

Type 2 Diabetes Prevention Week 2026

Communications toolkit

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Campaign objectives

Type 2 Diabetes prevention week is a joint campaign between NHS England and Diabetes UK which takes place **25 – 31 May 2026**. The campaign aims to raise awareness of the risk of type 2 diabetes and how to reduce it, encouraging the public to check their risk via the [Diabetes UK Know Your Risk tool](#).

If someone is at moderate to high risk, the tool advises them to contact their GP practice for a blood test. If their blood sugar levels show they are at risk of developing type 2 diabetes (called pre-diabetes or non-diabetic hyperglycaemia), then they may be eligible for referral to their local **Healthier You NHS Diabetes Prevention Programme**, an evidence based lifestyle change programme. It helps people at risk of type 2 diabetes reduce their risk through managing their weight, eating more healthily and being more physically active.

The campaign also encourages healthcare professionals to refer eligible people to the Healthier You NHS Diabetes Prevention Programme and for those with a history of or current [Gestational Diabetes Mellitus \(GDM\) to self-refer](#).

TYPE 2 DIABETES
KNOW YOUR RISK

HEALTHIER YOU
NHS DIABETES PREVENTION PROGRAMME

How you can get involved

Thank you for your interest in taking part in type 2 diabetes prevention week. To get involved, you can:

- Use our **social media images** and the **post copy** on your social channels, your website and on WhatsApp groups, to raise awareness of type 2 diabetes, the risks and high risk groups. Please use **#Type2DiabetesPreventionWeek**
- Print copies of the '**type 2 diabetes prevention week poster**' and '**Gestational Diabetes Mellitus leaflet**' to display in your local healthcare and community settings.
- Promote the campaign to your colleagues and other healthcare professionals by using the **banner** on your website and/or as an **email signature** in your communication, to encourage them to download the toolkit and support the campaign.
- Organise an event about type 2 diabetes prevention.

To download the toolkit and all assets, visit the [Campaign Resource Centre](#) (sign in/registration required).

Visit the [Diabetes UK website](#) for more information.

Any questions? Email england.ndpp@nhs.net

Social media assets

We have developed a range of social media assets to be used during type 2 diabetes prevention week.

Different formats for social media channels, including:

- 1x1 – 4x5
- 9x16 – 16x9

Please note: 9x16 social media assets for use on Instagram Stories contain space for you to include a link directly to the Diabetes UK Know Your Risk tool or GDM self referral information.

All social assets are outlined on the following pages with the suggestions for post copy to accompany the images.

Please use #Type2DiabetesPreventionWeek in your posts, we'd love to see how you're supporting the week.

Follow NHS England and Diabetes UK on social media:

NHS England: [instagram.com/nhsengland/](https://www.instagram.com/nhsengland/), [x.com/NHSEngland](https://www.x.com/NHSEngland), [facebook.com/nhs](https://www.facebook.com/nhs)
Diabetes UK: [instagram.com/diabetesuk](https://www.instagram.com/diabetesuk), [x.com/DiabetesUK](https://www.x.com/DiabetesUK), [facebook.com/diabetesuk/](https://www.facebook.com/diabetesuk/)

Social media content: age and ethnicity

TYPE 2 DIABETES
KNOW YOUR **RISK**

NHS

If you've hit the
big **4-0**, it's time
to check for the
big **type 2**.

If you're over 40, you're at higher
risk of developing type 2 diabetes.

TYPE 2
DIABETES PREVENTION WEEK

Anyone can develop type 2 diabetes, but certain factors can increase your risk, such as being over 40. Check your risk using the Diabetes UK risk tool. It could be the most important thing you do today.
riskscore.diabetes.org.uk

TYPE 2 DIABETES
KNOW YOUR **RISK**

NHS

If you're Black
or South Asian
and **over 25...**

You're at higher risk of
type 2 diabetes.

TYPE 2
DIABETES PREVENTION WEEK

Did you know that people from certain ethnic backgrounds are more likely to develop type 2 diabetes than others. Find out your risk, it could be the most important thing you do today.
riskscore.diabetes.org.uk

Social media content: other risk factors

TYPE 2 DIABETES
KNOW YOUR **RISK**

NHS

Excess weight means excess risk.

If you carry excess weight or live with obesity, you're at higher risk of type 2 diabetes.

TYPE 2
DIABETES PREVENTION WEEK

Anyone can develop type 2 diabetes, but certain factors can increase your risk, such as carrying excess weight. You can significantly reduce your risk by making small lifestyle changes with support from the Healthier You programme. Check your risk today.

riskscore.diabetes.org.uk

TYPE 2 DIABETES
KNOW YOUR **RISK**

NHS

High blood pressure? High risk.

If you have high blood pressure, you're at higher risk of type 2 diabetes.

TYPE 2
DIABETES PREVENTION WEEK

Anyone can develop type 2 diabetes, but certain factors can increase your risk, such as high blood pressure. You can significantly reduce your risk by making small lifestyle changes with support from the Healthier You programme. Check your risk today.

riskscore.diabetes.org.uk

Social media content: other risk factors (continued)

TYPE 2 DIABETES
KNOW YOUR **RISK**

NHS

Type 2 diabetes: Family matters.

If you have a blood relative with type 2 diabetes, you're at higher risk of developing it yourself.

TYPE 2
DIABETES PREVENTION WEEK

Anyone can develop type 2 diabetes, but certain factors can increase your risk. You're 2 to 6 times more likely to get type 2 diabetes if you have a parent, brother, sister or child with the condition. Find out if you're at risk. riskscore.diabetes.org.uk

TYPE 2 DIABETES
KNOW YOUR **RISK**

NHS

Get your steps up and your risk down.



A healthier lifestyle means a lower risk of type 2 diabetes.

TYPE 2
DIABETES PREVENTION WEEK

Type 2 diabetes can be a very serious condition. But you can significantly reduce your risk by making small lifestyle changes with support from your local Healthier You programme. Find out your risk, it could be the most important thing you do today. riskscore.diabetes.org.uk

Social media content: gestational diabetes

NHS



If you have a history of gestational diabetes (high blood sugar during pregnancy) and you don't have type 2 diabetes, you may be at risk of developing it. To reduce your risk, join the free Healthier You NHS Diabetes Prevention Programme.

www.england.nhs.uk/healthier-you/gdm-self-referral

NHS

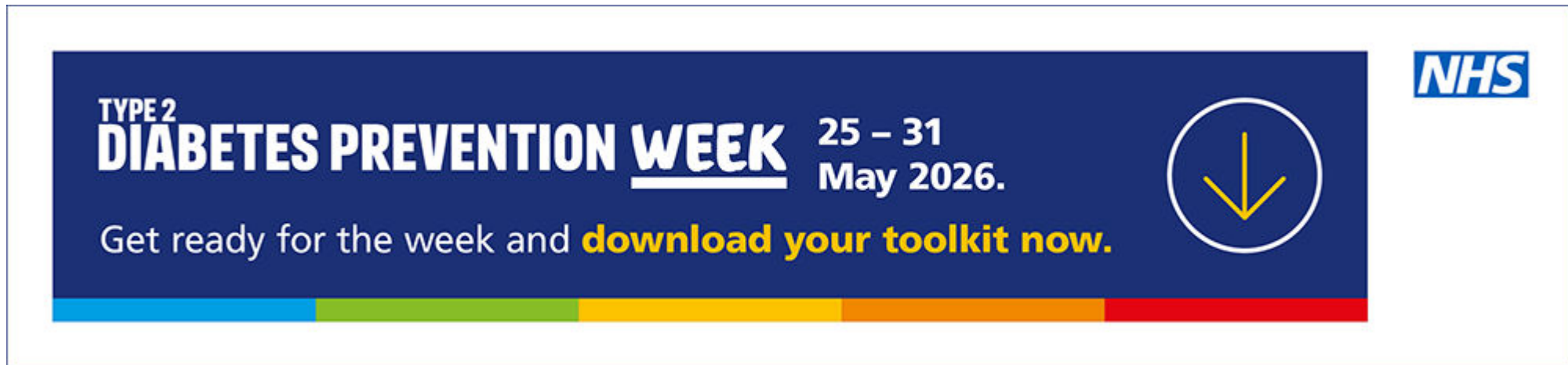


The Healthier You NHS Diabetes Prevention Programme could help reduce your risk of developing type 2 diabetes if you have gestational diabetes (high blood sugar levels during pregnancy). Find out more.

www.england.nhs.uk/healthier-you/gdm-self-referral

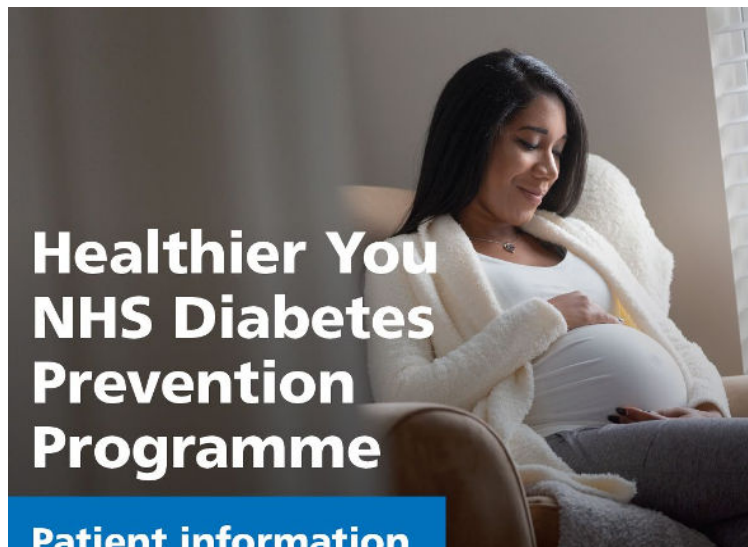
Digital banner

We have developed a digital banner to encourage people to download this toolkit. This can be used as an email signature or placed on a website to promote the campaign. You will need to add a link to the [Campaign Resource Centre](#)



Posters and leaflets

Print copies and display in your local healthcare and community settings: Gestational Diabetes Mellitus A5 leaflet and A4 Type 2 Prevention Week poster



**Healthier You
NHS Diabetes
Prevention
Programme**

Patient information

Gestational diabetes (GDM) is when your blood sugar levels are high during pregnancy and you don't already have diabetes. Although this resolves itself after birth, you are still at higher risk of developing type 2 diabetes in the future.

Every year, about 700,000 women give birth and around 30,000 have GDM. However, the risk of developing type 2 diabetes can be reduced by making lifestyle changes.

TYPE 2 DIABETES
KNOW YOUR **RISK**

NHS

**High risk of type 2
diabetes? Find out
in 2 minutes.**



Take the test today
and reduce your risk.

**Scan the QR code to
learn more**



**TYPE 2
DIABETES PREVENTION WEEK**

Suggested bulletin copy

For the general public:

Are you at risk of developing type 2 diabetes?

This week is Type 2 Diabetes Prevention Week (25-31 May). Check your risk of developing type 2 diabetes, by using the Diabetes UK [Know Your Risk tool](#). You can reduce your risk by eating a healthy, balanced diet, maintaining a healthy weight and keeping physically active. People living with diabetes face a higher risk of heart disease, stroke, nerve damage, foot problems, vision loss and kidney problems. Some groups are at higher risk of developing type 2 diabetes, including people of South Asian or Black ethnicity, people who are overweight or living with obesity, people with a family history of type 2 diabetes and women with a history of gestational diabetes.

For healthcare professionals:

Refer patients to the Healthier You NHS Diabetes Prevention Programme

This Type 2 Diabetes Prevention Week (25-31 May 2026), a gentle reminder that you can refer eligible patients via their GP to the [NHS Healthier You Diabetes Prevention Programme](#). Research shows the programme has prevented thousands of new diagnoses of type 2 diabetes in England, saving people from potentially serious ill health. The programme helps people reduce their risk of developing type 2 diabetes, through managing their weight, eating more healthily and being more physically active. You can refer individuals aged 18 or over, who have 'non-diabetic hyperglycaemia' (NDH). Women with a history of gestational diabetes can be referred to the programme, or they can self-refer. .

Key messages for the public: general

- You can reduce your risk of developing type 2 diabetes by eating a healthy, balanced diet, maintaining a healthy weight and keeping physically active.
- People living with diabetes face a higher risk of heart disease, stroke, nerve damage, foot problems, vision loss and kidney problems.
- Some groups at higher risk of type 2 diabetes, people of South Asian or Black ethnicity, people who are overweight, people with a family history of type 2 diabetes and women with a history of Gestational Diabetes Mellitus (GDM).
- Find out your risk of type 2 diabetes by using the Diabetes UK Know Your Risk Score at **riskscore.diabetes.org.uk** or by searching '**Know Your Risk**'.

Key messages for the public: gestational diabetes

- Gestational diabetes (GDM) is when your blood sugars levels are high during pregnancy and you didn't have diabetes beforehand. Although this resolves after birth, you remain at high risk of developing type 2 diabetes in future.
- Out of the 700,000 women giving birth in England every year, it is estimated around 30,000 will have gestational diabetes.
- Women who are living with obesity or overweight, or have a family history of diabetes, or are from a South Asian, Black African or Black Caribbean or Middle Eastern background, have a higher risk of developing gestational diabetes.
- Having a history of gestational diabetes means you're at a higher risk of developing type 2 diabetes. However, that risk can be significantly reduced by making changes to your lifestyle.
- To reduce your risk, join the free Healthier You NHS Diabetes Prevention Programme.
Find out more and self-refer at **<http://www.england.nhs.uk/healthier-you/gdm-self-referral>**

Key messages for the public: under 40s

- The number of people developing type 2 diabetes under the age of 40 is increasing year on year in England.
- Developing type 2 diabetes under the age of 40 carries higher risks of complication and premature mortality compared to developing it when older.
- The risk of developing type 2 diabetes at a younger age is greater in people from ethnic minority backgrounds and people living in more deprived areas.
- If you have a family history of type 2 diabetes, it's important to use the Diabetes UK **Know your Risk** tool.

Key messages for healthcare professionals

Type 2 diabetes is one of the biggest healthcare challenges of our time.

- People living with diabetes face a higher risk of heart disease, stroke, nerve damage, foot problems, vision loss and kidney problems.
- Some groups at higher risk of type 2 diabetes: people of South Asian or Black ethnicity, people who are overweight, people with a family history of type 2 diabetes and women with a history of GDM.
- The Healthier You NHS Diabetes Prevention Programme is an evidence based lifestyle change programme which helps people at high risk of developing type 2 diabetes reduce their risk through managing their weight, eating more healthily and being more physically active.
- Research shows that the Healthier You Diabetes Prevention programme has prevented thousands of new diagnoses of type 2 diabetes in England and saved people from potentially serious ill health.
- A referral to the NHS Diabetes Prevention Programme reduces someone's chance of developing type 2 diabetes by 20%. For someone completing the programme the risk of developing type 2 diabetes is reduced by 37%.
- You can refer eligible people to the Healthier You NHS Diabetes Prevention Programme (via their GP practice):
 - Individuals aged 18 years or over.
 - Individuals who have 'non-diabetic hyperglycaemia' (NDH) within the 12 months prior to the date of referral.
 - Individuals who have a history of Gestational Diabetes Mellitus (GDM) and are not known to have subsequently developed type 2 diabetes (although no blood test is required on referral).Women with a history of GDM have the additional option of self-referral.