

Hypo Awareness Week 2026 has been funded by means of sponsorship from pharmaceutical companies and medical technology companies. The sponsoring companies are Roche, Ascensia and Sanofi which have had no input into the campaign's arrangements or content.

Hypo Awareness Week 2026 – Top tips list

1. You could form a coordinating team with colleagues who are interested in promoting your local campaign.
2. Share your local campaign activities on Twitter using the hashtag #HAW2026 and #HypoAwarenessWeek
3. Getting buy-in from your Medical Director, Chief Executive, Director of Nursing, Quality and Patient Safety will enhance the profile of your campaign.
4. Ask your trust communications team to:
 - Share the press release template
 - Share the animation and encourage them to use it on the trust website and on social media using the hashtag #HAW2026, #HypoAwarenessWeek.
 - Share the article in the trust newsletter and website
 - Ask for a trust-wide email alerting people about the week to be sent out
5. You could put up the awareness posters in staff rooms.
6. Organising a stand at your hospital or centre is a good way to promote the campaign.
7. If you are in secondary care, you may want to organise for hypos to be featured in a hospital grand round.
8. Developing a process for receptionists and other hospital/centre staff to make them aware of hypo symptoms and inform them of what to do in the event of one is a way of embedding improved practices relating to hypoglycaemia.
9. You could also use the campaign as an opportunity to develop a policy for hypoglycaemia management for your trust using the clinical guidelines provided in the pack.

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10. Ensuring you have your hypo boxes stocked and on every ward is another worthwhile Hypo Awareness Week activity.
11. Stage quizzes – getting staff or wards to compete against each other.
12. Create wallet-sized cards with details about hypos, symptoms etc.

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