**Targeted Text/Email Promotion of Diabetes Self-Management Programmes (DSMP)**

The Self-Management Support Service has had recent success working with local GP practices to target recruitment to the DSMP for patients with Type 2 Diabetes and Carers.

Practices sending texts messages to their patients with Type 2 Diabetes with a brief message has made a great difference in patients’ uptake rate for structured education.

Below is a template we have previously used that you can edit as needed:

**What do you need to do?**

1. Notify the Self-Management Service you would like to send out text/email promotion by emailing: [whh-tr.self-management@nhs.net](mailto:whh-tr.self-management@nhs.net) or calling 020 7527 1189.
2. Check which upcoming programme is most suitable for your practice
3. Agree how many patients to send the message to (e.g. batch of 100) and when (ideally approx. 6 weeks prior to the programme)
4. Keep a record of which patients received the text so any future promotion avoids duplication.
5. Agree content of the text (if different to below).

**Text Template**

“Type 2 Diabetes? [Practice name] recommends a free 7-week programme delivered by Whittington Health to help you understand more about Diabetes, gain confidence to make changes, and feel more in control of your health.  Family members/Carers can participate too. Starts [Month/year] at [Venue}! Call 020 7527 1189 or email [whh-tr.self-management@nhs.net](mailto:whh-tr.self-management@nhs.net) for more info.”

NB: the specific start date is not included so patients don’t turn up without being screened for suitability.