



Diabetes
Ireland



Changing Lives 2016-2020
Our Strategy

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Foreword

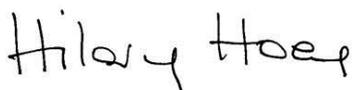
Our vision is to ensure everyone with diabetes has the support and confidence to live a long and healthy life. To achieve that, we want everyone to get the best care, treatment, education and support that will enable them to make informed choices that will sustain their health.

With current public health services struggling to cope with increasing numbers, access remains difficult for people with diabetes. Therefore, an emphasis on self-management has become a central focus. Diabetes Ireland has adapted its services and will develop more new services that will encourage and enhance self-management and a healthier lifestyle.

As an obesity epidemic looms, we need to help people make lifestyle changes in the areas of diet and lack of physical activity, which contribute to the onset of Type 2 diabetes but can be avoided or its onset delayed. Research has shown that making positive lifestyle choices will prevent or delay the onset of Type 2 diabetes. We need to be more proactive in the area of pre-diabetes and develop programmes that help address this.

The essence of this strategy is prevention, both in the prevention of complications in our community and in preventing the development of diabetes in the general population. While this strategy will not fix every problem our community faces, in the lifetime of this strategy we do hope to see improved local health systems delivering good quality of care and access to diabetes education for all.

To achieve this, Diabetes Ireland will continue to require the support of the diabetes community. We will look to collaborate and partner with other organisations to achieve these key priorities over the next five years. We sincerely hope Diabetes Ireland continues to receive the support it needs to deliver on this ambitions strategy.



Professor Hilary Hoey
Chairperson



Kieran O'Leary
CEO

Our Vision

To ensure everyone with diabetes has the support and confidence to live a long and healthy life.

Our Mission

To provide quality service in improving the lives of people affected by diabetes, and working with others to prevent and cure diabetes.

Our Aims

- (i) To provide support, information and motivation for people with diabetes, their families and friends
- (ii) To raise awareness of diabetes in the community and foster programmes for early detection and prevention of diabetes
- (iii) To support and encourage advances in diabetes care and research.

Our Values

1. Working for people with diabetes
2. Strive for Excellence in all that we do
3. Transparency & Accountability (be open and honest)
4. Trustworthy & Credible

Section 2: Our Key Priorities

Diabetes Ireland will concentrate on four key priorities over the lifetime of this strategy 2016-2020.

Key Priorities

1. Improve quality of life of people with diabetes
2. Inform and influence public policy
3. Prevention
4. Research

2.1 Improving Quality of Life of people with diabetes

Why this is important to us?

The global incidence of diabetes is increasing rapidly. Ireland is no exception to this and it is anticipated that the prevalence of diabetes in Ireland will increase to 278,000 by 2030.

With current public health services struggling to cope, access to these services will be difficult for people with diabetes. Therefore, individual self-management of the condition is vital. Access to information is critical and Diabetes Ireland is determined to help reduce the fear of diabetes and the problems it can cause if poorly managed by offering high quality, timely easy-to-read information to people with diabetes and their families.

As well as information, our community deserves access to appropriate support services that provide practical and emotional support. Following the success of the Care Centre in Dublin, the opening of further not-for-profit care centres will allow easier access to services that will enhance self-management and a healthier lifestyle.

Over the next five years, Diabetes Ireland will work to develop services that provide easy access and support in a meaningful way.

Tasks

- Improve access to diabetes self-management programmes using traditional and digital mediums.
- Use Social media and other digital technologies to inform and educate individuals about diabetes and its management.
- Develop comprehensive patient information literature and make it widely available in the community.
- Open further Diabetes Ireland Not-for-Profit Care Centres providing access to eyecare, footcare, counselling, hearing, dietary and other services and programmes.
- Work collaboratively with other stakeholders to develop and provide a therapeutic education programme to enable people to effectively administer insulin and reduce local injection site complications.
- Support people with diabetes to manage their condition in changing environments and lifestyle demands

2.2 Inform and Influence Policy

Why this is important to us?

Diabetes Ireland has been the voice of its community in efforts to improve diabetes care for all people, regardless of age and geographical location. Our goal is to improve health, wellbeing and quality of life for all people with diabetes.

For many years, successive Government policy has failed to acknowledge diabetes as a priority requiring significant resource and development. While progress has been made in this area, related improvements in service delivery is ad-hoc and uncoordinated. Therefore, a lot of work still needs to be done before the diabetes community has the service it deserves.

Diabetes Ireland is determined to see a high quality national diabetes service available for everyone. We will continue to hold Government and state agencies to account and to work with policy makers to maintain diabetes as a public policy priority and to improve diabetes services everywhere.

Tasks

- Influence public policy in relation to its commitment to improve diabetes care.
- We will advocate for the publication of the various care models in relation to paediatric and adult diabetes services and the resources required nationally to fully implement them.
- We will inform and influence the development of a Diabetes Care Network Audit programme to monitor service standards, activity and identify future requirements.
- Work to ensure that all people with diabetes receive free access to public services as part of the Government Health Reform Programme including GP care without fees at the point of services.
- Seek to remove barriers and ensure people with diabetes have access to careers and insurance cover.

2.3 Prevention

Why this is important to us?

Each year, there are about 13,000 people diagnosed with diabetes (mostly Type 2) and we expect this to increase to about 20,000 per year. Lifestyle factors such as unhealthy diet, excess weight, and lack of physical activity all contribute to the onset of Type 2 diabetes. Research has shown that making positive lifestyle choices will prevent or reduce the onset of Type 2 diabetes.

Research has also shown that a diagnosis of Type 1 diabetes before the onset of severe ketoacidosis in our children and young people, may reduce the risk of diabetes related complications in later life. For people with Type 1 diabetes and their families, the misconception and lack of understanding of the differences between Type 1 and Type 2 diabetes is frustrating.

Diabetes Ireland intends to play its part in reversing these trends by developing new campaigns to make people more aware of how they can prevent or slow down the development of Type 2 diabetes and to understand the significant differences between Type 1 and Type 2 diabetes. Diabetes Ireland will develop partnerships and collaborations with other groups and organisations to develop these messages and reach as many people as possible.

Tasks

- Work with stakeholders to tackle the epidemic of obesity and pre-diabetes.
- Increase public awareness of the benefits of a healthier lifestyle in conjunction with the awareness of the risks of not following such a lifestyle.
- Deliver early detection/prevention programmes targeted at individuals, specific communities, including high risk groups and the wider population.
- Develop a programme to promote the benefits of healthy food choices in modifying risk factors for people with intellectual disabilities at risk of developing, and with, Type 2 diabetes.
- Develop a programme to promote early detection and reduce the incidence of diabetes ketoacidosis (DKA) in young children on first presentation of Type 1 diabetes to healthcare professionals and to raise awareness among the general population of Type 1 diabetes signs and symptoms.
- To promote the development of a chronic conditions, including diabetes, school education programme.

2.4 Research

Why this is important to us?

The development of new and improved technologies will help people with diabetes to more effectively manage their condition thus enhancing quality of life. Diabetes research will improve understanding of diabetes and offers the best hope of finding a cure. Diabetes Ireland via its subsidiary charity Diabetes Ireland Research Alliance wants to help achieve this by supporting and funding high quality global and Irish based diabetes research.

Tasks

- Fund 3 high quality research projects in Ireland by 2020.
- Work collaboratively with other organisations to undertake research that improves quality of life and quality of care for people with diabetes in Ireland.
- Facilitate the opportunity for Irish people with diabetes or at risk of developing diabetes to take part in international led diabetes research
- Raise funds for research

Section 3: How can we achieve these goals?

How can we achieve these priorities?

This strategy has identified four key priorities that are far reaching for Diabetes Ireland. The strategy document has a big focus on prevention, both in the prevention of complications in our community and in preventing the development of diabetes in the general population.

We will of course continue to deliver our current services to ensure easy access to information and services using new and changing technologies to enable us reach a wider population.

With an ever increasing diabetes population, we must develop programmes that enable people with diabetes self-manage their condition as best they can and through collaboration and partnership we must reach into local communities to improve understanding of diabetes, its symptoms and risk factors. We will also develop partnerships to help support people in high risk groups e.g. people with intellectual disabilities.

By 2020, we will aim to support and serve more people with diabetes and their families in an efficient way. Following the enormous success of our first Care Centre in Dublin, the opening of further Care Centres providing rapid access to services such as footcare, eye screening, hearing test services, dietetic and counselling support is seen as vital in supporting the diabetes community. Diabetes Ireland is determined to see a high quality national diabetes service available for everyone and will continue to work to improve diabetes services everywhere.

Diabetes Ireland via its subsidiary charity Diabetes Ireland Research Alliance will fund at least 3 high quality research projects in the lifetime of this strategy.

We understand how ambitious this strategy is but by maximising the organisation's capacity in terms of its human resources, structures and funding streams and with the support of the diabetes community and other stakeholders we can achieve these priorities.

Section 4: About Us

Since 1967, Diabetes Ireland is the national charity dedicated to helping people with diabetes. We achieve this by providing support, education and motivation to all people affected by diabetes. Diabetes Ireland also raises public awareness of diabetes and its symptoms and funds Irish based research into finding a cure for diabetes.

Living with diabetes is not easy. However, with the right help, advice and support, there is no reason why Irish people with diabetes cannot live life to the full. This is our goal and each year through our patient education and information services we provide that support to thousands of Irish people with diabetes and their families when needed most.

Our Services

- Patient Support via our lo-call helpline (1850 909 909) and local support groups.
- Information via our website, social media, literature and our magazine "Diabetes Ireland".
- Support for children and parents with diabetes and their parents through our Sweetpea Kidz Club; children and adolescent adventure activities, family education weekends and parent support groups.
- Direct health education for people with diabetes through conferences and our community –based structured educations programmes
- Financial services; negotiated motor and health insurance rates
- Advocacy and liaison with clinics, services and the Department of Health
- Anti-discrimination activity; Insurance industry, Employers
- Professional support via major annual multi-disciplinary conferences, practice support packs and our Diabetes & Cardiology magazine.
- Co-ordinating national and regional local diabetes campaigns about the symptoms and risk factors for diabetes
- Health Promotion initiatives; schools awareness, workplace awareness, early detection and prevention initiatives and diabetes screening
- Funding Irish and international research via our subsidiary charity "Diabetes Ireland Research Alliance"



WE FIGHT FOR BETTER SERVICES FOR YOU
WE WANT WHAT'S BEST FOR YOU
WE EXIST TO SUPPORT YOU



www.diabetes.ie

DIABETES HELPLINE: 1850 909 909

