

2022- 2026 Strategy



welcome

Here at Diabetes Ireland, we are proud to claim that we are Ireland's only national charity dedicated to helping people with diabetes and their families.

With this comes enormous responsibility and makes reaching our mission to provide quality services and improve quality of life for people living with Diabetes even more important.

Over the last number of years, like all charitable organisations, we too have faced challenges with regards to funding the valuable services so many rely upon. Our new strategic plan 2022-2026 aims to achieve FOUR main objectives:



Kieran O'Leary CEO
Diabetes Ireland



SERVICE PROVISION

Continue to drive high quality service provision



COMMUNICATE

Communicate the impact and value of Diabetes Ireland



COLLABORATE

Develop influential relationships with those who share our mission



REVENUE

Build sustainable revenue generation to fund service provision

"FUNDING + REACH OF SUPPORT = IMPROVED QUALITY SERVICES & IMPROVED QOL"

I am confident that with your support, we can make this plan a reality, and in doing so, be better equipped to enhance our service to people with diabetes and their families over the years to come.



www.diabetes.ie





vision & mission

Our Mission

Diabetes Ireland is on a mission to provide a quality service in improving the lives of people affected by diabetes and working with others to prevent and cure diabetes.

Our Vision

To ensure everyone with diabetes has the support and confidence to live a long and healthy life.

Changing Lives
2022 - 2026.



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Aims

01

To provide support, education and motivation to people with diabetes, their families, and friends.

02

To raise awareness of diabetes in the community and foster programmes for early detection and prevention of diabetes complications and its burden

03

To support and encourage advances in diabetes care and research that improves Quality of Life & Standards of Care



4 values

01

Working for people with diabetes
within our resources

02

Strive for Excellence in all that we do

03

Transparency & Accountability

04

Trustworthy & Credible



TWO STRATEGIC PILLARS



Provide High
Quality
Services

Over the next five years, Diabetes Ireland will work to drive funding for improved access to care, education, and support in a meaningful way for all people living with diabetes in Ireland



Inform &
influence

We will proactively build relationships, collaborations, and alliances with those who share our mission to provide a high quality and equitable service for all people with diabetes

FOUR OBJECTIVES



SERVICE PROVISION



COMMUNICATE



COLLABORATE



REVENUE

STRATEGIC FOCUS

PROVIDE HIGH QUALITY SERVICES

Provide High Quality Services

Over the next three years, Diabetes Ireland will work to drive funding for improved access to care, education and support in a meaningful way for all people living with Diabetes in Ireland.

KEY PROJECTS

- **Build Marketing Capability – Extend Reach**

- Marketing strategy development – Develop a more expansive marketing strategy to more effectively promote our services to a wider audience. This will include the development of a Diabetes Ireland value proposition to highlight the importance of the ongoing work undertaken by Diabetes Ireland on behalf, and in supporting, the diabetes community.
- Increase the number of Media Awareness campaigns to increase understanding of living with diabetes.
- Develop a new modern website providing access to high quality information and education programmes

- **Expand Membership - Extend Impact**

Our members drive our ability to provide effective services. We therefore need to:

- Develop and improve our membership offering and its value.
- Reach new members and increase Diabetes Ireland support

- **Drive Funding applications - Drive Revenue Generation**

- Identify new funding grants, and other opportunities, to support the implementation of sustained service delivery, with a specific focus on driving revenue generation to sustain new education programmes.

- **Review and enhance service provision**

- Evaluate current services to ensure it meets the needs of members.
- Explore opportunities for new service offerings



SERVICE PROVISION



COMMUNICATE



COLLABORATE



REVENUE

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INFORM & INFLUENCE

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KEY PROJECTS

- **Advocacy**
 - Build on the '8 Actions for change' in our pre budget submission by introducing additional Actions for change to support the diabetes community. These will become the focus of our efforts. We will drive and sustain momentum to improve diabetes services throughout the country.
- **Value Proposition**
 - We will develop a concise and clear messaging that articulates the value Diabetes Ireland provides to those living with Diabetes in Ireland. This will be leveraged to gain additional grants and funding to sustain and develop new education programmes and services.
- **Access to support**
 - Provide programmes that deliver specific and tailored support for Type 1 & Type 2 Diabetes.
- **Type 2 Diabetes Support at Diagnosis**
 - Develop a "support programme" to help in the areas of information access, individual care plans, support for dealing with the emotional impact of a diagnosis and behaviour change (lifestyle choices/changes etc).
- **Type 1 Diabetes**
 - Develop a recurring educational programme of support over 5 years. Mapping stages from year 1 to 5 and identifying key topics to include in the programme. Initially, offer tailored support programme in year 1 of diagnosis and in year 2 of diagnosis.



SERVICE PROVISION

DRIVE REVENUE

COLLABORATE

COMMUNICATE OUR VALUE

DIABETES IRELAND SERVICES OVERVIEW



Since 1967, Diabetes Ireland is the national charity dedicated to helping people by providing care, education, support and motivation to people affected by diabetes and their families and those at risk of developing diabetes. Diabetes Ireland also raises public awareness of diabetes, its symptoms and risk factors for type 1 and type 2 diabetes.



Diabetes Helpline
(01 8428118)
Mon-Fri 9am-5pm.

Providing support and information to people with diabetes and their families



**Educational
Webinars**

Deliver regular "Diabetes Education" webinars with practical information around the challenges of living with Type 1 and Type 2 diabetes.



CARE CENTRE SERVICES
Dublin & Cork

Provide preventative podiatry (footcare) services in our Care Centres in Dublin and Cork. The HSE's Diabetic Retinopathy Screening programme is also based in both centres.



CODE
26 week education

Deliver our Type 2 diabetes 26 week structured education programme (CODE) to people living with the condition.



WEBSITE
Information resource

Provide information via our website (www.diabetes.ie), social media, literature and our magazine "Diabetes Ireland" which is delivered directly to members.



HCP SUPPORT
Information resource

Provide professional support to healthcare professionals via major annual multi-disciplinary conferences, practice support packs and our Diabetes & Cardiology Professional magazine.



COUNSELLING
One - One Virtual

Provide a virtual Counselling service (one to one) to people living with diabetes and their families



ADVOCACY

Advocate and influence public policy for improvements in public diabetes services nationwide, quicker access to new medications and technology that will help people with diabetes to improve daily management of their condition



RESEARCH
Prevention & Cure

Promote, support and fund research related to the causes, prevention, and cure of diabetes via our subsidiary charity Diabetes Ireland Research Alliance.



INSURANCE
Advice

Provide advice on all aspect's insurance cover including mortgage protection, travel and access to our private motor insurance scheme and anti-discrimination advice.



HEALTH PROMOTION
Detection & Prevention

Deliver a wide range of health promotion initiatives to increase awareness of diabetes including school's awareness, workplace awareness, early detection and prevention initiatives.



**CHILDREN &
ADOLESCENTS**

Advocate and influence public policy for improvements in public diabetes services nationwide, quicker access to new medications and technology that will help people with diabetes to improve daily management of their condition.

