Diabetes UK

• We are the leading UK diabetes charity.
• We have 5,000 volunteers and 332 voluntary groups raising funds and awareness
• We influence government, health services and healthcare professionals to ensure that people with diabetes get the standards of care that they deserve
• Working to raise awareness in general public of the risk of developing Type 2 diabetes

3.8 MILLION PEOPLE IN THE UK HAVE DIABETES

AND RIGHT NOW THERE ARE 7 MILLION AT HIGH RISK OF TYPE 2 DIABETES
Community Champion Project

• Project developed to empower people working at grass root levels e.g. religious and community leaders to become Volunteer Diabetes Community Champions.

• We identify, recruit and train volunteers to deliver culturally sensitive diabetes awareness and lifestyle information within their communities.

• The Champions encourage people to access their local healthcare and diabetes services.

• We support Champions to deliver events and empower individuals in their communities to be aware of the risk factors of Type 2 diabetes, and engage with local NHS services.
Funding Streams - Department of Health

• Department of Health – Health and Social Care Volunteering Fund 2 year project to roll Community Champions out in 12 cities across the UK.
• Locations were selected where there is a higher prevalence of diabetes and risk of developing diabetes
• Year 1 – Birmingham, Ilford (Greater London), Swindon, Leicester and Slough
• Year 2 – Blackburn, Liverpool, Leeds, Bradford and Manchester
Department of Health Project

The role of the project is to:

- Build relationships with BAME community organisations and other national/local bodies to recruit Diabetes Community Champions
- Train and support the Champions to cascade education and awareness raising initiatives in their communities
- Build relationships and partnerships with local NHS services to ensure the project is delivered effectively

Activities that volunteers are involved in include:

- Advocacy work in local communities
- Organising and participating in health fairs
- Collaborating with local GP’s and health community groups
- Organising talks with health organisations and BAME community centres
- Working with local voluntary sector organisations and local media
Department of Health Project – year One

- 54 Champions
- Languages spoken by the Champions include: Polish, Punjabi, Hindi, Urdu, Arabic, Yoruba, Somali and French.
- Champions include Pastors, Imams, Public Health Managers, Nurses, Nutritionists, Health Promotion Students, University Researchers and active members of local communities
- Champions attend Diabetes UK events such as our community road shows
- Champions arrange their own events, hosting information stands and events at supermarkets, Gurdwara’s, medical centres and schools
Project successes

- To date trained 70 champions across 9 areas in England including 15 paid Health Trainers in Bradford
- 140 events have been arranged in these 9 areas
- A Champion from Swindon, awarded a grant from the Lets Get Cooking initiative to run 10 week healthy cooking demonstrations and diabetes awareness sessions in Swindon.
- A Champion, from the Midlands, awarded a grant from the Vodafone World of Difference fund to volunteer with Diabetes UK as a full time Community Champion for 2 months.
- Media work included a talk on BBC Asian Network and Inspire Radio
Other funding streams

• Project also funded in 2011 and 2012 by PCT’s including Haringey, Bexley, Hammersmith and Fulham and Harrow

• Pharmaceutical funding was also provided by MSD in 2012, for a project in the London Borough of Newham

• In 2013 funding has been received from CCG’s in Ealing and Lewisham as well as the Diabetes Modernisation Initiative project in Lambeth and Southwark to run further programmes

Diabetes ‘champs’ to highlight risks

HEALTH bosses have hired “diabetes champions” to tackle rising rates of the condition among black and ethnic minority communities across the borough. Almost 11,000 people have been diagnosed with diabetes in Haringey – more than four per cent of residents – but it is feared the number is much higher because so many sufferers go undiagnosed. NHS Haringey has launched a campaign with Diabetes UK and elected 33 community leaders to highlight the dangers of the illness among “at risk” residents – white people over 40 and black and south Asian people aged over 25. The “leaders” will advise residents through talks and healthy living days about the signs and symptoms.
How do we provide and measure value?

- We help the NHS engage with communities not being reached.
- The Champion toolkit is produced with input from the local CCG and includes information about local services.
- The volunteers signpost to local services increasing the level of take up from these communities.
- The project builds links with GP Commissioning Boards, Health Professionals and Public Health Specialists at each location.
- In some locations NHS Health Trainers have also received training to build sustainability.
- Outputs cannot be measured in monetary terms but are key to the success of the project.
Project value

• The volunteers all come from BAME backgrounds which traditionally are seen as having lower participation rates in volunteering in mainstream charities
• Projects have been in areas of deprivation where diabetes risk is two and a half times greater than the general population leading to increased awareness
• Strengthens the relationship between services and communities enabling service users to have increased input into services
• Difficult to measure monetary value but real sense of community engagement and building links between the community and local NHS
• Some Champions have been recruited into paid roles in the NHS
• The Community Champion Project has been commissioned by both PCT’s and CCG’s
Summary of benefits and challenges for future

- Challenges for the future - will commissioners see the value of the project even if outputs can not be measured in monetary terms
- Projects could fund robust evaluation to allow for measurement of outcomes over a longer period – will commissioners want to fund this?
- Issue of sustainability how do we keep the volunteers engaged with the local health service and Diabetes UK when the projects end?
THANK YOU