

DIABETES STIGMA IS WIDESPREAD

 **1 in 4**
people

with diabetes have directly experienced a **negative throwaway comment** about their condition

73% have seen negative commentary in media 



Facebook

53%



Newspapers

41%



TV dramas & documentaries

34%





Online forums

32%

Despite this, **79%** of the UK population are unable to spot diabetes stigma, and many have misconceptions 

 Almost **3 in 10**

think people with diabetes should only consume low sugar meals and drinks

 **24%** 

blame individuals with Type 2 diabetes for their condition

Almost **1 in 3** 

of the general population say they would feel personally responsible if diagnosed with diabetes

83% 

of people with diabetes and 75% of the public say people in general need to be more educated about diabetes

Our survey identified several comments from the general public on their first thoughts about diabetes which are stigmatising. These include:

PROBABLY SELF-INFLICTED

A SUGAR ADDICTION

A DIFFICULT WAY OF LIFE

POOR DIET EXCESS SUGAR

SUGAR AND OVERWEIGHT

Stigma directly affects the lives of people with diabetes



24%

find it negatively impacts their ability to manage their condition



24%

felt personally responsible when diagnosed



21%

feel self-conscious



17%

feel isolated

**LET'S
CHANGE
PERSPECTIVE**

 **Abbott**