



# PRESS RELEASE

**Date,** July, 2024

## **TRUST NAME** takes part in national insulin safety campaign

Frontline staff at **SITE NAME** have taken part in a national campaign to raise awareness of insulin safety within the healthcare profession.

Insulin Safety Week took place between July 1 and 7, with **TRUST NAME** staging a series of events across **HOSPITAL NAMES**, to ensure vital information about insulin safety was communicated to staff to reduce insulin errors within the healthcare profession.

Building on the incredible success of previous years campaigns, this year there was an expanded focus on innovation and technology – ensuring diabetes experts and non-specialists are fully prepared for the phased roll out of hybrid closed loop systems.

### **LOCAL TRUST QUOTE**

According to the results from the latest National Diabetes Inpatient Audit<sup>1</sup>, two in five people with diabetes on insulin (40 percent) experience an error related to the administration of the drug while in hospital.

### **LOCAL PATIENT QUOTE**

Over 360 sites, mainly hospitals and GP surgeries, took part in this year's national campaign.

### **DETAILS OF LOCAL ACTIVITY**

Insulin Safety Week 2024 is organised by Orange Juice Communications, and has been funded by Dexcom, Embecta, GlucoRx, Medtronic, Sanofi and Ypsomed, which have had no input into any arrangements or content.

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Event manager Emily Mayhew said: “Insulin Safety Week is a brilliant opportunity for nurses, doctors, and other healthcare staff to come together and strengthen their knowledge and understanding of insulin therapy.”

### **Notes to editors**

- For further details or to arrange an interview, email [laura.mills@ojpr.co.uk](mailto:laura.mills@ojpr.co.uk) or call 01604 882342.
- For more information about Insulin Safety Week, visit: [www.insulinsafetyweek.com](http://www.insulinsafetyweek.com)

### **References**

<sup>1</sup>NHS Digital, *National Diabetes Inpatient Audit England, 2019 Full Report: Page 5*. 2020. Web. 31 March. 2022.

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