DAFNE sponsorship opportunities 2019 - 2020

Background to the DAFNE programme
DAFNE (Dose Adjustment for Normal Eating) is an evidenced skills-based structured education programme in intensive insulin therapy and self management for adults with type 1 diabetes leading to improved biomedical and psychological outcomes. The programme is nationally recognised as the gold standard in structured education for type 1 diabetes.

The DAFNE programme is a not-for-profit initiative; collaboratively run by a central office of administrative staff hosted by Northumbria Healthcare NHS Foundation Trust. The Executive Board consists of front line healthcare professionals who deliver DAFNE at locations throughout the UK, as well as representatives of key stakeholder groups including DAFNE users and Diabetes UK. The programme has been delivered in the UK since February 2000 and is currently delivered in 85 diabetes services in 153 localities across the UK and Republic of Ireland by more than 1,000 DAFNE trained healthcare professionals. To date more than 46,000 adults with type 1 diabetes have completed a DAFNE course.

Sponsorship levels
There are 3 levels of sponsorship available to choose from, with benefits proportional to the level of sponsorship selected. The various levels and cost for the 2019-20 fiscal year are:

- Gold: £14,000
- Silver: £8,000
- Bronze: £3,000

There are no limits on the number of individual sponsors at each level.

Activities included in the 2018-19 sponsorship opportunity
The 6 activities shown in table 1 overleaf are included in the sponsorship opportunity depending upon the level of sponsorship. Further details for each activity can be found after table 1.

Sponsors will also be acknowledged on the home page of the DAFNE website. You may also promote your level of sponsorship on the home page of your company website - wording to be agreed. In addition to the specific benefits listed here, Sponsors will also benefit from being associated with the highly regarded DAFNE programme.
# DAFNE Corporate Sponsorship Levels 2019 – 2020

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost for 2019-2020</td>
<td>£14,000</td>
<td>£8,000</td>
<td>£3,000</td>
</tr>
</tbody>
</table>

## Sponsorship level recognition

<table>
<thead>
<tr>
<th>Collaborative meeting 2019</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company name on all correspondence and on the day materials (listed alphabetically)</td>
<td>Yes</td>
<td>After Gold</td>
<td>After Silver</td>
</tr>
<tr>
<td>Acknowledgement slide prior to each of the plenaries (listed alphabetically)</td>
<td>Yes</td>
<td>After Gold</td>
<td>After Silver</td>
</tr>
<tr>
<td>Small promotional table in coffee / networking area [and complimentary delegate place]*</td>
<td>Yes [2 Delegate places]</td>
<td>Yes [1 Delegate place]</td>
<td>No</td>
</tr>
</tbody>
</table>

* There will be DAFNE users (adults that have completed a 5-day DAFNE course) present at the meeting therefore your presence and literature provided on the promotional stand must take this into account.

<table>
<thead>
<tr>
<th>DAFNE educator network meetings</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company name on all meeting related material (listed alphabetically)</td>
<td>Yes</td>
<td>After Gold</td>
<td>No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10 DAFNE Doctor Programme Fellowships</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company name on all correspondence regarding fellowships (listed alphabetically)</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DAFNEI Executive Board meetings</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company name on all meeting related material (listed alphabetically)</td>
<td>Yes</td>
<td>After Gold</td>
<td>No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement of sponsorship level on DAFNE website home page (listed alphabetically)</td>
<td>Yes</td>
<td>After Gold</td>
<td>After Silver</td>
</tr>
<tr>
<td>Sponsorship promoted on your website home page - wording to be agreed</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Table 1: Sponsorship level recognition
1. 2019 DAFNE Collaborative meeting
Sponsorship levels included
Gold, silver and bronze – refer to table 1

What is it?
This annual meeting provides an opportunity to share audit data, gain input into topical issues, share best practice and offers networking opportunities for delegates. The 2018 programme can be found in Appendix 3.

Attendee evaluation is consistently high. In June 2018, 65% of delegates provided feedback of which:
• 99% agreed they would recommend the programme to their DAFNE colleagues
• 90% agreed they had learnt new things
• 92% agreed they had learnt things that would improve their practice

A copy of the evaluation summary for the 2018 Collaborative meeting can be obtained from the central DAFNE team upon request.

The meeting receives endorsement for CPD from the British Dietetic Association and 6 credits from the Royal College of Physicians.

Who will attend?
All DAFNE centres, including collaborators in Australia (Oz DAFNE) and Kuwait (DAFNE Q8) are invited to send 2 delegates to the annual meeting. In addition other key stakeholders, such as Diabetes UK and researchers involved in the DAFNE research programmes are invited.

One hundred and fifty one delegates attended the 2018 Collaborative meeting; attendees can be broken down as follows:

![Pie chart showing the distribution of attendees by profession.](chart.png)
We anticipate that between 130 and 180 delegates will attend the 2019 DAFNE Collaborative.

**When and where is it?**
The meeting will take place on Thursday 20th June 2019 at The University of Manchester. The venue is selected based on central location, capacity (main meeting room and breakout rooms for the workshops) and value for money.

### 2. 2019 - 20 Regional educator network meetings

**Sponsorship Levels included**
Gold and silver – refer to table 1

**What are they?**
There are 83 DAFNE services in the UK and RoI, split into 7 regional networks which each meet up to twice a year. These meetings provide an opportunity to share best practice, update centres on new developments within the DAFNE programme and for dialogue between centres and the national DAFNE programme team. These meetings are also used for *add hoc* training as and when required. Meetings are chaired by the national DAFNE trainer and assessor.

**Who will attend?**
All DAFNE centres are invited to send at least one delegate to each of their regional network meetings.

These meetings are provided free of charge, travel for one educator from each centre is paid for, to reduce financial barriers to attendance.

**When and where are they?**
Each network can meet in the spring (April/May) and autumn (October/November). The meetings are usually held at NHS venues, as centrally located as possible. On occasion non-NHS venues are used; these are chosen based on location and value for money; only in extreme circumstances would hotel meeting rooms be used.

### 3. DAFNE Doctor programme fellowships

**Sponsorship levels included**
Gold – refer to table 1

**What are they?**
Since 2010, the DAFNE programme has offered 10 free places to attend the DAFNE Doctor Programme (DDP) and become certified DAFNE Doctors (level 1). This training programme consists of:
- A 5-day observation of a DAFNE course being delivered
- Attendance at a 1 day training workshop

The DDP is accredited with and 6 credits from the Royal College of Physicians.
Travel and accommodation costs are not included in the Fellowships.

**Who can apply?**
Specialist trainees years 3-6 and new Consultant Diabetologists - within 12 months of appointment to their first consultant role are invited to apply.

**When and where?**
There are usually between 2 and 4 DDP workshops planned in a given calendar year. Workshops are usually delivered in NHS venues in England and Scotland.

4. **National DAFNE Executive Board meetings**
   **Sponsorship levels included**
   Gold and silver – refer to table 1

**What are they?**
The purpose of the Board is to promote, develop and maintain the quality of the DAFNE programme on behalf of the DAFNE Consortium. The Board works together as a team to provide strategic leadership for the Consortium to ensure that the DAFNE Mission Statement is achieved within the terms of the DAFNE Consortium Constitution.

**Who will attend?**
Elected and executive members of the Board

**When and where are they?**
The Board usually meet 4 times per year. The meetings are either face to face or via teleconference. Face to face meetings usually held at NHS venues, as centrally located as possible. On occasion non-NHS venues are used, these are chosen on location and value for money; only in extreme circumstances would hotel meeting rooms be used.
APPENDIX 1:
Working with the Pharmaceutical Industry
CG.01-011 version 1 – July 2015

1. Purpose
We seek to uphold our reputation for integrity, independence, impartiality and transparency in all we do. Policies to govern relationships with the pharmaceutical industry are provided by our hosting organisation (Northumbria Healthcare NHS Foundation Trust).

The purpose of this position statement is to demonstrate that the Board’s strategic activities are not influenced by the pharmaceutical industry and to provide clear guidance about how the Board works with the pharmaceutical industry in the best interests of adults affected by type 1 diabetes.

This position statement will safeguard the reputation of both the Board and the pharmaceutical companies concerned and enable all parties to work together collaboratively to the overall benefit of people affected by Type 1 diabetes.

2. Summary
The DAFNE Executive Board has a history of working with a range of pharmaceutical companies that have an interest in diabetes. We believe it is important to maintain cooperative relationships with pharmaceutical and medical device companies that manufacture and market devices, drugs and other treatments for diabetes, but under no circumstances will we permit these companies to influence our strategic direction, activities or the content of our literature.

Where possible, the Board seeks to receive support from more than one pharmaceutical or medical device company for each project and service development. This is to help prevent accusations of favouritism towards a particular company and protect our impartiality.

The following content provides detailed guidance about how the Board and Pharmaceutical and medical device companies work together.

3. Guiding principles
The Board’s guidelines for working with the pharmaceutical and medical device industry are based upon the following core principles:
Equality and Impartiality
Independence and Integrity
Openness and Transparency

4. Partnerships with the Pharmaceutical Industry Equality and Impartiality
4.1. The Board will not enter into a relationship designed to give one company obvious competitive advantage over another. Where possible we favour the use of funding consortia, based on two or more companies working
together. However, the Board will enter into targeted strategic partnerships with individual companies if it is deemed to be in the best interest of adults with Type 1 diabetes and meets the conditions set out in this document.

**Independence and Integrity**

4.2. In order to safeguard the Board’s independence, funding from pharmaceutical and medical device companies will not exceed twenty-five per cent of the Board’s total annual income.

4.3. The Board will not accept support from companies for activities which lie outside the Board’s agreed strategy for the given period. This will ensure that the strategic objectives of the Board are guided by the best interests of DAFNE and are not perceived to be being influenced by the pharmaceutical and medical device industry.

4.4. It is imperative that the high quality information, events and meetings provided by the Board are not influenced in any way by the acceptance of pharmaceutical sponsorship. The Board will withdraw from any initiative that risk jeopardising this independent stance.

4.5. The Board will not, under any circumstances, accept support from pharmaceutical companies that might be perceived as permitting the industry to influence the Board’s strategic direction or activities. All decisions about the Board’s strategic direction and activities will be judged solely in the best interests of DAFNE and adults affected by Type 1 diabetes.

4.6. The Board will not embark on, or continue with, any sponsorship arrangement or collaborative venture that might damage its reputation.

**Openness and Transparency**

4.7. The Board will make every effort to ensure compliance with the conditions of the ABPI Code of Practice for the Pharmaceutical Industry 2006, which states that any involvement that a pharmaceutical company has with a patient organisation “must be declared and transparent.” The Board will make public all partnerships with the pharmaceutical industry through our website.

4.8. The Board will accept financial support from one or more pharmaceuticals companies when the following conditions are met:

i. There are strong grounds for believing that a targeted partnership will result in benefit to DAFNE and adults affected by Type 1 diabetes;

ii. The Board, taking appropriate advice from relevant sources, is satisfied that no adverse publicity will accrue from accepting such support;

iii. There is no attempt on the part of the company or companies to influence the Board strategic direction, actions or activities either explicitly or implicitly.

**5. Guidelines for working together**

5.1. When working on a joint initiative, it is helpful if a single point of contact is identified within the company concerned to liaise with a named contact at the Board.
5.2. Relationships with pharmaceutical companies will be managed by the National Director, on behalf of the Board.

3

5.3. No persons acting in the name of the Board can accept a personal donation from a pharmaceutical company. Any donation offered to a person(s) who are acting in the name of DAFNE, must instead be made directly to the Board and will consequently be governed by the terms of this position statement and NHCT policies and procedures.

**Information and Publications**

5.4. The Board will not permit a pharmaceutical company to influence the content of its publications, events, meetings and information.

5.5. The Board will retain full editorial control over all publications and printed materials sponsored by a pharmaceutical company or companies and will maintain copyright.

**Product Endorsement**

5.6. The Board will not endorse, nor put itself in a position where it might be perceived to be endorsing or promoting a particular treatment or product, other than the DAFNE programme.

5.7. When pharmaceutical company sponsorship is accepted, the Board will ensure that an appropriate non-endorsement statement is included in any public expression of that sponsorship.

**Written agreements**

5.8. All the Board’s partnerships with pharmaceutical companies will be codified in written agreements, in line with the ABPI Code of Practice for the Pharmaceutical Industry 2006. The Board will ensure that for each relationship the ABPI Code of Practice is satisfied.

5.9. Written agreements should set out exactly what has been agreed, including funding in relation to every significant activity or ongoing relationship. This should include any process of reporting back to the company, or any other obligations expected of the Board.
APPENDIX 3:
DAFNE Collaborative meeting
Thursday 7th June 2018
Manchester University M1 7JR

Theme of the day: The evolution of DAFNE

08:45 Registration, coffee, posters and networking
09:30 Chairs opening address – Dr Helen Hopkinson, Greater Glasgow and Clyde
- Housekeeping
- Programme
- KPI
09:40 Plenary 1: Title Physical activity and exercise
- Speaker 1: Dr Parth Narendran, University Hospitals, Birmingham
10:20 Plenary 2: Title Pregnancy – the difference between type 1 and standard DAFNE guidelines – targets and post meal
- Speaker 1: Dr Helen Murphy, Senior Research Associate/Honorary Consultant Physician, Addenbrooke’s Hospital, Cambridge
11:00 Coffee break, posters and networking
11:30 Workshop 1 – Title: Exercise
Facilitators: Sue Clark, Dr Mark Evans, Dr Parth Narendran, Liesl Richardson, Fiona Smith and Mandy Stock
11:30 Workshop 2 – Title: Pregnancy
Facilitators: Caroline Byrne, Beverley Chipchase, Vanessa Lewis-Jenkins Dr Peter Mansell, Dr Helen Murphy, Dr Emma Wilmot
12:30 Lunch, posters and networking
13:30 Workshops – repeat as morning session
14:30 Coffee break
14:50 Plenary 3: Title The evolution of DAFNE - Literacy, numeracy, development, pumps and research
- Speaker 1: Liesl Richardson
- Speaker 2: Sally Woolgar
- Speaker 3: OzDAFNE representative
- Speaker 4: Dr Jackie Elliott
- Speaker 5: Dr Emma Wilmot
15:50 Chairs closing address and poster prize giving
16:00 Close

Please note the programme may be subject to change
**Workshop 1 – Title: Exercise**

**Facilitators:** Sue Clark, Dr Mark Evans, Dr Parth Narendran, Liesl Richardson, Fiona Smith and Mandy Stock

**Aims:** Understand the new DAFNE guidance for exercise in adults with type 1 diabetes.

**Learning outcome:** Be able to apply the principles to different intensities of exercise and insulin regimens.

**Method:** Case studies and group work.

---

**Workshop 2 – Title: Pregnancy**

**Facilitators:** Caroline Byrne, Beverley Chipchase, Vanessa Lewis-Jenkins, Dr Peter Mansell, Dr Helen Murphy, Dr Emma Wilmut

**Aims:** Understand the implications of the CONCEPT study on DAFNE services.

**Learning objectives:**
1. Be able to apply pre-pregnancy guidelines in clinic.
2. Be able to use DAFNE principles to optimise control pre-pregnancy.
3. How to adapt DAFNE principles for pregnancy in type 1 diabetes.

**Method:**
Case study ref: pre-pregnancy
Case studies from a DAFNE course – how to manage a pregnant woman on a DAFNE course.
Case study – managing pregnancy with an existing DAFNE graduate.