



News Release

Monday May 9, 2011

Drive to help those with diabetes

NHS Leicester City and Pfizer are working together on a campaign to support those with diabetes in managing their condition. It starts on May 9 and will also raise awareness of the signs and symptoms of diabetes.

Almost five per cent of people living in Leicester are diagnosed with diabetes, but it is thought many more have the condition and are unaware of it.¹

Prevalence of diabetes is four times greater in the city's South Asian population compared to the white population. South Asians are more likely to develop type two diabetes at an earlier age than other ethnic groups.¹

NHS Leicester City and Pfizer have linked up with a number of Asian-language radio stations to promote the work in the Pfizer-funded campaign. The radio health adverts are aimed at those with diabetes as well as those who may be at risk of developing the condition.

The adverts remind those diagnosed with diabetes of the importance of getting their blood pressure and cholesterol levels checked, their weight monitored and their blood sugar recorded.

They also highlight the warning signs of diabetes from a family history of the condition, to feeling thirsty, tired and passing water more often than is normal.

Alongside the awareness raising work, healthcare professionals will be promoting the Leicestershire Personal Diabetes Handbook. Those diagnosed with diabetes receive this handbook to make notes on their condition and to help them keep a log of their health.

People will also be able to request a 'personal wellbeing plan' from their GP surgery or specialist nurse. This is designed to help people feel more confident in managing any other long-term conditions that they may have, by focusing future discussions around their feelings, needs and goals. A copy can be requested from GPs or diabetes nurses.

Rod Moore, NHS Leicester City's deputy director of public health, said: "It's vital we raise awareness of the signs and symptoms of diabetes so people are diagnosed as early as possible. This means they are less likely to suffer long-term complications and can manage their condition effectively.

"This campaign is something we have supported year on year since 2008 and each year the campaign is encouraging more and more people asking important questions about diabetes. The campaign aims to give people with diabetes the tools and the confidence to avoid a crisis in their condition. We hope it will empower people to feel in control of their health."

Maggie Lambert, Pfizer's Senior Local Marketing Manager for the East Midlands, said: "This is the latest campaign in a successful partnership we have with NHS Leicester City to help raise awareness of diabetes. Working with the NHS by combining our resources and expertise means that we can help deliver even better services to people in the East Midlands."

This is the third time this partnership project has run, a similar scheme was delivered in 2010.

ENDS

For more information contact NHS Leicester City's press office 0116 295 7278/4123 or Pfizer's Media Relations team: 0845 300 8033

References:

1. Improving Health in Leicester - Annual Report of the Director of Public Health and Health Improvement 2007, p.15

Notes to Editors:

Following the campaign in 2010, GP practices and pharmacists were sent a short survey asking if they noticed any change in the number of people asking about diabetes:-

23.3% noticed a significant increase

41.9% noticed a slight increase