**High Impact, Interactive And Memorable; How Diabetes Technology Awareness Was Raised To Inpatient Health Care Professionals During National Diabetes Week**

**Background & Aim**

In 2024, the hospital Department of Diabetes & Endocrinology leveraged off the National Diabetes Week campaign ‘shine a light on diabetes technology’ to educate health care professionals and raise awareness for diabetes technology and its management in the inpatient setting.

**Methods**

Three interactive staff education sessions ran between 14th – 21st July, 2024.  The topics ‘Introduction to CGM’ and ‘Considerations for inpatient CGM use’ were delivered by Diabetes Educators and an Endocrinologist.  Abbott representatives demonstrated to staff how to apply CGM.  A person with type 1 diabetes was engaged to share their experience with using diabetes technology, and the story was published on the hospital website.  Promotion and messaging were delivered via digital and in-person hospital channels and forums (Workplace announcements, health care professional group and hospital executive newsletters, targeted staff group forums).  Registrations, informed consents and feedback were collated using QR codes and Office 365 applications.  Responsible health counselling involved staff being directed to the AUSDRISK tool, and Department guidance and GP follow-up was recommended as required.

**Results**

1600 staff viewed the Workplace messaging. The patient story gained 290 page views and 814 event counts. Over 200 staff attended sessions, with 200 staff trialling a Freestyle Libre 2 CGM application.  Registrations reflected participation from 9 various disciplines; nursing 46%, medical 25%, pharmacist 12%.  Respondents found the sessions engaging and informative, with increased confidence and knowledge readily reported.  Nil adverse events occurred.

**Discussion/Conclusion**

Wider staff interest and awareness continued to grow over the two-week CGM wear period.  Requests for diabetes technology continuous education have noticeably increased post the campaign.  While planning, coordination and communication dissemination for the activities required significant staff resource and time commitment; the amount of interest created across the hospital achieved the desired goal, and in addition, raised the profile of both diabetes and the department within the organisation.