

Press Release 21 September 2011

Help Diabeates – a groundbreaking campaign takes new approach to diabetes research

A groundbreaking new campaign to help people with diabetes get a better chance to take part in the very latest clinical research has been launched today (Monday 26 September).

'Help Diabeates' is a new campaign from the Diabetes Research Network (DRN) that is asking people with diabetes for permission to be approached about clinical research studies that may be interesting to them.

Everyone knows there is a real need to reduce the risk of heart disease, stroke, eye, kidney and foot problems for people with diabetes. By giving more people the chance to take part in the latest research we'll be able to make a real difference to the lives of everyone with diabetes much sooner.

Professor David Matthews, Co-Director of the Diabetes Research Network and Professor of Diabetes Medicine at The Oxford Centre for Diabetes said: "This is a refreshing approach to recruit patients to a 'consent for approach' database. It means that diabetes patients are agreeing to be contacted in the future if a study becomes available which might suit them. It also means that clinical trials can be set up much faster which is ideal for diabetes research."

The campaign is taking place in three areas of England: the North West, the South West, and the North East area of London.

The programme, which is approved by the National Institute for Health Research (NIHR), aims to improve the treatment diabetes patients receive now and in the future by accelerating the introduction of new medicines and treatments for everyone.

Throughout the campaign, people can express their interest in diabetes research by texting 'research' and their name to 81400 or through: www.researchforthefuture.nihr.ac.uk. People will then be contacted by our dedicated NHS team to discuss how they might be able to help with diabetes in the future. At this point people can decide if they want to be included on our 'consent for approach' database. The call centre is staffed by experienced NHS personnel with a background in helping people care for their diabetes.

The campaign is being promoted through radio advertisements, Facebook, Twitter (@beatdiabeates), public relations activity and working with diabetes charities to help spread the word.

The Help Diabeates campaign is managed by the Diabetes Research Network, part of the National Institute for Health Research (NIHR). You can also follow updates on the campaign on Twitter @helpdiabeates.

Over 2.8 million people in the UK have diabetes and it has been estimated diabetes costs the whole of the NHS £1 million every hour – around 10 percent of the total NHS budget.

Ends.

For media enquires please contact:

Aaron Gow, Communications Manager, GMCLRN,
tel: 07557 114 974
email: aaron.gow@manchester.ac.uk
twitter: @aarongow

Notes to the editor:

- The Diabetes Research Network is part of the National Institute for Health Research (NIHR) Clinical Research Network. The NIHR Clinical Research Network provides researchers and NHS organisations with the practical support they need to make clinical studies happen in the NHS. This allows more research to take place across England, and gives more patients the opportunity to take part. Further information at: www.crncc.nihr.ac.uk
- This campaign is expected to last 18 months and recruit up to 25,000 diabetes patients to a consent for approach database
- Those interested in signing up to the consent for approach database can also do so via www.researchforthefuture.org www.researchforthefuture.nihr.ac.uk or via text to 81400
- When people sign up via text or through the website they are initially agreeing to be contacted with more information about the project and not agreeing to be contacted about taking part in specific clinical studies.
- Consent for approach means that people are agreeing to be placed on a database where they can be contacted in the future should a trial become available that fits with their condition.
- A photograph of Prof Matthews is available on request.