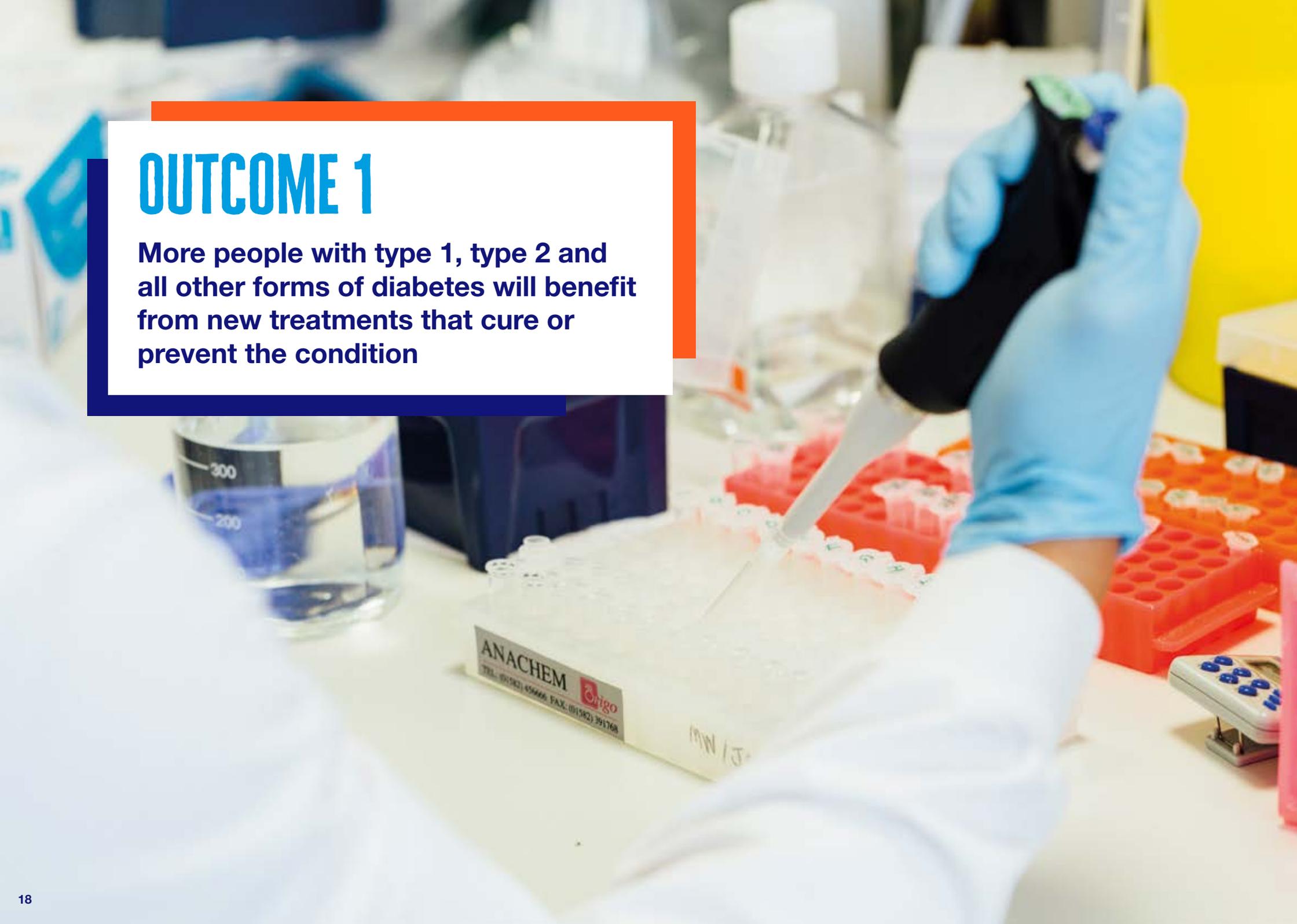
Some will happen quicker than others, but they all embody our passion, belief and determination.

We don't have all the answers yet, so we need to work together and learn from people living with, affected by and working in diabetes.

If we can do that, we know we can get closer than ever to a world where diabetes can do no harm.

OUTCOME 1

More people with type 1, type 2 and all other forms of diabetes will benefit from new treatments that cure or prevent the condition



HOW?

- Drive forward innovations to cure type 1 diabetes, from technological options to immunotherapies.
- Develop a pipeline of research activity to find cures for type 2 diabetes, tackling insulin resistance and keeping insulin-producing cells healthy.



IMMUNOTHERAPY FOR PEOPLE WITH TYPE 1 DIABETES

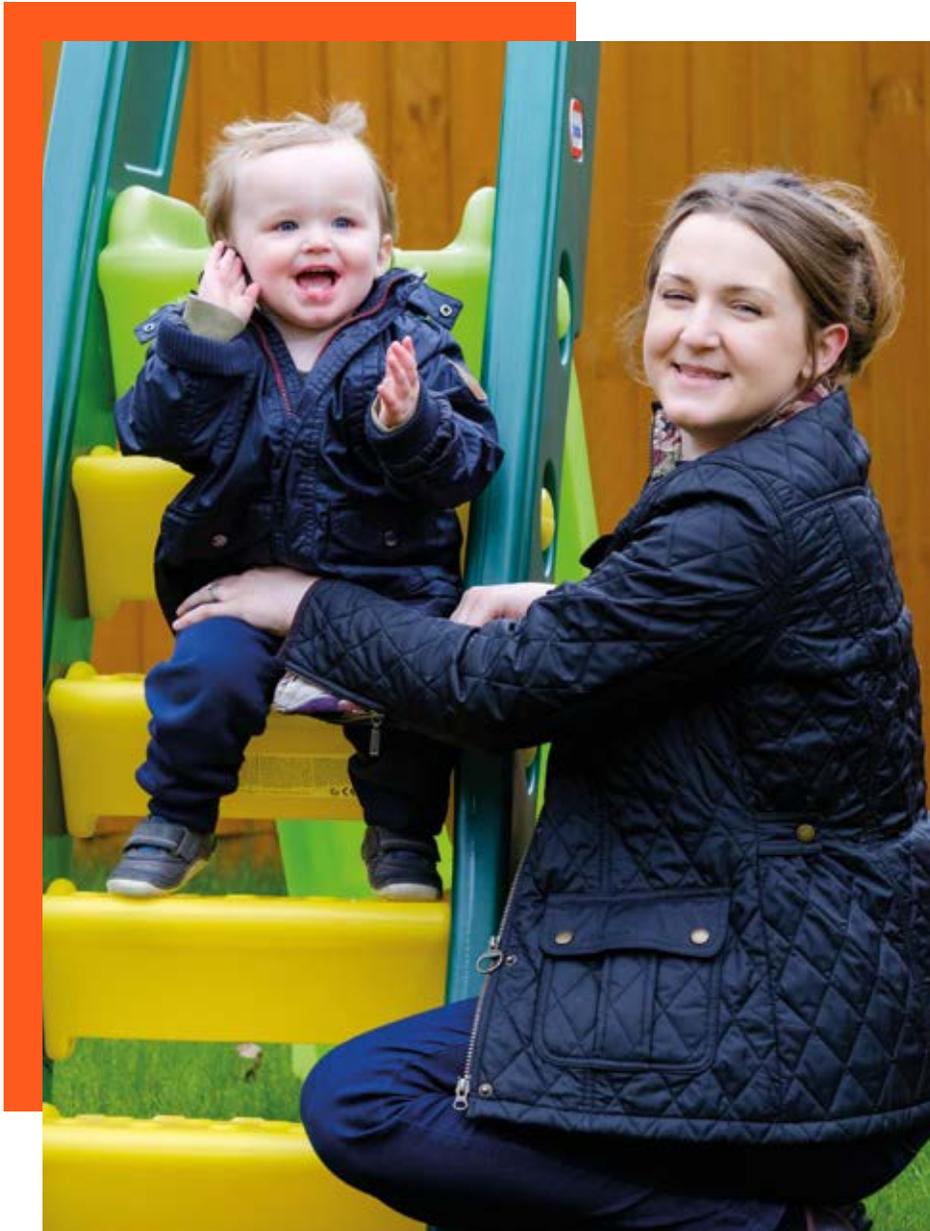
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Type 1 diabetes is a condition where the body mistakenly attacks its own cells.

Immunotherapies try to stop that attack happening. We're at the heart of immunotherapy research, with many top global researchers based in the UK. Our support of the Type 1 Diabetes Immunotherapy Consortium will help attract more investment and expand UK clinical trials, helping people have a better chance of a healthier future.

We believe a licensed immunotherapy can be achieved within the next five years, **bringing us closer to a cure for type 1 diabetes**. Not only would this be a huge leap forward in changing lives, but it would also inspire new funding and attract pharmaceutical companies focused on developing immunotherapies for wider use.





A PRACTICAL CURE

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A practical cure means you'll still have diabetes but your day-to-day management will be dramatically simplified, and you won't have to worry about short or long-term blood sugar control.

Closed loop technology exists. Also called an artificial pancreas, it automatically monitors your blood sugar levels and delivers the dose of insulin you need. Clinical trials have shown it improves blood sugar levels and quality of life.

More research is needed, but we believe we can make these things a reality for people.

We will support, promote and lobby for easy access to a safe, effective and practical cure for everyone who can benefit.



INVESTMENT IN RESEARCH FOR ALL TYPES OF DIABETES



We believe breakthroughs are close in islet cell transplantation, stem cell research and more.

But diabetes research is massively underfunded compared with other health conditions. Unless we see more research investment and support, the chance to change and save more lives remains out of reach.

Islet cell transplants have already given some people with type 1 diabetes years off from their diabetes. We need to find a way to protect the transplanted cells so they can survive for longer, or use stem cell research to help people make their own islet cells again.

For type 2 diabetes, surgical interventions and new pills to increase weight loss, or alter the microbes in your gut to overcome insulin resistance, need to be further explored.

There's a simple equation: **if we are to improve and save more lives, millions more in funding needs to be invested in research.** We also need to translate new research into real world prevention, care and cures, and work with health services to get new treatments and therapies available as quickly as possible.

WE WILL

- Lead and work in partnership to develop immunotherapy treatment faster.
- Invest more in basic, clinical and translational research and influence others to invest more too.
- Find and support the next generation of researchers and clinicians.
- Recruit more people with diabetes into clinical trials.



OUTCOME 2

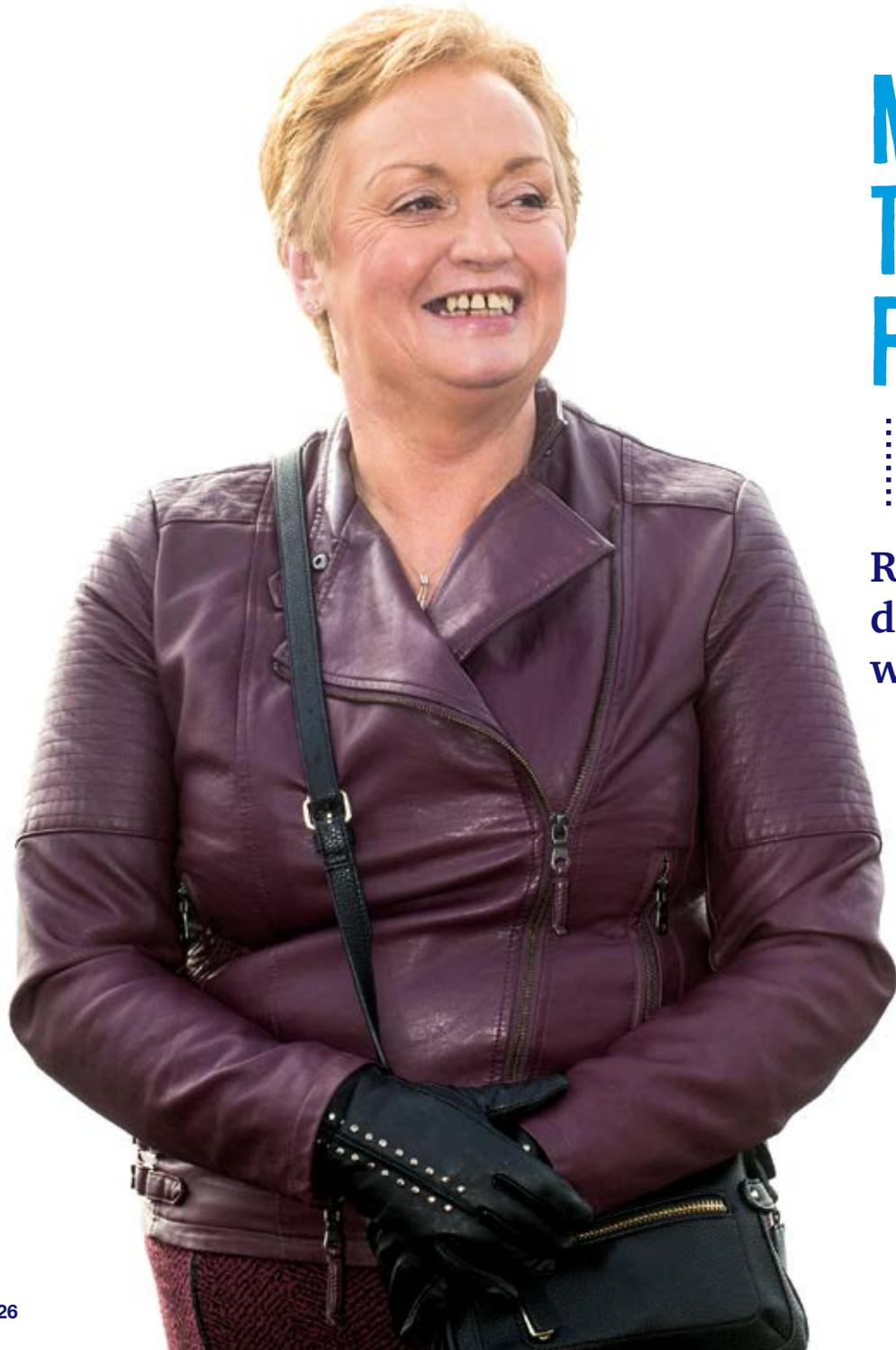
More people will be in remission from type 2 diabetes



HOW?

- Support and influence the NHS to develop UK-wide programmes to put type 2 diabetes into remission.
- Further our understanding and help find new ways to put more people into type 2 diabetes remission.
- Support people to stay in remission.





MAKING REMISSION OF TYPE 2 DIABETES A REALITY FOR MORE PEOPLE



Remission offers people living with type 2 diabetes a chance of a better quality of life, without the complications of diabetes.

It's still early days in our understanding, but we believe remission has the potential to benefit millions of people here and around the world.

Thanks to the findings of our groundbreaking research, remission is being offered by the NHS. They focus on supporting people with an intensive low-calorie, weight management programme. We want to see health services use the results to develop programmes that can support more people all over the UK.

What we know already is extremely promising but there is a lot more we must learn and discover. We need to explore other ways remission can be achieved, understand how long it might last and make it a possibility for those people with type 2 diabetes who don't need to lose weight. We also need people with type 2 diabetes to be promptly diagnosed so that they have the best chance of achieving remission.



WE WILL

- Make type 2 diabetes remission available and applicable to as many people as possible.
- Fund research to better understand how to put type 2 diabetes into remission.
- Help make sure people have support to stay in remission.

A woman with her hair in a bun, wearing a dark patterned dress, stands and talks to a man sitting in a green chair. The man is wearing a grey and brown jacket and is smiling while holding a piece of paper. They are in a clinical setting with a sink and a paper towel dispenser in the background.

OUTCOME 3

More people will get the quality of care they need to manage their diabetes well

HOW?

- A good diagnosis – quick, clear, correct and supported.
- Equal access to the right care, treatments and technologies.
- Trained, knowledgeable and confident healthcare professionals.



A QUICK, CLEAR AND CORRECT DIAGNOSIS

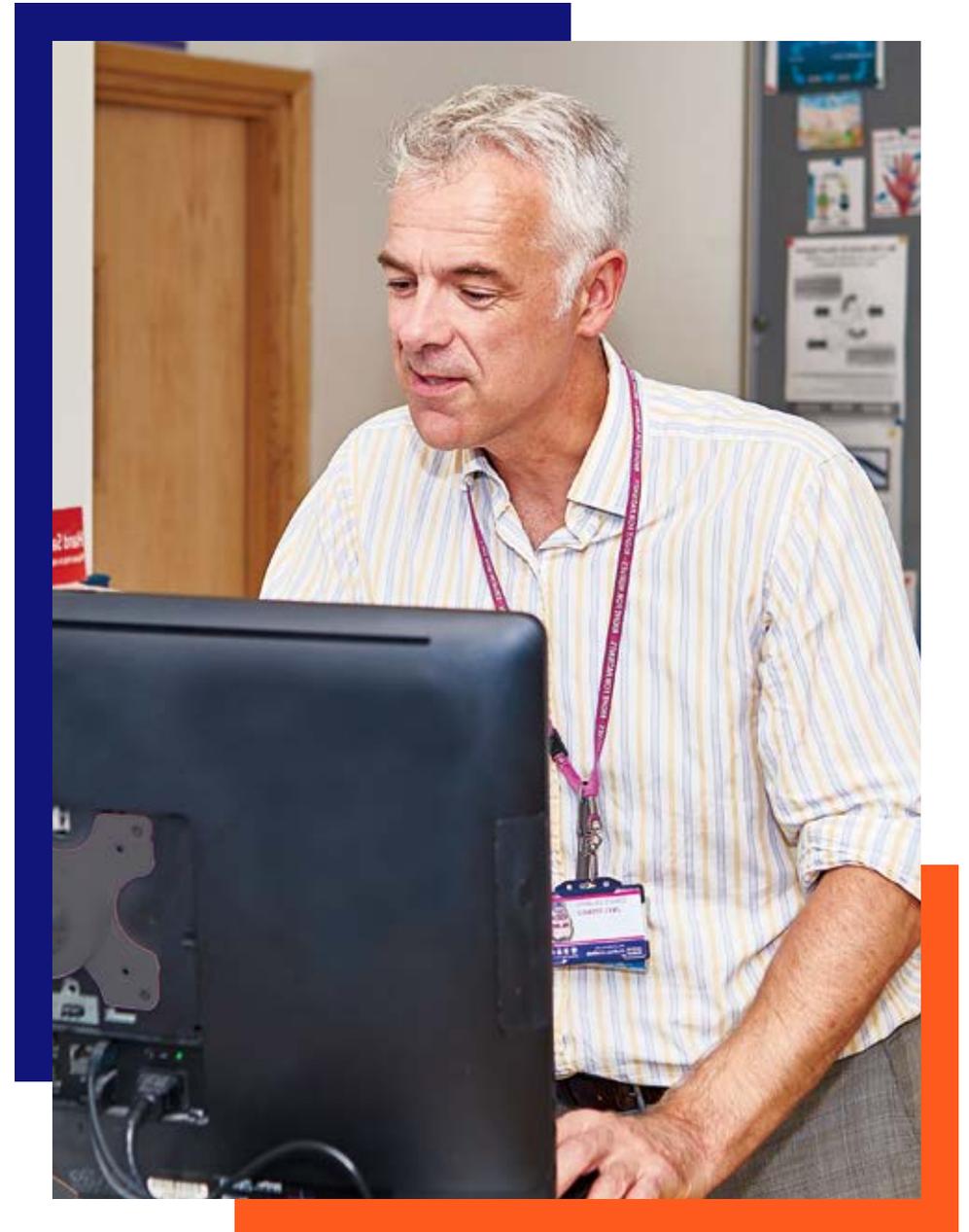


A quarter of children with type 1 diabetes are diagnosed dangerously late, and it's only when they're already very poorly – even in a coma – that the right diagnosis is made.

People are wrongly diagnosed, and given treatments that don't work or are simply wrong.

There are at least 1 million people living with undiagnosed type 2 diabetes. Without a diagnosis, they can't make the changes that improve management of their condition and reduce their risk of complications.

All this must change. People deserve better.





EQUAL ACCESS TO THE RIGHT CARE, TREATMENTS AND TECHNOLOGIES



Getting the right care, at the right time, is vital to helping people avoid the complications of diabetes.

But depending on where someone lives, people with diabetes may not even get the basic, routine checks to help them manage their condition.

We will work with the health services across the UK to make sure everyone is clear on what good care is, and we'll challenge them when it isn't good enough. **We want to make sure health services provide great care in every community, at a consistently high quality that doesn't depend on where you live.**

Everyone should have the right medication and equipment to manage their diabetes well, but nearly one in three people who took part in the Future of Diabetes conversations had problems getting access to these.

We will make sure that new medicines, technology and treatments get to people quicker by helping research discoveries move into everyday healthcare more quickly. If they're not provided fairly to people, we will campaign to make sure they are.

TRAINED, KNOWLEDGEABLE, CONFIDENT HEALTHCARE PROFESSIONALS

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Having access to knowledgeable and skilled healthcare professionals should be a given for people with diabetes.

But many of the people we heard from in our Future of Diabetes conversations were worried about the level of understanding some professionals have.

We will work with healthcare professionals to help them better understand diabetes, the needs of people living with it and what good care looks like. **We will raise the standard of care to meet the expectations of all people with diabetes, wherever they live, regardless of age, income or ethnicity.**

Our leadership programmes for healthcare professionals will make sure the best care and new treatments and technology spread quickly across the NHS.



WE WILL

- Press for diabetes care and treatment to be a priority in all four UK health services, with national plans and investment in place.
- Fund and support research that improves care and leads to quicker and more accurate diagnoses.
- Make sure routine healthcare and checks are completed for everyone with diabetes.
- Make sure diabetes complications are well understood and identified early.
- Work more effectively with the NHS so changes happen quicker across the whole of the UK.





OUTCOME 4

Fewer people will get type 2 and gestational diabetes

HOW?

- Sustained and ambitious government action on health and obesity to make the healthy choice the easy choice.
- Support more people to understand their risk of developing type 2 and gestational diabetes and help reduce it where possible.



INCREASED AND SUSTAINED GOVERNMENT ACTION ON HEALTH AND OBESITY



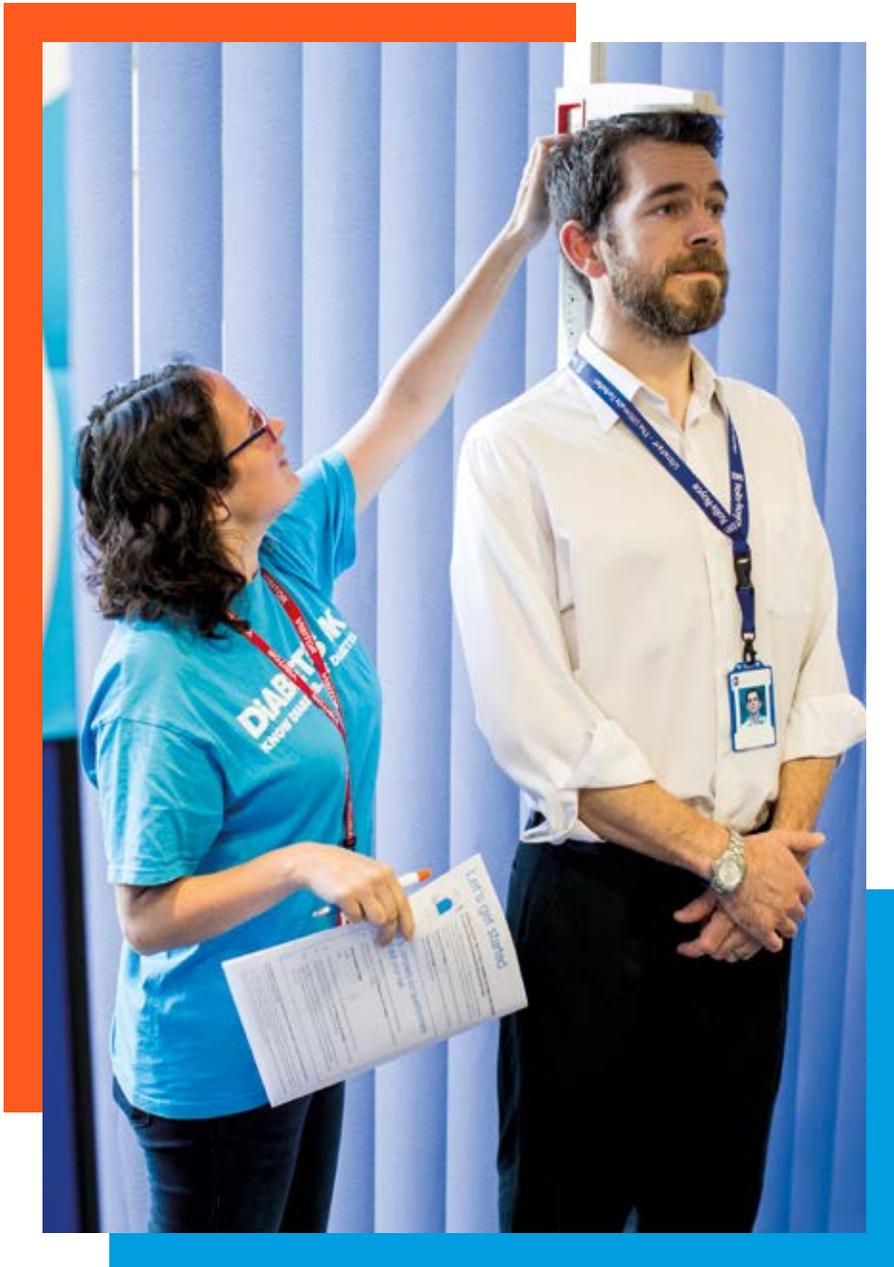
We're facing an urgent public health problem.

We've seen the numbers of people who are living with obesity in the UK rise to 29% of adults, and up to 20% of 10 to 11 year olds.

Although one in 10 people with type 2 diabetes aren't overweight, we know that one of the biggest causes is obesity. It's behind the leap in type 2 diabetes over the last 20 years and the increase of diabetes in pregnancy. We're also seeing a worrying rise in younger people developing type 2 diabetes, putting them at more risk of complications in the future.

Tackling this requires ambitious and sustained action from national governments, across sectors and departments. That's because, right now, it's hard to be healthy. We will keep challenging government and industry to put in place regulations and practices that make healthy choices easier for everyone, including making food and drinks healthier, and addressing the marketing and promotion of unhealthy foods.





MORE PEOPLE SUPPORTED TO REDUCE THEIR RISK



Not everyone who is overweight will develop type 2 diabetes, and not everyone who develops type 2 diabetes is overweight.

We know that there's a complex mix of risk factors including our genes and our age. Some are at greater risk, including people who are South Asian, black African and African Caribbean.

Through research we will build our knowledge about how type 2 and gestational diabetes develop, and why some people are more at risk than others. At the same time, we'll help more people understand their own risk and make sure there are personalised and tailored information programmes in place to support more people to lower their risk. We will work with local and national partners to make sure their services are as easy to find, access and as useful as possible.

Without action, more people will develop type 2 and gestational diabetes – but with more awareness, government action and the right investment and support, we can change this.

WE WILL

- Campaign for ambitious government and industry action to make healthy choices easier for everyone.
- Help people understand their personal risk of type 2 diabetes and find tailored support to reduce it.
- Build stronger connections with those at high risk like South Asian, black African and African Caribbean people.
- Invest in research to increase our understanding of how we can prevent type 2 and gestational diabetes.



OUTCOME 5

People with diabetes will live better and more confident lives, free from discrimination



HOW?

- Personalised emotional and psychological support so that people don't feel alone and have confidence to manage their diabetes.
- Education for all, with care and support available when people need it.
- Better understanding so that diabetes is seen as a serious condition and people are not judged for having it.





PERSONALISED EMOTIONAL AND PSYCHOLOGICAL SUPPORT



We all need support to feel confident and live well.

Having to cope with a life-changing and life-threatening condition without the right support can make life unbearable.

A lack of support can leave people with diabetes feeling isolated, confused and trapped. Emotional and psychological support is in especially short supply. We will make sure more people get the information they need, helping them to make sense of their situation, and bringing back more control to their lives.

We will help people to understand the best questions to ask, understand what different management approaches look like, and encourage them to feel more confident in sharing experiences and asking for support.

We also know the phenomenal potential in peer-to-peer learning, and so we'll help people with diabetes to support each other by sharing their experiences.



EDUCATION FOR ALL



There is a lot to learn when you've got diabetes.

People don't just need the right information at diagnosis, they need it throughout their whole life.

We will work with the health services to make sure that everyone receives good support from the moment of diagnosis.

We want people to get the education they need promptly so they can manage their condition as well as possible, helping to reduce their risk of complications. We want them to enjoy the same quality of life as someone without the condition.



INCREASE UNDERSTANDING TO REDUCE THE STIGMA OF DIABETES



For a serious and life-threatening condition that contributes to 500 premature deaths a week, diabetes is shockingly misunderstood.

Only 17% of people in the UK think diabetes is a serious condition. Type 2 diabetes, which affects 90% of all people with diabetes, is often seen as being entirely self-inflicted.

People face discrimination, which stops them getting the support they need and makes it even harder to live a fulfilling life. This has to change.

Based on the experiences of people affected by all types of diabetes, we will develop information and campaigns that make its life-threatening seriousness unavoidably clear and support a change in the way people think about diabetes. We will lead the charge to change the public conversation about diabetes, and make it easy for people to talk openly and without fear of judgement, and to manage their condition in public without discrimination.





WE WILL

- Give people information and support through our services, our website and in their local communities.
- Improve the emotional and psychological support available for everyone with diabetes.
- Help people get support from each other – learning from our volunteers, local groups and online forum.
- Drive a change in public perception so that people don't feel judged for having diabetes.
- Provide support for children with type 1 diabetes to enjoy a good quality of life.
- Increase our understanding of the psychological impact of diabetes, to help improve care and develop new treatments.

**GETTING THERE
QUICKER, DOING
IT BETTER**



We've identified key cross-cutting areas that will be a part of everything we do, accelerating our progress, helping us have more impact and delivering power to our mission.

➔ **FIGHTING DIABETES WITH YOU**

➔ **ADDRESSING AND FIGHTING INEQUALITY**

➔ **USING TECHNOLOGY AND INNOVATION TO IMPROVE EVERYTHING WE DO**

➔ **LEARNING AND IMPROVING TOGETHER**

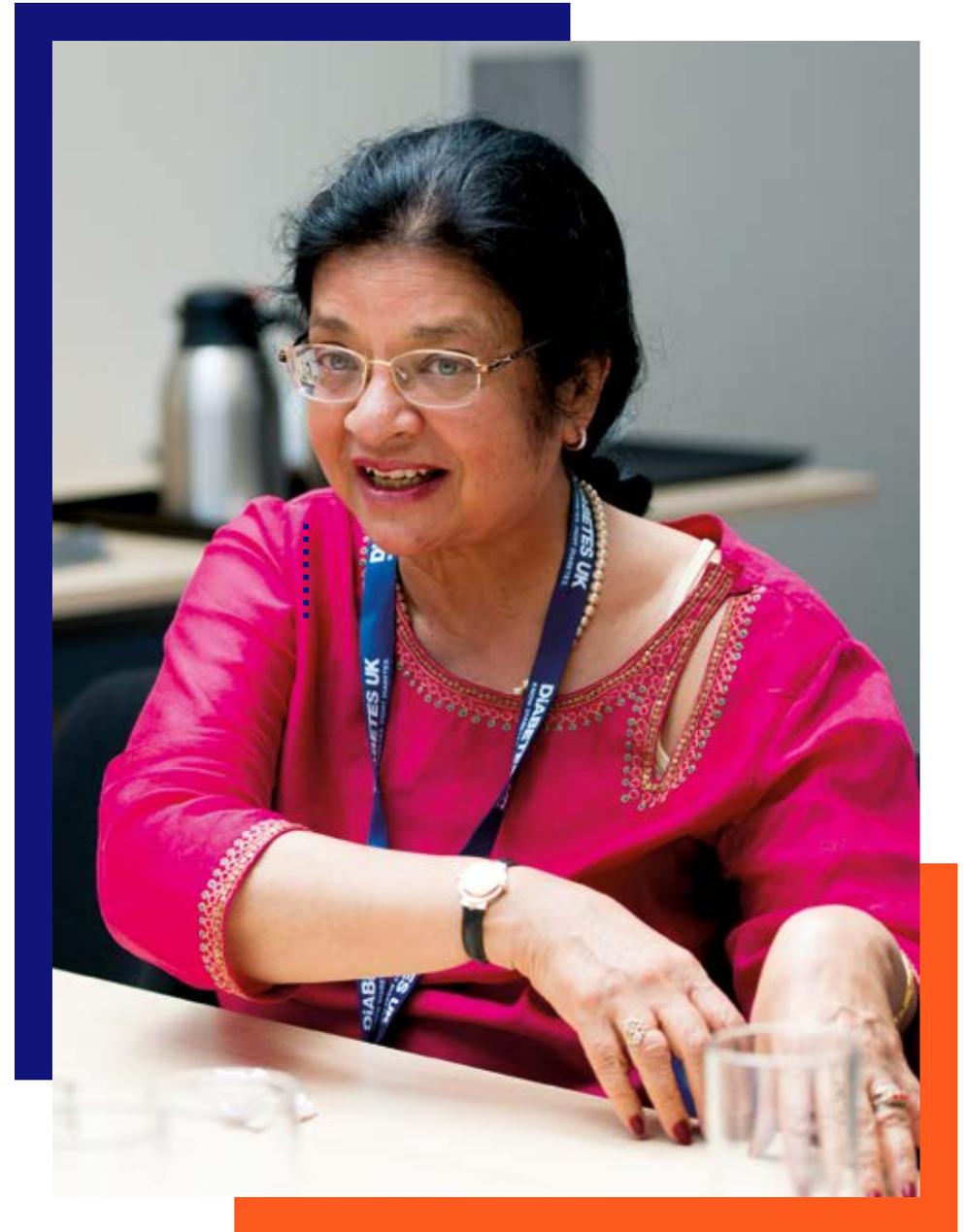
FIGHTING DIABETES WITH YOU

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We already work with thousands of members, volunteers, researchers, campaigners, donors and healthcare professionals who share our passion about making life better for people affected by diabetes.

But there are people we don't hear from, and we want to work harder so we can listen to even more people. We don't always make it as easy for people to take action in ways they'd want to, and there are millions of people with, at risk of, and affected by diabetes who we don't reach at all.

To achieve impact, we also know we need to engage more people in the fight against diabetes. If we are to do more and do it faster, we need more people, businesses and organisations across the UK to fundraise, campaign and raise awareness alongside us as part of a community of millions who make change happen.



WE WILL

- Listen to and understand the priorities of people affected by and at risk of diabetes, and people working in diabetes research and care.
- Create more opportunities for people to donate, get involved and support others by inspiring them to do more with us.
- Treat everyone we come into contact with in a way that makes them want to be a part of our charity.
- Explore opportunities to build strategic partnerships with organisations from across sectors and society.
- Learn how best to support grassroots and community-led groups to make change happen.





ADDRESSING AND FIGHTING INEQUALITY

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Obesity, type 2 diabetes and gestational diabetes are more common if you are from a lower income background.

The link between obesity and poverty is rising, especially if you're a woman.

If you live in a deprived area, especially if you're an older white man, you face some of the worst health outcomes.

If you are South Asian, black African or African Caribbean you're at greater risk of type 2 diabetes, more likely to have it, and can develop it younger. You're more likely to experience complications, and at a younger age.

We also know all of these things mean you're more likely to find it harder to get the information and support you need from us, and from others. This isn't right.

We need to listen, learn and understand how best to communicate with everyone, providing the right support, at the right time and in the right way.



WE WILL

- Research the causes, physiology and genetic risks of developing all types of diabetes within different communities and ethnicities.
- Deliver more targeted support, campaigns, and improvement work to different communities.
- Target our work where we know there is the biggest risk of unequal health outcomes.
- Explore the risk of diabetes and complications for people facing disadvantage.



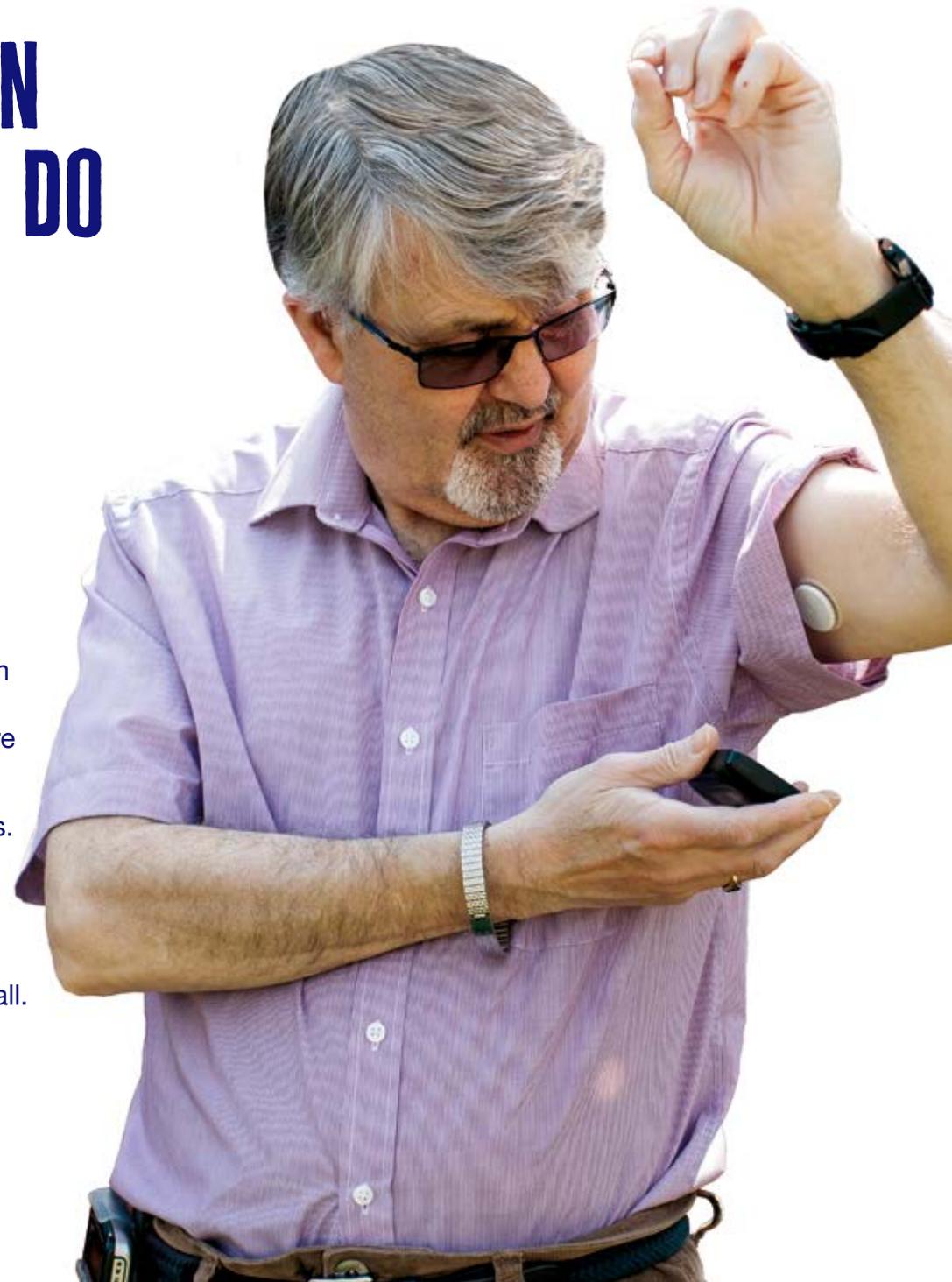
TECHNOLOGY AND INNOVATION TO IMPROVE EVERYTHING WE DO

Technology is already radically changing the treatment and management of diabetes, with more potential developments across every aspect.

From the artificial pancreas to continuous glucose monitoring, innovation and technology are improving and saving lives. The problem is that the tech isn't always available to everybody. And trends like big data and artificial intelligence aren't being used enough to prevent, cure or better manage diabetes.

As a global leader in diabetes, we must exploit technological advances. **We will make sure inequalities don't lead to a two-tier health system. We will support people who lack confidence in, or access to technology.** We are already looking at ways to work with innovators and entrepreneurs in digital health to bring more ideas to reality, producing them at scale and making sure they're affordable to all.

We also know that we need to make the most of technology to improve how we work as a charity, using it to help us achieve our goals faster. There's so much potential benefit for so many aspects of our work.





WE WILL

- Champion the right of all people with diabetes to get the technology that helps them.
- Influence government and industry to improve the uptake of digital and tech innovation within the NHS.
- Work with digital health start-ups to access more funding.
- Build a network that connects people and companies developing technology solutions with healthcare professionals, venture capitalists, commissioners and people with diabetes.
- Make sure we can use technology and data to help us increase our engagement and impact and to achieve our outcomes faster.



LEARNING AND IMPROVING TOGETHER

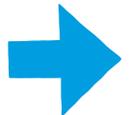


To keep us on track and fully accountable, we will use data and insight from those living with and at risk of diabetes, to measure progress towards our goals.

Our success will be measured by the differences we make to people's lives.

As well as learning from our own progress, we'll constantly review how the world is changing, and always aim to respond to stay efficient and effective.

For our strategy to be a success, we're going to have to evolve our culture and build our capacity and capabilities to deliver it.



WE WILL

- Encourage creativity and innovation in every area of our work.
- Increase diversity in our work to broaden thinking and experience.
- Keep building an increasingly collaborative, agile, responsive, open and passionate charity.
- Hold ourselves to account, making sure we're always guided by people living with and affected by diabetes.



DIABETES IS RELENTLESS. SO ARE WE.



If we don't push ourselves, our partners and society forward, to a world where diabetes does no harm, who will?

Our ambition is bigger than ever before because the challenges and opportunities demand it. We know we can reach our vision, but we can only get there by working together, with you.

We need your experience, your energy, your fundraising and your determination. Living with diabetes is hard, and we might not stop it in the next five years but there is hope now like never before.

Together we will take big steps towards making people's lives healthier, easier, better, longer. We will reduce the harm it does.

**We know diabetes is relentless.
But so are we.**



**IF YOU'RE FEELING INSPIRED,
JOIN US IN FIGHTING FOR A WORLD
WHERE DIABETES CAN DO NO HARM.**

www.diabetes.org.uk/join-the-fight

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