



Insulin Safety Week 2024 – Top tips for a successful campaign

1. Consider joining forces with other colleagues who are interested in promoting your local campaign.
2. Share your local campaign activities on Twitter using the hashtags **#InsulinSafetyWeek2024**, **#ThinkInsulin**, **#HCLsafety** and **#Thinkdiabetestech**
3. Talk to your Medical Director, Chief Executive, Director of Nursing, Quality and Patient Safety – their involvement will enhance the profile of your campaign.
4. Let your communications team know what you have planned, they can help by:
 - Editing and distributing the included press release template.
 - Send information out across their trust-wide communication channels.
5. Take advantage of the national campaign to raise awareness amongst all staff. Suggested activities include:
 - Place awareness posters in communal staff areas.
 - Organise a quiz, with staff or wards competing against each other.
 - Set up an information area for staff to visit.
 - Create wallet-sized cards with details about hypos, symptoms , technology etc.
6. Roll out the CDEP online training session throughout your organisation.
10. Plan how you can implement practices relating to insulin safety such as:
 - Develop a process for receptionists and other hospital/centre staff to make them aware of hypo symptoms and how to deal with them.
 - Create a simple system for new patients to be checked for wearable diabetes devices.
11. Use the resources provided and any systems developed for Insulin Safety Week 2024 to form the basis of a policy for insulin management within your trust.

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