



Diabetes UK Cymru – Partner Toolkit 2023

Campaign start date: 11/09/23

Campaign end date: 30/09/23

Purpose of Document

This document sets out a plan for communications in collaboration with key partners as part of our new campaign, Rewrite Peter’s Story. Peter Baldwin was a young boy from Cardiff who lost his life to undiagnosed type 1 diabetes. Peter was 13 when he died after going into DKA in hospital. Today with Peter’s family we’re asking you to help us Rewrite Peter’s Story by raising awareness of the dangers and symptoms of type 1 diabetes by encouraging people to THINK 4Ts – toilet, thirsty, tired, and thinner.

Read our Rewrite Peter’s Story press release [here](#).

Please contact Lucy Snell, Digital Engagement Officer at Diabetes UK Cymru for any queries via email: lucy.snell@diabetes.org.uk.

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- 2. Posters**

1. Social media copy and digital assets



Below you will find suggested text for you to adapt and use on your social media channels to help spread the word about our Think 4Ts campaign.

Please tag us in your posts. Our handles are:

Twitter: DiabetesUKCymru

Facebook: DiabetesUKCymru

Instagram: @DiabetesUKCymru

Channel	English	Welsh	Asset
Launch Post			
Twitter	<p>♥ Will you help us #RewritePetersStory?</p> <p>Peter was a young boy from Cardiff who lost his life to undiagnosed type 1 diabetes.</p> <p>Today with Peter’s family we’re asking you to #Think4Ts for #type1diabetes to ensure a prompt and safe diagnosis. (1/2)</p> <p>Find out more about the campaign here  (2/2) www.diabetes.org.uk/in_your_area/wales/campaigning/know-type-1---wales</p>	<p>♥ A wnewch chi ein helpu i #AilysgrifennuStoriPeter?</p> <p>Roedd Peter yn fachgen ifanc o Gaerdydd a gollodd ei fywyd i ddiabetes math 1 heb ei ddiagnosisio (1/2)</p> <p>Heddiw, ar y cyd â @diabetesukcymru a theulu Peter, rydym yn gofyn i chi #Cofior4T ar gyfer #DiabetesMath1 i sicrhau diagnosis prydlon a diogel</p> <p>Darganfyddwch fwy yma  (2/2) www.diabetes.org.uk/in_your_area/wales/campaigning/know-type-1---wales</p>	<p>Rewrite Peter’s Story square tile in English and Welsh</p>
Facebook/Instagram	<p>♥ Will you help us #RewritePetersStory?</p> <p>Peter Baldwin was a young boy from Cardiff who lost his life to undiagnosed type 1 diabetes.</p> <p>Today with @DiabetesUKCymru and Peter’s family we’re asking you to help us Rewrite Peter’s Story by raising awareness of the dangers and symptoms of #type1diabetes by encouraging people to #Think4Ts – toilet, thirsty, tired, thinner.</p> <p>Find out more about the campaign here: www.diabetes.org.uk/in_your_area/wales/campaigning/know-type-1---wales</p>	<p>♥ A wnewch chi ein helpu i #AilysgrifennuStoriPeter?</p> <p>Roedd Peter Baldwin yn fachgen ifanc o Gaerdydd a gollodd ei fywyd i ddiabetes math 1 heb ei ddiagnosisio.</p> <p>Heddiw, ar y cyd â @diabetesukcymru a theulu Peter, rydym yn gofyn i chi helpu i ailysgrifennu stori Peter trwy feithrin ymwybyddiaeth o beryglon a symptomau #DiabetesMath1, a hynny trwy annog pobl i #Cofior4T – tŷ bach, teimlo’n sychedig, teimlo’n flinedig, teneuach.</p> <p>Darganfyddwch fwy yma: www.diabetes.org.uk/in_your_area/wales/campaigning/know-type-1---wales</p>	

		/wales/campaigning/know-type-1--wales	
Pack Post			
Twitter Facebook Instagram	<p>📢 @DiabetesUKCymru has sent every GP in Wales their new #DiabetesUKCymru Resource Kit, giving them the tools they need to help prompt diagnosis of #type1diabetes in children.</p> <p>For pack details visit their website: www.diabetes.org.uk/in_your_area/wales/campaigning/know-type-1---wales</p>	<p>📢 Mae @DiabetesUKCymru wedi anfon ei Git Adnoddau #DiabetesUKCymru newydd at bob meddyg teulu yng Nghymru, gan roi iddynt yr offer gofynnol i'w helpu i roi diagnosis prydlon o #DiabetesMath1 ymhlith plant.</p> <p>I gael manylion am y pecyn, ewch i'w gwefan: www.diabetes.org.uk/in_your_area/wales/campaigning/know-type-1--wales</p>	<p>Rewrite Peter's Story GP Resource Kit</p>
4Ts Resources			
Twitter	<p>Type 1 diabetes can be life-threatening when diagnosed late, so we're joining @DiabetesUKCymru to raise awareness of the signs and symptoms of #type1diabetes.</p> <p>Will you help us share the #4Ts of type 1 diabetes – Toilet, Thirsty, Tired, Thinner? (1/2)</p> <p>Find more about the 4Ts on their website 📄 (2/2) https://www.diabetes.org.uk/guide-to-diabetes/your-child-and-diabetes/symptoms</p>	<p>Gall diabetes math 1 beryglu bywyd pan roddir diagnosis hwyr, felly rydym yn ymuno â @DiabetesUKCymru i feithrin ymwybyddiaeth o arwyddion a symptomau #DiabetesMath1. (1/2)</p> <p>A wnewch chi ein helpu i rannu #4T diabetes math 1 – Tŷ bach, Teimlo'n sychedig, Teimlo'n flinedig, Teneuach?</p> <p>Mae yna ragor o wybodaeth am y 4T ar eu gwefan 📄 (2/2) https://www.diabetes.org.uk/guide-to-diabetes/your-child-and-diabetes/symptoms</p>	<p>4Ts square tile in English and Welsh</p>
Facebook/ Instagram	<p>Type 1 diabetes can be life-threatening when diagnosed late.</p> <p>We're joining @DiabetesUKCymru to raise</p>	<p>Gall diabetes math 1 beryglu bywyd pan roddir diagnosis hwyr.</p> <p>Rydym yn ymuno â @DiabetesUKCymru i feithrin ymwybyddiaeth o arwyddion a</p>	

	<p>awareness of the signs and symptoms of #type1diabetes to ensure a safe and prompt diagnosis.</p> <p>Will you join us and share the #4Ts of type 1 diabetes - Toilet, Thirsty, Tired, Thinner?</p> <p>Find out more about the 4Ts on their website: https://www.diabetes.org.uk/guide-to-diabetes/your-child-and-diabetes/symptoms</p>	<p>symptomau #DiabetesMath1 er mwyn sicrhau diagnosis diogel a phrydlon.</p> <p>A wnewch chi ymuno â ni a rhannu #4T diabetes math 1 – Tŷ bach, Teimlo'n sychedig, Teimlo'n flinedig, Teneuach?</p> <p>Dewch o hyd i ragor o wybodaeth am y 4T ar eu gwefan: https://www.diabetes.org.uk/guide-to-diabetes/your-child-and-diabetes/symptoms</p>	
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2. Posters

Download or order your free 4Ts posters below:

- Rewrite Peter's Story poster in [English](#) and [Welsh](#)
- [4Ts poster](#)
- [The ELSA Study poster](#)
- A6 landscape advert in [English](#) and [Welsh](#)