



Insulin Safety Week 2023 – Top tips list for a successful campaign

1. You could form a coordinating team with colleagues who are interested in promoting your local campaign.
2. Share your local campaign activities on Twitter using the hashtags #InsulinSafetyWeek2023 and #ThinkInsulin.
3. Getting buy-in from your Medical Director, Chief Executive, Director of Nursing, Quality and Patient Safety will enhance the profile of your campaign.
4. It is worth telling your communications team because they can:
 - Share the press release template
 - Share the article for your trust newsletter and website
 - Ask for a trust-wide email alerting people about the week to be sent
5. You could put up the awareness posters in staff rooms.
6. Roll out the CDEP online training session throughout your organisation.
10. Developing a process for receptionists and other hospital/centre staff to make them aware of hypo symptoms and inform them of what to do in the event of one is a way of embedding improved practices relating to insulin safety.
11. You could also use the campaign as an opportunity to develop a policy for insulin management for your trust using the clinical guidelines provided in the pack.
12. Stage quizzes, getting staff or wards to compete against each other.
13. Create wallet-sized cards with details about hypos, symptoms etc.

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