



# Welcome to my world...



**Jan Suchacki**  
Director of England, Diabetes UK

# Strategy overload...

## OUR STRATEGY 2011–2015

### Strategic Outcomes

Increased life expectancy  
Reduced blindness

Reduced kidney failure  
Reduced amputations

Reduced undiagnosed  
Reduced rate of increase

### delivered through Beating Diabetes by...

Supporting self  
management  
through  
information, advice  
and support

Improving quality  
of care

Funding research  
into care and  
treatment,  
prevention and cure

Raising awareness,  
early diagnosis, risk  
assessing and  
prevention

Fundraising  
to enable us  
to achieve more

### enabled by Strategic Projects

**Fundraising**  
• Big Appeal  
• Major donors  
• Member/  
Supporter offer  
• Corporates

**Influencing  
the NHS**  
• Diabetes Watch  
• Diabetes Voices  
• User  
Involvement  
• Commissioners  
• Policy  
• Service  
Improvement

**Powering Up  
with Volunteers**  
• Buddy Scheme  
• Voluntary Groups  
• Integrated  
volunteer  
workforce  
• Community  
Champions

**Research for  
a Better Life**  
• New and  
ongoing  
research  
• Targeted  
research  
• Personal support  
schemes

**Transforming  
the Workforce**  
• Leadership  
development  
• Culture change  
• Competency-  
based  
performance  
management  
• Succession/  
Talent  
management

**More Powerful  
Voice**  
• Brand launch  
• Campaigns  
(Big and foot)  
• Integrated voice  
• Streamlined  
channels  
• Policy

**Dialogue  
for Life**  
• Service offer  
• Relationship  
marketing  
• Careline  
• Care Events

**Working with  
Healthcare  
Professionals**  
• Focus on GPs  
• Collaborative  
networks  
• Commissioners  
• Policy

**Prevention**  
• Targeted  
Awareness  
• NHS Healthcheck  
• Risk Assessment  
Roadshows  
• Policy  
• Healthy DUK  
workplace

## Contemplation...

### **First, a moment of peaceful reflection...**



**Do you ever wonder how you came to be where you are now? Doing what you're doing?**

**Do you ever feel that life has taken you in a certain direction, in spite of everything you have done?**

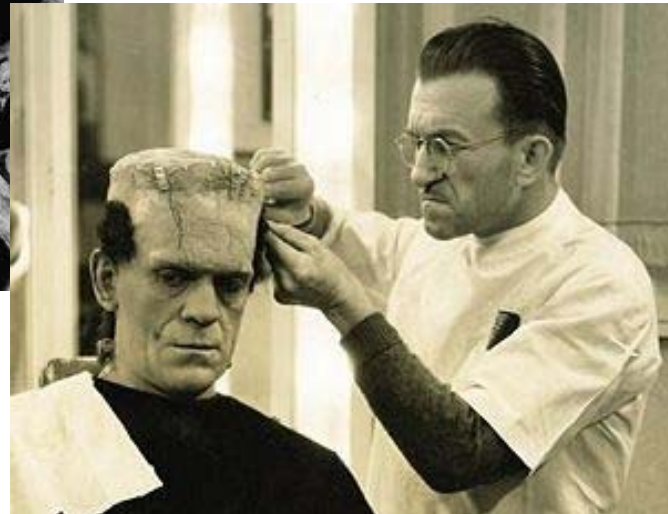
**Do you ever look at your life and say, "that's not quite the way I imagined things"?**

**If so, welcome to my world...**

# Ambitions of youth...

**I had a dream...**

**I wanted to be a  
make-up artist in  
the movies...**

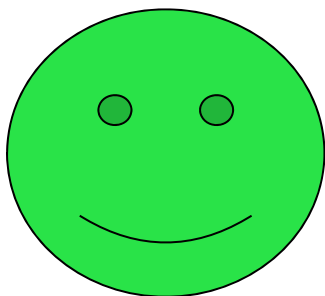


# Now that's makeup!

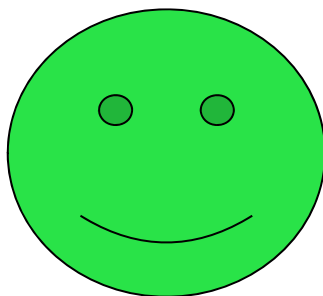




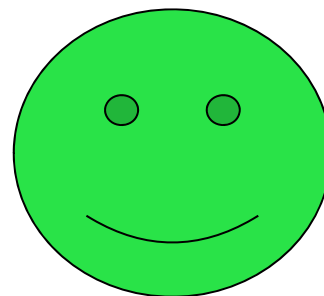
# The not too distant future – 2025: Planet Diabetes...



**Type 1**



**Type 2**



**At Risk**



**Healthcare  
Professionals**

**Population 62,000,000**

# Planet Diabetes!

Prevalence of diabetes has moved up  
from 4% in 2007 to 16%

5 million have diabetes

Nearly 2 million have the condition but do not  
know it

Diabetes is 8 times more prevalent than all  
cancers combined

The single most common cause of end stage  
renal disease

14 amputations a day

# Planet Diabetes!

The leading cause of blindness

Type 1s and Type 2s have 10-20 years lower life expectancy respectively

Up to 15% of health costs

Between 2003 and 2025 strokes increased by 240% and renal failure by 260%

Over 20% of inpatient beds are taken up by people with diabetes

They stay on average an extra 3 days longer than all other inpatients



## It's skint...



# Keeping an eye on things...

Diabetes UK is committed to ensuring that people with diabetes receive high quality care, wherever they live, and that they know what care to expect

## Diabetes Watch

We will assess and monitor the real delivery of services in different areas of diabetes care

We will shine a light on the very best services

Diabetes Watch is a method by which we will hold health services to account



The National Framework for Diabetes

National Institute for Health and Clinical Excellence (NICE)  
Guidelines and Quality Standards for Diabetes 2011

# 12 measures of good services

Care review process

Retinal screening

HbA1C tests

Personalised care planning

Pregnancy and diabetes

Inpatient care

Access to Structured Education

Access to Emotional and Psychological support

Services for Children & Young People

Diabetes Networks

Core Staffing Levels

Training and Education for Health Care Professionals

# 15 measures – launched officially on 15<sup>th</sup> September 2011

- Get your blood glucose levels measured
- Have your blood pressure measured
- Have your blood fats (cholesterol) measured
- Have your eyes looked at
- Have your legs and feet checked
- Have your kidney functions monitored
- Have your weight checked
- Get support if you are a smoker
- Receive individual care planning
- Attend an education course
- Receive paediatric care if you are a child or young person
- Receive high quality care if you are admitted to hospital
- Get information on specialist care if you are planning having a baby
- See Diabetes Specialist Health Care Professionals as appropriate
- Get emotional and psychological support

# Power to the People



**Diabetes Voices**

**Diabetes Voices**

**Diabetes Voices**

**Diabetes Voices**

## Power to the people...

To date over 7000 people have responded to a survey on the 15 measures people should be receiving

To date over 200 people have signed up to become Diabetes Voices, to actively work with and for Diabetes UK in raising and addressing issues

By the end of 2012 we have a target of 50% of people with diabetes to know about the measures, increasing demand for higher care standards

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## In conclusion...

We're going to monitor services and celebrate success

We're going to bring people together over shared issues

And provide people with the tools and scripts they need to ensure they have confidence to make their voices heard and make a real difference

And finally...

**Together we'll do  
everything we can to keep  
the wolfman from the  
door...**





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