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BPIR Best Practice Report
Volume 10, Issue 1 (Special Issue)

Building a Healthy Society and Workforce:
Awareness and Prevention of Diabetes



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Special Issue: Building a Healthy Society and Workforce: Awareness and Prevention of Diabetes

The Definition

Diabetes, also known as diabetes mellitus, is a non-communicable disease, which means it is not infectious and cannot be passed on to another person. Diabetes is a group of metabolic disorders in which there are high blood sugar levels over a prolonged period. Symptoms include frequent urination, increased thirst, and increased hunger. If left untreated, diabetes can cause many complications, including hypoglycaemia, heart disease, strokes, blindness and loss of limbs. Periodic assessment, timely interventions and regular monitoring for these complications are vital. There are three main types of diabetes:

- 1) Type 1 diabetes, formerly known as insulin-dependent, juvenile or childhood-onset diabetes, is characterised by deficient insulin production and requires the daily administration of insulin. The causes of Type 1 diabetes are neither known nor currently preventable.
- 2) Type 2 diabetes, formerly known as non-insulin-dependent or adult-onset diabetes, is the most widespread form of the disease and is primarily due to excess body weight and physical inactivity. Until recently, this type of diabetes was seen only in adults; however, it now also occurs frequently in children.
- 3) Gestational Diabetes occurs when pregnant women without a previous history of diabetes develop high blood sugar levels.

In addition, pre-diabetics describes a condition in which blood glucose levels are higher than normal, although not high enough to be diagnosed with Type 2 diabetes. Through healthy lifestyle options, pre-diabetics can reduce their risk of developing diabetes.

The Stage

This special issue Best Practice Report focuses on some of the incredible efforts and successes from around the world in the field of preventive health management and wellness initiatives to combat diabetes. It is estimated that 425 million adults are afflicted with diabetes worldwide with someone dying from diabetes every six seconds. With such a serious health issue, it is imperative that employers inform their employees about the symptoms, risk factors, and complications of this dangerous disease. Incorporating diabetes awareness into a wellness program will help employees afflicted with this disease receive the support they need to improve their wellbeing. This report will be valuable for anyone involved in developing proactive health-related policies and prevention strategies. The report aims to assist individuals, employers, societies and nations to address the detrimental effects of diabetes.

In This Report...

1. How serious is the diabetes problem and what are the preventive management and wellness strategies for its control?
2. Which organisations have received recognition for excellence in preventive management and wellness strategies to control diabetes?
3. How have organisations reached high levels of success in preventive management and wellness strategies to control diabetes?
4. What research has been undertaken into preventive management and wellness strategies to control diabetes?
5. What tools and methods are used to achieve high levels of success in preventive management and wellness strategies to control diabetes?
6. How are preventive management and wellness strategies to control diabetes measured?
7. What do business leaders say about preventive management and wellness strategies to control diabetes?

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1. How serious is the diabetes problem and what are the preventive management and wellness strategies for its control?

1.1. Health and Cost Burden

Source: [IDF Diabetes Atlas, 8th Edition](#)

Application/Key learning points: These are the worrying statistics about diabetes:

- approximately 425 million adults have diabetes; by 2045 this will rise to 629 million
- the proportion of people with Type 2 diabetes is increasing in most countries
- 79 per cent of adults with diabetes live in low- and middle-income countries
- one in two (212 million) people with diabetes are undiagnosed
- diabetes was responsible for four million deaths in 2017
- diabetes was the cause of some US\$727 billion in health expenditure in 2017, 12 per cent of total health-related expenditure on adults
- more than 1,106,500 children have Type 1 diabetes in 2017
- more than 21 million live births were affected by gestational diabetes in 2017, which is one in seven births
- 352 million people are at risk of developing diabetes.

Accounting for the shifting age structure of the global population, the prevalence of diabetes is 8.8 per cent among adults over the age of 18, nearly double what it was in 1980. The World Health Organization (WHO) projects that diabetes will be the seventh leading cause of death by 2030.

1.2 About Diabetes

Source: [International Diabetes Federation \(IDF\)](#), Belgium (date of information: 2017)

Link: [The Berlin Declaration: strengthening early action for diabetes prevention and care](#)

Application/Key learning points: IDF is an umbrella organisation of more than 230 national diabetes associations in 170 countries and territories. It represents the interests of the growing number of people with diabetes and those at risk. In December 2016, best practice policy recommendations across four pillars for diabetes prevention, early detection, early control, and early access were presented at the Global Diabetes Policy Forum in Berlin, Germany. The Berlin Declaration highlights the urgency of taking early action for diabetes prevention and care, a political priority.

Link: [IDF International Charter of Rights and Responsibilities of People with Diabetes](#).

Application/Key learning points: IDF developed the first Charter setting out the fundamental rights of the 415 million people currently living with diabetes. The landmark document places the rights into three focus areas (rights to care, information and education, and social justice), while at the same time acknowledging the responsibilities held by people with diabetes. The Charter is a powerful campaigning tool to counteract the discrimination and stigma millions of people with diabetes still face, largely due to ignorance and misconceptions surrounding the disease.

Link: [IDF Diabetes Prevention: recommendations for a healthy diet for the general population](#).

Application/Key learning points: To prevent Type 2 diabetes, IDF lays down nine recommendations for a healthy diet for the general population.

Link (PDF): [IDF Framework for Action on Sugar](#).

Application/Key learning points: IDF supports the WHO conditional recommendation to reduce recommended sugar intake to 5 per cent of daily energy intake. IDF calls on national governments to implement policies to reduce sugar consumption and advocates specific measures to increase access to healthy alternatives to help prevent new cases of Type 2 diabetes. This IDF framework for action on sugar proposes 12 clear measures to stem the inexorable rise in cases of Type 2 diabetes.

1.3 ADA Standards of Medical Care in Diabetes

Source: [American Diabetes Association \(ADA\)](#), United States (date of information: 2018)

Links (PDF): [Introduction: Standards of Medical Care in Diabetes—2018 \(SMCD18\)](#)
[Improving Care and Promoting Health in Populations \(SMCD18\)](#)
[Lifestyle Management \(SMCD18\)](#)
[Prevention or Delay of Type 2 Diabetes \(SMCD18\)](#)
[Diabetes Care in the Hospital \(SMCD18\)](#)
[Diabetes Advocacy \(SMCD18\)](#)

Link: [American Diabetes Association: Diabetes Basics](#)

Application/Key learning points: The mission of the American Diabetes Association (ADA) is to prevent and cure diabetes, and improve the lives of all people affected by the disease. Its work includes research, advocacy efforts, professional services, consumer programs, and products. The moving force behind the work of ADA is a network of more than one million volunteers, a membership of more than 500,000 people with diabetes, their families and caregivers, a professional society of nearly 14,000 health care professionals, as well as more than 800 staff members. This section provides the basics, plus detailed and critical overviews on the major issues surrounding diabetes, with many links to more in-depth information by ADA.

1.4 Facts on Diet and Physical Activity

Source: [World Health Organization \(WHO\)](#), Switzerland (date of information: 2017)

Links: [Governance: Development of a draft global action plan to promote physical activity](#)
[10 facts on physical activity](#)
[Healthy diet](#)
[Obesity and overweight](#)
[Physical activity](#)

Application/Key learning points: WHO is a specialised United Nations' agency, concerned with international public health; its headquarters are located in Geneva. Among other responsibilities, WHO is responsible for the World Health Report, the World Health Survey, and World Health Day. WHO aims to stimulate and support the adoption of effective measures for the surveillance, prevention and control of diabetes and its complications, particularly in low and middle-income countries. Insufficient physical activity and an unhealthy diet are the leading risk factors for diabetes related morbidity and mortality world-wide. These documents present the WHO recommendations to support individuals, communities, countries, and organisations to engage in healthy lifestyle choices and prevent the occurrence of non-communicable diseases such as diabetes, blood pressure, stroke, and cancer.

1.5 Health Conditions and Treatments

Source: [AARP](#), United States (date of information: 2017)

Link: [Stop Diabetes before It Starts](#)

Application/Key learning points: AARP is the United States' largest non-profit, nonpartisan organisation dedicated to empowering Americans, aged 50 and older, to choose how they live as they age. This link provides a succinct summary on pre-diabetes and its prevention. And how to tackle it.

“Diabetes is an all-too-personal time bomb which can go off today, tomorrow, next year, or 10 years from now - a time bomb affecting millions like me and the children here today.”
—Mary Tyler Moore, American actress

1.6 Delivering Care

Source: [American Medical Association Wire](#), United States (date of information: 2017, 2015)

Links (PDF): [Identifying, treating prediabetes is key to healthier nation](#)
[Team-based approach helps patients better control Type 2](#)
[What is a diabetes prevention program?](#)

Application/Key learning points: The American Medical Association (AMA) promotes the art and science of medicine and the betterment of public health. These links provide excellent information about the recommendations and programs designed for the preventive management of diabetes.

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1.7 World Diabetes Day 2017

Source: [World Health Organization \(WHO\)](#), Switzerland (date of information: 2017)

Links: [World Diabetes Day 2017 - WHO](#)
[World Diabetes Day 2017 - IDF](#)

Link (video): [Women and Diabetes - Our Right to a Healthy Future](#)

Application/Key learning points: Led by IDF, World Diabetes Day is the main global awareness campaign for diabetes mellitus, and is held on November 14 each year. The theme for World Diabetes Day 2017 was “Women and Diabetes - Our Right to A Healthy Future”. The links provide information on why women are susceptible to developing diabetes.

1.8 Type 2 Diabetes Is a Processed Food Disease

Source: [CrossFit: The Journal](#), United States (date of information: 2017)

Links (video): [Dr Lustig: Type 2 Diabetes Is a “Processed Food Disease”](#) (abridged version)
[Dr Lustig: Type 2 Diabetes Is a “Processed Food Disease”](#) (full version)

Application/Key learning points: Robert Lustig is an endocrinologist and professor of paediatrics at the University of California-San Francisco. In this interview, he explains the toxicity of sugar, outlines what happens following sugar consumption, and offers suggestions for addressing the ongoing sugar crisis. “Sugar is toxic,” says Lustig. “It proffers a set of biochemical alterations that are detrimental to human health—unrelated to its calories.” In this way, sugar resembles alcohol, and chronic metabolic diseases associated with alcohol are becoming prevalent in children with high-sugar diets. Lustig argues that the food industry has had a negative influence on nutrition science for the last 45 years, which in turn has had a negative impact on paediatric medicine in the United States. People still believe a healthy diet is attained by regulating calories and saturated fat. This misconception has led to a rise in chronic metabolic diseases such as Type 2 diabetes in adult and youth populations. Lustig outlines the necessary steps for enacting a society-wide intervention. These steps include educating the public, approaching sugar as an addictive substance and calling Type 2 diabetes what it is—the “processed food disease.”

1.9 Type 2 Diabetes: Science Media and Communication Project

Sources: [Diabetes UK](#); [NHS UK](#); [Diabetes.co.uk](#); [NHS UK Change 4 Life](#), United Kingdom (date of information: 2017)

Link (video): [Type 2 Diabetes: a science media and communication project, Ellen White](#)

Application/Key learning points: This eight-minute educational video resource presents a comprehensive view on the science, prevention, symptoms, risk factors, pathological complications of diabetes, day-to-day practical tips and diabetes epidemic statistics for the United Kingdom.

2. Which organisations have received recognition for excellence in preventive management and wellness strategies to control diabetes?

2.1 The Lyfebulb-Novo Nordisk Innovation Awards

Source: [Lyfebulb–Novo Nordisk Innovation Summit 2017](#), Denmark (dated of information: 2017 & 2016).

Link: [MedAngel wins the 2017 Lyfebulb-Novo Nordisk Innovation Award](#)

Link: [Patient Entrepreneur Brianna Wolin of Find Your Ditto Selected as the First Recipient of the Lyfebulb-Novo Nordisk Innovation Award](#)

Application/Key learning points: The Lyfebulb-Novo Nordisk Innovation Summit recognises and empowers international patient entrepreneurs with big ideas that shape the future of diabetes management. Amin Zayani, the Dutch founder and CEO of MedAngel, was the recipient of the 2017 Lyfebulb-Novo Nordisk Innovation Award. MedAngel’s first product is a Bluetooth-enabled, temperature-monitoring solution, which helps patients make sure they are storing temperature-sensitive medications, such as insulin, under the proper conditions. The company aims to educate patients about issues related to storing medications in their domestic refrigerators, and to empower individuals with affordable, accurate, and easy-to-use tools to reduce stress and increase medication safety. The Find Your Ditto mobile platform connects local people who have the same chronic condition (i.e. their “ditto”). Conditions include depression, diabetes, addictions, cancer, and heart disease, and the platform provides on-demand, in-person peer support to help patients cope.

2.2 UK Inspire Award Winners 2017

Source: [Diabetes UK](#), United Kingdom (date of information: 2017)

Link: [UK Inspire Award Winners 2017](#)

Link: [Foyle diabetes support group wins national Inspire Award](#)

Application/Key learning points: Volunteers and local community groups are a vital part of Diabetes UK. The Inspire Awards recognise the invaluable contribution of the volunteers and groups that provide exceptional support for people with diabetes. Diabetes UK wanted to raise the profile of their groups and recognise them for their work. The Foyle Diabetes Support Group (Northern Ireland) won the “Reaching Out and Connecting Award”. The Foyle Diabetes Support Group has gone above and beyond in terms of their determination to reach out to all parts of the Foyle area and involve everyone affected by diabetes. They alternate meeting venues to be as inclusive as possible, and the group has built key relationships in Derry.

2.3 Saudi Health Ministry Wins Global Award for Diabetes Awareness Campaign

Source: [Ministry of Health Portal](#), Kingdom of Saudi Arabia (date of information: 2017)

Link: [MOH Receives Global Award for its Diabetes Awareness Campaign](#)

Application/Key learning points: The Kingdom of Saudi Arabia’s Ministry of Health (MOH) won “The Creative Floor Healthcare Award 2017” for its Diabetes Awareness Campaign, implemented in November 2016 under the theme “Hold it in Check”. This award honours the world’s best people and creative work in the health and wellness film category. The MOH campaign targeted people with unhealthy life styles, diabetic patients and their families by creating a provocative character and engaging the target audiences. 80 per cent of survey respondents were convinced that exercising should be included in their daily routine. The best practices and campaign strategies used here might provide excellent benchmarking opportunities.

2.4 IDF Europe Prizes 2016 – Mobilising for Diabetes

Source: [International Diabetes Federation \(IDF\)](#), Belgium (date of information: 2016)

Link: [IDF Europe Prize in Diabetes 2016 long-standing achievement](#)

Link: [IDF Europe Prize for diabetes social media](#)

Application/Key learning points: The IDF Europe Prizes in Diabetes Awards aim to increase awareness about diabetes and acknowledge outstanding individuals who are dedicated to improving the lives of people with the disease. The first link is an interview with Florian Toiti, president of the *Shoqata e Diabetit* (Albanian Diabetes Association), who won the IDF Europe Prize for Diabetes 2016 in the Long-Standing Achievement category. Toiti talks about his organisation, the main changes in diabetes prevention and management at the national level over the last 15 years, and the tools used to promote diabetes prevention and awareness among policymakers and the public. The second link leads to an interview with Bastian Hauck, founder of #dedoc, which won the 2016 IDF Europe Prize for Diabetes in the Social Media category. Hauck explains how #dedoc started as a German chapter of the Diabetes Online Community, and developed and progressed to attract participants from Europe and Australia. He highlights the role of social media within the daily management of diabetes and talks about how the role of social media can be improved and strengthened.

2.5 Quality in Care (QiC) Diabetes Awards

Source: [The Diabetes Times](#), United Kingdom (date of information: 2017)

Link (PDF): [Quality in Care award winners unveiled](#)

Application/Key learning points: Quality in Care (QiC) Diabetes is a programme that recognises good practice in patient care and collaboration in key therapy areas, and enables these schemes to be shared and disseminated on a national level. Fifteen accolades were presented at the awards ceremony, with teams and individuals praised for demonstrating excellence and exceptional work in delivering diabetes care for the young and adults. The link provides further information about the many interesting concepts, as well as the award recipients in the various categories. For example, the Diabetes Collaboration Initiative of the Year – Children, Young People and Emerging Adults was won by University Hospital Southampton NHS Foundation Trust, Queen Alexandra Hospital Portsmouth, and Revolve Comics. They developed a comic book for young people diagnosed with Type 1 diabetes.

2.6 The Kellion Award, 2017

Source: [Diabetes Queensland](#), Australia (date of information: 2017)

Link: [Kellion Awards](#)

Application/Key learning points: While there are many awards that celebrate the latest research, innovative programmes and successes in diabetes prevention advocacy, very few that acknowledge the victory of the patients who have struggled and overcome the challenges and hardships caused by the clinical or non-clinical implications of the disease. The Kellion awards, however, do this. This concept is a potential source for a best practice in diabetes management, sharing how patients have survived and lived through diabetes over a span of many decades. A more recent addition to the Kellion Victory Medal Scheme is the Kellion Carer's Award, which recognises years of love, dedication and support by a carer.

“I am not saying do not give people equal health services, but do not pretend that giving more money for diabetes or chronic diseases means you are going to deal with the origins of health inequalities.”

—Andrew Lansley, British politician

2.7 Employee Health Management System Wins Best Practice Competition

Source: BPIR.com, New Zealand (date of information: 2017)

Link (video): [Employee Health Management System, Bharat Petroleum, India](#)

Link: [5th International Best Practice Competition, 2017 - BPCL](#)

Application/Key learning points: Bharat Petroleum Corporation Limited (BPCL) won the 5th International Best Practice Competition for its excellent Employee Health Management System (EHMS), which it has been using for the past eight years. Employee registration, treatment, investigations, health check-ups and analysis are all done on EHMS. All employees get a reminder email one month before their health check-up, and repeat emails are sent if an employee doesn't visit for the follow-up. All employees can see their health check-up records (Wellness Index Score) online and there is complete transparency. Various health or wellness activities are undertaken depending on the Wellness Index Score, including yoga, meditation and dietician counselling. Organisations and governments could explore BPCL's EHMS as a Benchmarking Partner, and coordinate a scheme to encourage a healthier and happier workforce by having a similar health management system.

2.8 Max Bupa Walk for Health, India: "Best Healthcare Campaign of the Year"

Source: BPIR.com, New Zealand (date of information: 2017)

Link (video): [Walk for Health, Max Bupa Health Insurance Company](#)

Link: [5th International Best Practice Competition, 2017](#)

Application/Key learning points: The Max Bupa Walk for Health was a qualifier at the International Best Practice Competition, 2017, and has received numerous awards, including the "Best Healthcare Campaign of the Year" by India Healthcare Leadership Awards in 2014. Max Bupa is a specialist health insurer and wanted to proactively initiate health-related conversations with its customers and the public at large to grow brand awareness. This initiative starts from the premise that natural forms of exercise such as walking can help prevent diabetes mellitus. The company rolled out its first-of-a-kind, health initiative, the Max Bupa Walk for Health, in 2012. The core theme was "Walk India Walk", which reinforced the message of prioritising "health before health insurance" to a wider audience. The company promotes walking as a fun, family activity and an easy way to good health by encouraging people to choose their own reason to walk (i.e. walk to bond, walk for fun, walk for recovery or walk to work).

2.9 The Global Awards Announces 2017 Award Winners

Source: [The Global Awards](#), United States (date of information: 2017)

Link: [New York Festivals - Global Awards](#)

Link: [McCann Health Makes History Winning Top 3 Network Of The Year Awards In 2017](#)

Application/Key learning points: Now in their 23rd year, the Global Awards are the world's most coveted healthcare and wellness advertising awards. Their mission is to lift the perception of creativity above clever headlines and smart design. They reach healthcare corporations, hospitals, advertising agencies, production companies and design studios that produce communications for medical, pharmaceutical, healthcare and wellness products and services. The following links provide opportunities that can be explored for disseminating the message of diabetes prevention and management.

Link (video): [The Blue Dot](#) McCann Health was a finalist at the Global Awards 2017 for "The Blue Dot" advertising campaign for the United Diabetes Forum, India. It was an educational awareness campaign in the "Advertising to the Consumer/Patient" category. The video aimed to create and spread the message of diabetes-friendly foods, encourage diabetics to opt for and identify the blue dot, just like brown and green dots that help distinguish non-vegetarian and vegetarian foods. The Blue Dot comes as a simple solution to the problem of what to eat and what not to eat.

Link (video): [McCann Health India: “The Immunity Charm”](#) McCann Health India earned both the Best of Show and Grand Global awards for its entry “The Immunity Charm” for Afghanistan’s Ministry of Public Health. “Every year nearly 20 million children do not receive the vaccines they require to protect them from preventable diseases. The Immunity Charm will help mothers and doctors be sure that every child gets the vaccines they need,” said Daniel Carucci and Harshit Jain, co-creators of The Immunity Charm. The ingenious campaign provides an immunisation history of a child worn by the child. Borrowed from the Afghan tradition of talismanic bracelets worn by infants, the bracelet employs various beads each representing a vaccine: red for polio, yellow for hepatitis B, etc., and provides a safeguard against lost records. Lessons can be learnt from this example for diabetes campaigns.

2.10 Diabetes Canada Celebrates Experts and Advocacy

Source: [Diabetes Canada](#), Canada (dates of information: 2017, 2015)

Link: [Diabetes Canada Celebrates Top Diabetes Experts](#)

Link: [The National Advocacy Leadership Award](#)

Link (PDF): [Guidelines for the Care of Students Living with Diabetes at School](#)

Application/Key learning points: Diabetes Canada honours health-care professionals whose work has made a significant impact in the areas of diabetes research, management or care. The Diabetes Educator Award was created to support patient education initiatives led by educators, and is open to health-care professionals working within the scope of diabetes care across Canada, including nurses, pharmacists, dietitians, exercise specialists, psychologists, chiropodists, podiatrists and social workers. The National Advocacy Leadership Award recognises a member of the Diabetes Canada Professional Sections, National Advocacy Council or Area Advocacy Committee, or a grassroots advocacy volunteer or group who has demonstrated exemplary leadership, commitment and dedication in advancing public policy in the interests of people living with diabetes and in accordance with the advocacy strategy of Diabetes Canada. In the third link, these guidelines help clarify the essential roles and responsibilities among a student’s Diabetes Care Team (DCT), which comprises the student and his/her parents/guardians, school staff, and healthcare providers responsible for students living with diabetes at school.

2.11 Diabetes Service Takes First Place Award

Source: [Wiltshire Health and Care Diabetes Service](#), England (date of information: 2017)

Link: [Diabetes Service Takes First Place Award](#)

Application/Key learning points: The Diabetes Service, provided by Wiltshire Health and Care, has been running an educational programme for people living with, or at risk of diabetes. At the X-PERT Health Educate not Medicate Conference & Awards 2016, the Diabetes Service was presented with an award for first place for the best participant attendance score.

“Despite all of the fancy gimmicks and perceived power of modern medicine, the largest explosion of preventable, chronic diseases ever in the history of mankind has occurred as a direct result of modern medicine and scientific reductionism. Modern medicine is not an antidote for the incredible harms caused by the modern food industry, but it is an effective distraction.”

—Dr Charles C. Harpe, MD, American author of Naturvore

2.12 Heart Failure Therapy Awareness Program Honoured as Best Health Campaign

Source: [SignalWest PR](#), United States (date of information: 2017)

Link PDF: [Heart Failure Therapy Awareness Honored Best Health Campaign](#)

Link: [User-generated content contest produces PSAs on life-saving device](#)

Application/Key learning points: While this campaign focused on heart failure therapy awareness, the principles can be equally applied to diabetes awareness. The ultimate aim is to enable patients or at-risk individuals to access the preventive benefits that lifestyle modifications and other health measures can offer. The “Thanks to an LVAD...” National Awareness Campaign won the award for Best Health & Fitness Campaign in Ragan’s 2016 PR Daily Awards competition. One key reason for the difference between the number of people who could benefit from an LVAD or left ventricular assist device (also known as a heart pump) and the number of annual recipients is the lack of awareness. This awareness program aimed to help develop greater awareness of LVADs as an effective therapy option among patients with acute heart failure, as well as their family members, caregivers, and healthcare professionals. Personal stories submitted by real patients drove media and social media coverage, and raised awareness.

2.13 Dubai Health Authority (DHA) Diabetes Benchmarking Project Achieves 7 Stars

Source: BPIR.com, New Zealand (date of information: 2018)

Link: [Best practice benchmarking project: A framework to reduce the prevalence of diabetes](#)

Application/Key learning points: DHA’s TRADE Best Practice Benchmarking project to reduce the pre-diabetic population in Dubai was awarded the highest grade of 7 stars by the Dubai Government Excellence Program. The UAE has the tenth-highest rate of diabetes in the world (15.2% of Dubai’s population is diabetic and 15.8% are pre-diabetic). The project involved extensive desktop research and benchmarking visits to nine organisations. Of key importance was that DHA recognised that it could not tackle Diabetes on its own and needed to work closely with other stakeholders. The project is on track to reduce the pre-diabetic population by at least 10% by 2021.

2.14 Australian Marketing Institute Awards for Marketing Excellence

Source: [Marketing](#), Australia (dates of information: 2016)

Link (PDF): [Case study: Bethanie’s award-winning, local, small-budget campaign](#)

Application/Key learning points: This Marketing case study goes behind the scenes of the local, small-budget campaign by Australian age-care provider Bethanie. Bethanie used its budget of AU\$1,500 to deliver a return on investment of 306 times. Online the campaign recorded a 230.63 per cent increase in new searches for Bethanie South West Aged Care compared to the same period the year before. Further web traffic improvements were seen, with the bounce rate decreasing by 49.04 per cent, which suggests more targeted searches were being correctly directed to the Bethanie website. The campaign won the Small-Budget category at the 2015 Australian Marketing Institute Awards for Marketing Excellence. Lessons can be learnt from this example for diabetes campaigns.

2.15 #WhatsYourGoal Campaign

Source: Black Hawks TV, United States (date of information: 2016)

Link (video): [Blackhawks #WhatsYourGoal: Emilie and Ben](#)

Application/Key learning points: The Chicago Blackhawks are a professional ice hockey team based in Chicago, Illinois. A relatively simple idea, gathering personal goals from team members and fans, led to great social media results. The team asked each of their players, from their stars all the way to their brand-new recruits, to share their goals. They also worked with fans to collect their goals. The #WhatsYourGoal campaign won 2015 and 2016 Golden Matrix Awards for best promotional video from the Information Display Entertainment Association. The success factors for awareness and promotional campaigns, as well as the eventual positive results, are depicted in the video. The underlying campaign theme is to bring awareness about the power of goals by exploring shared emotions and communication, leading to its widespread content engagement and social media success. The essence of the above campaign can be applied for diabetes awareness and promotion.

3. How have organisations reached high levels of success in preventive management and wellness strategies to control diabetes?

3.1 The Blueprint for Change Programme: Case Studies on Diabetes Care

Sources: [Novo Nordisk](#), Denmark; [3BL Media](#), United States (date of information: 2017 and older)

Link (PDF): [Creating Shared Value](#)

Application/Key learning points: Novo Nordisk is a Danish multinational pharmaceutical company headquartered in Bagsværd, Denmark. It focuses on global healthcare and has more than 90 years of innovation and leadership in diabetes care. The Blueprint for Change Programme is a series of exemplary case studies of how Novo Nordisk creates shared value with its Triple Bottom Line approach. The case studies speak with data and are based on extensive field research and a common methodology for value creation. This is done by measuring achieved benefits for both society and the organisation, and sharing this information with their stakeholders. Each Blueprint for Change case study seeks to strengthen the link between their approach to sustainability and its related value creation. It highlights successes and explores challenges ahead and ways to improve and inspire others to make sustainability-driven business decisions. A few examples of the case studies can be found below, the remainder are available to BPIR.com members on the website.

Link (PDF): [Partnering to innovate diabetes care in Thailand](#)

Link (PDF): [Changing diabetes in China](#)

Link (PDF): [Changing the future of diabetes in India](#)

Link: [How do we innovate diabetes care in Africa's biggest country?](#)

Link (video): [Fulfilling Nelson Mandela's promise](#)

3.2 Benefits of Taxing Sugar-Sweetened Beverages

Sources: [World Health Organization](#), Switzerland; [Pan American Health Organization](#), United States (date of information: 2017, 2015)

Link: [From soft drink taxes to detecting people at risk, the United Arab Emirates is promoting health by beating noncommunicable diseases](#)

Link: [WHO supports proposed sugar-sweetened beverages tax in South Africa](#)

Link (PDF): [Incentives and disincentives for reducing sugar in manufactured foods: An exploratory supply chain analysis](#)

Link: [Challenging the supply chain to reduce sugar in foods](#)

Link (PDF): [Taxes on Sugar-sweetened Beverages as a Public Health Strategy: The Experience of Mexico](#)

Application/Key learning points: These documents have invaluable information on the support provided by WHO to promote a healthy diet. The documents examine efforts made to tax sweetened beverages based on experiences in different countries. WHO encourages the introduction of a tax on sugar-sweetened beverages to help reduce excessive sugar intake. The final link is an outstanding 104-page document to describe the procedure through which a tax on sugar-sweetened beverages and energy-dense foods was implemented as a public health strategy in Mexico. This document aims to share this experience so that useful elements might be replicated in other contexts and further interventions be developed to improve health.

“When enough people care about autism or diabetes or global warming, it helps everyone, even if only a tiny fraction actively participate.”

—Seth Godin, American author and former dot com business executive

3.3 Qatar Diabetes Association (QDA) Hosts Campaign for Diabetes Screening

Source: [Qatar Foundation](#), Qatar (date of information: 2016)

Link: [QDA Hosts Campaign for Diabetes Screening](#)

Application/Key learning points: This campaign aimed to raise awareness of diabetes, while helping those at risk avoid it, and offering better health management advice to diabetics. It can be emulated as a best practice by corporations and other business or government entities. QDA, a member of Qatar Foundation (QF), hosted this “Action on Diabetes: Workplace Screening Campaign” for the QF community. To enable more people to take diabetes screening tests, the campaign brought the test to people’s workplaces and other areas frequented by the public. A screening truck was also placed outside QF headquarters, making it possible for every employee and visitor to get screened. Action on Diabetes is a public-private partnership between six related organisations including QDA and Qatar’s Ministry of Public Health.

3.4 WHO Best Buys and Other Recommended Interventions to Prevent and Control Noncommunicable Diseases (NCDs)

Source: [World Health Organization \(WHO\)](#), Switzerland (date of information: 2017)

Link: [Thailand’s physical activity drive is improving health by addressing NCDs](#)

Application/Key learning points: This article presents government strategies to increase physical activity in Thailand and to align with WHO’s recommendations to fight the risk of NCDs. New cycle paths have been installed around the country. Popular media, from SMS and social media campaigns to promotions at cinemas and rock concerts, are calling for an increase in physical activity. These include 10-kilometre runs in the capital, Bangkok, and 20 other locations around the country.

Link: [Oman beating NCDs at the souk, the restaurant and the bakery doors](#)

Application/Key learning points: Oman’s Ministry of Health is focusing on two big NCD risk factors—diet and tobacco—through an innovative project with great potential for replication. The movement’s best practices target the reduction of salt, sugar and fat intake to combat obesity and lifestyle related NCD’s. Oman’s Nizwa Healthy Lifestyle Project launched two health promotion activities: the “Tobacco-free souk” in Muscat’s open-air traditional market, and the “Healthy Restaurants Initiative”. Through awareness raising and training, the project has led to a 10 per cent reduction of salt content in bakeries since 2015.

Link: [Islamic Republic of Iran on a fast-track to beating NCDs](#)

Application/Key learning points: IraPEN is part of Iran’s national health transformation plan, launched in 2014, to provide universal health coverage, including access to NCD prevention and care, and mental health services. The implementation of IraPEN, which is the country’s adaptation of WHO’s package of essential NCD interventions for primary health care, is helping patients receive focused medical support to address NCDs.

Link (PDF): [“Best buys” and other recommended interventions for the prevention and control of NCDs.](#)

Application/Key learning points: This 28-page document provides policymakers with a list of ‘best buys’ and other recommended interventions to address NCDs, based on an update of Appendix 3 of the Global Action Plan for the Prevention and Control of NCDs 2013–2020. A list of options is presented for each of the four key risk factors for NCDs (tobacco, harmful use of alcohol, unhealthy diet, and physical inactivity) and for four disease areas (cardiovascular diseases, diabetes, cancer and chronic respiratory diseases).

3.5 Unexpected Animal Videos Encourage Americans to Learn Prediabetes Risk

Sources: [Centers for Disease Control and Prevention \(CDC\)](#) & [Ad Council](#), United States (date of information: 2017)

Link (PDF): [New Prediabetes Awareness Campaign Features Unexpected Animal Videos](#)

Link (video): [Risk Test Puppies: Type 2 Diabetes Prevention](#)

Link (video): [Risk Test Baby Goats: Type 2 Diabetes Prevention](#)

Link (images): [CDC Prediabetes Infographic 1](#), [CDC Prediabetes Infographic 2](#)

Link: [Resources for Health Care Providers: Prevent Diabetes STAT](#)

Application/Key learning points: CDC, in partnership with ADA, AMA, and the Ad Council, aimed a public service health campaign to reduce the incidence of Type 2 diabetes, and raise awareness of prediabetes. The campaign is an excellent example of how diabetes awareness campaigns can be designed and executed for maximum reach. The campaign encourages viewers to take a one-minute prediabetes risk test to know if they are at risk, and to discover how they can decrease their risk of developing Type 2 diabetes. The videos feature “unexpected animals” or animals doing unexpected things, i.e. hedgehogs at a pool party, baby goats at a barn disco party, or puppies at play. These videos aim to motivate people to speak to their doctors and go to [DoIHavePrediabetes.org](#) for additional resources. The One-Minute Pre-Diabetes Risk Test is easy, entertaining, engaging, and effective. It is available in [English](#), [Spanish](#) and [Chinese](#) (PDFs). The campaign is a potential benchmarking partner as it can create a great connection with the public.

3.6 Policies to Prevent Obesity and Diabetes in the Eastern Mediterranean Region

Source: [WHO, Institutional Repository for Information Sharing \(IRIS\)](#), Egypt, (date of information: 2017)

Link (PDF): [Proposed policy priorities for preventing obesity and diabetes in the Eastern Mediterranean Region](#)

Application/Key learning points: Changing dietary patterns are responsible for an escalating burden of overweight, obesity and diabetes in the Eastern Mediterranean Region. WHO’s Regional Office for the Eastern Mediterranean has published an excellent 84-page document, which takes into account the recommendations of several recent initiatives on the prevention and control of obesity and diabetes, and identifies priorities for an approach to reduce exposure to unhealthy dietary risk factors. It presents an initial proposal for 10 priority areas for action, which cover 37 strategic interventions to help prevent overweight, obesity and diabetes and its complications in the whole population, including children, adolescents, and adults.

3.7 Scaling Up Digital Health - Be He@lthy, Be Mobile

Source: [World Health Organization \(WHO\)](#), Switzerland (dates of information: 2017, 2012)

Link: [Treating diabetes takes more than insulin: Senegal mobile phone project promoting public health](#)

Link: [ITU and WHO launch mHealth initiative to combat noncommunicable diseases](#)

Application/Key learning points: The “Be He@lthy, Be Mobile” initiative by WHO and the International Telecommunications Union (ITU) aims to standardise the design and deployment of “mHealth” programs based on best practices. This is done by developing global handbooks containing technical and operational guidance on how to create mHealth services for specific diseases or behaviours. It then helps countries tailor the content for use in a local setting, launch the service, and evaluate the results.

“Diabetes is a great example whereby, giving the patient the tools, you can manage yourself very well.”

—Clayton M. Christensen, American scholar, Kim B. Clark Professor of Business Administration at Harvard University

3.8 About Toronto Diabetes Care Connect

Sources: [Toronto Diabetes Care Connect \(TDCC\)](#), [Toronto Central Local Health Integration Network \(LHIN\)](#), Canada (date of information: 2017)

Link: [Flemingdon Health Centre: South Asian Diabetes Prevention Program \(SADPP\)](#)

Link (PDF): [South Asian Diabetes Prevention Care Kit Handbook](#)

Application/Key learning points: This best practice is tailored to the high-risk diabetes groups in Toronto, and would be especially useful for replication in other multicultural cities/countries. There are several worthwhile links that will open a new window to the many successful diabetes prevention and intervention programs undertaken by TDCC, with direct links dedicated to the program specific websites. TDCC is a programme of South Riverdale Community Health Centre that is funded by the Toronto Central LHIN. Since 2013, TDCC has worked with healthcare providers and organisations across the Toronto Central Region to help people living with or at risk of diabetes to get the high-quality care they need. The Toronto Central Referral Service, operated by TDCC connects people to various diabetes-related support programmes, including diabetes education programs; eye screening; diabetes prevention programmes, with special focus on high-risk populations such as Aboriginal, Caribbean, East African, Latin American, and South Asian. SADPP is an innovative project developed by Flemingdon Health Centre. It focuses on South Asian communities within the North-East region of Toronto, a particularly high-risk group.

3.9 Raising Social Awareness: Top Instagram Hashtag Campaigns 2016

Source: [Meltwater](#), United States (date of information: 2016)

Link: [Raising Social Awareness: 2016's Top Instagram Hashtag Campaigns](#)

Application/Key learning points: Meltwater was the first to introduce digital media monitoring, and is the first to apply AI-driven media intelligence. The “PR Hashtag Takeaways” at the end of the blog make for interesting reading. Hashtags are an easy way of sharing messages and promoting campaigns. Some important health-related hashtags include #stopdiabetes (number 3 in the list); #breastcancer (number 4); #hearthealth (number 5); and #biketoworkday (number 2).

3.10 Integration of NCD Initiative within Primary Health Care Services

Source: [Republic of Lebanon: Ministry of Public Health](#) (date of information: 2012)

Link: [Integration of Non-Communicable Disease Program in Primary Health Care](#)

Application/Key learning points: In 2012, the Primary Health Care Department at Lebanon’s Ministry of Public Health, in collaboration with WHO, launched a pilot initiative to integrate the NCD programme within the country’s 26 Primary Health Care (PHC) centres. By 2015, the programme was integrated into 146 centres across Lebanon. This initiative primarily targets the early detection of diabetes, hypertension, and dyslipidaemia through screening; however, it also aims to prevent these diseases by promoting health awareness, managing individuals with pre-existing diseases, and monitoring cardiovascular diseases among the Lebanese population. Today, the Ministry of Public Health has unique partnerships with NGOs in Lebanon and a network of 212 PHC outlets all over the country. The Ministry introduced PHC accreditation in 2008 in collaboration with Accreditation Canada, and initiated the universal health care programme in 2015 in collaboration with the World Bank. This best practice can be a benchmarking source for moderately developed and developing countries where the basic healthcare screening facilities are yet to be integrated into the primary public health service.

3.11 Improving the Quality of Life of People with Diabetes

Source: [International Diabetes Federation \(IDF\)](#), Belgium (date of information: 2016)

Link (PDF): [Cost-effective solutions for the prevention of Type 2 diabetes](#)

Application/Key learning points: Much can be done to prevent the onset of Type 2 diabetes, as outlined in IDF's Cost-effective solutions for the prevention of Type 2 diabetes report, which provides an overview of the latest evidence on the different programmes available to tackle its rise. The wide range of options presented and their cost-saving implications give cause for optimism that the current situation can be reversed. This report discusses in detail the components of a successful lifestyle modification programme, the benefits of using certain medications for primary prevention, and provides an analysis of different public health measures to promote healthier behaviours. The intention of this report is to provide policy makers and diabetes advocates with an accessible and comprehensive summary of the current data on the clinical effects of primary prevention programmes, the costs associated with their delivery, and the resulting benefits for our societies. Evidence on implementable solutions is also included to inform policy development.

3.12 Meeting WHO's NCD Targets

Source: [World Health Organization \(WHO\)](#), Switzerland (date of information: 2017)

Link: [Campaign essentials: WHO Diabetes and Obesity Awareness Posters](#)

Link: [Noncommunicable diseases and the Sustainable Development Goals](#)

Application/Key learning points: WHO's campaign aims to demonstrate the potential that exists for countries, and the world, to achieve the nine global voluntary NCD targets, the overall objective of which is to reduce premature deaths from cancers, heart and lung diseases, and diabetes by 25 per cent by 2025. Achieving the targets is feasible through high-level political commitment, whole-of-government action, and support and engagement from everyone to create the healthy environments needed to beat them. Target 7 aims to halt the rise in diabetes and obesity. WHO has provided a range of materials, all of which are cost effective and globally applicable, to help meet the targets. With these cost-effective, ready-to-implement tools, authorities and organisations can start their own campaign to raise public awareness of the impact of diabetes and obesity. The posters feature superhero characters, with key messages and facts on diabetes and obesity. The posters can be downloaded in English, Arabic, Chinese, French, Russian and Spanish.

3.13 National Diabetes Prevention Program

Sources: [Centers for Disease Control and Prevention \(CDC\)](#), [CDC National Diabetes Prevention Program](#), United States (date of information: 2017 & 2011)

Link (video): [A Change for Life – CDC](#)

Link (PDF): [NDPP Infographics - Working Together to Prevent Type 2 Diabetes](#)

Link (PDF): [CDC Prediabetes Screening Test](#)

Link (PDF): [CDC National Diabetes Statistics Report, 2017](#)

Application/Key learning points: This section is a superior best practice resource. CDC is one of the major operating components of the United States' Department of Health and Human Services. CDC's National Diabetes Prevention Program (National DPP) is a public-private partnership to offer affordable, evidence-based, high-quality interventions in communities across the United States to prevent Type 2 diabetes and improve overall health. The five-minute video shows how Type 2 diabetes can be prevented or delayed by making lifestyle changes that include weight loss and more physical activity. People with prediabetes talk about how group lifestyle coaching classes offered as part of CDC's National DPP effectively help them learn and keep healthy habits, and prevent Type 2 diabetes. Research trials have shown that classes can reduce the risk of Type 2 diabetes by nearly 60 per cent in people at elevated risk. More information about the National DPP, including online quizzes and information about research and screening tests, is [available here](#).

3.14 A Healthier America. Let's Move! Campaign

Sources: [Partnership For A Healthier America \(PHA\)](#), [Let's Move!](#), United States (date of information: 2017)

Link: [PHA - Initiatives](#)

Link: [PHA Catalyst for Change Awards 2017](#)

Link (PDF): [Take Action: Let's Move](#)

Application/Key learning points: [PHA](#) aligns with the belief that prevention is better than cure. The organisation works with the private sector to ensure the health of America's youth by solving the childhood obesity crisis. Targeting and segmenting children is an excellent theme to benchmark and use as a best practice, and is in line with the core principles of the "Let's Move!" campaign. The PHA Catalyst for Change awards celebrate leaders who have played a major role in ensuring all children are at a healthy weight, by working towards making the healthy choice the easy choice for children. The "Let's Move!" campaign was launched by former United States First Lady Michelle Obama. She challenged America's children to get up and get moving, and encouraged schools and families to make healthy eating a part of daily life. This will enable children born today to grow up healthier and be able to pursue their dreams. The Take Action PDF provides high impact tips and detailed step-by-step strategies and practical concepts for healthcare providers, elected officials, community leaders, parents, schools, kids, and chefs to help kids be more active, eat better and grow up healthy. The key success factor for this promotional campaign was that everyone had a role to play in reducing childhood obesity.

3.15 Join the Fight

Source: [Sugar Ray Leonard Foundation](#), United States (date of information: 2017)

Link (video): [Sugar Ray](#)

Application/Key learning points: The Sugar Ray Leonard Foundation was established in 2009 by six-time boxing world champion Sugar Ray Leonard and his wife. The Foundation is committed to funding research and care for paediatric Type 1 & 2 diabetes and creating awareness for both diseases. It also strives to help children live healthier lives through diet and exercise.

3.16 Cayman Islands Diabetes Association

Source: [Cayman Islands Diabetes Association \(CIDA\)](#), Cayman Islands (date of information: 2016)

Link: [CIDA Events](#)

Application/Key learning points: CIDA is a registered non-profit organisation and official member of IDF. As such, it participates in the annual World Diabetes Day events, including the "Blue Lighting Monument Challenge", where different landmarks and buildings are lit blue to create diabetes awareness, and the Diabetes Awareness Month, offering free screenings for the public. In addition, CIDA has partnered with the Cayman Heart Fund to conduct free screenings for diabetes to the public using the HbA1c Machines, which are the gold standard for testing diabetes and identifying people at risk of becoming diabetic.

*"As obesity creeps into preschools, and hypertension and Type II diabetes become pediatric problems for the very first time, the case for starting preventive health care in the cradle has become too compelling to keep ignoring."
—Heidi Murkoff, Author,
Founder of the What to Expect Foundation*

3.17 PRESTO: Promoting Cycling for Everyone as a Daily Transport Mode

Source: [Intelligent Energy Europe](#) (date of information: 2014)

Link: [Promoting cycling for everyone as daily transport mode \(PRESTO\)](#)

Link (PDF): [PRESTO Cycling Policy Guide](#)

Application/Key learning points: Cycling is already a major mode of transport mode in some countries (e.g. Netherlands and Denmark). It can become a high impact measure to foster healthy and fitness-efficient transport patterns in cities without a real cycling culture. In keeping with the larger objectives of diabetes prevention, the long-term benefits of the urban cycling programme are many-fold, including the reducing of healthcare expenditures. Cities with no real bicycle culture in the past such as Frankfurt or Paris prove that increasing the share of cyclists within only a few years is possible, with the right policies and promotion in place. PRESTO best practices can be implemented in other regions. WHO developed the Health Economic Assessment Tool for cycling, which quantifies the positive health effects of both cycling and walking. In Austria, the tool estimated that cycling saves more than 400 lives every year due to regular physical activity. Other benefits include savings in public health care because of improved physical condition.

3.18 #YesMamm Breast Cancer Awareness Campaign

Source: [Carilion Clinic](#), United States (date of information: 2016)

Application/Key learning points: In a bid to raise awareness about breast cancer and the need for early detection, Carilion Clinic in Virginia started the #YesMamm campaign. The campaign is a good example of the power of hashtags to start a movement. It was used to answer common breast cancer questions on Twitter and Pinterest, and drive traffic to the clinic's website to encourage women to make an appointment at one of their screening locations. This best practice can be emulated for diabetes mellitus screening across various targeted locations in your region. Among the benefits of the approach are people taking the crucial step of getting themselves an appointment for diabetes screening, and targets from all socio-economic classes will be reached, which was the main objective of the campaign.

3.19 Reebok: Subway Pump Battle

Source: [Reebok Korea](#), South Korea (date of information: 2015)

Link (video): [Reebok | ZPump Fusion](#)

Application/Key learning points: In a survey, 74 per cent of Korean office workers admitted to a lack of exercise, yet remained inactive. Following this finding, the well-known sports brand Reebok came up with a way to encourage commuters to work out while waiting for the subway, and to inspire them to move. An innovative version of the idea can be replicated, with the core messages of promoting a healthy lifestyle and sharing the knowledge of the correlation of diabetes and lack of exercise.

3.20 Cost-Effective Strategies for NCDs

Source: [National Center for Biotechnology Information \(NCBI\)](#), United States

Link: [Cost-Effective Strategies for Noncommunicable Diseases, Risk Factors, and Behaviors](#)

Application/Key learning points: This is a highly informative article, with practical advice and tips. The following sections are particularly useful: Cardiovascular Disease; Diabetes; High Blood Pressure; Cholesterol; and Bodyweight with Lifestyle Interventions. The article provides lessons for implementing successful lifestyle interventions across populations such as education, urban transport policies and food policies. It explains that interventions should be long term with multiyear time frames; credible agencies should be responsible for the interventions; collaboration between the health sector, other government agencies, schools, workplaces, and the voluntary sector is important; and cooperation with the food industry is essential to ensure the availability of reasonably priced healthier food options with food labelling that presents relevant information in a clear, reliable, and standardised way.

4. What research has been undertaken into preventive management and wellness strategies to control diabetes?

4.1 Research Sharing at the IDF Annual Congress

Source: [International Diabetes Federation \(IDF\)](#), Belgium (date of information: 2018)

Link: [IDF Congress 2018](#)

Application/Key learning points: The IDF Congress brings together healthcare professionals, diabetes associations, policy-makers and companies to share the latest findings in diabetes research and best practice. The 2018 edition of the Congress is to take place in Hyderabad, India, from October 25-27, and will feature more than 100 invited speakers from around the world. It is a dynamic programme, spread over seven streams, which will provide participants with the latest research, treatments and tools to limit and treat diabetes complications. There will also be a lively exhibition showcasing the latest advances in diabetes complications care and technology.

4.2 Juvenile Diabetes Research Foundation Australia

Source: [Juvenile Diabetes Research Foundation \(JDRF\)](#), JDRF Australia (date of information: 2018)

Link: [JDRF Research](#)

Link: [Fundraising Ideas](#)

Link (video): [2017 JDRF Gala - Fund A Cure](#)

Application/Key learning points: JDRF is the leading global organisation funding research into Type 1 diabetes. JDRF Australia is built on a grassroots model of people connecting within their local communities, collaborating regionally for efficiency and broader fundraising impact, and uniting on an international stage to pool resources, passion and energy. Its mission is to accelerate life-changing breakthroughs to cure, prevent and treat Type 1 diabetes and its complications. It collaborates with academic institutions, policymakers, and corporate and industry partners to develop and deliver a pipeline of innovative therapies to people living with the disease. JDRF staff and volunteers in seven countries are dedicated to advocacy and community engagement. The organisation holds a number of fundraising events to support its research, including walks, fun runs, and a gala ball. JDRF provides a list of more than 70 creative ideas to raise funds for further research.

4.3 The Australian Centre for Behavioural Research in Diabetes

Source: [The Australian Centre for Behavioural Research in Diabetes](#), Australia (date of information: 2013)

Link (video): [Diabetes Victoria](#)

Application/Key learning points: The Australian Centre for Behavioural Research in Diabetes is the first national research centre in Australia and internationally, dedicated to investigating the behavioural, psychological and social aspects of diabetes. The Centre leads and collaborates on a wide variety of research designed to improve support for and outcomes among people with diabetes and their families. Among its objectives are to be a national research centre, creating knowledge and impact; and to be a national resource for clinicians, researchers, and policy makers.

4.4 IDF Europe Prizes Awardees 2016

Source: [International Diabetes Federation \(IDF\)](#), Belgium (date of information: 2016)

Link: [Interview with Dr Michael Gejl Jensen](#)

Application/Key learning points: Having won the 2016 IDF Europe Prize in Diabetes for Young Researchers for a novel research topic, Dr Michael Gejl Jensen, from the Aarhus University Hospital, Denmark, talks about the main objectives of his research work in this fascinating interview. His research involves understanding the role of the brain in health and diabetes, and he has also plans for charitable work to support marginalised and vulnerable children, as well as those living with obesity.

4.5 Long-Term Sustainability of Diabetes Prevention Approaches

Source: [JAMA Internal Medicine - AMA](#), United States (dates of information: 2017, 2016)

Link (PDF): [JAMA Long-term Sustainability of Diabetes Prevention Approaches](#)

Link (PDF): [JAMA Addressing Socioeconomic Disadvantage](#)

Link (PDF): [JAMA Prediabetes Risk in Adult Americans According to a Risk Test](#)

Application/Key learning points: The Journal of the American Medical Association (JAMA) is a peer-reviewed medical journal published 48 times a year by AMA. JAMA Internal Medicine has published excellent research studies in the field of diabetes and its prevention. The above articles are used with the permission of the American Medical Association.

4.6 Diabetes Canada

Source: [Diabetes Canada](#), Canada (date of information: Aug 2017)

Link: [Diabetes Canada Research](#)

Application/Key learning points: The Canadian Diabetes Association was formed in 1953, rebranding as Diabetes Canada in 2017. The organisation is active in more than 150 Canadian communities and supports people living with diabetes through research, advocacy, education and services. Since 1975, Diabetes Canada has funded more than \$130 million in diabetes research. The above link provides information about the progress and some of the exciting research discoveries made; the different types of research it funds; researcher profiles; the different types of research it funds; and clinical trials.

Link: [Diabetes Charter for Canada](#)

Application/Key learning points: Diabetes Canada has developed a Charter to ensure that people who live with diabetes are treated with dignity and respect; to advocate for equitable access to high quality diabetes care and supports; and to enhance the health and quality of life for people who live with diabetes and their caregivers.

Link: [Exploring Policy Options for Better Diabetes Outcomes in Ontario](#)

Application/Key learning points: In 2014, the then Canadian Diabetes Association met key stakeholders at the forefront of healthy public policy development, clinical change and technological innovation to explore learnings to date and promising approaches that can inform policy development related to diabetes. This 32-page report presents the outcomes of the meeting, with relation to three policy areas: foot care; monitoring and testing of blood glucose; and children and youth with diabetes in school.

4.7 BioMed Central Health Services Research

Source: [BMC Health Services Research](#), United Kingdom (date of information: 2010)

Link (PDF): [Comparison of diabetes management in five countries for general and indigenous populations: an internet-based review.](#)

Application/Key learning points: BMC Health Services Research is an open access, peer-reviewed journal that considers articles on all aspects of health services research. The aim of this 19-page review was to provide an overview of diabetes management in five selected countries (Australia, Canada, New Zealand, the United States, and the United Kingdom), based on data available for general and indigenous populations where appropriate, also describing the magnitude of the diabetes epidemic in these countries. The countries have made substantial efforts to develop routine data collection systems to monitor performance of diabetes management. Available performance data identifies considerable gaps in clinical care of diabetes across countries. Policy makers and health service providers across countries can learn from each other to improve data collection and delivery of diabetes care at the population level.

4.8 London School of Economics and Political Science

Source: [The London School of Economics and Political Science \(LSE\)](#), United Kingdom (date of information: 2017)

Link (PDF): [LSE Diabetes expenditure, burden of disease and management in 5 EU countries](#)

Link (PDF): [Structural equation model for estimating risk factors in Type 2 diabetes mellitus in a Middle Eastern setting: evidence from the STEPS Qatar](#)

Application/Key learning points: LSE Health and Social Care was established as a research centre in 2000. Its research's contributions to health and social care policy and practice have been recognised through a number of awards, accreditations, and the Queen's Anniversary Prize for Higher and Further Education. The first link is a 123-page study, which provides a comprehensive representation of Type 1 & 2 diabetes in five countries of the European Union (Germany, United Kingdom, France, Italy, and Spain) and addresses the associated costs, both direct and indirect. The study also quantifies prevalence data from the local perspective and uses a stratification of both qualitative and quantitative analysis to provide policy options. The second link is a 12-page research article, showing the potential that behavioural and metabolic interventions might have in reducing the impact that diabetes has on Qatar's health system.

4.9 Diabetes UK

Source: [Diabetes UK](#) (date of information: 2017)

Link: [Diabetes research](#)

Link: [Good Diabetes Care in School Award](#)

Link: [Type 1 diabetes: Make the grade](#)

Application/Key learning points: Diabetes UK is the United Kingdom's leading charitable funder of diabetes research. It conducts pioneering research into all forms of diabetes and diabetes-related complications. In 2015 Diabetes UK invested more than £6.8 million in diabetes research and agreed to support 33 new studies. The "Type 1 diabetes: Make the grade" campaign aims to create awareness and to make sure all children with Type 1 diabetes get the support and care that they deserve at school so that they are safe, happy and have equal opportunities at school. The Good Diabetes Care in School Award officially recognises the schools that deliver effective diabetes care and management.

4.10 WHO Global Report on Diabetes & Diabetes Country Profiles

Source: [World Health Organization \(WHO\)](#), Switzerland (date of information: 2016)

Link (PDF): [Global Report on Diabetes - Full Report](#)

Link (PDF): [Diabetes country profiles 2016](#)

Application/Key learning points: The 88-page *Global Report on Diabetes* calls upon governments to ensure that people are able to make healthy choices and that health systems are able to diagnose, treat and care for people with diabetes. It encourages us all as individuals to eat healthy, be physically active, and avoid excessive weight gain. The report describes the global burden of diabetes, as well as strategies to prevent and manage diabetes, and an overview of national plans and policies, and guidelines and protocols. The diabetes country profiles aim to synthesise, in one reference document, the status of diabetes prevention and control in every country. Each profile includes data on diabetes prevalence and trends; mortality; risk factors; availability of diabetes country plans; monitoring and surveillance; primary prevention and treatment policies and availability of medicines, basic technologies and procedures.

4.11 The Cost of Diabetes

Source: [American Diabetes Association](#), United States (date of information: 2013)

Link: [ADA: The Cost of Diabetes](#)

Link: [ADA: The Staggering Costs of Diabetes](#)

Application/Key learning points: This ADA study includes a detailed breakdown of costs along medical expenditures, indirect costs, gender, racial and ethnic lines, and also includes a breakdown of costs on a state-by-state basis.

5. What tools and methods are used to achieve high levels of success in preventive management and wellness strategies to control diabetes?

5.1 Spain's Cruces University Hospital Develops Award-Winning Poster

Source: [BPIR.com](https://www.bpir.com), New Zealand (date of information: 2015)

Link (PDF): [3rd International Best Practice Competition, 2014: Cruces University Hospital](#)

Link (video): [Working with our Patients as a Team, Cruces University Hospital, Spain](#)

Link (PDF): [Working with our patients as a team, CUH](#)

Application/Key learning points: This best practice can be replicated for diabetes management in hospitals. It was a finalist at the 2014 EFQM best practice competition in the area of customer and market focus (understanding customers, building customer relationships, marketing). The hospital's Nephrology Department established a strategy for better patient care, aiming to involve its patients in the management of their health. It developed a poster, entitled "Institutional Blog for the Nephrology Service: Cruces with you in kidney disease", which received the award for the best poster from the Spanish Society for Nephrology Nursing. The hospital said it was achieving "a paradigm shift in which we leave behind a paternalistic approach and work in a stage where citizens become active agents of their health management. We are implementing concrete actions to help patients make the best decisions about their health. We have also anticipated our patients' needs and expectations, offering attractive and sustainable value propositions not usual in a public hospital and ensured that people have the necessary resources, competencies and empowerment to do so."

5.2 Supporting Other Patients with Diabetes May Be Way of Helping Yourself

Sources: [Asia Diabetes Foundation \(ADF\)](#), Hong Kong; [National Center for Biotechnology Information](#), United States (dates of information: 2017 & 2015)

Link: [Effects of Providing Peer Support on Diabetes Management in People with Type 2 Diabetes](#)

Link (video): [Introduction of Asia Diabetes Foundation](#) (in Cantonese with English subtitles)

Link (video): [Highlight of DPP2017 in Hong Kong](#)

Application/Key learning points: ADF is a charitable organisation developed to initiate and implement medical, scientific, and academic research activities to collect and translate current evidence into prevention and control strategies for diabetes and other chronic diseases. The peer support study reported the long-term effects of providing ongoing peer support to patients with Type 2 diabetes. It provided evidence that by providing ongoing help to others, patients with diabetes benefited in their own self-care, psychological health, and glycaemic control over 4 years. Engaging patients to become peer supporters may be a useful strategy for long-term diabetes management. The first video provides a good illustration of the benefits of this (from 5:25).

5.3 Modification of the Diabetes Prevention Program's Lifestyle Change Program

Source: [University of Pittsburgh: DPSC Diabetes Prevention Support Center](#), United States (date of information: 2017)

Link: [2017 Diabetes Prevention Program Group Lifestyle Balance™ Materials](#)

Link: [The Diabetes Prevention Program GROUP LIFESTYLE BALANCE™](#)

Application/Key learning points: There are several excellent detail-oriented information links for the "One-Year 2017 DPP Group Lifestyle Balance™ Curriculum" available to enhance understanding of the concept of diabetes prevention strategies on a weekly/biweekly/monthly basis, in the form of handouts and leader guides.

5.4 WHO Tools to Prevent and Control Noncommunicable Diseases

Source: [World Health Organization \(WHO\)](#), Switzerland (date of information: 2016)

Link: [Tools by targets - Global NCD target: Halt the rise in diabetes and obesity](#)

Application/Key learning points: This section provides valuable information on how obesity and diabetes affect us, and how countries and professionals can implement their target specific programs. This section provides links to WHO tools for the prevention and control of NCDs – from setting national targets and developing national multi-sectoral policies and plans to measuring results. The list of tools is intended to provide information and guidance on effectiveness and cost-effectiveness of evidence-based interventions, taking into account the Global NCD Action Plan 2013-2020.

5.5 Critical Components for Public Awareness Campaigns

Source: [Advocacy Unleashed](#) (date of information: 2013)

Link: [Critical Components for Public Awareness Campaign](#)

Application/Key learning points: Advocacy Unleashed is an online journal for non-profit advocates. It is the only publication of its kind that offers focused insights on the art of advocacy organising. Scarlett Boudier has written an informative article with practical ground rules to help understand the process of planning and developing a robust public awareness campaign, using a recommended set of components. The plan must be tailored towards the specific needs of your organisation, community, and budget.

5.6 Creating Public Awareness Campaigns

Sources: [Howard University Center on Race and Wealth](#), [Wainger Group](#), United States (date of information: 2013)

Link (video): [Creating Public Awareness Campaigns that work](#)

Application/Key learning points: This Wainger Group presentation, sponsored by the Howard University Center on Race and Wealth and the Joint Center for Political and Economic Studies, provides excellent information about how to mount a public awareness campaign. Among other subjects, the presentation deals with timing; objectives; the four Cs of a successful campaign; and influence, message and reframing a conversation. Public awareness campaigns are not just press releases, news conferences and brochures.

5.7 Key Features of Successful Awareness-Raising Campaigns

Source: [European Literacy Policy Network](#), pan-European (date of information: 2016)

Link (PDF): [ELINET - The key features of successful awareness raising campaigns](#)

Application/Key learning points: This excellent 13-page article prepared by Laura Masiuliené, in co-operation with Janet Looney, Hanne Aertgeerts, and Maurice de Greef, explains the elements of a successful awareness raising campaign, with special focus on adult learning and health. There is good advice concerning factors for success. Tables 1 and 2 are important.

“The medical literature tells us that the most effective ways to reduce the risk of heart disease, cancer, stroke, diabetes, Alzheimer’s, and many more problems are through healthy diet and exercise. Our bodies have evolved to move, yet we now use the energy in oil instead of muscles to do our work.”
—David Suzuki, Canadian academic, science broadcaster and environmental activist

5.8 Spoken Minds: Poetry Enhances Wellbeing

Source: [City and Hackney Wellbeing Network](#), United Kingdom (date of information: 2017)

Link (video): [Spoken Minds: Poetry for Wellbeing](#)

Link (video): [Social Prescribing in City and Hackney](#)

Link (video): [Self-Management and Social Prescribing for Mental Health, Healthy Active Minds](#)

Application/Key learning points: Social Prescribing means that general practitioners, nurses or other healthcare practitioners work with patients to identify non-medical opportunities or interventions that will help them adopt healthier lifestyles or improve wider social aspects of their lives. Patients are thus referred to a range of local, non-clinical services, often provided by the voluntary and community sector. Spoken Minds is a group using spoken word or performance poetry as a tool to enhance wellbeing. It is part of the City and Hackney Wellbeing Network, which offers targeted programmes for mental and physical wellbeing, as well as free support to help people prevent the onset of mental health problems and alleviate issues such as stress or anxiety. It offers a wide range of groups and courses to support people to improve their daily living skills and social networks. The Network Navigator helps people receive the right kind of well-coordinated support at the right time. When stressed, people with Type 2 diabetes generally experience an increase in blood glucose levels. As diabetes management is a lifelong process, this can add stress to their daily lives. Healthcare providers could create a social prescribing model for pre-diabetics and diabetics. In addition, people recently diagnosed with diabetes, especially young diabetics, are vulnerable to depression and stress. These programmes can be tailor-made for targeted segmented groups within corporates, public sector and communities exposed to stress and pressure challenges. The third video explores how NHS Scotland uses social prescribing.

5.9 Social Prescribing and The Wellbeing Project

Source: [Developing Health and Independence \(DHI\)](#), United Kingdom (date of information: 2016)

Link (video): [Social Prescribing - the Kingswood Medical Centre and DHI](#)

Link (video): [Theo & The Wellbeing Project](#)

Application/Key learning points: The first video is a short film about a diabetic man and how he was enabled through social prescribing. The Wellbeing social prescribing project is delivered by DHI in partnership with a medical centre. The doctor in charge speaks of how the non-medicated approach helped the project, and what its challenges were. The second video is an inspirational story about how Theo became depressed while going through a crisis in his geriatric phase – health wise and personally. His doctor connected him with a social prescriber and he received the much-needed support just at the right time. This helped him live a happier life.

5.10 The Social Value of Social Prescribing

Source: [TEDx Talks](#), United Kingdom (date of information: 2017)

Link (video): [The Social Value of Social Prescribing | Chris Dayson](#)

Link (PDF): [Social prescribing plus a new model of asset-based collaborative innovation](#)

Application/Key learning points: Chris Dayson leads a programme of research and evaluation on local voluntary, community and social enterprise organisations at Sheffield Hallam University in the United Kingdom. In this TEDx video, he discusses how to maximise the social value of social prescribing to create happier, healthier patients, more efficient public services and a vibrant civil society. It draws on a broad body of research to propose three principles – understand, invest and evaluate – through which this can be achieved.

6. How are preventive management and wellness strategies to control diabetes measured?

6.1 Global Monitoring Framework on NCDs

Source: [World Health Organization \(WHO\)](#), Switzerland (date of information: 2017)

Link: [Framework to monitor and evaluate implementation of the Global Strategy on Diet, Physical Activity and Health](#)

Link: [Indicator 12: Diabetes/raised blood glucose](#)

Application/Key learning points: The overall aim of these documents is to provide guidance to WHO member states about the monitoring and evaluation of national diet and physical activity policies, and to assist them in identifying specific indicators to measure the implementation of these policies.

6.2 How to Measure Brand Awareness & Prove Return on Investment (ROI)

Source: [Track Maven](#), United States (date of information: 2017)

Link: [How to Measure Brand Awareness and Prove ROI - Rebecca Lee White](#)

Application/Key learning points: This is an excellent article, providing valuable input on how to measure brand awareness with key metrics (good for assessing diabetes awareness campaigns and promotional efforts, which is a brand in itself) and, how to prove brand ROI. There are other related links after the main article that are also worth looking into.

6.3 Measuring Success in Obesity Prevention in Switzerland

Source: [Karger](#), Switzerland (date of information: January 2015)

Link (PDF): [Measuring Success in Obesity Prevention: A Synthesis of Health Promotion Switzerland's Long-Term Monitoring and Evaluation Strategy](#)

Application/Key learning points: This is an interesting 13-page review article by Karger Publishers, which is a globally active medical and scientific publishing company based in Switzerland. Since 2007, Health Promotion Switzerland has implemented a national priority program for a healthy body weight. This article provides insight into the methodological challenges and results of the program evaluation. The model has shown its use in providing a basis for evaluation and monitoring of the national programme. Continuous analysis of data from evaluation and monitoring has made it possible to check the plausibility of suspected causal relationships, and to establish an overall perspective and assessment of effectiveness supported by a growing body of evidence. The Swiss Model for Outcome Classification principles (Figures 1, 2, & 3) can also be applied for evaluation of diabetes prevention programmes.

6.4 Measuring Awareness and Marketing Campaigns

Source: [Whole Whale](#), United States, [Koozai](#), United Kingdom (date of information: 2017)

Link (PDF): [The 6 Ways to Measure Awareness Campaigns, by George Weiner, Whole Whale.](#)

Link (video): [How to Track, Measure and Monitor the Success of Your Content Marketing Campaigns, Koozai](#)

Application/Key learning points: These two links provide excellent analysis of how to measure the success of your awareness and marketing campaign. Both Koozai and Whole Whale are globally respected companies.

6.5 Evaluating the Impact of Your Campaign

Source: [NCVO/KnowHowNonProfit](#), United Kingdom (date of information: 2017)

Link (PDF): [KnowHowNonProfit - Evaluating the Impact of Your Campaign](#)

Application/Key learning points: NCVO Knowhow Nonprofit offers advice and support for voluntary organisations. This article addresses the what, why, where and how of a campaign, and the essentials and specific measures of its monitoring and evaluation. There are several interesting links in this article with ample information on planning and analysing the campaign issue, and its execution and funding.

6.6 How Do You Measure the Results of Online Advertising?

Source: [Marketing](#), Australia (date of information: 2017)

Link: [Attribution: how leading marketers use campaign results to plan new strategies](#)

Application/Key learning points: Marketing is a dedicated online space for marketers to discuss industry news and insights. At a Marketing breakfast panel, industry leaders discussed first- and last-click attribution, online campaigns and how they measure campaign results, successes and failures, and how they use them to better understand consumers.

7. What do business leaders say about preventive management and wellness initiatives to control diabetes?

“The medical literature tells us that the most effective ways to reduce the risk of heart disease, cancer, stroke, diabetes, Alzheimer’s, and many more problems are through healthy diet and exercise. Our bodies have evolved to move, yet we now use the energy in oil instead of muscles to do our work.”

—David Suzuki, Canadian academic, science broadcaster and environmental activist

“The abundance of cheap food with low nutritional value in the Western diet has wreaked havoc on our health; in America, one third of children and two thirds of adults are overweight or obese and are more likely to develop diabetes and cardiovascular disease.”

—Ellen Gustafson, American businessperson, sustainable food system activist and social entrepreneur

“As obesity creeps into preschools, and hypertension and Type II diabetes become pediatric problems for the very first time, the case for starting preventive health care in the cradle has become too compelling to keep ignoring.”

—Heidi Murkoff, Author, Founder of the What to Expect Foundation

“For diabetes in particular, we know there’s a relationship between lack of glucose regulation and complications like blindness and kidney failure. So if you were diabetic and you knew that you could get your glucose in a tight, normal range just by adjusting your lifestyle, wouldn’t that be great?”

—Eric Topol, American cardiologist, geneticist, and digital medicine researcher

“Despite all of the fancy gimmicks and perceived power of modern medicine, the largest explosion of preventable, chronic diseases ever in the history of mankind has occurred as a direct result of modern medicine and scientific reductionism. Modern medicine is not an antidote for the incredible harms caused by the modern food industry, but it is an effective distraction.”

—Dr Charles C. Harpe, MD, American author of *Naturvore Power*

“The situation with regard to insulin is particularly clear. In many parts of the world diabetic children still die from lack of this hormone. ... [T]hose of us who search for new biological facts and for new and better therapeutic weapons should appreciate that one of the central problems of the world is the more equitable distribution and use of the medical and nutritional advances which have already been established.”

—Charles Herbert Best, Canadian-American scientist and co-discoverer of insulin

“I am not saying do not give people equal health services, but do not pretend that giving more money for diabetes or chronic diseases means you are going to deal with the origins of health inequalities.”

—Andrew Lansley, British politician

“If you know people with Type 2 diabetes, there’s a high likelihood they will have different medication regimes and different lifestyle options. When we label all these various types as the same thing, we treat them the same way, and they should not be treated the same way.”

—*Gurjeet Singh, Indian businessman*

“A few drugs – such as beta-blockers, statins and glycogen control medications have proved very effective at managing hypertension, heart disease, diabetes and strokes. Most insurance plans charge something for them. Why not make drugs like these free? Not for everyone, but just the groups for whom they are provably effective.”

—*Sendhil Mullainathan, Professor of Economics at Harvard University, and author of Scarcity: Why Having Too Little Means So Much*

“Diabetes is a great example whereby, giving the patient the tools, you can manage yourself very well.”

—*Clayton M. Christensen, American scholar, Kim B. Clark Professor of Business Administration at the Harvard Business School of Harvard University*

“We know that if you just were to take the drugs that you were supposed to take for diabetes or hypertension, just take it, as opposed to not take it, we could save \$7,000, \$3,000 per patient per year.”

—*Patrick Soon-Shiong, South African businessman*

“When enough people care about autism or diabetes or global warming, it helps everyone, even if only a tiny fraction actively participate.”

—*Seth Godin, American author and former dot com business executive*

“Think about it: Heart disease and diabetes, which account for more deaths in the U.S. and worldwide than everything else combined, are completely preventable by making comprehensive lifestyle changes. Without drugs or surgery.”

—*Dean Ornish, President and founder of the non-profit Preventive Medicine Research Institute in California*

“Diabetes is an all-too-personal time bomb which can go off today, tomorrow, next year, or 10 years from now - a time bomb affecting millions like me and the children here today.”

—*Mary Tyler Moore, American actress*

“With all of the holiday cheer in the air, it’s easy to overlook the ingredients in the foods. Ingredients such as salt, sugar, and fat - all of which leads to diseases such as high blood pressure, diabetes, strokes, heart disease, and cancer.”

—*Lee Haney, American athlete*

Conclusion

This report outlines the best practices research undertaken by BPIR.com in the area of preventive management strategies and wellness initiatives to control diabetes. The best practices have been compiled under seven main headings. This new layout is designed to enable you to scan subjects that are of interest to you and your organisation, quickly assess their importance, and download relevant information for further study or to share with your colleagues.

Disclaimer: *Recent information has been included in this report to ensure our readers are kept up to date with the latest research; where possible, permanent links have been provided. At the time of publishing, all links are live. We apologise in advance for any broken links that might occur after publication due to matters beyond our control.*

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