

## **Hypo Awareness Week 2014 – Will you take part?**

**29 September – 5 October 2014**

Hypo Awareness Week is back! And we want you to help us make it the most successful Hypo Awareness Week yet. The aim of Hypo Awareness Week is to raise awareness of hypoglycaemia in the inpatient setting to help hospital staff recognise and treat symptoms and refer patients to appropriate care teams.

The week will work in very much the same way as in previous years – an online resource pack will be made available to participating sites, containing all of the resources needed to stage awareness events and campaigns in your hospital. We'll also be staging a webinar to help encourage the spread of good practice.

This year we are very pleased to welcome Novo Nordisk as the official partner for Hypo Awareness Week 2014. Importantly, we also welcome support from Diabetes UK and Dr Gerry Rayman, Head of Service at the Diabetes Centre at Ipswich Hospital NHS Trust, and the founder and lead of the National Diabetes Inpatient Audit, which will help to ensure the success of this year's campaign.

### **Why hold a Hypo Awareness Week event?**

As we've seen from the recently published National Diabetes Inpatient Audit, over a fifth (22%) of people with diabetes in hospital will have experienced a largely avoidable hypoglycaemic episode as an inpatient within the past seven days. One in 10 will have experienced a severe hypoglycaemic episode and one in 50 will have required injectable treatment due to the severity of the hypoglycaemia.<sup>1</sup>

This is precisely why we want to support diabetes care teams to raise awareness of hypoglycaemia and its prevention through their hospital. All staff need to know how to recognise and how to treat mild hypoglycaemia, whilst medical and nursing staff should be aware of how to manage severe hypoglycaemia. The aim being to reduce the number and severity of incidences for patients.

### **Dr Gerry Rayman urges hospital teams to seize the opportunity**

Dr Gerry Rayman said: "Hypo Awareness Week represents an ideal opportunity for diabetes inpatient teams to be part of a national collective, all coming together for one week of the year to promote awareness of hypoglycaemia and share good practice.

"Now an established part of the diabetes calendar, the week is also a chance to embed new systems and processes to reduce episodes of hypoglycaemia. So, let's join together and use Hypo Awareness Week to improve diabetes care."

### **The theme for 2014**

This year's theme for Hypo Awareness Week will be 'TALK Hypos', an awareness campaign encouraging people with diabetes to discuss hypoglycaemia with their care teams and vice versa. TALK helps people to 'think', 'ask', 'learn' and 'keep track' of hypoglycaemia. There will be a selection of useful TALK Hypos resources in the online resource pack, including a fun educational animation and patient education leaflet.

## Register

To take part, please email [oliver.jelley@ojpr.co.uk](mailto:oliver.jelley@ojpr.co.uk). You'll then receive regular information and updates, as well as access to the online resource pack.

With warm regards,

Oliver Jelley

## References

1. Health and Social Care Information Centre. National Diabetes Inpatient Audit (NaDIA), Open data - 2013. 2014. Available at: <http://www.hscic.gov.uk/catalogue/PUB14358> [Accessed June 2014]

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