

# Community pharmacy diabetes risk health promotion campaign

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- Diabetes UK Cymru
- British Medical Association Wales
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( Public Health Wales internet and intranet websites)

**Purpose and Summary of Document:**

To report on the national diabetes risk awareness health promotion Campaign delivered through community pharmacies in Wales during two weeks commencing June 13<sup>th</sup> 2011.

## EXECUTIVE SUMMARY

Wales has over 700 community pharmacies that deliver NHS pharmaceutical services for the people of Wales. Included in the essential services element of the NHS community pharmacy contract is a requirement to deliver up to six health promotion campaigns each year as agreed with the contracting Health Board. Previously Health Boards in Wales have determined health promotion campaigns in line with locally identified priorities. This year, the Chief Pharmacists of all seven Health Boards in Wales agreed to support a national campaign designed by Diabetes UK Cymru and Community Pharmacy Wales to be facilitated by the Pharmaceutical Public Health Team in Public Health Wales.

The campaign's key objectives were to identify people at high risk of developing / having diabetes and refer them to their GP practice for further investigation and to provide the public with information and advice relating to healthy lifestyle. Extensive media coverage was achieved by partners in support of the campaign. During the 2 week campaign in June 2011 the public were invited to complete a diabetes risk questionnaire at pharmacies across Wales.

Results were recorded for 17,507 people with 1478 / (8.44 percent) categorised as being at high risk i.e. a one in three risk of developing diabetes in the next ten years. High risk individuals were referred to their GP practice for further investigation. Fact sheets relating to healthy eating and exercise were made available to all participants regardless of whether they completed the questionnaire at the pharmacy or chose to self test at home.

Although recorded results account for 17,507 people over 50,000 questionnaire forms were provided and many people may have taken forms home to complete with family and friends. The forms provided advice about seeking a GP appointment and many more people may have self-referred as a result of the campaign.

It is recommended that agreement should be sought to deliver further national health promotion campaigns through community pharmacies.

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Acknowledgement to the Public Health Wales NHS Trust to be stated.

## 1 Introduction

Diabetes is a term that covers a group of disorders that result in raised blood glucose levels. Most people recognise diabetes as being a condition that needs either insulin for Type 1 diabetes or dietary measures and/or tablets for Type 2 diabetes to control sugar levels. Generally Type 1 diabetes is found in younger people, and Type 2 diabetes in older people although more young people are developing Type 2 diabetes and many older diabetic patients eventually need insulin as diabetes control worsens. Long term poor blood glucose control can affect eye sight, result in cardiovascular and renal damage as well as damage to nerves especially in the extremities. Prompt diagnosis is therefore important.

In Wales more than 153,000 people are diagnosed as having diabetes and an estimated 66,000 people probably have the condition but don't know it. [Quality and Outcome Framework](#) statistics for Wales shows a year on year increase in reported disease prevalence rates for GP registered patients with diabetes mellitus rising from 4.2 per cent in 2006/07 to 4.4 per cent in 2007/08 to 4.6 per cent in 2008/09. Diabetes is getting more common as levels of obesity rise in the population through excess intake of calories and insufficient physical activity to burn off those calories. Other factors such as age and ethnicity also impact on the chances of someone developing the condition. Risk factors associated with diabetes are also closely associated with cardiovascular disease and the two often go hand in hand.

For two weeks commencing June 13<sup>th</sup> 2011, every pharmacy in Wales, n=708, was asked to offer a diabetes risk assessment to members of the public as part of a nationwide health promotion campaign aimed at raising awareness of the factors contributing to the risk of developing the condition. Community pharmacy contractors are required to participate in up to six health promotion campaigns per year as part of the community pharmacy contract. This was the first national campaign to be delivered by all pharmacies in Wales.

## 2 Objectives

- To identify people at high risk of developing / having diabetes and refer them to their GP for further investigation
- To provide the public with information and advice relating to healthy lifestyle

- To demonstrate the potential of the community pharmacy contractual framework to reach a high number of people through campaign activity
- To raise public awareness in Wales of the risk of developing diabetes
- To determine whether a national health promotion campaign could be co-ordinated in a manner acceptable to Health Boards (HBs) and pharmacy contractors

### 3 Method

The key campaign intervention involved members of the public being offered and where needed, being supported in completing a diabetes risk test questionnaire (**Appendix 1**) designed to identify whether they were at risk of already having or developing diabetes. Each pharmacy was provided with 80 hard copy questionnaire forms. The [risk score test](#) was developed by Diabetes UK, University of Leicester and University of Leicester Hospitals Trusts. Additionally, participants were provided with fact sheets on the subject of healthy eating and exercise and verbal advice where required from the pharmacist or appropriately trained pharmacy staff. People found to be in a high risk category according to the test score were referred to their GP practice for further investigation.

Pharmacists were requested to record the risk scores for those persons completing the form in the pharmacy who were willing to share their details. If the person provided their postcode this was also noted as Public Health Wales wished to explore the high risk categorisation by deprivation quintile based on the postcode. It was anticipated that some people would want to complete the form themselves at home with no record of their score result being recorded at the pharmacy. For such people the form provided advice on what to do next depending on the risk score.

The campaign was designed by Diabetes UK Cymru in partnership with Community Pharmacy Wales (CPW), based on a previous campaign promoted by both partners in 2009. That year the campaign was not formally adopted by all HBs, extrapolated figures suggested it could have delivered up to 22,000 risk assessments with approximately 1879 persons being referred to their GP had all contractors participated.

In June 2011, all seven Welsh HBs agreed to include the diabetes risk campaign as one of the community pharmacy health promotion campaigns required under the community pharmacy contract. Pharmaceutical Public Health in Public Health Wales was asked to facilitate the process on behalf of the HB Chief Pharmacists and to produce a report based on information gathered. Materials for the campaign were designed and provided at no cost to HBs by Diabetes UK Cymru, who also paid for the distribution of the material to central HB locations. The HBs arranged onward delivery of

campaign packs to individual pharmacy contractors. Public Health Wales paid for the postal costs to cover the return of risk score information to be collated by the Pharmaceutical Public Health Team in order to produce this report.

The campaign was endorsed by the Chair of Public Health Wales Professor Sir Mansel Aylward and supported by the British Medical Association (BMA) and the Royal Pharmaceutical Society (RPS) in Wales. These organisations also assisted in raising awareness of the campaign amongst medical and pharmacist professionals.

Prior to and during the campaign extensive media coverage was co-ordinated by Diabetes UK Cymru, CPW, RPS and Public Health Wales public relation teams.

## 4 Results

**Table 1. Summary of All Wales Risk Test Score Results**

Total number of pharmacies	Number of questionnaire results returned	Number of pharmacies returning results	% Number of pharmacies returning Results
708	17507	514	73%
Risk Test Score Breakdown			
Low risk 1 in 20 risk of developing Type 2 diabetes in the next 10 years	Increased risk 1 in 10 risk of developing Type 2 diabetes in the next 10 years	Moderate risk 1 in 7 risk of developing diabetes Type 2 in the next 10 years	High risk 1 in 3 risk of developing Type 2 diabetes in the next 10 years
5203	6546	4280	1478
% referred to GP as high risk	8.44%		

**Table 2. Results by Health Board and Local Authority**

<b>Deprivation Ranking *</b>  <b>(1= less deprived and 22 = most deprived)</b>	<b>Health Board</b>	<b>Local Authority</b>	<b>No of Pharmacies in Local Authority area</b>	<b>Proportion of pharmacies responding</b>	<b>Total number of questionnaire results reported</b>	<b>Number of questionnaire results reported by each pharmacy  (range)</b>	<b>Proportion of returns with high risk score</b>
<b>1</b>	Aneurin Bevan	Monmouthshire	17	82%	418	4 -75	9.8%
<b>2</b>	Powys	Powys	23	70%	545	5 - 77	8.3%
<b>3</b>	Hywel Dda	Ceredigion	20	40%	229	15-50	5.6%
<b>4</b>	BCUHB	Gwynedd	30	83%	1140	6-100	7.1%
<b>5</b>	Hywel Dda	Pembrokeshire	31	45%	401	1-81	8.5%
<b>6</b>	BCUHB	Ynys Mon	13	77%	440	11-96	7.9%
<b>7</b>	Cardiff and Vale	Vale of Glamorgan	28	71%	566	3-71	13.4%
<b>8</b>	BCUHB	Flintshire	28	89%	1223	12-81	6.5%
<b>9</b>	Hywel Dda	Carmarthenshire	48	65%	879	3-77	11.0%
<b>10</b>	BCUHB	Denbighshire	24	96%	1228	3-103	7.8%
<b>11</b>	BCUHB	Wrexham	30	90%	1450	1-140	7.9%

**Table 2. Results by Health Board and Local Authority contd.**

<b>Deprivation Ranking *</b>  <b>(1= less deprived and 22 = most deprived)</b>	<b>Health Board</b>	<b>Local Authority</b>	<b>No of Pharmacies in Local Authority area</b>	<b>Proportion of pharmacies responding</b>	<b>Total number of questionnaire results reported</b>	<b>Number of questionnaire results reported by each pharmacy (range)</b>	<b>Proportion of returns with high risk score</b>
<b>12</b>	BCUHB	Conwy	28	75%	668	4-73	7.2%
<b>13</b>	ABMUHB	Bridgend	33	70%	603	3-90	7.0%
<b>14</b>	Aneurin Bevan	Torfaen	20	55%	329	3-69	6.7%
<b>15</b>	ABMUHB	Swansea	59	78%	1492	4-74	8.9%
<b>16</b>	Cardiff and Vale	Cardiff	77	66%	1688	1-82	9.8%
<b>17</b>	Aneurin Bevan	Caerphilly	43	67%	986	6-75	8.1%
<b>18</b>	Aneurin Bevan	Newport	30	67%	750	5-104	6.0%
<b>19</b>	ABMUHB	Neath Port Talbot	33	76%	664	2-78	6.9%
<b>20</b>	Cwm Taf	Rhondda Cynon Taf	64	61%	1100	1-84	10.1%
<b>21</b>	Cwm Taf	Merthyr Tydfil	13	85%	307	8-69	8.8%
<b>22</b>	Aneurin Bevan	Blaenau Gwent	16	88%	401	2-89	11.7%

BCUHB = Betsi Cadwaladr University Health Board

ABMUHB = Abertawe Bro Morgannwg University Health Board

\*Ranked in order of proportion % population in most deprived fifth, overall WIMD 2008 excluding Health domain (Public Health Wales observatory)

There was no agreement with GPs to report on the number of patients seeking an appointment as a result of the campaign nor is the diabetes status of persons presenting to them as advised by their pharmacist known to Public Health Wales. Public Health Wales cannot confirm how many people referred actually had diabetes.

## **5 Discussion**

This was the first national public health campaign to be delivered by all 708 community pharmacies in Wales. At the time of writing this report, 73 per cent of pharmacies had returned report forms evidencing 17,507 questionnaire results. Public Health Wales cannot account for the risk scores from those pharmacies not returning information or for risk scores not reported by people choosing to self test.

Health Boards would normally require pharmacy contractors to provide activity level information to them in line with the pharmacy contract. The NHS Pharmaceutical services regulations in relation to the essential service *Promotion of Healthy Lifestyles – Public Health Campaigns*, require that the pharmacist and pharmacy staff participate, in a manner reasonably requested by the HB in up to six campaigns each calendar year to promote public health messages to users of the pharmacy and where requested record the number of people to whom any information has been provided as part of that campaign.

Some HBs requested that activity levels be reported to them as well. This might have caused some confusion in terms of what returns were needed despite the instructions provided in the campaign pack to return risk score information to Public Health Wales. Additionally some contractors posted campaign report forms to CPW and these were forwarded to Public Health Wales for inclusion in the analysis.

Community Pharmacy Wales agreed that the number of interventions a pharmacy could reasonably be asked to undertake during the campaign period would be 70. Diabetes UK Cymru provided materials sufficient to support that, plus 10 extra forms per pharmacy, at a cost to the charity including staff time and delivery to designated HB centres of £5650. Health Boards are normally responsible for the costs associated with materials in support of community pharmacy public health campaigns and therefore NHS Wales will have benefitted from the partnership arrangements employed in this national campaign through those savings. A detailed breakdown of media coverage including average value estimates (AVE) had it been purchased is provided by Diabetes UK Cymru. **(Appendix 2)**

The number of questionnaire test results reported by each pharmacy returning the required information varied, suggesting differences in the



level of involvement of pharmacists and pharmacy staff in this campaign. **(Table 2)** Risk test forms were retained by individuals undertaking the test as a record of their risk test score result and as a reminder of which factors contributed to their risk score to be shared with their GP where a referral was indicated.

Not all pharmacies collected postcode information and a planned analysis of the scores considering deprivation factors may not be possible. Pharmaceutical Public Health will continue to work with the information provided to explore the issue further.

Anecdotal feedback suggests that GPs were very supportive of the campaign and it was well received by the public.

As well as the requested test scores obtained from the returned report forms several community pharmacies also provided additional information giving more insight to how local community pharmacies supported delivering the health promotion message. A few examples are provided below to illustrate how many went above and beyond the requested level of involvement.

*One pharmacy used the campaign materials at the Grangetown Community Festival in Cardiff. Pharmacy staff able to speak Arabic, Urdu and Bengali supported members of those ethnic groups, who can be at high risk of developing diabetes in undertaking the risk assessments. Additionally free blood pressure checks were also made available.*

*Photographic evidence from an independent pharmacy showing the front window of the pharmacy promoting the campaign by involving people through posing questions to the public about diabetes on placards placed in the display.*

*Feedback from a pharmacy contractor, "A really positive campaign that is well organised, well received and am happy to be involved. GP colleagues are also very supportive as they see this as a very positive step and have welcomed the referral letters. Really helps to get across the lifestyle interventions as well."*

*Posters, leaflets and balloons were employed to highlight the campaign in the pharmacy and make customers aware of the campaign activity.*

*Despite being based in a Health Centre where patients could speak to a nurse or GP based in that location about lifestyle issues a pharmacy was still able to undertake the test with 56 patients in the two week campaign period resulting in 9 patients being deemed to be at high risk of developing diabetes being referred to the GP practice in the Health Centre.*

## **6 Recommendations**

- Agreement should be sought to develop future national community pharmacy public health campaigns to address major public health issues in Wales.
- Campaigns should be agreed and planned in advance of each financial year cycle to plan resources accordingly and ensure that there is no duplication with local public health campaign activity planned as part of the pharmacy contractual arrangements
- Appropriate partnerships should be encouraged where players can provide relevant expertise and resource in support of the aims of the campaign in line with NHS partnership policies
- Health Boards will remain responsible for governance associated with the community contractual arrangements to ensure compliance
- Pharmaceutical Public Health in Public Health Wales could facilitate national campaigns and provide advice on appropriate methodologies and evaluations.
- IT solutions could be explored to improve campaign reporting by contractors or the public The on line diabetes risk test provided by Diabetes UK is a good example of how technology can aid both the provision of information and education as well as the collection of health related data.

## Appendix 1.

The Diabetes risk score was developed by:



University Hospitals of Leicester **NHS**  
NHS Trust



### Diabetes risk score

#### Questions

##### 1 How old are you?

- A** 49 or younger [0]  
**B** 50–59 [5]  
**C** 60–69 [9]  
**D** 70 or older [13]

##### 2 Are you female or male?

- A** Female [0]  
**B** Male [1]

##### 3 What is your ethnic background?

- A** Only white European [0]  
**B** Other ethnic group [6]

##### 4 Do you have a father, mother, brother, sister and/or own child with Type 1 or Type 2 diabetes?

- A** Yes [5]  
**B** No [0]

##### 5 Measure the person's waist circumference and choose the range:

- A** Less than 90cm (35.3in) [0]  
**B** 90–99.9cm (35.4–39.3in) [4]  
**C** 100–109.9cm (39.4–42.9in) [6]  
**D** 110cm (43in) or above [9]

##### 6 Calculate the person's Body Mass Index (BMI) and choose the range (a BMI chart can be used).

- A** Less than 25 [0]  
**B** 25–29.9 [3]  
**C** 30–34.9 [5]  
**D** 35 or above [8]

##### 7 Have you been given medicine for high blood pressure OR told that you have high blood pressure, by your doctor?

- A** Yes [5]  
**B** No [0]

Your score is: \_\_\_\_\_ points

Risk level	Chances of having Type 2 diabetes now	Chance of high blood glucose now, meaning risk of Type 2 in 10 years	What you need to do
0–6 points (Low risk)	1 in 200	1 in 20	Keep up the good work, make lifestyle adjustments to further reduce risk.
7–15 points (Increased risk)	1 in 50	1 in 10	Make lifestyle changes.
16–24 points (Moderate risk)	1 in 33	1 in 7	See your GP to discuss your risk and how to reduce it.
25 or more points (High risk)	1 in 14	1 in 3	See your GP as soon as possible for a blood test.

Diabetes UK is a charity registered in England and Wales (no. 215199) and in Scotland (no. SC039136). © Diabetes UK 2009

This risk score was conducted by \_\_\_\_\_ (name) on \_\_\_\_\_ (DD/MM/YY)  
 on behalf of \_\_\_\_\_ (person scored) at \_\_\_\_\_ (venue)

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## Appendix 2. Diabetes risk campaign media coverage list

### Broadcast

**Monday 16 May:** Pharmacist interviewed on BBC Radio Cymru's Y Post Cyntaf (AVE £1,274) (Listeners: 25,487)

**Friday 27 May:** Diabetes UK Cymru interviewed on Bro Radio (AVE £100) (Listeners: 1,000)

**Tuesday 31 May:** Diabetes UK Cymru interviewed on Rhondda Radio. (AVE £100) (Listeners: 1,000)

**Tuesday 7 June:** Diabetes UK Cymru interviewed on Tudno FM (AVE £300) (Listeners: 1,000)

**Monday 13 June:** Diabetes UK Cymru interviewed on BBC Radio Wales' Good Morning. (AVE £15,828) (Listeners: 79,100)

**Monday 13 June:** Case study on BBC Radio Cymru's Y Post Cyntaf. (AVE £3,822) (Listeners: 25,487)

**Monday 13 June:** Pharmacist interviewed on BBC Radio Cymru's Y Post Prynawn. (AVE £3,822) (Listeners: 25,487)

**Monday 13 June:** Case study on BBC Radio Wales' Good Evening Wales (AVE £11,865) (Listeners: 79,100)

**Monday 13 June:** BBC Wales live broadcast from a pharmacy 6.30pm programme. Pharmacist interviewed. (AVE £1,182) (Viewers: 78,981)

**Monday 13 June:** ITV Wales' Wales Tonight short piece on campaign (AVE £10,080) (Viewers: 340,200)

**Monday 13 June:** Pharmacist interviewed S4C's. (AVE £1,554) (Viewers: 110,362)

## Newspaper

**Monday 16 May:** Article in the Western Mail, *Pharmacies leading the way to find undiagnosed diabetes* (page 27) (AVE £4,600) (Readership: 129,389)

**Monday 16 May:** Article in the South Wales Evening Post, *Chemists' free checks to discover risk of diabetes* (page 6) (AVE £1,483) (Readership: 121,024)

**Monday 16 May:** Article in the Shropshire Star, *Hunt on for 66,000 at risk of diabetes* (AVE £1,476) (Readership: 200,959)

**Thursday 16 May:** Article in the South Wales Echo, *Check your diabetes risk* (page 16) (AVE £1,078) (Readership: 129,376)

**Thursday 19 May:** Article in the Pontypridd Observer, *Pharmacies work to trace diabetics* (page 17) (AVE £935) (Readership: 75,743)

**Thursday 19 May:** Article in the Rhondda Leader, *Free diabetes risk assessments available* (page 11) (AVE £935) (Readership: 21,996)

**Monday 23 May:** Article in the Daily Post, *Pharmacies to offer free testing* (page 16) (AVE £1,377) (Readership: 116,545)

**Wednesday 25 May:** Article in the Llanelli Star, *I'm lucky my diabetes was diagnosed early* (first person piece by reporter with Type 2 diabetes, which mentioned the pharmacy campaign)

**Wednesday 25 May:** Letter to the editor appeared in the Rhyl Journal (AVE £630) (Readership: 42,140)

**Thursday 26 May:** Letter to editor appeared in the South Wales Echo (p.39)

**Thursday 26 May:** Letter to editor appeared in the Rhymney Valley Express (AVE £450) (Readership: 49,752)

**Thursday 26 May:** Letter to editor appeared in the Merthyr Express (AVE £859) (Readership: 44,595)

**Thursday 26 May:** Letter to editor appeared in the Gwent Gazette (AVE £708) (Readership: 30,090)

**Thursday 2 June:** Article in the South Wales Echo, *Players back diabetes effort* (p.7) (AVE £1,078) (Readership: 129,376)

**Thursday 2 June:** Article in the Cynon Valley Leader, *Chemists to offer free test to check your risk of diabetes* (p.14) (AVE £1144) (Readership: 30,331)

**Thursday 2 June:** Article in the Gwent Gazette, *Chemists to offer free test to check your risk of diabetes* (p.18) (AVE £1,133) (Readership: 30,090)

**Thursday 2 June:** Article in the Pontypridd and Llantrisant Observer, *Chemists to offer free test to check your risk of diabetes*, (p.22) (AVE £1,496) (Readership: 75,743)

**Thursday 2 June:** Article in the Rhondda Leader, *Chemists to offer free test to check your risk of diabetes*, (p.22) (AVE £1,496) (Readership: 21,996)

**Thursday 2 June:** Article in Rhymney Valley Express, *Chemists to offer free test to check your risk of diabetes*, (AVE £800) (Readership: 49,752)

**Thursday 2 June:** Article in Glamorgan Gazette, *Chemists to offer free test to check your risk of diabetes*, (AVE £1,375) (Readership: 44,595)

**Thursday 2 June:** Article in Merthyr Express, *Chemists to offer free test to check your risk of diabetes*, (AVE £1,496) (Readership: 63,340)

**Thursday 2 June:** Letter to editor appeared in the Gwent Gazette (p.20) (AVE £200) (Readership: 30,090)

**Thursday 2 June:** Letter to editor appeared in the Rhymney Valley Express (AVE £200) (Readership: 49,752)

**Friday 3 June:** Letter to editor appealed in the Mid Wales Journal (AVE £381) (Readership: 9,478)

**Friday 3 June:** Article in the South Wales Evening Post, *Rugby stars talk diabetes* (AVE £1,483) (Readership: 121,024)

**Thursday 9 June:** Letter to editor appeared in the Cynon Valley Leader (AVE £286) (Readership: 30,331)

**Thursday 9 June:** Letter to editor appeared in the North Wales Chronicle (AVE £355) (Readership: 50,019)

**Monday 13 June:** Article in the Western Mail, Free checks aim to uncover hidden diabetes sufferers (pp. 22-23). Also banner on the front page, *Is your health at risk? Free walk-in diabetes assessments from 700 chemists across Wales start today* (AVE £5,750) (Readership: 129,389)

**Monday 13 June:** Article in the Shropshire Star, *Diabetes checks at pharmacies* (AVE £590) (Readership: 200,959)

**Monday 13 June:** Article in the South Wales Echo, *Free diabetes assessments at pharmacies* (p.15) (AVE £1,078) (Readership: 129,376)

**Wednesday 15 June:** Letter to editor appeared in North Wales Pioneer (AVE £756) (Readership: 41,863)

**Wednesday 16 June:** Article in the Cambrian News, *Eirian backs diabetes test at pharmacies* (AVE £1,156) (Readership: 66,553)

**Wednesday 16 June:** Article in the Rhondda Leader, *Get up to speed on diabetes risk* (AVE £374) (Readership: 21,996)

**Friday 17 June:** Article in the South Wales Argus, *Campaign aims to cut risk of diabetes cases* (AVE £1,312) (Readership: 72,495)

**Thursday 23 June:** Article in the Free Press Series, *Cwmbran diabetes sufferer backs new campaign encouraging people to get checked for the condition*

## Trade

**Friday 22 July:** Article in The Pharmaceutical Journal, *Diabetes campaign in Wales paves the way for future public health initiatives* (p.130)

## Online

**Sunday 15 May:** Article on Medical News Today, *Pharmacies to offer assessments to find the one in 50 people with undiagnosed diabetes in Wales*

**Monday 16 May:** Article on Wales Online, *Pharmacies leading the way to find undiagnosed diabetes* (AVE £1,564) (Readership: 68,243)

**Monday 16 May:** Article on This is South Wales, *Chemists' free checks to discover risk of diabetes* (AVE £3,916) (Readership: 156,648)

**Monday 16 May:** Article on BBC Wales online, *Free tests aim to reveal diabetes*

**Monday 16 May:** Article on BBC Cymru arlein, *Ymgyrch i ganfod diabetes*

**Monday 16 May:** Article on PJ Online, *Diabetes public health campaign to launch across Wales*

**Monday 16 May:** Article on Chemist and Druggist, *Welsh pharmacies to launch diabetes screening campaign*

**Monday 16 May:** Article on Aberdare Online, *Pharmacies to offer assessments to help find the one in 50 people with undiagnosed diabetes in Wales* (AVE £25) (Readership: 500)

**Monday 16 May:** Article on In Pharmacy, *Diabetes campaign for community pharmacy*

**Wednesday 18 May:** Article on Nursing Times, *Diabetes test campaign planned*

**Wednesday 18 May:** Article on OnMedica, *Welsh GPs could see a flood of diabetes*

**Saturday 21 May:** Article on Healthpromotions.co.uk, *Pharmacies offer Type 2 assessments*

**Thursday 2 June:** Article on Aberdare Online, *Wales players show their support for Diabetes Week and free Type 2 risk assessment campaign* (AVE £25) (Readership: 500)

**Friday 3 June:** Article on This is South Wales, *Rugby stars talk diabetes* (AVE £3,916) (Readership: 156,648)

**Monday 13 June:** Article on Wales Online, *Health assessments aim to uncover Wales' hidden Type 2 diabetes sufferers* (AVE £1,706) (Readership: 68,243)

**Monday 13 June:** Article on BBC Wales online, *Welsh pharmacies offer free diabetes risk assessments*

**Monday 13 June:** Article on BBC Cymru arlein, *Fferyllfeydd Cymru'n cynnig asesiadau diabetes am ddim*

**Monday 13 June:** Video on Wales Online about the pharmacy campaign and having a risk assessment, *Pharmacies to offer free diabetes risk assessment*



**Monday 13 June:** Article on Aberdare Online, *The Health Minister, Lesley Griffiths, launches first Wales-wide public health campaign in community pharmacies with diabetes*

**Monday 13 June:** Article on Physical Activity and Nutrition Networks Wales News, *Diabetes campaign launched in Welsh pharmacies*

**Tuesday 14 June:** Article on Chemist + Druggist, *Welsh pharmacies launch national diabetes screening campaign*

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