

Sent on behalf of Public Health Wales

Dear Colleagues

I'm writing to ask for your support in promoting the new national **Type 2 Diabetes Point of Diagnosis (POD) packs**, which are now live and available across Wales. These are the first nationally consistent resources of their kind in Wales and have been co-designed with people living with Type 2 diabetes, healthcare professionals and Diabetes UK Cymru.

The packs comprise:

- Type 2 Point of Diagnosis toolkit (for clinicians) [Type 2 Point of Diagnosis toolkit](#)
- Guide to living well with Type 2 diabetes (for patients) [Guide to living well with Type 2 diabetes](#)

And Cymraeg:

- Pecyn cymorth Adeg Diagnosis Diabetes Math 2 (ar gyfer clinigwyr) [Pecyn Pwynt Diagnosis Math 2](#)
- Canllaw i fyw'n dda gyda diabetes Math 2 (ar gyfer cleifion) [Canllaw i fyw'n dda ar ôl diagnosis newydd o ddiabetes math 2](#)

To support local promotion, we've developed a communications toolkit containing:

- Social media assets and suggested copy
- Waiting room screen slides
- Posters
- SMS templates
- QR codes and search terms
- English and Welsh materials throughout

Communications toolkit: [POD Pack communications toolkit](#)

This is accessible to anyone with an NHS Wales email but please download and email as you see appropriate to external partners. Or you can use this link to our Brandkit asset bank:

<https://phwassets.nhs.wales/shares/01KZECVT1AB4SEJZXWZ9JCSRQF>

As part of the rollout:

- A letter and toolkit have been issued to all GP practices and community pharmacies across Wales, along with optometrists, Diabetic Eye Screening Wales services and dental teams.
- We are planning a wider public-facing launch of the packs on **18 August 2026**.

We would be grateful if colleagues could support promotion through relevant channels, including:

- Staff briefings and newsletters
- Primary care and community services communications
- Health Board websites and intranets
- Waiting room screen networks
- Social media channels
- Any local campaigns or patient engagement opportunities

The toolkit includes the primary care letter, which provides additional background on the development of the packs and the benefits they offer to both healthcare professionals and patients.

Thank you for your support in helping us raise awareness of these resources and ensure that people across Wales can access trusted information and support following a diagnosis of Type 2 diabetes.

If you have any questions, please ask.

Many thanks,

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