



**diabetes**  
new zealand

# Strategic Plan 2021



# Why we exist

ABOUT  
**265,000**  
NEW ZEALANDERS  
HAVE DIABETES

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A FURTHER  
**100,000**  
ARE PREDICTED  
TO HAVE  
PRE-DIABETES  
OR ARE AT RISK

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IN NEW ZEALAND  
**40**  
PEOPLE A DAY  
DEVELOPING  
DIABETES

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**1 MILLION**  
PEOPLE IN  
NEW ZEALAND  
ARE AFFECTED BY  
DIABETES – THAT'S  
**20%**  
OF THE NATION

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TYPE 2 DIABETES IN NEW ZEALAND  
IS PROJECTED TO INCREASE BY  
**70–90%**  
WITHIN THE NEXT 20 YEARS  
AT AN ANNUAL COST OF  
**\$3.5 BILLION**

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# Context

Diabetes New Zealand represents and acts for all New Zealanders affected by or at risk of diabetes.

Our 2021 Strategic Plan, which should be read in conjunction with the recently released report on *The Economic and Social Cost of Type 2 Diabetes*, reflects the Board's re-focus and commitment to step forward and Turn the Tide on a health condition that is placing an increasing burden on individuals, whānau, and the health system.

Our Plan sets some ambitious outcomes that we will be working towards over the next five years, with annual reviews of our progress. We are mindful that the Health and Disability System Review 2020 proposes significant changes to the health system in New Zealand. Our strategies align with the recommendations in the Review and we recognise and support the proposal that population health functions need to be strengthened, with a shift to a health and wellness focus, involving NGOs more at a Tier 1 level.

The prevalence of diabetes in New Zealand and the chronic downstream health complications marks diabetes as this country's most serious long-term health challenge. It is of pandemic proportions. Some 265,000 New Zealanders have diabetes. A further 100,000 people are predicted to have pre-diabetes or are at risk. The incidence of diabetes is unabated with 40 people a day developing diabetes. The personal and social costs are enormous, as is the vast cost to our health system. Together with whānau and family, we estimate that over 1 million people in New Zealand are affected by diabetes – 20% of the nation.

*The Economic and Social Cost of Type 2 Diabetes* report forecasts that the number of people with type 2 diabetes in New Zealand is projected to increase by 70-90% within the next 20 years at an annual cost of \$3.5 billion. There is a need to change New Zealand's diabetes model of care – identifying diabetes as a Government health priority; identifying a national set of health and social outcome targets and development of a national strategy to enable achievement of those outcomes.

There is no silver bullet. Diabetes is a complex condition that affects a wide cross-section of people across all age groups. There are differing types of diabetes resulting in differing needs. Diabetes is more prevalent among Māori, Pasifika and Asian peoples, and also in lower socio-economic groups, where inequities in health outcomes exist.

For such a serious and life-threatening condition, diabetes is shockingly misunderstood. Increasing public awareness and understanding of diabetes is a 'must do'.

As a charity, our resources are constrained. While we know we could do much more, we need to be nimble and smart with the funds we have. Stepping up our 'impact' appraisal and reporting is an essential ingredient to managing our operations effectively.

We have set ourselves some ambitious strategies and some outcomes to strive for.

Our Plan is ambitious, but our resolve is strong.

Achieving our goals will deliver our mission and most importantly, will *Turn the Tide*.

**Diabetes New Zealand Board of Trustees**

May 2021

## ***Our vision***

Life free of diabetes and all its complications and burdens.

## ***Our mission***

Lead, champion and advocate for change to reduce the incidence of diabetes, improved diabetes health care, and empower those affected by or at risk of diabetes to lead healthy, active lives.



## Our purpose

*Turn the Tide* on a health condition that is placing an increasing burden on individuals, whānau, and the health system.

### **We provide leadership**

for all New Zealanders in ways that deliver impactful change and convert burdens to the freedom to live healthy, active and fulfilling lives.

### **We champion and advocate**

on behalf of people with diabetes for:

- Equitable access and the best healthcare outcomes for all
- Access to advanced devices and technologies for the management of diabetes
- Gold standard medicines
- Increased public awareness and understanding of diabetes
- Increased action against environmental causes of, or contributors to, diabetes

### **We empower**

people with diabetes and their whānau through:

- Self-management education and support
- Accessible needs-based resources and guidance
- Peer group networks

### **We prevent**

- Further increases in the incidence of Type 2 diabetes
- The development of complications for all people with diabetes



# Our community

We seek to empower people with diabetes to live their best lives and become experts in their own condition.

Recognising that 'it takes a village', we collaborate and partner with health professionals and the broader health system, kaupapa Māori services and community group networks to extend our reach and leverage the most impactful and most appropriate resources to *Turn the Tide* on diabetes.

## Individuals

We reach all people with diabetes or pre-diabetes, or at risk of diabetes, working with health partners to provide access to the best resources, information and support to prevent the onset of diabetes, to achieve effective diabetes management and life improvement.

We drive more equitable treatment and outcomes for Māori, Pasifika and Asian groups, who have a greater prevalence of diabetes and its complications.

## Whānau

Whānau are the central source of strength and support for people with or at risk of diabetes. We connect with and support whānau, from the time of diagnosis through to dealing with the challenges of a life with or at risk of diabetes.

## Government

We work closely with government and its health agencies to create greater understanding of the needs of people with diabetes and to promote more appropriate investment in its treatment and prevention. We hold government to account. Together, we will reduce the runaway costs of diabetes including its high personal and social costs and burdens.

## Health support networks

We connect, partner, and work with those who provide health education and support to people with or at risk of diabetes. They include, but are not limited to, health professionals, social services, community organisations, marae, church-based programmes and other not-for-profit health organisations. Together, we voice the message that improved lifestyles promote health and wellbeing.



## Our approach

We embrace all New Zealanders and respect all cultures and values.

### Te Tiriti o Waitangi

We honour and embrace the principles of Te Tiriti o Waitangi; in particular:

#### Tino rangatiratanga

Māori self-determination and mana motuhake in the design, delivery, and monitoring of services.

#### Equity

Equitable health outcomes for Māori.

#### Active protection

Ensuring we are well informed on the extent and nature of Māori health outcomes and efforts to achieve Māori health equity.

#### Options

Providing for and properly resourcing kaupapa Māori health and disability services. Ensuring our services are provided in a culturally appropriate way that recognises and supports the expression of hauora Māori models of care.

#### Partnership

Collaborating with Māori in the governance, design, delivery, and monitoring of our services.



## Yavu – engaging values with Pacific peoples

We honour and embrace the enduring cultural values that bind Pacific peoples, and the Yavu foundations of Pacific engagement. Particular values we recognise include:

### Family, aiga, kainga

– at the centre of the community and way of life.

### Collective community approach

– teamwork, consultation and cooperation to achieve common goals through an agreed approach.

### Spirituality

– as the cornerstone of traditional values and cultures encompassing honour, trust, faith and integrity.

### Reciprocity

– through valuing relationships and mutual working and interdependence.

### Respect

– as a foundation stone of Pacific culture, with behaviours that acknowledge peoples' status and wisdom with proper etiquette.



# Our strategies

## LEADERSHIP & REACH

### Lead with intent

**Provide essential leadership for all New Zealanders affected by diabetes, delivering impactful change and converting burdens to freedom for healthy, active and fulfilling lives.**

#### ***Our strategies are to:***

- Be at the forefront of conversations regarding clinical, environmental and social issues and developments that impact the lives of people with diabetes, with informed opinions and advocacy for change that will make a permanent and positive difference.
- Hold government to account with consumer-informed and consumer-led feedback and strongly advocating for the development of a national diabetes strategy, as well as diabetes-related healthcare services.
- Invest in valuable and mutually beneficial relationships with Diabetes New Zealand's communities to achieve the best outcomes for people with diabetes or at risk of diabetes.
- Raise the profile and representation of Diabetes New Zealand for and on behalf of all people with diabetes through media and social networks using reliable evidence and insights from our knowledge, databases and in-community work.
- Gather evidence relating to key issues and advocate for better services and support for all people affected by or at risk of diabetes.
- Engage with government, related health agencies, public and business decision-makers on issues and practical actions required to support people affected by or at risk of diabetes.



## EMPOWER

### Actions with Impact

**Deliver innovative, high-impact services that prevent diabetes and empower people with diabetes, and their whānau, to self-manage with confidence and live well.**

#### ***We do this through:***

- Innovative learning and support programmes (digital and face-to-face) that empower all people with diabetes.
- Co-designed and co-delivered needs-based programmes and services that are adaptable and scalable, with high uptake and impact for higher risk groups and their whānau – especially Māori, Pasifika and Asian ethnicities.
- Increasing our reach and impact by growing, partnering and upskilling our in-community training resources focussing on higher risk ethnicities.
- Working collaboratively with community groups, related health agencies and others to co-develop and co-design programmes and services identified as essential to the needs of people with diabetes or at risk of diabetes.
- Actively strengthening and developing new and wider in-community support groups and networks (real and virtual) amongst peer groups, whānau and family, youth, aged, etc, with tools, information and guidance to build skills and confidence in managing their diabetes.



## CHAMPION AND ADVOCATE

### Proactive advocacy

**Represent and champion the needs of all people with or at risk of diabetes to reduce the incidence, complications and burdens of this long-term health condition.**

***We do this by:***

- Delivering high quality, credible advocacy and lobbying to central and local government, MoH, Pharmac and related health agencies to:
  - promote and support healthy lifestyles
  - procure new, improved and free/subsidised essential services, devices (technologies), and medicines that drive high-impact changes to the treatment and health outcomes of all people with diabetes.
- Working with the MoH, and related health agencies to improve existing diabetes services and care, to accepted gold standard levels.
- Initiating expert studies and reports that will benefit the welfare of people with diabetes and reduce long term demands on the health system.
- Campaigning for the food industry to cease promoting foods and beverages that contribute to this country's obesity problem and the onset of diabetes.
- Continuing to develop campaigns to improve public awareness and understanding of diabetes.



## PREVENTION

### Change agent

**Through partnerships, applied research and community-partnered programmes, lift early detection rates and *Turn the Tide* on the incidence of diabetes.**

#### ***We will:***

- Expand our in-community risk assessment work and education activities with a focus on higher-risk groups.
- Work collaboratively to develop effective public and early education programmes (schools and whānau) that improve healthy behaviours and prevent the onset of diabetes.
- Collaboratively develop and deliver consistent programmes that prevent chronic complications and/or achieve remission.
- Advocate for credible programmes that prevent gestational diabetes.
- Contribute to research that will lead to tangible changes in products and services that increase diabetes prevention and improve diabetes treatments.





## **UNIFIED and DRIVEN**

### **As One**

#### **Operate as a truly unified entity that thinks nationally and acts locally.**

- All Diabetes New Zealand staff, volunteers and stakeholders drive for national consistency and operate as one cohesive organisation fully committed to its purpose.
- We provide national leadership that supports regional branches in delivering local initiatives and programmes for people with or at risk of diabetes.
- We share ideas, knowledge and feedback from grassroot regional branches on initiatives and programmes that are working well so we can continuously improve with the resources available.
- We collaborate with strategically aligned organisations to collectively improve health outcomes for all New Zealanders with or at risk of diabetes.

### **Drive**

#### **Drive exceptional outcomes for the diabetes community.**

- We are committed to making a measurable difference to the lives of people and whānau living with, or at risk of diabetes.
- We will strengthen our technology, data and financial stewardship, as well as our governance, to ensure business sustainability and support national unity.
- We will build connections and collaborations with high-risk ethnicities at a local level to ensure access for all to the full range of diabetes care and services.
- We will ensure Diabetes New Zealand is a place where people want to work thanks to a culture that encourages collaboration, consistency and service excellence.



## Turning the Tide and making a difference

### We will know we are succeeding when:

- Our partnerships with health professionals and other agencies lead to better outcomes for people with diabetes including:
  - a reduction in the number of New Zealanders developing diabetes.
  - a reduction in the incidence of chronic complications from diabetes.
- Māori, Pasifika and Asian peoples achieve outcomes equal to those achieved by the rest of the population.
- There is improved and cheaper access to new diabetes technologies (devices), medicines and essential services.
- Diabetes New Zealand is launching new programmes co-designed, co-developed and co-delivered with kindred organisations, particularly for people with the greatest need.
- Diabetes New Zealand digital initiatives are in high demand and transforming self-management and prevention behaviours in tens of thousands of people each year.
- Diabetes New Zealand has a nationwide network of Diabetes Community Coordinators working with local volunteer groups, health agencies and communities to support people with diabetes to achieve measurably improved health outcomes.
- Diabetes New Zealand has contributed to research, the outcome of which could improve the lives of people with diabetes.
- Diabetes New Zealand has partnered with Ministers and health sector decision makers to create solutions, which lead to tangible outcomes for people with diabetes and their whānau.
- Diabetes is accepted as a national health issue, which activates concerted government and related interventions.
- Media conversations and public perceptions and coverage of diabetes consistently demonstrate that people are well informed and respond positively to the needs and challenges of people with diabetes.
- Diabetes New Zealand acts and is recognised as a leader for and on behalf of all people with or at risk of diabetes in New Zealand.

INDIVIDUALS • WHĀNAU • GOVERNMENT • HEALTH SUPPORT NETWORKS

**Leadership & reach**

Provide essential leadership for all New Zealanders affected by diabetes, delivering impactful change and converting burdens to freedom for healthy, active and fulfilling lives.

**Champion & advocate**

Represent and champion the needs of all people with or at risk of diabetes to reduce the incidence, complications and burdens of this long-term health condition.

**Empower**

Deliver innovative, high-impact services that prevent diabetes and empower people with diabetes, and their whānau, to self-manage with confidence and live well.

**Prevention**

Through partnerships, applied research and community-partnered programmes, lift early detection rates and *Turn the Tide* on the incidence of diabetes.

UNIFIED and DRIVEN





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