



Evaluation Report #TADtalk2017

The 2017 Talking About Diabetes (TAD) event was held on Saturday 22 April at Birkbeck College attracting over 250 attendees.

- The aim of the event was to inspire a large audience of people living with type 1 diabetes (T1D) and their families/carers, to think positively about living with diabetes and seek optimum control over their condition in order to achieve their wider goals.
- The day was facilitated by Sir Bruce Keogh, NHS Medical Director and Stephen Dixon, Sky News Presenter and was comprised of a series of 'TED talk' style presentations from six influential speakers each sharing their own experience of living with T1D whilst achieving inspirational ambitions.
- New to TAD 2017, was the first ever TADpole event arranged specifically for the 20 younger attendees aged 8-12 years; all living with T1D.
- The event was coordinated by Dr Catherine Peters, Consultant in Paediatric Endocrinology and Diabetes at University College London Hospital, Dr Partha Kar, Clinical Director of Diabetes at Portsmouth Hospitals NHS Trust and Dr Peter Hindmarsh, Consultant in Paediatric Endocrinology at Great Ormond Street Hospital. Novo Nordisk was the primary sponsor of the event.
- Social media was invaluable in promoting the event and providing a platform for ongoing discussion.
- Targeted media outreach following the event secured coverage in leading diabetes publications/blogs, raising awareness of the event and key messages discussed.
- 75 attendees completed the evaluation form post-event.

Facilitators and speakers



Sir Bruce Keogh,
NHS Medical Director



Stephen Dixon,
Sky News Presenter



Jen Grieves, BBC Digital
Producer, Broadcaster,
Writer and Vlogger



Gavin Griffiths , lead
coordinator for the IDF Young
Leaders in Diabetes programme



Adrian Long, Semi-
retired Teacher



Roddy Riddle , Ultra-
Athlete



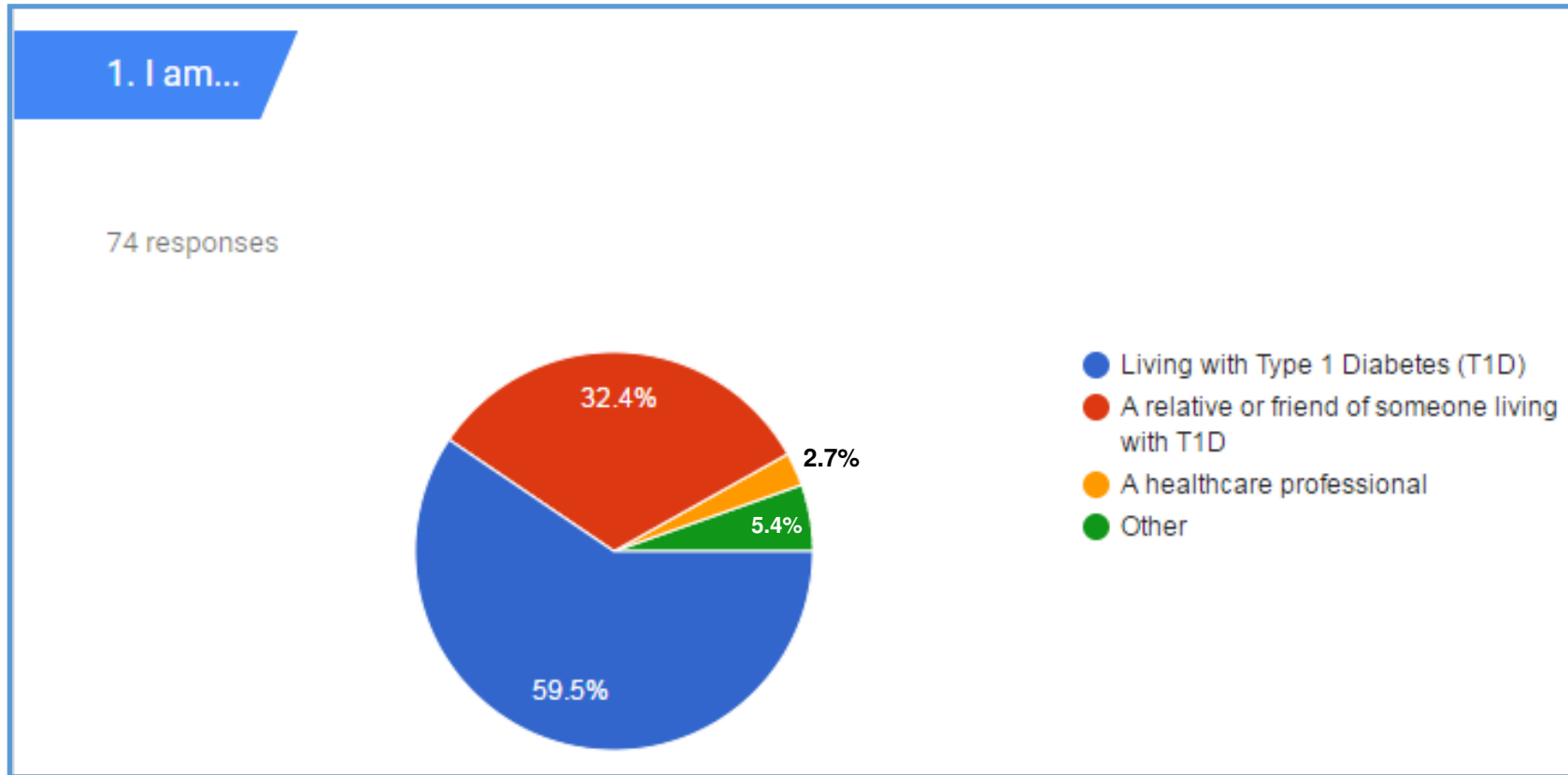
Mel Stephenson, Student
Dietitian and International
Athlete



Jane Cummings, Chief Nursing
Officer for England and Executive
Director at NHS England

Event evaluation

Over 90% of survey respondents were either living with (60%) or a relative or friend (32%) of someone living with T1D. This is representative of the full audience on the day itself and is aligned with the event aim to inspire a large number of people with T1D to think positively about living with the condition.



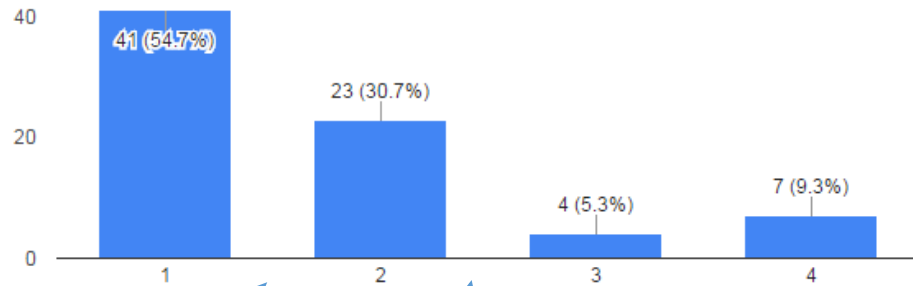
Question 1: I am...

Overall, attendees found the event 'hugely valuable' across all aspects of the day. Attendees found the networking opportunities the most valuable aspect of the event with a top rating of 67%.

2. Please rate all the following aspects of the event in terms of how valuable you found them

a) The variety of speakers and different stories/experiences shared

75 responses



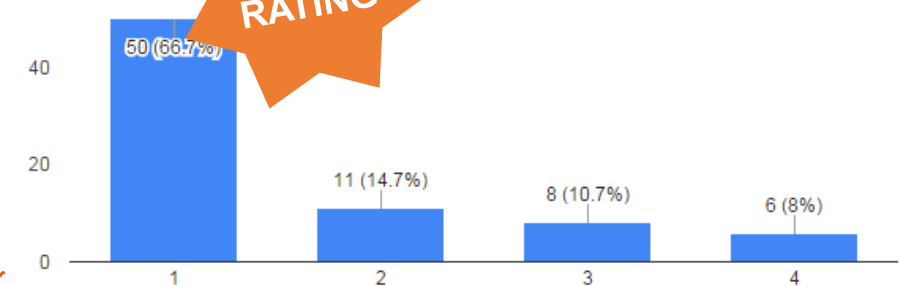
Would like to see a wider variety e.g. corporate professionals and musicians.

My only criticism is that there was a VERY strong sports slant to many of the speakers. There are many other great T1 speakers who have done things that previously T1's were not allowed to do. Take Douglas Cairns (former RAF pilot) who did a solo polar flight for JDRF.

Great variety of speakers with motivational stories!

b) Meeting and networking with others either living with or having an interest in T1D

75 responses



Loved the positive impact of being in the majority & the power of peer support.

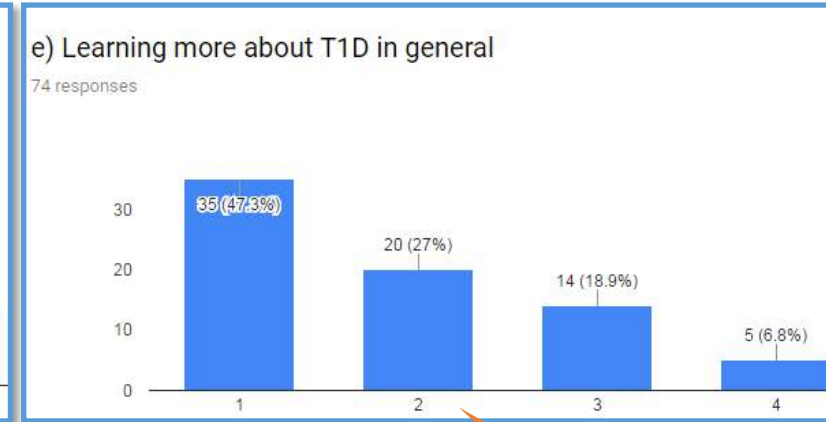
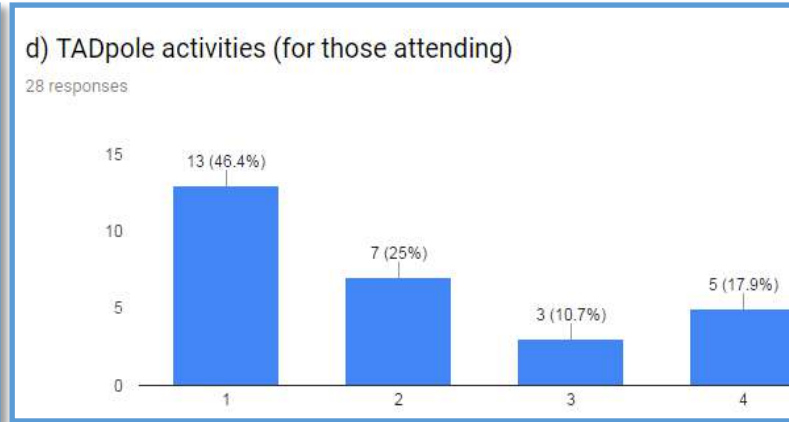
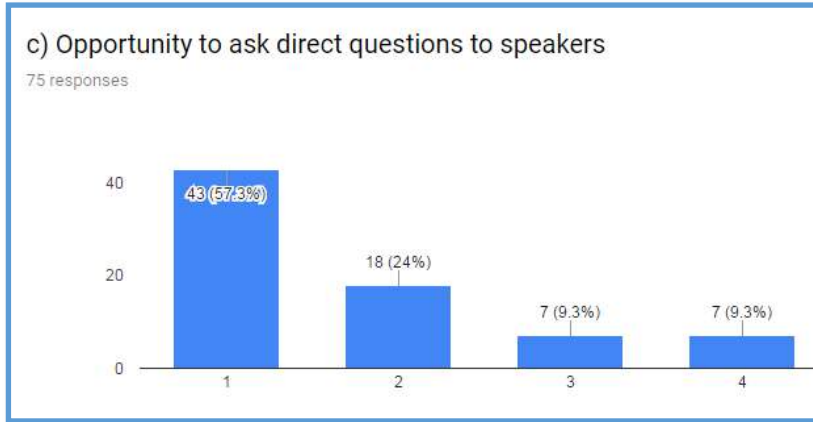
Amazed to have the opportunity to see so many young people engage with each other. 50 plus years ago we had no interaction with other diabetics. We only had once or twice yearly Diabetic Clinic appointments.

The chance to network and meet influencers in the world of diabetes is a special thing. Was great to meet Partha, Bruce and Jane.

I think the highlight for many was the networking with other people with T1D.

Question 2: Please rate all the following aspects of the event in terms of how valuable you found them (1=hugely valuable, 2=valuable, 3=somewhat valuable, 4=not valuable)

Overall, attendees found the event 'hugely valuable' across all aspects of the day. Attendees found the networking opportunities the most valuable aspect of the event with a top rating of 67%.



Additional feedback:

“Having professional and sporting perspectives together in one event [was what I appreciated the most].”

“Fantastic day!”

“I found it all very uplifting and so did my 15 year old type 1 daughter.”

“Excellent well balanced event, hugely enjoyable.”

Low score for learning about T1 because don't feel that was focus of the day & living well with T1 was the theme which I loved!

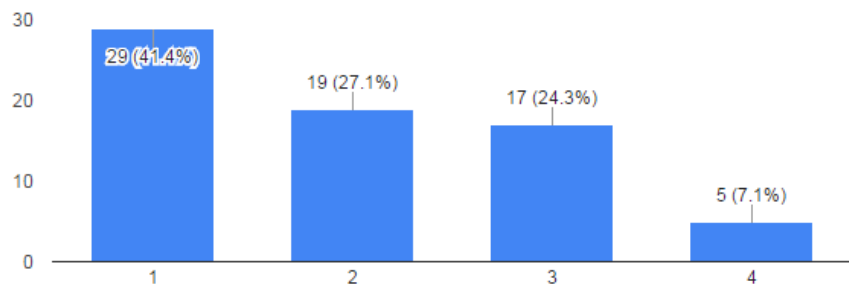
An opportunity to feel better able to deal with T1D and feel less stressed about it. Very uplifting!

Overall, all topics discussed were rated 'hugely interesting', with 'Achievements of those living with T1D' receiving the highest rating by 78% of responders.

3. Please rate all the following topics discussed at the event in terms of how interesting you found them

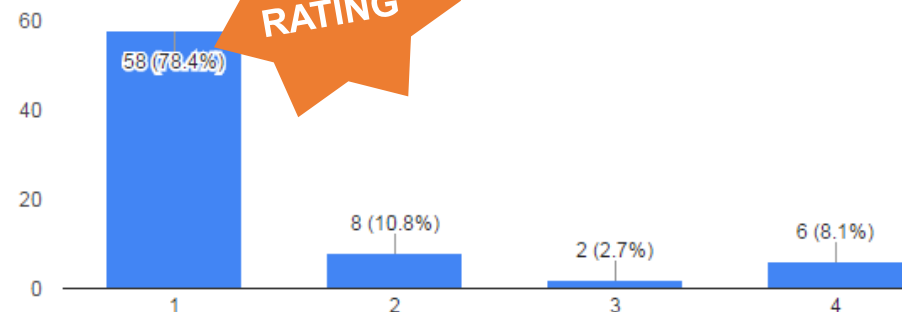
a) Experiences of being diagnosed at a young age (first-hand or parent perspective)

70 responses



b) Achievements of those living with T1D

74 responses



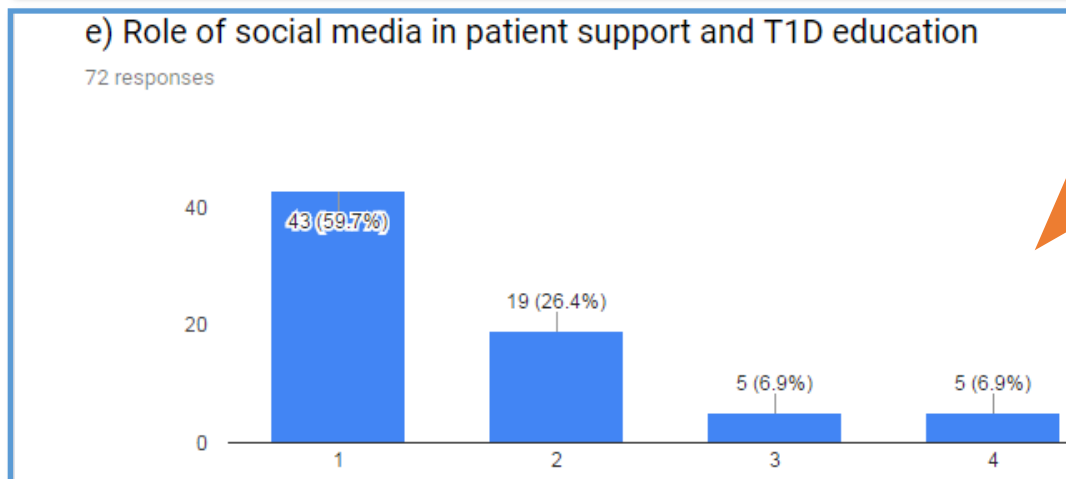
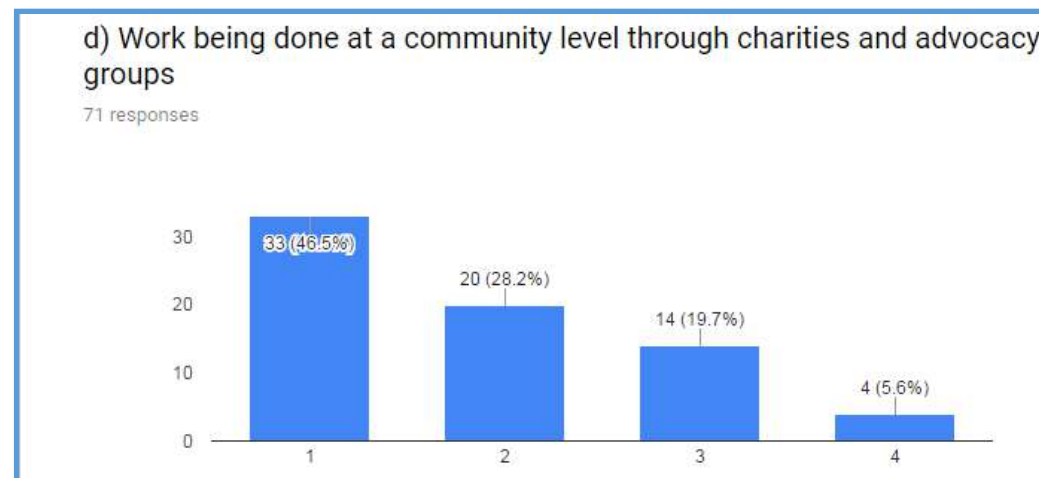
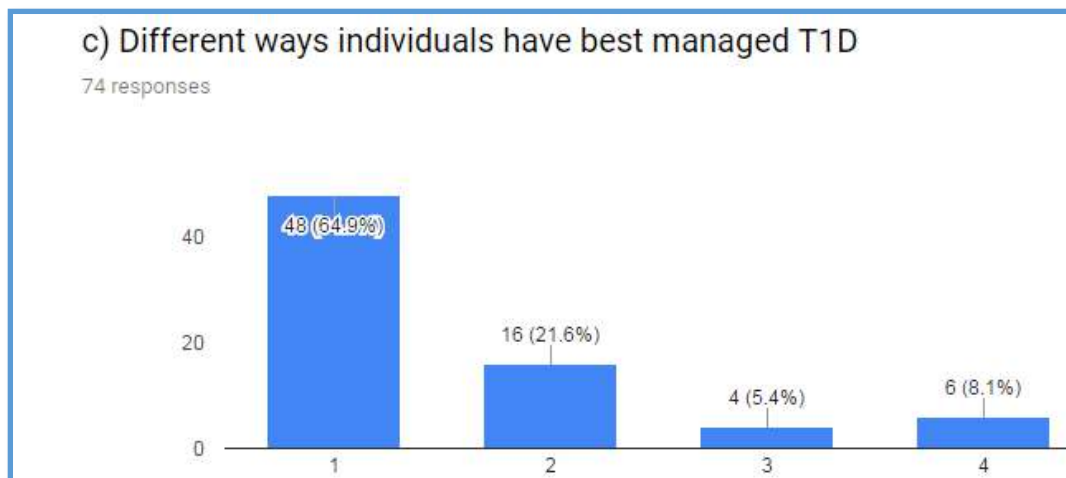
Additional feedback:

“May be biased but I liked that all the speakers actually had T1. I loved the mix of speakers this year!! Normal folk, athletes & Jane’s perspective from inside the NHS.”

“The chance to chat with other bloggers was nice. As a blogger myself the bond we all share is something special.”

Question 3: Please rate all the following topics discussed at the event in terms of how interesting you found them (1=hugely interesting, 2=interesting, 3=somewhat interesting, 4=not interesting)

Overall, all topics discussed were rated 'hugely interesting', with 'Achievements of those living with T1D' receiving the highest rating by 78% of responders.



I think there is a need to raise the profile of peer support/online support amongst HCP's as mentioned in the Q&A session. Great topics discussed.

Additional feedback:

“Perhaps missing a parent’s perspective?”

More than 80% of responders felt more positive about living with or supporting someone living with diabetes after the event.

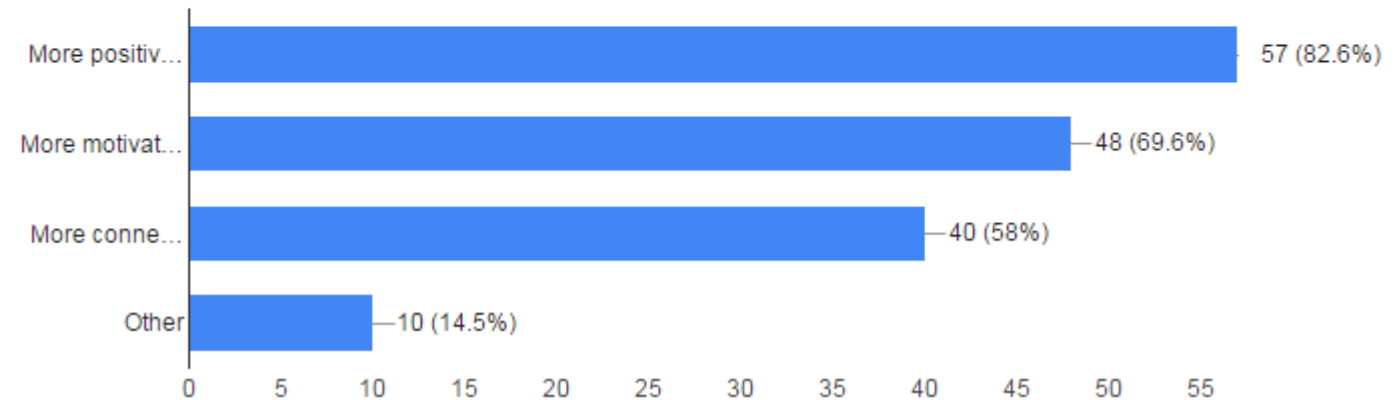
Almost 70% felt more motivated to achieve their goals following the talks.

Almost 60% felt more connected with a local network of like-minded people.

I don't know anyone else with T1 and it is such a strange but lovely feeling to be in a room full of other people who understand completely and are going through similar things, and being able to meet and share experiences with them. I really can't understate how much I value these days. Thank you!!

4. After attending the event I feel...

69 responses



- a) More positive about living or supporting someone with T1D
- b) More motivated to achieve goals
- c) More connected with a local network of like-minded people
- d) Other

Question 4: After attending the event I feel...

5. Do you plan to do anything differently as a result of attending the event? (e.g. set more challenging goals for myself)

Improve fitness/strength

Feel motivated to start a more intensive exercise regime (although maybe not 30 marathons in 30 days)!

I already exercise, but to try and improve on this.

Certainly am not going to give up. Attempting my first triathlon (for JDRF) in July this year. Given me more motivation to keep challenging and pushing on.

Persevere with exercising!

Continue to raise awareness, work harder with my sport to do more! (The Diabetes Football Community)

Think more positively

Reset my goals with all the positiveness & can-do attitude! Also to remember to acknowledge everything I do even if it doesn't always work.

Just feel more optimistic for my daughter.

I feel much more positive mentally. Was a hugely beneficial day. Was a big bonus to have the chief of the NHS and the head of nursing. Made everyone feel we were being cared for and listened to.

Continuing to help my T1 daughter to achieve what she wants to personally, professionally and through sports/hobbies.

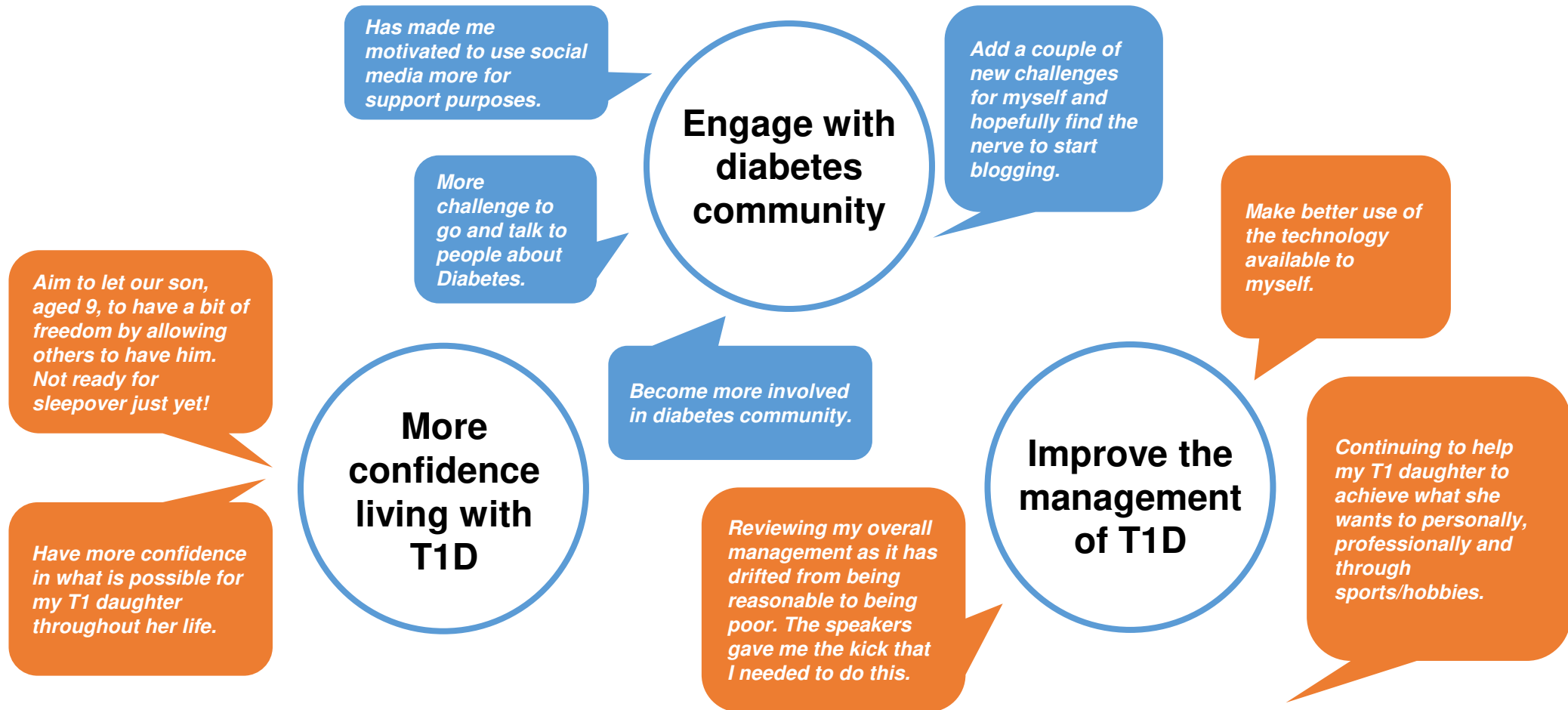
TAD has re-affirmed a desire to volunteer/possibly change working role to be more involved with health services, as would like to give something back/help others as all the speakers seem to have done.

Use the powerful positive message to keep up our spirits if ever feeling frustrated or upset.

I plan to never let diabetes stand in my way. I always have done but TAD has cemented this approach for me now.

Question 5: Do you plan to do anything differently?

5. Do you plan to do anything differently as a result of attending the event? (e.g. set more challenging goals for myself)

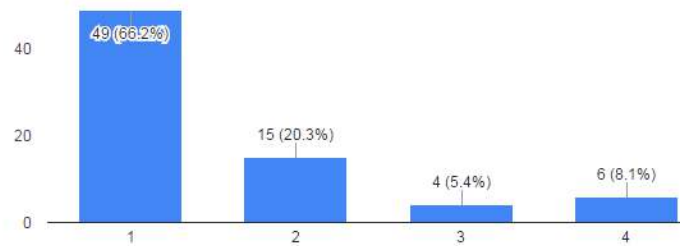


Attendees rated the event 'excellent' or 'good' across all areas.
Almost 80% of attendees rated speakers as 'excellent'.

6. How would you rate the event across the following areas?

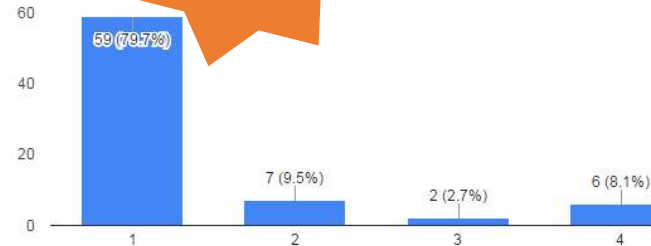
a) Programme and structure

74 responses



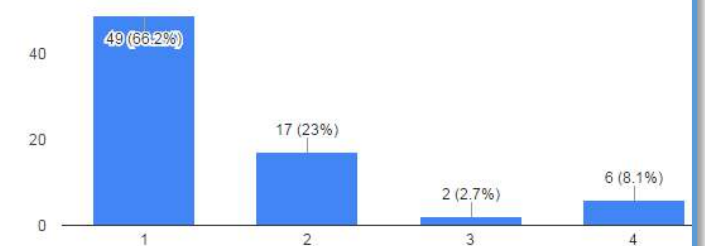
b) Speakers

74 responses



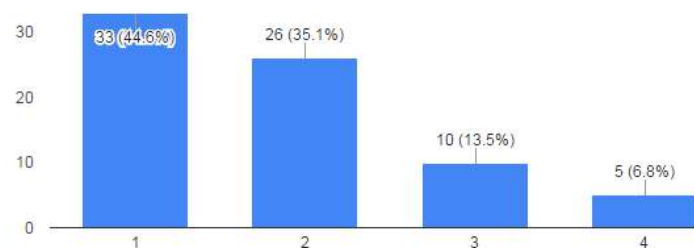
c) Organisation

74 responses



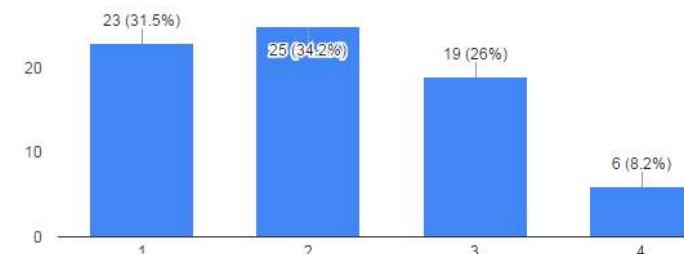
d) Venue

74 responses



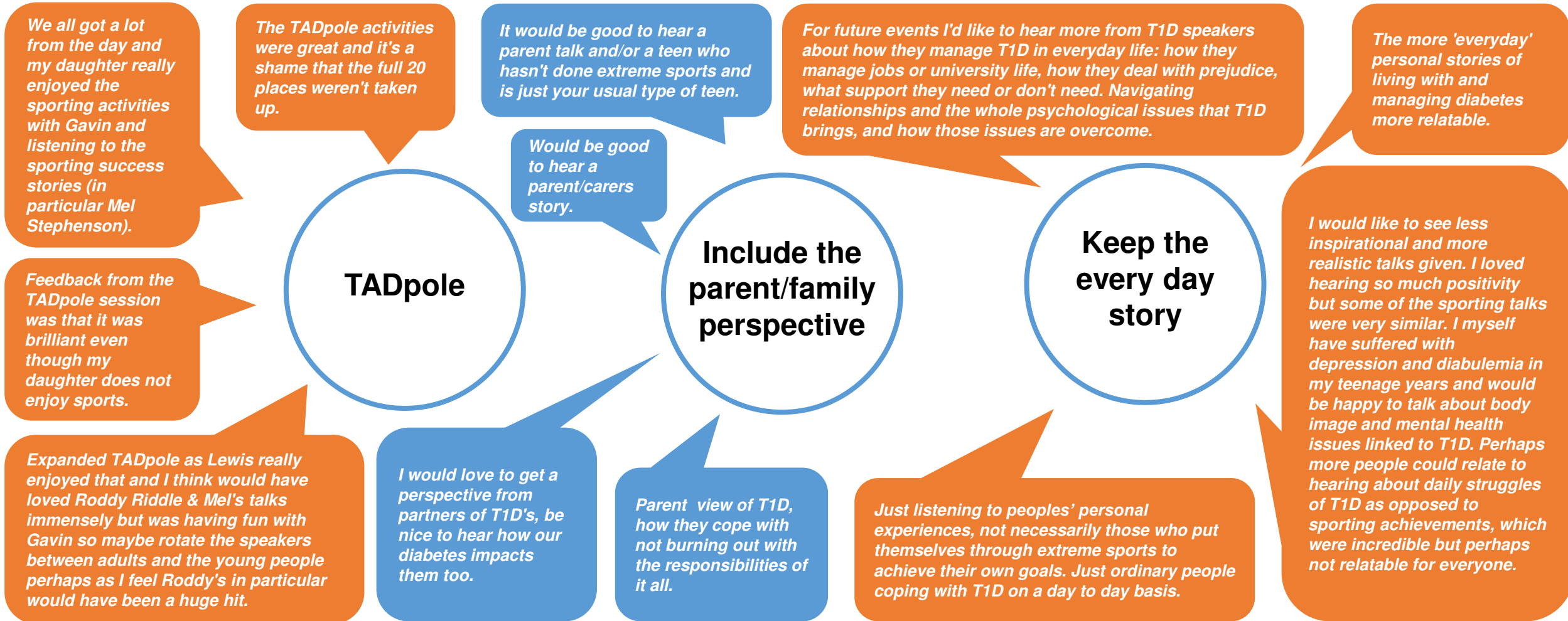
d) Catering

73 responses



Question 6: How do you rate the event across the following areas (1=Excellent, 2=Good, 3=Fair, 4=Poor)

7. Please share any further comments or suggestions for future TAD events e.g. who you would like to hear talk about their experience with T1D



Question 7: Further comments or suggestions for future TAD events – who would you like to hear from?

7. Please share any further comments or suggestions for future TAD events e.g. who you would like to hear talk about their experience with T1D

Venue and catering

More low carb options please.

I think you could have a larger venue and still fill it due to the huge interest in this fantastic event.

Venue did feel a bit cramped, especially at lunch time.

Healthcare professional's perspective

Someone from the medical profession feeding back about changes in T1D care.

I'd like to hear from medical/nursing professionals as to their perceptions.

Could there be a general session where a panel of health care professionals could answer questions from the audience.

Also experiences of diabetes clinics and health care professionals. Perhaps hear from a diabetologist. Also something on research which is so important and so interesting.

More time to network

Good to be able to talk and identify with other T1's.

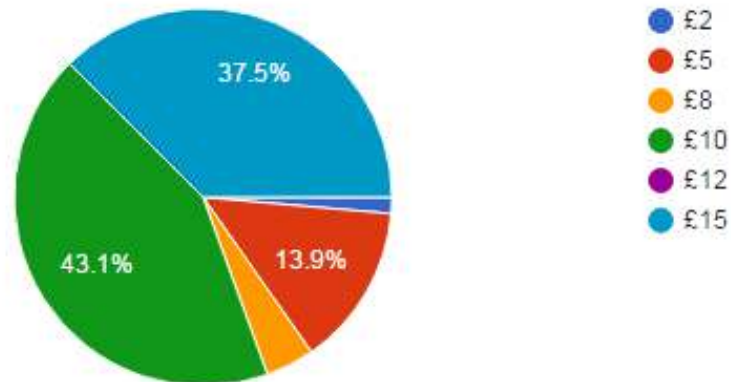
Would have been great to have had more time to network so maybe one less speaker & longer lunch/breaks. Also venue great but pity lunch split between 2 rooms as missed catching up with some.

Over 80% of attendees confirmed they would be happy to contributing £10 per person to attend TAD.

8. The TAD events are free through the generosity of our sponsors. If we were to hold the event in a venue with a larger capacity, would you also be prepared to contribute financially?

If yes, please indicate below the maximum you would be willing to spend

72 responses



Wanted to say that after last year my daughter said this is the best conference she had ever been too as she fitted in (we've been to loads). This year in the first break she said she still felt fantastic and loved the day already so for me you cannot put a price on how your child has a need to feel 'normal' and I would pay for her to have that feeling!

Question 8: Would you be prepared to contribute financially?

Following the positive response to the inaugural event in 2016, TAD 2017 proved to be an even greater success. TAD 2017 attracted 25% more attendees than last year with a new panel of influential speakers all living with T1D and the new TADpole activities. Within the diabetes community, there is already discussion around TAD 2018 which is likely to attract more people than ever before.

- The variety of speakers and their experiences shared were highly rated by attendees. Attendees valued the presentations given by more extreme individuals e.g. ultra-athletes, equally to those given by more everyday individuals which were more relatable. In addition to this, attendees expressed interest in hearing from a parent/family member about supporting a child living with T1D as well as a healthcare professional's perspective.
- Attendees appreciated the time to network as this helped to build a real bond within this diabetes community. Some attendees would rather have fewer speaker presentations and use this time for group discussion.
- The new TADpole activities were enjoyed by the younger attendees and their parents'/carers', however, there were only 20 places available. Attendees asked if this activity could be made available to a larger audience and potentially have an entire day dedicated to the younger 'TADpole' attendees as a standalone event.
- Over 80% of attendees confirmed they would be happy to contributing £10 per person to attend TAD. This funding could be put towards hosting TAD in a larger venue to expand the event further.



Keep the conversation going
#TADtalk2017