

ingeus

Playing our part in
the NHS Diabetes
Prevention
Programme

**FIT FOR THE
FUTURE**

HEALTHIER YOU

NHS DIABETES PREVENTION PROGRAMME

NHS



For seven years, Ingeus partnered with the NHS in its battle against Type 2 diabetes. As a founder provider of the Healthier You: NHS Diabetes Prevention Programme, our evidence-based lifestyle change programme reduced new diagnoses and saved thousands of people from the potentially life-threatening condition. Supporting our mission to Enable Better Lives, this is how and why we did it.

Time to get serious

Type 2 diabetes is one of the biggest healthcare challenges of our time, with an estimated five million people in the UK living with the condition. It is a leading cause of sight loss, limb amputation and kidney failure, and can contribute to heart attacks and strokes. People with diabetes also face a significantly higher risk of dying with Covid-19.

In the last 20 years, the number of people diagnosed with diabetes has more than doubled. Treatment of its complications cost the NHS more than £10 billion a year, roughly 10% of its entire budget.

While some risk factors can't be changed – age, family history, ethnicity – Type 2 diabetes can be prevented or delayed by supporting people to lose weight if they need to, adopt healthy eating habits, and maintain an active lifestyle.

In 2016, the Healthier You: NHS Diabetes Prevention Programme (NHS DPP) was thereby launched as part of the NHS Long Term Plan. Jointly developed by NHS England, Public Health England, and Diabetes UK, Ingeus was one of just four initial providers tasked with delivering positive lifestyle changes for people at risk of Type 2.



Public Health
England

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.

NHS
England

Every two minutes someone finds out that they have Type 2 diabetes. If current trends persist, 1 in 10 people will develop Type 2 by 2035.

Our reach

Launched in 2016, the Healthier You programme was phased across three huge regional rollouts. Ingeus commenced delivery with pilots in Leeds and the East Midlands and by the end of 2018 was the largest provider of the service, supporting 40% of all referrals to the programme.

Delivering friendly, localised support to thousands of people required specialist mobilisation teams, an army of expertly trained health educators, and an efficient operational infrastructure – with a busy customer contact centre at its heart.

At a community level, Ingeus worked with more than 2,500 GP surgeries, upward of 100 regional health commissioners and consortiums – now known as Integrated Care Systems – community leaders, and more than 500 local venues to effectively reach existing and potential patients.

Through our time delivering the NHS DPP, Ingeus has supported populations in: Northumberland, Durham, Cumbria & Lancashire, Leeds, Bradford, West Yorkshire, Cheshire & Merseyside, Staffordshire, Shropshire, Nottinghamshire, Leicestershire, Northants, Black Country, Medway, Bedford, Luton, Milton Keynes, Oxon & Bucks, Kent, Surrey, Sussex, Hampshire and the Isle of Wight.

The Healthier You: NHS Diabetes Prevention Programme was the first nationwide programme of its kind in the world. Over 1.3 million people were invited to participate.



Our partners

We are proud to have partnered with the world-renowned Leicester Diabetes Centre (LDC) since the inception of the programme. As a leading health research unit, evidence-based data on the causes, effects and management of diabetes underpinned our delivery.

We explored diet, risk factors, physical, and emotional good health, while jointly providing resources for patients, training for health educators, and expert insight to commissioners.

Oviva complemented Ingeus' in-person and remote delivery with a fully digital offer. As an established provider to the NHS of digital behaviour change programmes, they offer support from a health coach and App-based technology to patients juggling busy lives, and some harder to reach patient groups.

Deaf-led charity Zebra Access partnered with Ingeus to increase accessibility of the NHS DPP to participants whose first or preferred language is British Sign Language (BSL). From creating explanatory programme videos and referral processes for deaf people, to signing delivery sessions and promoting the service to the deaf community, our inclusive reach has been hugely appreciated by patients.



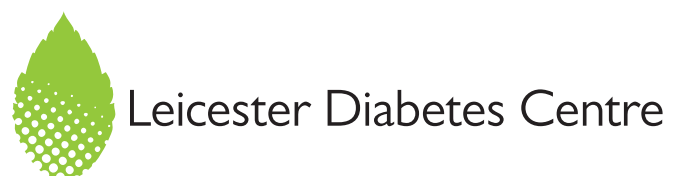
“It has been a privilege working in partnership with Ingeus... It’s important to raise awareness to the deaf community and highlight the benefits of a healthier lifestyle to prevent Type 2 diabetes.”

Zebra Access



“Our experience with working with Ingeus on NDPP mobilisation and service delivery was extremely positive. We were able to work together very collaboratively to achieve great outcomes and engagement on Oviva digital NDPP service.”

Oviva



Putting people back in charge of their health

The 10-month Healthier You programme provided free-of-charge guidance on eating healthily, managing weight and being more active – proven aids in reducing Type 2 risk. The Ingeus programme covered core elements of getting healthy, staying healthy and living healthily, over a series of 13 sessions. Patients attended hourly groups, every three weeks, in-person or online, available at a range of times including weekends and evenings.

Our participants had broad-ranging backgrounds and equally broad-ranging needs, often complicated by additional health issues. Supported by an expert Ingeus health educator, they were supported to understand their risk and set small but meaningful goals to make positive changes to their lifestyle. The service was specifically designed to allow participants to talk to and encourage others and share ideas and experiences in an informal group setting.

Developing Type 2 diabetes starts gradually, often later in life, and it can be years before people realise they have it or are at risk of developing it. Referrals to the programme initially came via GP surgeries, often the result of routine blood tests, where heightened risk came as an unwelcome surprise to many.

In July 2020, to reduce pressure on GP surgeries in the wake of the pandemic, direct referrals were opened to people completing an online 'Know Your Risk' diagnostic tool.

This was promoted heavily by Ingeus and resulted in almost 12,000 extra people accessing our help.

TYPE 2 DIABETES KNOW YOUR RISK



“One of the most enjoyable parts of the programme was the group we had, we were all different, but all had the same goal and target and that was powerful. There was never any judgement from other members or the educators.”

Joanne, Lancashire



Going above and beyond

A total of 266 Ingeus health educators delivered the NHS DPP over the lifetime of our contracts – some delivering well in excess of 1,500 sessions each.

Backed by detailed delivery training from Leicester Diabetes Centre they brought their experience of nutrition, sports science, public health, psychology, nursing, counselling and fitness training to provide holistic support, information, and motivation to patients.

Tailoring sessions to provide meaningful support for diverse communities – including delivering sessions in multiple languages – was all in a day's work.

Equally important was reaching out and promoting the programme to harder to reach, higher risk groups, and sharing learning from the programme with other health professionals. Educators regularly attended mosques, community groups, and GP forums.

From national conference speaking, TV filming, and health roadshows, to media interviews, stakeholder events, and Ingeus-led webinars, our frontline teams – and participants too – tirelessly shared the importance and worth of the programme.

As the first pandemic lockdown loomed, delivery teams transitioned to remote delivery to ensure a seamless journey for participants. People were given practical help to get online, with a How to Join information pack sent to every new starter. Our educators were trained to support remote participants and deliver the programme material in an engaging way.

Supporting the programme behind the scenes but playing an equally vital role in engaging participants, completing assessments, issuing literature, scheduling sessions, and gathering feedback were the client liaison officers in Ingeus's central contact centre.

"I've never done a radio interview before but I'm very keen to spread the word to audiences that are at a higher risk of Type 2. I was encouraged to do it and I'm really glad I did. Not my usual day's work but a really exciting opportunity to try something new."

Educator Aqib delivers his Ingeus sessions in English, Hindi and Urdu and took to the airwaves to promote the programme.

Helen Cassidy, Project Development Lead

Helen began work as an educator for Ingeus back in 2018. Delivering in-person sessions across the North East, in addition to remote sessions nationally, she supported more than 900 groups of participants.

A qualified nurse and public health specialist, she led on quality and compliance, ensuring the best possible experience for participants undertaking the NHS DPP programme.

She says: "I've always wanted to help others and am passionate about high quality, effective prevention programmes improving health outcomes. Everyone can make changes with the right support, and I love that this is part of Ingeus's core values.

The NHS DPP provides a real opportunity for those at risk of Type 2 to change the course of their future health."



Mike Bellamy, Ingeus Regional Engagement Manager

With a background in sports science, personal training and cardiac rehabilitation, Mike brought fantastic credentials to the team when he joined Ingeus as an educator back in 2017.

"Watching a person apply what they have learned in the workshops and come back to tell you what changes they have made and how motivated they are is truly wonderful to see," recalls Mike. "This programme doesn't just impact the person taking part, but their family and friends can see the benefits too."

Mike progressed to managing the teams and operations of Ingeus's latter NHS DPP contracts, maintaining a strong, positive relationship with NHE England.

"I am proudest of onboarding new educators to the team. Seeing them develop into confident and engaging facilitators that affect so many of our participant's lives was hugely rewarding. As was being interviewed for a feature in the Waitrose magazine!"



Programme legacy

With around 22,000 people dying prematurely with diabetes each year and one in six patients in hospital currently living with diabetes, prevention -not cure- is paramount.

People who successfully completed the programme tell us they felt supported and learnt lots of new skills that they can confidently share with their family and friends. They feel re-energised, sleep better, and have a more positive outlook on life.

"I reprogrammed myself on how to eat and how much to eat. This isn't a quick-hit diet, what I've learned has changed my eating habits for good...

I feel so much better for losing weight and it's had an incredibly positive effect on my mental health too. It's the best course I've ever done."

Paul, Cumbria



NHS England states that people completing the programme cut their risk of developing Type 2 diabetes by more than a third.

54,541kg - total weight lost by Ingeus participants



- that's more than four double decker busses!



2,521

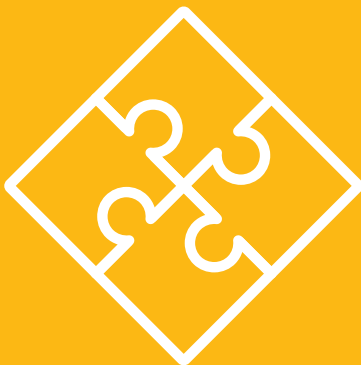
referring GP surgeries

38,000 visitors to the Stop Diabetes website



Partnered with
540

community venues for face-to-face sessions



3,000,000,000

More than three billion steps recorded by Ingeus participants whilst on the programme - the equivalent of circling the Earth almost 60 times.



The first NHS DPP provider to offer sessions in British Sign Language



3.6kg

average weight loss



185
sessions

delivered in Hindi



15

bookings on average made each day in 2022



A record

1,856

sessions were delivered by one of our health educators:
Michelle Dobson



266
health educators



11,837

extra patients started our programme after completing the online Know Your Risk tool



Tailored content

To change long term behaviour, support needs to be accessible in its format and tone and resonate with each individual's lifestyle.

A key component of the Ingeus NHS DPP majored on tailoring content to be mindful of cultural influences, religious practices, underlying health issues, and cooking habits, to ensure that the information was meaningful and useful on a day-to-day level. Helping participants identify what works for them, helps them most, and is enjoyable is the recipe for success.

Sessions were customised for participants who had similar goals or risk factors. This included weight-loss, people who had experienced gestational diabetes, and those at higher risk due to their ethnicity. Ingeus was also the first provider to offer sessions in British Sign Language.

Multicultural programme content included printed literature, online resources and frequent blogs on topics ranging from alcohol consumption, eating out, and food labelling to making healthy family picnics, sticking to plan at Chinese New Year, and swerving chocolate on Mother's Day.

"I learnt about how to cook healthily using the right types of oil... We used to peel our potatoes. Now we know how much fibre is in the potato skins, we keep the skin on! We eat brown rice instead of white rice and more fruit and vegetables."

Harsimer, West Midlands



Ingeus's Stop Diabetes website was fully translatable and sessions were delivered in English, Hindi/Urdu, Punjabi, and British Sign Language.

86% of respondents found the Apps recommended by their educator helped them to make healthier choices and 84% said it helped them become more active.

Data driven performance

The NHS DPP is a huge, nationwide programme that brings with it significant resourcing and scheduling challenges. Delivering at scale, with regional rollouts provided inevitable challenges.

Throughout our contracts, Ingeus continued to improve upon and perfect reporting of our participants' experiences, significantly cutting waiting times to start on programme and maintaining a seamless flow of sessions to help patients complete the 10-month series.

We used insight and reporting tools alongside participant surveys and careful caseload management to bridge the gap between data and decision making. Monthly upskilling workshops for our educators allowed us to harness the expertise of the team, and all Ingeus staff are taught the principles of continuous improvement to deliver timely, effective services for participants and commissioners alike.

Referral pilots

Piloting new ways of working was entrenched in our delivery.

A programme of this scale, regionally managed, demanded close partnership working with already-stretched referral partners to reach people at risk.

- We led on a Health Care Assistant pilot in Hampshire and the Isle of Wight, going into GP practices to run searches for eligible participants and inviting them to participate.
- We also piloted referrals from nurses and consultants treating patients with raised blood sugar levels at University Hospital Southampton.
- In the Black County, we worked with the Midlands and Lancashire Community Support Unit to identify and support low referring GP practices, finding and contacting relevant patients.

Tech support

With digital health accelerating since Covid-19 we worked with the Organisation for the Review of Care and Health Apps (ORCHA) to support participants in utilising health Apps to help them reach their goals. Ingeus educators could text, email and share a QR code, during or after a session, to Apps that aligned with their content.

NHS DPP in pictures



Ingeus's pioneering programme wins the Prevention and Early Diagnosis title at the Quality in Care (QIC) Diabetes Awards.



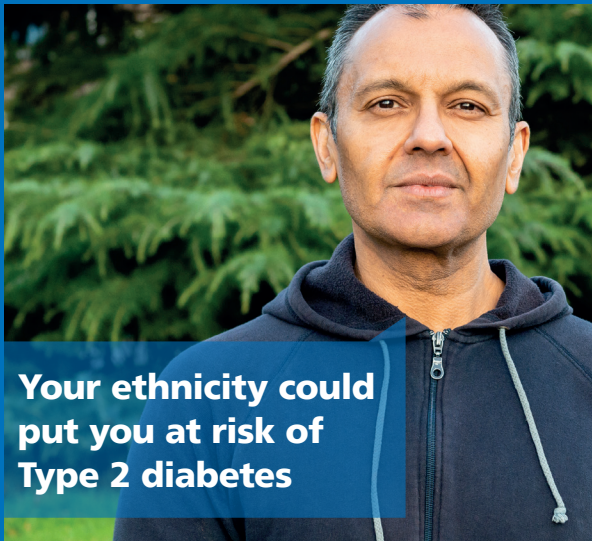
An Ingeus NHS DPP session in East Sussex is chosen by NHS England to be filmed by BBC TV. The film was broadcast on BBC2 to commemorate the 70th anniversary of the NHS.



Participant Harry Matharu wowed an 800-strong crowd of NHS professionals with an inspirational speech at the Diabetes UK Professional Conference.



Leeds participants appeared on BBC breakfast to share their positive experiences of the programme, in support of an interview with NHS England's clinical diabetes director.



Your ethnicity could put you at risk of Type 2 diabetes

Ingeus participants star in an NHS England poster, video, and social media campaign, highlighting ethnicity risk factors.



Ingeus's Mike Bellamy shares his knowledge of healthy eating in an in-depth feature in Waitrose's Weekend magazine.



Ingeus and Leicester Diabetes Centre share insights with health colleagues as we jointly sponsor and speak at the Long-Term Conditions conference in London.



A North East roadshow to a shopping centre during Diabetes Prevention Week featured on ITV regional news.

Living life at less risk

People sit at the heart of the NHS DPP. Understandably concerned and worried when they join us, the programme empowers them to change their lives for the better.

We loved their stories – and they loved telling them.

Our bank of case studies quickly grew and was often in demand to demonstrate the programme's success. National campaigns such as World Diabetes Day and Diabetes Prevention Week saw our participants feature in the media, in print and online.

Thank you to everyone who shared their story.

**Since 2016,
Ingeus
supported more
than 111,300
participants
start their
Healthier You
journey.**

Demetrius

Police Community Support Officer, Demetrius (Deme) Georghiou from Battle always tried to keep fit and eat well but when severe migraines resulted in a GP blood test, it revealed he was at high risk of Type 2 diabetes.

He joined the NHS DPP back in 2018 and quickly lost a stone and a half in weight. The migraines stopped within a week and he hasn't looked back since. Five years later and his blood sugar levels are still in normal range, he's 'never felt healthier', and his habits have permanently changed.

"I don't go hungry – I still have roasts and wine, but I'm more mindful of what I eat, I savour it and stick to the right food," says Deme, now 63. "Your body and tastes adapt over time. I used to love whipped ice cream, but I can't bear it now, it's just too sweet."

Deme still works as a police officer and walks the 20 minutes to work, rather than driving. Having starred in 2022's Britain's Got Talent semi finals as part of the Front-Line Singers,

he also sings the praises of the diabetes prevention programme.

"Without this help and the lovely people running the programme, I would have carried on blindly, making the wrong choices when shopping and eating. Now I can make informed choices and know how to look after myself."

A strong supporter of the scheme, Deme was filmed at his NHS DPP group as part of the BBC's coverage of the anniversary of the NHS in 2018 and undertook local radio interviews to talk about his experiences.



Mabel

Mabel Grundy became the face of diabetes prevention back in 2019 when she appeared in NHS England's campaign to highlight the risk of Type 2 diabetes to ethnic minority communities.

Having successfully attended Ingeus's NHS DPP sessions in Leeds, she'd lost weight, lowered her cholesterol, and was actively sharing her new-found knowledge with family and friends – which she continues to do today.

Fast forward four years and Mabel, now 66 and living in Rochdale with her new husband,

is a busy carer and no longer considered at risk from Type 2.

“My blood sugar levels are normal and I'm in good health,” says Mabel, who has a family history of diabetes. “I still check the colour coding on food packaging when I go shopping to look for hidden dangers.

“The course was an eye-opener for me. Things that I thought were good for me actually weren't and it was great to learn simple, little things I could do for myself without having to dash to the gym. Without it, I'm sure I would still be pre-diabetic or have developed Type 2. I didn't know the way out of it then, I do now. It's been a great help to me and the people I tell about it too.”



In the final full year of Ingeus's NHS DPP contracts, our client liaison officers answered more than 26,000 incoming calls.





"I am proud to have worked on the NHS DPP contracts for Ingeus. We have a fantastic company culture, and this can be seen in the delivery of the sessions and when we speak to our participants on the phones. Our teams always put our participants first."

Mike Bellamy,
Ingeus Regional Engagement Manager

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Read our story and meet some of the team
at [ingeus.co.uk](https://www.ingeus.co.uk), and stay connected on
social media – see you there!