

# Diabetes UK priorities and Clinical Champions recruitment

## Introduction

As a Diabetes UK Clinical Champion, you will be supported through a two year training programme to lead improvements in diabetes care in your local area. Diabetes UK will support you to do this through training sessions, action learning sets, and advice and support from the Clinical Champions Project Managers and other staff.

We will ask you to identify an area of improvement that you will focus on during your two years in post. As someone who is passionate about improving diabetes care, we expect your ideas for this project will align closely with Diabetes UK's work and we would like you to evidence this in your application. To find out more about Diabetes UK's work please read more on our vision, mission and strategy and what we are doing in your local area. If you have any questions please email [clinicalchampions@diabetes.org.uk](mailto:clinicalchampions@diabetes.org.uk).

## About Diabetes UK

### Our mission

**Diabetes UK's mission is that by bringing people together to work in partnership, we will support those living with diabetes, prevent Type 2, make research breakthroughs in diabetes, and ultimately find a cure.**

#### How we do this:

- We listen to and work with people with diabetes, healthcare professionals and many others to drive change.
- We develop, deliver and champion the most effective ways for people to manage their diabetes, or their risk, so they can live their lives with confidence.
- We build a strong community of support that finds and shares the knowledge needed to fight diabetes.

Our vision

**A WORLD  
WHERE DIABETES  
CAN DO  
NO HARM**

Our strategy



# HOW WE TACKLE THE DIABETES CRISIS

Diabetes is the most potentially devastating – and fastest growing – health crisis of our time, requiring ongoing high-quality care and support. As a society we need to work together now – and take action now – to fund critical research, improve healthcare and treatment, and prevent yet more people developing this potentially life-threatening condition.

## GREATER INVESTMENT IN DIABETES RESEARCH

For every £1 spent on diabetes care, only 0.5p is spent on research.

Lack of funding is holding back progress. It's holding back better care and treatment. It's stopping us finding a cure.

We'll commit more of our own funds to research and encourage greater overall investment by developing strategic funding relationships with a range of bodies.

Bringing together clinical studies groups, we'll identify and target the most important areas of research to be funded. We'll also give a strong voice to people with diabetes, and to help inform research of the future.

## REDUCING OBESITY AND PREVENTING TYPE 2 DIABETES

3 in 5 cases of Type 2 diabetes can be prevented.

The 65 per cent increase in cases of Type 2 diabetes in the last 10 years has been driven by the nation's expanding waistline. We can help prevent Type 2 diabetes, through individual behaviour-change initiatives and national measures.

To create a sustained downward trend in new cases of Type 2 diabetes, we will ensure that people understand their risk, act to reduce their risk and – through our work with partners to influence plans by industry and government – live in a healthier environment.

## A REVOLUTION IN UNDERSTANDING AND SUPPORT

Only 25 per cent of people believe diabetes is a serious health condition.

The effects of diabetes can be devastating but most people across the UK don't understand what diabetes is, how serious it is and how to avoid it.

We'll work to make sure diabetes is more widely understood and continue to keep it in the public spotlight so that governments and health bodies listen and take action.

We'll make a compelling case for supporting our cause, which sets out the scale of our ambitions to tackle the diabetes crisis and the impact we could have with greater support.

GREATER INVESTMENT IN DIABETES RESEARCH

A TRANSFORMATION IN DIABETES CARE

REDUCING OBESITY AND PREVENTING TYPE 2 DIABETES

HELPING EVERYONE TO MANAGE THEIR DIABETES

A REVOLUTION IN UNDERSTANDING AND SUPPORT

THE BEST PEOPLE AND THE BEST ORGANISATION

## A TRANSFORMATION IN DIABETES CARE

Around 80 per cent of amputations can be avoided.

Not all people with diabetes receive the consistent, high-quality care they need. Severe diabetes complications can all be avoided with better care and treatment, and improved self-management, education and support.

We intend to improve overall diabetes care throughout the UK by working with the health systems in England, Scotland, Northern Ireland and Wales. We'll work directly with healthcare professionals to support them to drive the change needed. And we'll continue to transform care in schools for children with Type 1 diabetes by ensuring guidance is implemented.

## HELPING EVERYONE TO MANAGE THEIR DIABETES

69 per cent of people say they don't fully understand their diabetes.

Low levels of understanding mean many people don't know the best way to live well with diabetes. Few people take up the offer of diabetes education courses, and other support is limited.

We will work with the NHS across the UK so that all people with diabetes are offered engaging education opportunities. We will provide practical support ourselves and will help people with diabetes connect with each other to share advice and emotional support.

## THE BEST PEOPLE AND THE BEST ORGANISATION

Realising our ambitious strategy won't be easy. We need the best possible environment to support everyone who works both for us and with us, whether volunteers or staff.

We'll attract, keep and develop the right people with the right skills, ensuring they're in the right roles at the right time. We want to be a top charity to work for.

We'll create a culture of strong staff and volunteer engagement, high performance and inspiring leadership.

To tackle the diabetes crisis we will develop the right systems, tools and training to provide an excellent infrastructure for our campaigners, volunteers and fundraisers.

## **In your area**

Diabetes UK has local teams on the ground across the UK, including in Scotland, Northern Ireland and Wales. Find out more about local priorities below.

### **Scotland**

Read Diabetes Scotland's [2016 Bellwether report](#) to find out about Diabetes Scotland priorities.

### **Northern Ireland**

Read Diabetes UK Northern Ireland's [2016 State of the Nation report](#) to find out about priorities for diabetes care in Northern Ireland.

### **Wales**

Find out more about diabetes in Wales, and what [Diabetes UK Cymru](#) are doing to tackle the diabetes crisis.

### **England**

Look at our [interactive map](#) to find out what your local Diabetes UK team are doing.