

'Know Your Risk' - Increase Awareness of the Risk of Developing Type 2 Diabetes at Public Engagement Events



Project Team

Name	Job Role	Organisation
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PDSA CYCLES

About the Project

Diabetes management costs around £10bn per year, 10% of the overall NHS budget. Type 2 Diabetes is a preventable condition, and in line with the NHS Long Term Plan Prevention Agenda, focus is needed to support patients to understand the risk factors in developing the condition, and how to promote and adopt lifestyle behaviours to reduce prevalence.

The Know Your Risk tool is developed by Diabetes UK and the University of Leicester. It identifies an individual's risk of developing Type 2 Diabetes over a 10-year period, based on specific clinical factors.

Traditionally, the ICB's approach to public engagement was to encourage those already diagnosed with diabetes to gain more understanding about self-management options. This project evolved to understand the benefit of utilising the Know Your Risk tool during public engagement events in Gloucestershire to promote early identification of those at high risk of developing diabetes.

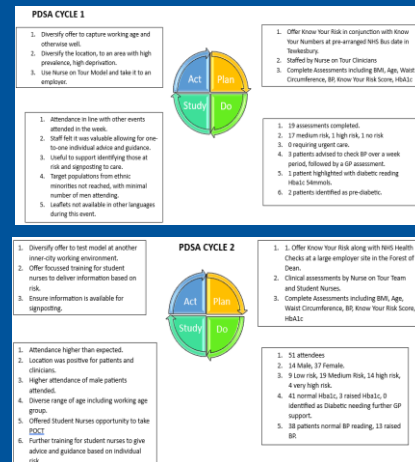
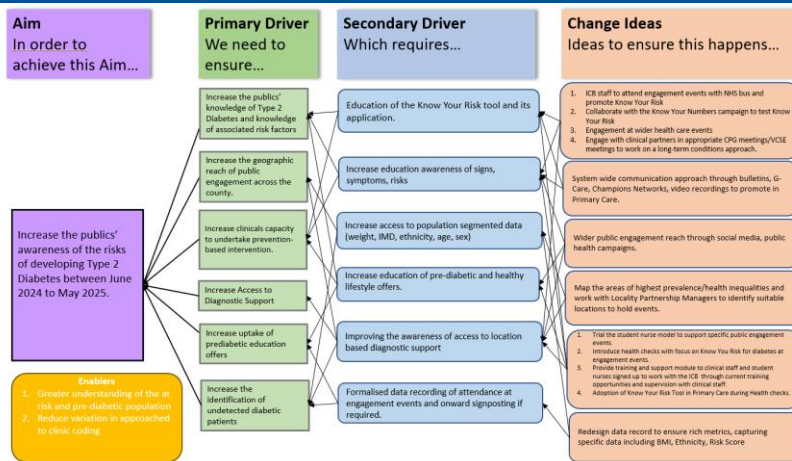
Aims & Objectives

AIM: To increase awareness of the risk to developing Type 2 Diabetes during public engagement days over the next 12 months.

OBJECTIVES: To increase the number of participants using the Know Your Risk at public engagement events over the next 6 months by 10% at no additional financial costing.

Measures to Review

- Quarterly data for the use of 'Know Your Risk' in Gloucestershire
- Review demographic data per location
- Review clinical data (HbA1c, Know Your Risk scores, BMI, BP)
- Referrals into NHS Prevention Programme



Project Outcomes, Progress and Impact

Evaluating the data shows higher engagement numbers at an organised workplace event offering employees health checks during the working day. This is a focused cohort, due to increased prevalence of diabetes presenting in younger people. These results are helping to shape focused engagement events for 2025/2026.



Feedback from Colleagues:

"Collaborating with the 'Know Your Risk' team was extremely beneficial for patients, Student Nurses and clinical staff. Previously we complete health checks, but the addition of 'Know Your Risk' has extended the patient care as it highlights the risk of developing Type II diabetes. This risk identification allows for meaningful conversations around diet & lifestyle and give patients measurable modifiable objectives, empowering them to reduce their individual risk where possible"

"Patients have commented on how insightful it has been, being able to know their risk and how they can adopt healthier lifestyle behaviours to reduce their risk."



Recorded data highlighted increased numbers of those with medium and high risk. Although the HbA1c results remained within normal ranges, this highlights the importance for using the tool to support engagement events, increasing public awareness and encourage healthy lifestyle behaviours to be adopted. It is clinically accepted that those with a higher risk have a higher chance of developing type 2 diabetes without early intervention.

Learning for the Improvement Community

- Using a driver diagram supported a focused approach to identify which change ideas were feasible.
- The PDSA approach supported learnings for the project team to focus about test sites for future engagement events.
- Stakeholder engagement was essential to understand who else was undertaking aligned work, leading us to collaborate with the Nurse on Tour and Know Your Numbers Team. This avoided duplication and offered a more holistic experience for people visiting events.
- This has also enabled improved project resource efficiency across two clinical programmes, circulatory and diabetes.
- Community-based engagement, specifically in the workplace captured working-age individuals, offering an opportunity to deliver secondary prevention interventions, promoting a healthy population.
- Workplace engagement offers opportunities to capture individuals from many backgrounds, who may otherwise not present to healthcare providers.
- Individuals with a medium and high risk can be signposted early to self-management offers to enable positive lifestyle changes to prevent long term disease development.
- This project of work supports the need to consider a long-term conditions approach to engagement with the people of Gloucestershire.