

**County Council Meeting – 16 May 2024****Question to Councillor Wilcox  
Cabinet Member for Health and Care****By Councillor Afsar**

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**Question**

As a County Councillor, I am concerned about the rising incidence of Type 2 diabetes in my division / communities. Can the Council provide an overview of the current initiatives and programs aimed at making residents aware of diabetes, its risk factors and the importance of prevention and early detection.

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**Reply**

Staffordshire County Council, on behalf of the Integrated Care Board, are the lead organisation responsible for the NHS Diabetes Prevention Programme (NHSDPP) for referral management and programme implementation. Reed Wellbeing are the existing provider of the NHSDPP in Staffordshire and Stoke on Trent.

The NHSDPP enables the identification of people at risk of developing type 2 diabetes and referral onto a nine-month, evidence-based lifestyle change programme.

Based on NHS England's (NHSE) verified data from November 2023, Staffordshire is the top performing system in the West Midlands for referrals and for conversion rates (referral to programme start 65.2%).

We overachieved our NHSE referral target in 2023-24 with 6,610 referrals against a target of 5,354.

Achieving these referral and uptake levels is a result of our continual engagement with GPs and with a wide range of stakeholders to build trust in the programme. This ensures they make patients aware of the risk factors for diabetes and promote the importance of the NHSDPP to those who are diagnosed as pre-diabetic. We have systems in place to enable all GPs to search their practice database to invite their eligible population onto the programme. Staffordshire has excellent GP engagement, with 100% of practices actively referring to the programme on a regular basis.

In partnership with Reed Wellbeing, we also actively provide information about type 2 diabetes, its risk factors and promote the 'know your risk' tool and NHSDPP at community events, specifically targeting communities that are at higher risk of developing type 2 diabetes (people from ethnic minority groups, males, and deprived communities). For example, we recently attended the health events at Uxbridge Street Mosque in Burton-upon-Trent.

We actively promote the risks factors for type 2 diabetes, the 'know your risk' tool and NHSDPP to Staffordshire residents, tying into planned National communications activity and localise this by using local case studies where available.

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