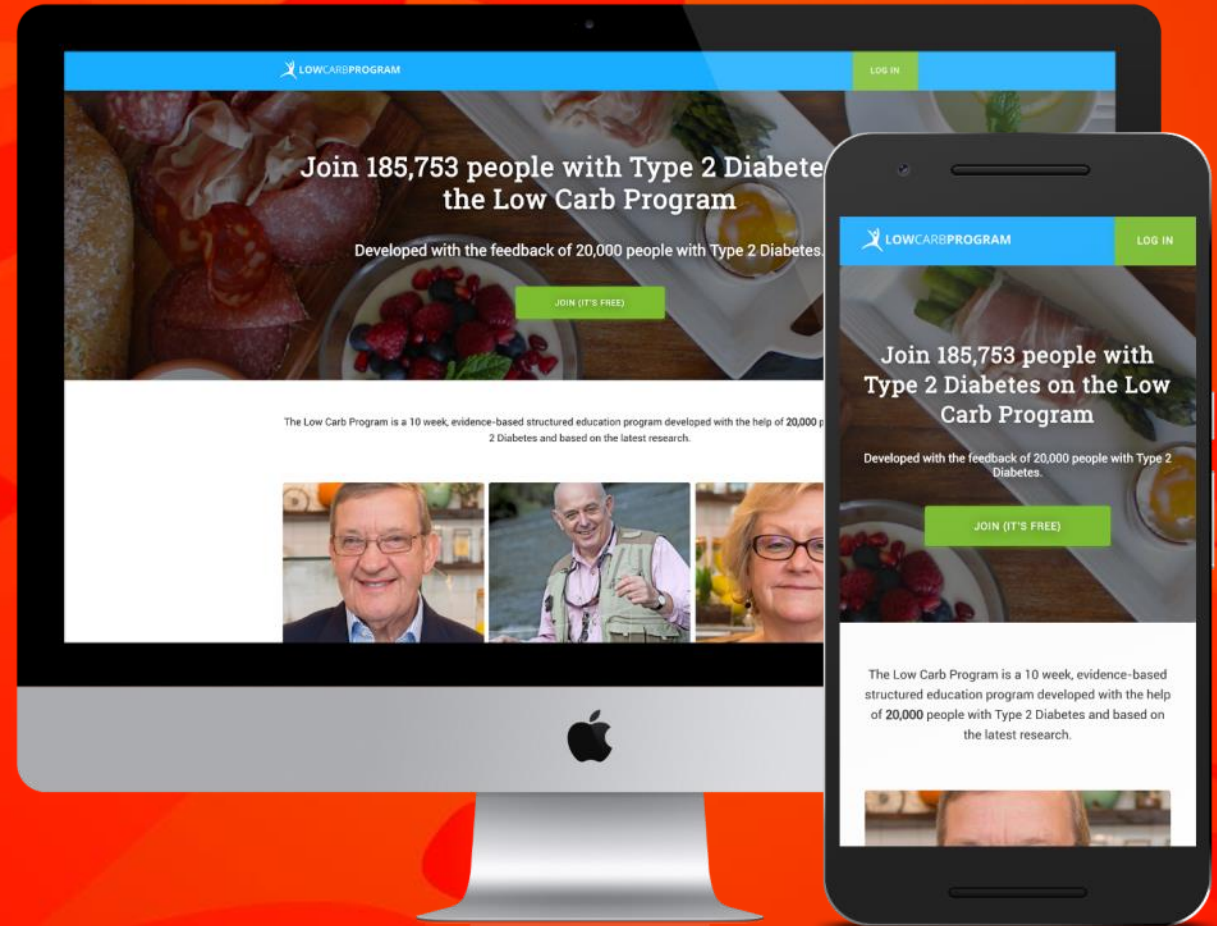


LOW CARB PROGRAM: 185,000 ANECDOTES

Charlotte Summers
Director of Education



DIABETES.CO.UK

- **World's largest and most engaged** diabetes community and health management platform
- **2.5m** visitors monthly
- **525,750** members
- **World's most active** online support forum
- **World's most engaged** diabetes Facebook community (>325,000)
- **Big-data, evidence-based** health interventions

	Visitors	Reach
2013	9.37m	17m
2014	13.2m	42.7m
2015	18.4m	61m
2016	25.3m	104m

Reach: number of individuals exposed to Diabetes.co.uk medium





2/3 of the population are **obese** or **overweight**



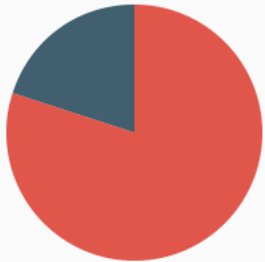
8,757 hours managing type 2 diabetes **on your own**



2/3 of people still **don't fully understand** their diabetes



3 hours a **year** with a healthcare professional



At least **80%** of diabetes risk comes from obesity



only **3%** of type 2 diabetes patients attend education programs



80% of the cost of diabetes is spent treating **complications**



Told to follow calorie restricted, **low-fat diet** and increase activity



a global cost of
£400 billion
each year

A person is pushing a shopping cart through a grocery store aisle. The aisle is filled with shelves of various candies and snacks, including bags of Doritos, boxes of Twix, and bags of M&M's. The person's hands are visible on the blue handles of the shopping cart. The text "'sugar diabetes'" is overlaid in white on the image.

'sugar diabetes'

SUGAR OR CALORIES?

- 28 RCTs demonstrate that a low-GI (low carb) approach is **significantly more effective** than low-calorie diets 3 months, 1 year and 2 years
 - A Randomized Pilot Trial of a Moderate Carbohydrate Diet Compared to a Very Low Carbohydrate Diet in Overweight or Obese Individuals with Type 2 Diabetes Mellitus or Prediabetes. Saslow et al. 2014.
 - Long-term effects of a low carbohydrate, low fat or high unsaturated fat diet compared to a no intervention control. Lim et al. 2010.
 - Weight Loss with Low-Carbohydrate, Mediterranean or Low-Fat Diet. Shai et al. 2008.
- **Blood glucose normalization can be achieved through reducing sugar (carb) intake**
 - **Type 2 Diabetes:** not a chronic progressive disease (nor are Prediabetes, Obesity)
 - **Type 1 Diabetes:** reduces long-term complications, improves management



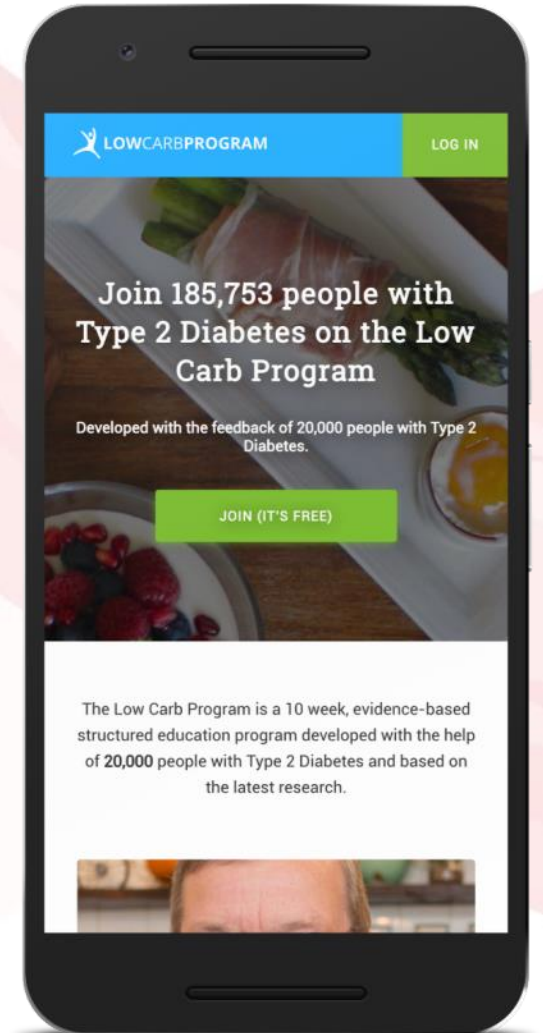


Low-carb Diet Forum

Title	Start Date	Replies	Views	Last Message ↓
STICKY THREADS				
LOW CARB SUCCESS STORIES <small>fergus, Aug 27, 2008 ... 22 23 24</small>		x 12 Replies: 466 Views: 154,701		PNJB Friday at 9:34 PM
Low Carb Recipes <small>sugarless sue, Nov 16, 2008 ... 56 57 58</small>		Replies: 1,142 Views: 317,398		debbiedoodles Sep 8, 2016
Low Carb - explained in 60 seconds <small>Brunneria, Mar 24, 2016 ... 2</small>		x 19 Replies: 26 Views: 5,797		Brunneria Aug 11, 2016
A few asking for low carb food lists.... <small>Gezzabelle, Feb 29, 2016 ... 2 3 4</small>		x 24 Replies: 68 Views: 17,328		kiwifrank Aug 2, 2016
Low Carb Program - free 10 week course for T2D <small>noblehead, Nov 16, 2015</small>		Replies: 1 Views: 4,372		Administrator Mar 29, 2016
Low-carb high-fat (LCHF) for children <small>Administrator, Jan 26, 2016</small>		Replies: 0 Views: 807		Administrator Jan 26, 2016
A New Low-Carb Guide for Beginners <small>sanguine, Dec 9, 2014</small>		x 104 Replies: 1 Views: 35,377		sanguine Dec 9, 2014
NORMAL THREADS				
Is low carb diet worth it <small>Pura Vida, Today at 12:09 AM</small>		Replies: 1 Views: 52		Kristin251 Today at 3:08 AM
Giving away 10 low carb loaves sainsburys hi lo bread <small>hownew, Yesterday at 9:52 AM</small>		Replies: 1 Views: 111		Salvia Today at 2:26 AM
Mega carb binge yesterday - need to offload - still VERY diabetic <small>Jasperville, Yesterday at 8:35 AM</small>		Replies: 6 Views: 195		Brunneria Yesterday at 10:16 PM
What have you eaten today? <small>Administrator, Apr 20, 2015 ... 330 331 332</small>		x 6 Replies: 6,623 Views: 255,003		CherryAA Yesterday at 9:55 PM
Finally some good news! <small>Emmar, Yesterday at 6:19 PM</small>		Replies: 1 Views: 83		luceeloo Yesterday at 9:24 PM
Low Carb alternative to chapatti's <small>szia, Yesterday at 3:30 PM</small>		Replies: 1 Views: 67		bulkbiker Yesterday at 3:52 PM

LOW CARB PROGRAM

- **Contents** – 10 week structured education program developed with Dr David Unwin
- **Track** – HbA1c, mood, food intake, sleep, weight, blood glucose waist-to-hip ratio, selfies, motivation and more
- **Act** – weekly Action Points to encourage long term behavioural change
- **Support** – **community-led**, socially engaged Q&A system **integrated with the community** and frequent motivation checks
- **Resources** – supporting change and learned behaviours





NATURAL



ADDED

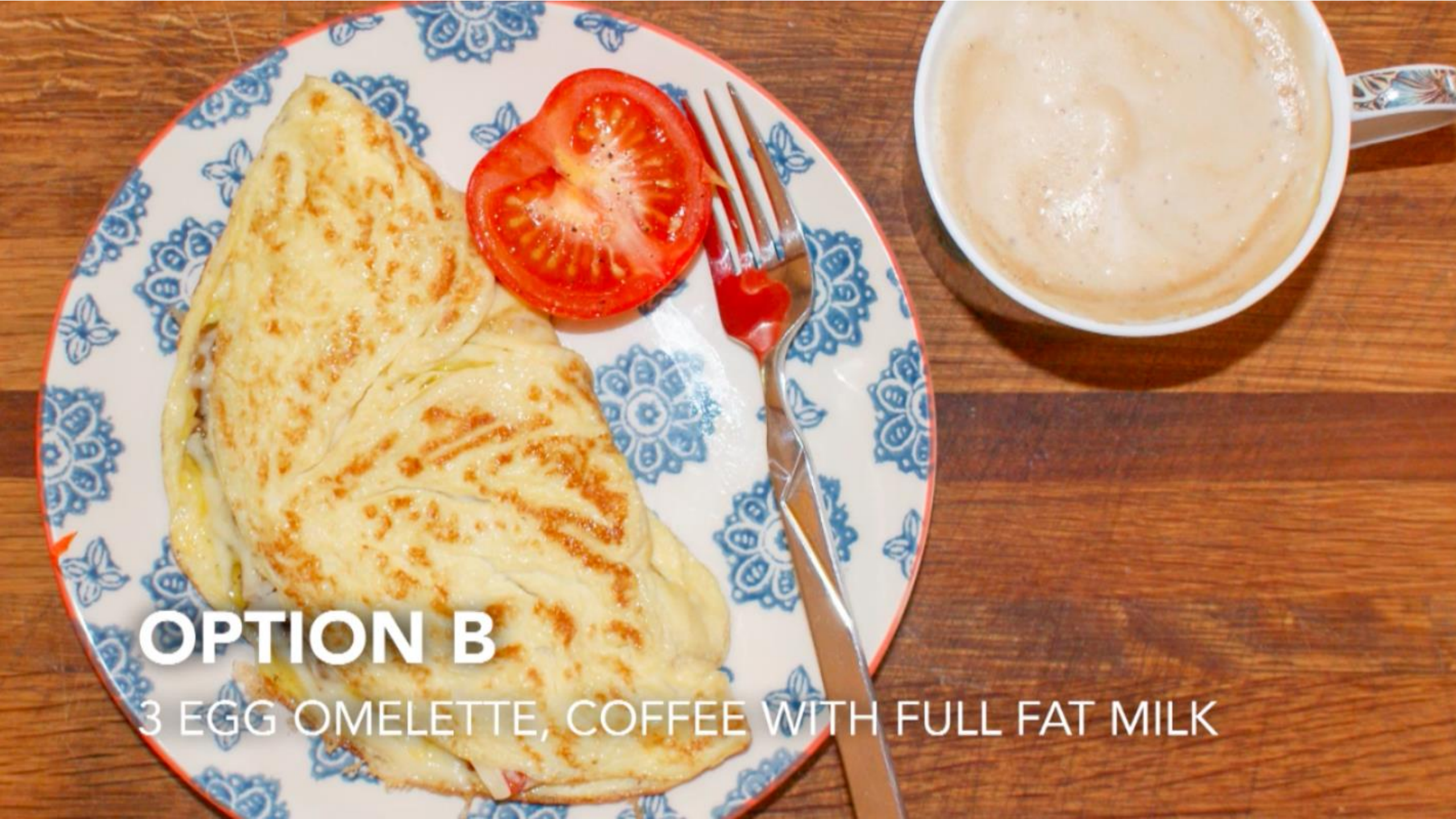


COMPLEX



OPTION A

BRAN FLAKES, WHOLEMEAL TOAST, APPLE JUICE



OPTION B

3 EGG OMELETTE, COFFEE WITH FULL FAT MILK

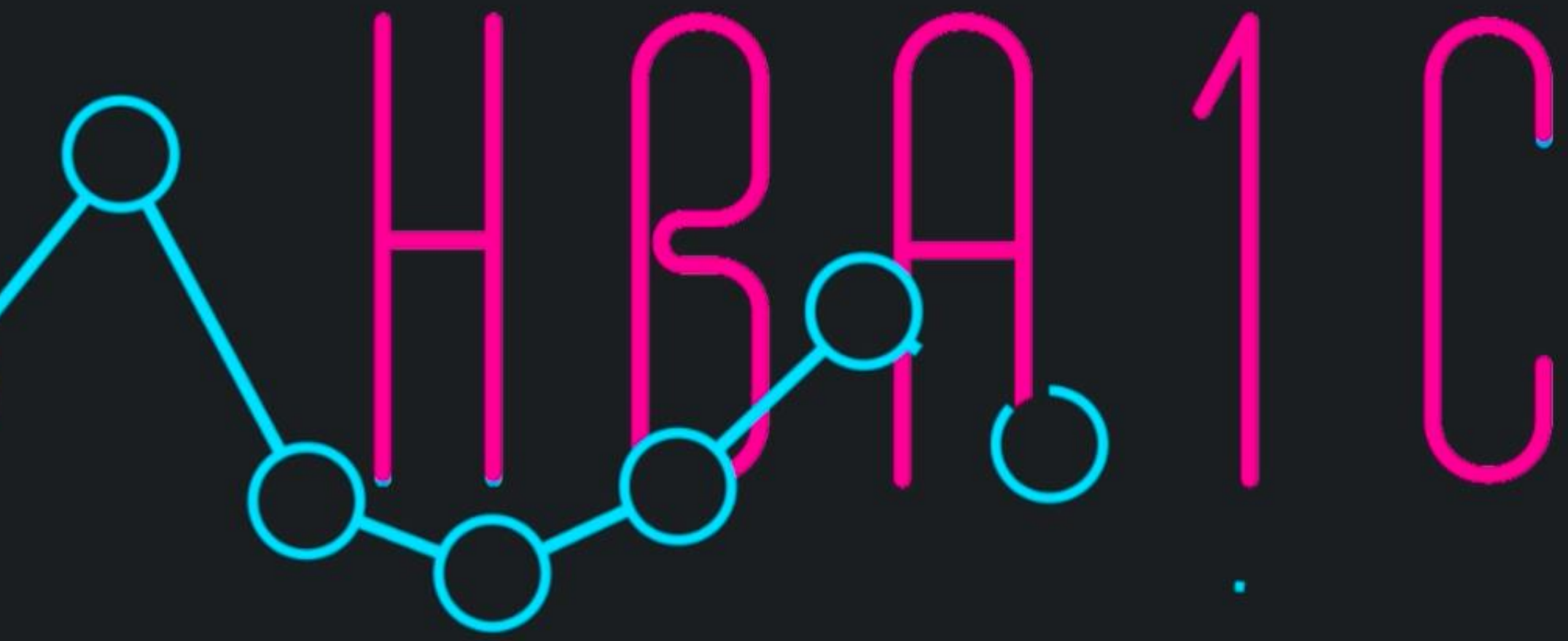
OPTION A

16.3 TEASPOONS OF SUGAR



OPTION B

LESS THAN 1 TEASPOON OF SUGAR



43%

AMPUTATION

16%

CATARACTS

19%

HEART FAILURE

Week 1: Welcome to the Program

Congratulations are in order. You've just taken the first step towards a better diet, tighter blood glucose control, and improved overall health.



Listen: ▶ 0:00 / 5:38 🔊 🔽 READ

Action Points

Things to do this week



RESULTS AFTER 365 DAYS

- **160,000** members
- **80% complete** the program
- **80% of members** lose weight
- **7.5kg** weight loss (8.3% reduction)
- **10.8mol/mol** HbA1c reduction (Percentage reduction of 13.7%)
- **1 in 3** people who complete come off all medication
- In the process of publishing a clinical paper

COMBINED WEIGHT LOSS STANDS AT





LESS MEDICATION

NHS savings: £6,900,000
in 12 months (n = 7297)



"My HbA1c was 53mmol/mol, now it is 41mmol/mol. I started the Low Carb Program 6 months ago and I've lost 16kgs since then!"

Bob G



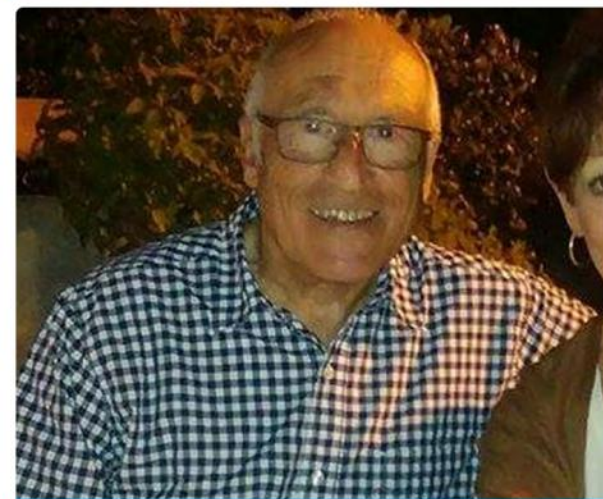
"I used to eat an awful lots of carbs for breakfast. Now I have bacon, tomato, mushroom and avocado. Doing that I have lost 10kg in six months!"

Alberto L



"Since following the Low Carb Program I feel more in control and have halved the amount of medication I was on!"

Mandy H



"The Low Carb Program is superb and is to be recommended to everyone who needs to lose weight. I have now lost 12kgs and my fasting blood glucose and HbA1c are within normal range."

Bernard O



"I'm really pleased with the results. In 6 months I've lost 16.7 kilos!"



"I was so scared of being diabetic that I carried out some research and discovered the Low Carb Program. I've lost more than 20kg and my Hba1c has significantly improved"

Tina T



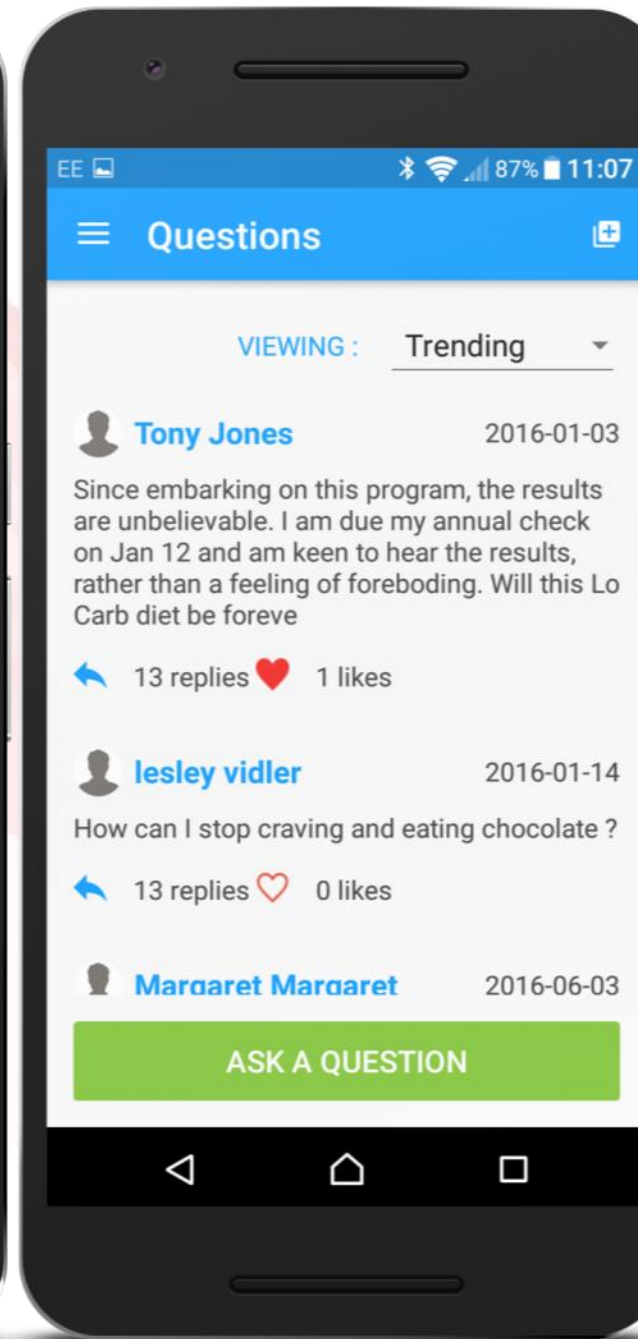
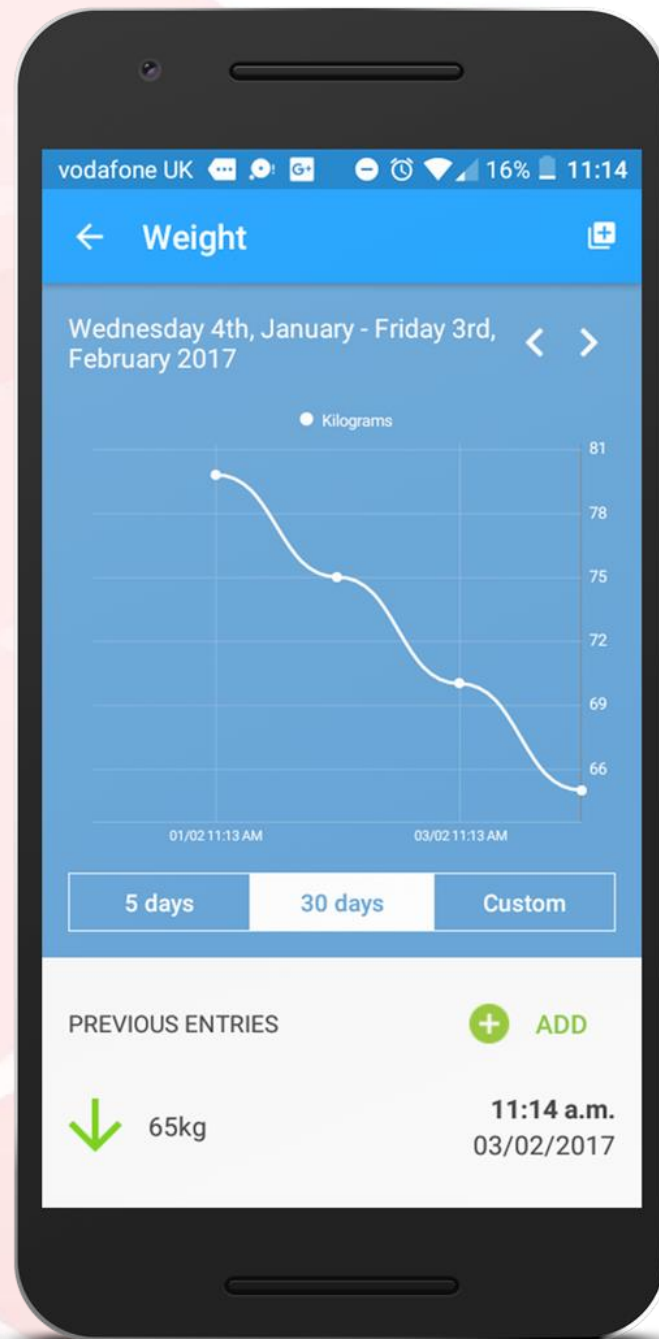
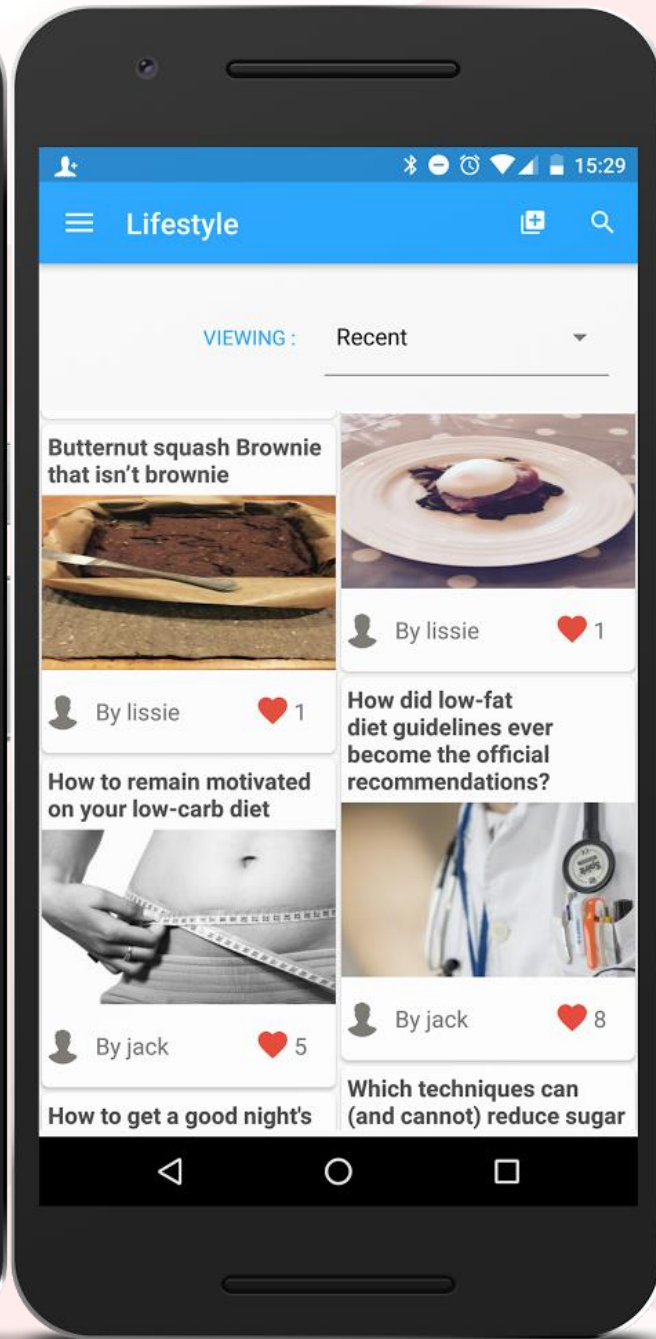
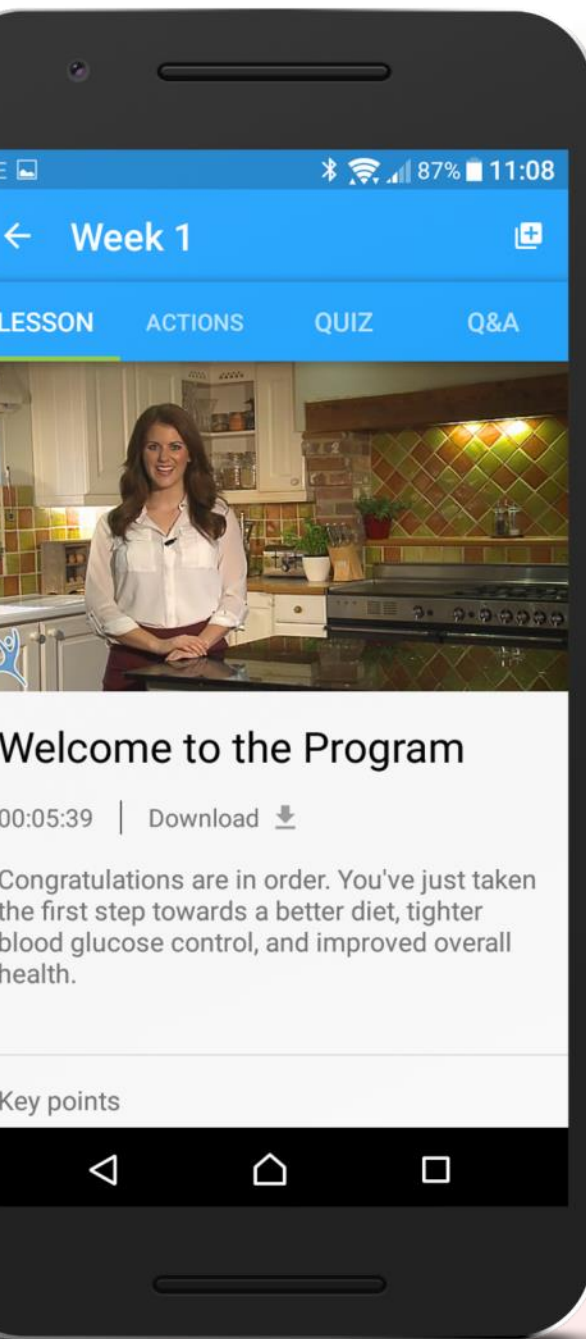
"Since joining the Low Carb Program, my HbA1c is the best it has been in 10 years"

Andrew D



"I've tried every diet under the sun. I now look at food in a different way and have lost 3 stone in 6 months"

Sarah B



PERSONALISING SUCCESS

- **Disease specific**
- **Structured education grounded in health psychology**
- **Solution/goal focused:** individualised to patient needs/motivation
- **Rapid data collection:** 4x as much data than version 1, real time feedback
- **Integrated community support:** bespoke community/social support
- **Lifetime engagement strategy**
- **Motivating the demotivated:** effects on other health behaviours; capitalising on other health aspects and already achieved patient-driven goals with a solution-focus engages users to move more



New Scientist

WEEKLY June 2016

BALLOONVERSE
The exotic particle making space expand like crazy

TEST-TUBE HUMAN
What could we learn from a synthetic genome?

MEET THE BAGGINSES
New bones from the ancient hobbit humans

OLYMPIAN TASK How to Zika-proof the Rio games

FAT vs CARBS

What's really worse for your health?



NO3077 £3.95 US/CAN\$5.95



STRIKING BACK Stem cell shot reverses stroke damage

IN THE NEWS

Murder sentencing

A gardener has been jailed for 30 years for murdering a British woman in southwest France after she ended their relationship. Patricia Wilson's body was not found. **Page 5**

Heroism at Jutland

The story of how a 19-year-old sailor survived the stoking of a Royal Navy battleship at the Battle of Jutland 100 years ago today has emerged in private family letters. **Page 7**

Labour EU confusion

More than a third of Labour voters do not know that their party wants Britain to stay in the EU, raising questions about Jeremy Corbyn's efforts for a Remain vote. **Pages 8-9**

Battle for Fallujah

A fierce battle was raging within Fallujah last night as Iraqi forces struggled to dislodge Isis militants fighting from extensive underground defences. **Page 20**

Jaguar profits slump

The explosions last August at Tianjin Port in China and tough market conditions have helped to drive Jaguar Land Rover into reporting a £1 billion fall in profits. **Page 35**

SHORELINE SECURITY



Ministers ignored risk of people trafficking

Home Office said threat was 'not significant'

Richard Ford Home Correspondent

The Home Office dismissed concerns by the border inspector over people-smuggling in small boats as 'not significant' only months ago. The Times has learnt.

Ministers played down the risk despite a highly critical report of Border Force's role in achieving maritime security on Britain's coastline. They also admitted that the organisation was using volunteers as 'eyes and ears' to report suspicious activity around the 7,000-mile coastline and at small ports.

Two British men, including a former judo champion, were charged yesterday with people-smuggling after a boat carrying 18 Albanian migrants, including two children, was rescued off Kent.

A second vessel, thought to be a dinghy linked to the inflatable that got into trouble, was found on the beach at Dymchurch on Sunday. Those on board were taken to Dover, where they were interviewed by immigration officers.

The incident prompted fears that tighter security at bigger ports was forcing people traffickers to bring migrants across the Channel in small boats and landing at isolated harbours. There were warnings in Norfolk and Suffolk that remote creeks and estuaries were attractive to smugglers because there were few patrols.

A former chief immigration inspector said that people would die unless more was done to stop attempts by smugglers to cross the Channel. An immigration union leader said the coastline was no longer routinely patrolled.

The Home Office played down the

risk in January after a report by the independent chief inspector of borders and immigration. It said Border Force itself had admitted that its knowledge of the security threat posed by small boats was poor. There was no systematic collection of information about any aspect of small boats and yachts. Compliance by operators to report their movements and the people on board was poor, the report added.

The Home Office dismissed the concerns, saying on the chief inspector's website: "The risk of people smuggling into the UK by general maritime is not currently assessed as being significant. However, we remain vigilant to changes in methods and the measures outlined will strengthen our response should the risk picture change."

Keith Vaz, chairman of the Commons home affairs select committee, said: "The government has been very, very lax. We warned them as soon as they put in extra security at Calais that the problem would disperse to other parts of France, Belgium, and Holland. That is exactly what has happened."

John Hayes, the security minister, admitted last year to MPs that Britain's small airports and ports were a weak link in the fight against Islamist terrorism. Similar concerns were voiced by the former counterterrorism watchdog Lord Carlile of Berkeley, QC, and by immigration inspectors.

The Border Force budget for all activities in 2016-17 is £588 million, capital spending is an estimated £68.3 million, up from £40 million in 2015-16. The force has four operational cutters to monitor the coast but only three patrol

Continued on page 4, col 1



Captain's innings Alastair Cook has become the youngest batsman, and England's first, to score 10,000 Test runs. **Pages 65-66**

Low-carb diet helps to control diabetes

Katie Gibbons

The biggest pilot study of a low-carbohydrate diet to treat type 2 diabetes has shown that it may successfully control the condition.

A review of more than 80,000 people who ditched their low-fat, high-carbohydrate diet found that their blood glucose levels dropped after ten weeks. The results have led doctors to call for an overhaul of official dietary guidelines.

The study came about as a consequence of an online revolt by patients in which 120,000 people signed up to the "low-carb" diet plan launched by the forum diabetes.co.uk in a backlash

against official advice. By rejecting guidelines and eating a diet low in starchy foods but high in protein and "good" saturated fats, such as olive oil and nuts, more than 80 per cent of the patients said that they had lost weight, with 10 per cent shedding 5kg (10lb) or more.

More than 70 per cent of participants experienced improvements to blood glucose, and a fifth said at the end of the ten-week plan that they no longer needed drugs to regulate blood glucose.

About 2.7 million people in Britain have type 2 diabetes, a condition that goes hand in hand with obesity. A further 750,000 people are thought to

have undiagnosed symptoms. Costing more than £8 billion directly and indirectly each year, it is a defining issue for public health.

Frustrated doctors, nutritionists and diabetes specialists called for the "aburdly simplistic" guidelines, promoted by Public Health and the national charity Diabetes UK, to be rewritten. The results of the study, however, have not yet been replicated in a controlled and peer-reviewed trial.

A report by Britain's National Obesity Forum urged people last week to ignore public health advice and "eat fat to get thin". The group was criticised for

Continued on page 6, col 4

DIABETES.CO.UK - THE LLOYDS BANK POSITIVE SOCIAL IMPACT AWARD

THE JUDGES SAID

"We we're highly impressed by the sustained and effective positive social impact of Diabetes.co.uk. They evidenced clear and growing social impact in one of the most important health and social issues of our day. Using innovative, engaging but simple behaviour change and digital strategies, they combine customer engagement, use of data and mobile alongside both academic, charity and health partnerships, saving NHS budgets, and saving lives.



ABOUT THE AWARD

New for 2016, the Positive Social Impact Award celebrates the organisations bringing their values to life through a range of social impact initiatives.

Recognising those achieving social impact through partnership, investment, pro-bono work, or employee led initiatives.

FINALISTS

Highly Commended Get Set UK
Fayre Share Foundation
Holts Academy
Hubbub UK
Luminus Group
Monkey World - Ape Rescue Center
Pets Corner
O2 (Telefónica UK)
The Job Show™/The Job Show TV™

417m

people have diabetes

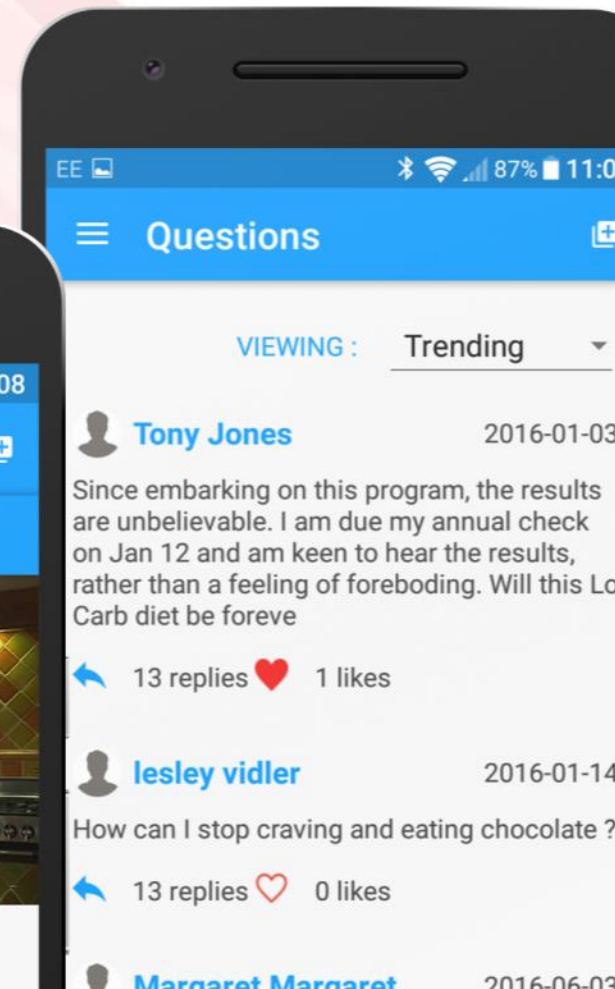
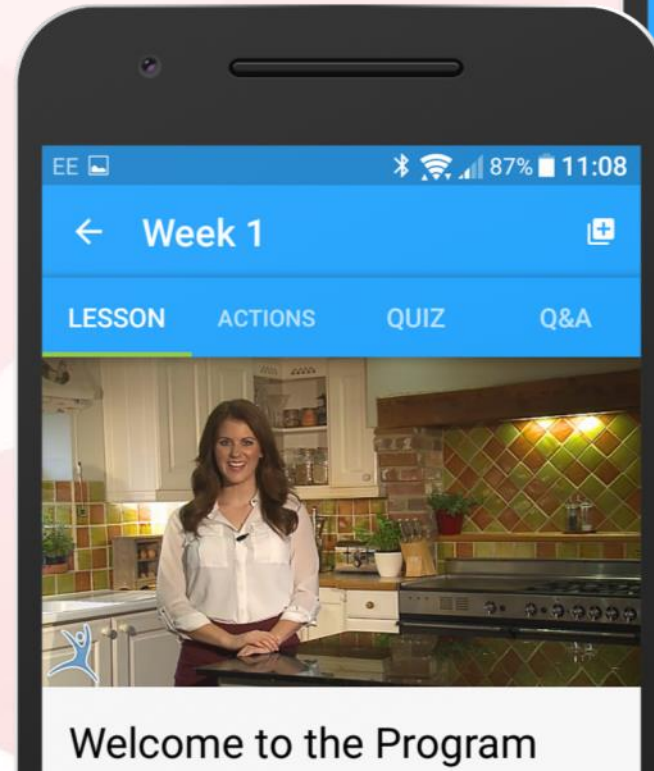


374 MILLION

of these people have **type 2** diabetes

ENHANCING HEALTH OUTCOMES

- Intermittent fasting
- Focus on mental health
- Human coaching
- Translation/localisation
- Prediabetes/Obesity
- Type 1
- Long-term evidence base (*n*)
- Integrating the genome





LOW CARB PROGRAM

diabetes.co.uk/lowcarb



"Since following the Low Carb Program I feel more in control and have halved the amount of medication I was on!"

Mandy H

