



## **Executive Summary – Joint Working Project Leicester Changing Diabetes**

### **Summary of Joint Working Project**

Cities Changing Diabetes is a global partnership programme developed in response to the dramatic rise in urban diabetes. Initiated by Novo Nordisk in 2014, this programme has been developed by Novo Nordisk in partnership with University College London (UCL) and Steno Diabetes Center with a view to empowering communities to promote good local health outcomes.

A range of local partners help to facilitate the programme across the world, including representatives from the diabetes and health community, city governments, academic institutions, city experts from a variety of fields, civil society organisations and sports clubs. More than 25 cities across the world are now partners in the Cities Changing Diabetes programme, and these include the following: Copenhagen, Houston, Johannesburg, Mexico City, Rome, Shanghai, Tianjin, Malmo and Philadelphia. Leicester was the first UK city to join the Cities Changing Diabetes programme. The first Joint Working Agreement commenced in December 2017 and ended in 2019.

The initial Joint Working Agreement supported Leicester Diabetes Centre to establish the Cities Changing Diabetes programme in the city. This included funding research, bringing together stakeholders from across Leicester to map the challenges unique to the local community; identify those groups most at risk; and develop targeted interventions and initiatives to benefit local patients. This Joint Working Project builds on the foundations of the initial research to help embed diabetes prevention into the local community through a range of initiatives focused on action, sharing and continuity. The work conducted by Leicester Diabetes Centre during this next phase of the programme will have three strategic areas of focus: risk awareness and identification; early prevention and environmental/public health initiatives (including evaluation and/or further refinement of existing initiatives); and training and building sustainability. This Joint Working Agreement commenced in December 2019 and is now due to end in December 2021.

### **The organisations involved in this Joint Working Project are:**

The project will be led by a Steering Group, which will provide advice, support and overall strategic direction for the effective development and delivery of the project. The Steering Group will consist of representatives from Novo Nordisk and Leicester Diabetes Centre, as well as interested stakeholders from across Leicester. These are:

- Leicester City Council
- Leicester Clinical Commissioning Group
- Professional Sports Club representation from LCFC

- The Interfaith Forum

The number of Steering Group members will be limited to ensure commitment and enable decision-making to be as effective as possible. The group will meet every three months. It is responsible for continuously identifying opportunities to build broader coalitions (working groups) that bring together a wide range of stakeholders from across Leicester and nationally to support and implement Cities Changing Diabetes in Leicester. Novo Nordisk will identify opportunities to connect with relevant stakeholders in pursuance of the project's objectives, including the global Cities Changing Diabetes team, partner cities, Diabetes UK, the Danish Embassy, C40 and other appropriate national and international stakeholders.

### **Key objectives of the Joint Working Project**

Globally, the Cities Changing Diabetes Programme aims to map the challenge, identify those at risk of developing Type 2 Diabetes, and facilitate knowledge sharing to drive concrete action. In Leicester, the aim of the Cities Changing Diabetes programme is to promote prevention, intervention and the implementation of targeted solutions to benefit patients living with, or at risk of developing, diabetes in the city.

The project will have three strategic areas of focus:

1. Risk Awareness and Identification
2. Early Prevention and Environmental/Public Health Initiatives (including evaluation and/or further refinement of existing initiatives)
3. Training and Building Sustainability

This project in Leicester is primarily focused on the 'sharing' and 'acting' phases of the Cities Changing Diabetes framework. In this phase, the focus is on embedding diabetes prevention and intervention into local activities and developing a robust sustainability framework for the programme. The objectives are:

- Consolidation of the Leicester Daily Mile Schools initiative
- Advancement of the Leicester Professional Sports Club 'Diabetes Pledge'
- Empower Places of Work and Worship
- Consolidation and Evaluation of screening data
- Coordination and administration of the project steering group, which will provide strategic direction for the effective development and delivery of Cities Changing Diabetes in Leicester
- Presentation and dissemination of the Leicester Changing Diabetes experience
- Produce update summaries and a final report

The programme will be managed in a totally non-promotional capacity and will not impact on prescribing.

**Expected outcomes and patient benefits of the Joint Working Project:**

The Leicester Changing Diabetes team will focus on four key project areas. Outcomes have been identified for each of the projects against which achievements can be measured. These are:

- **Project 1** – Consolidation of the Leicester City Daily Mile Schools Initiative
- **Project 2** – Advancement of the Leicester Professional Sports Club ‘Diabetes Pledge’
- **Project 3** – Empowering Places of Worship
- **Project 4** – Consolidation and Evaluation of Screening Data

**Expected benefits to patients:** The Cities Changing Diabetes programme in Leicester aims to result in greater awareness and priority for diabetes and associated risk factors, such as obesity. It is intended this will translate into initiatives that will directly improve diabetes care in Leicester, through improved access to resources, opportunity for improved quality of life, greater focus on unmet needs of people living with diabetes by creating a platform for raising their voice.

**Expected benefits to the NHS:** The project should help the NHS to have a better understanding and more insight on addressing the diabetes challenge in Leicester. It will also support and facilitate a collaborative and integrated approach to diabetes and associated risk factors in Leicester.

**Expected benefits to Novo Nordisk:** Novo Nordisk’s reputation should benefit locally and nationally as a consequence of the partnership. The project will demonstrate how Novo Nordisk can work across a whole health economy to support and facilitate improvements in diabetes. It may also lead to the creation of transferable tools and resources, as well as the development of a model that could be rolled out more widely.

**Each organisation within this Joint Working Project is contributing towards the following:**

Leicester Diabetes Centre and Novo Nordisk will work in partnership to promote the continuation and sustainability of the Cities Changing Diabetes programme in Leicester. Each party will contribute as follows:

### ***Leicester Diabetes Centre***

Leicester Diabetes Centre will contribute local awareness, knowledge and existing relationships with a range of relevant stakeholders. The centre will co-ordinate and administer the Cities Changing Diabetes Steering Committee in Leicester. Leicester Diabetes Centre will also manage the administration of the programme as a deliverable of the project. This will include the co-ordination and administration of the Steering Committee, working with the committee to engage relevant stakeholders to promote the programme's sustainability, and having oversight of all projects initiated as part of Leicester Changing Diabetes.

### ***Novo Nordisk***

**Financial contribution:** In 2019/20, Novo Nordisk will make a financial contribution to Leicester Diabetes Centre to support the strategic objectives and four projects planned. The contribution will be split across two payments; one will be made in 2019 and one will be made in 2020.

**Non-financial support:** Novo Nordisk will contribute expertise of driving the Cities Changing Diabetes programme, including concrete frameworks for the mapping, sharing and action phases of the global programme. Novo Nordisk will also help to create a broader coalition of stakeholders, including facilitating access to its global network of cities around the world, which can act as a platform for knowledge exchange and the sharing of learnings. Additionally, Novo Nordisk will provide 'in kind' project management support and oversight from its UK office.

### **Joint Working Project measurements:**

#### ***Project 1 – Consolidation of the Leicester City Daily Mile Schools Initiative***

- Outputs
  - Evaluations of existing qualitative data (interviews) and descriptive data (online survey)
  - Development and production of a Daily Mile toolkit for local schools
  - Dissemination of findings (e.g. via peer-reviewed publications) and preparation of a lay summary for local stakeholders to help facilitate how the Daily Mile might be implemented

#### ***Project 2 – Advancement of the Leicester Professional Sports Club 'Diabetes Pledge'***

- Outputs
  - Develop and evaluation framework for the "United Leicester" Healthy Schools pilot
  - Develop a Healthy Goals curriculum

- Support the Cricket Club, and other clubs as appropriate, to produce a grant application, building on the success of the Walking Cricket initiative

### ***Project 3 – Empowering Places of Worship***

- Outputs
  - Bespoke education modules for workers and faith groups to implement Type 2 Diabetes screening and facilitate conversations around diabetes with their communities
  - Trained facilitators in places of work and worship, therefore widening the dissemination of Type 2 Diabetes Screening and awareness

### ***Project 4 – Consolidation and Evaluation of Screening Data***

- Outputs
  - Development of a bespoke questionnaire based on the Diabetes Awareness Model to understand how awareness of those who took part in the screening has changed over time – and to assess the impact of workplace diabetes screening
  - Make questionnaire readily available for other to partners to utilise when conducting their own screening events

### **Timeframe of the Joint Working Project:**

The Cities Changing Diabetes programme commenced in Leicester in December 2017. The current Joint Working Agreement is currently scheduled to run up-until December 2021. The intention of this next phase of the project is to focus on the sharing and acting phases of the Cities Changing Diabetes framework and to roll out new initiatives, evaluate their efficacy and promote the sustainability of the programme for the benefit of people living with, and at risk of, diabetes in Leicester.