



diabetes  
new zealand

# Strategic Plan Mahere Rautaki

2023 — 2030



# Why we exist

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About

**310,000**

New Zealanders have diabetes

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A further

**100,000**

are predicted to have pre-diabetes or are at risk

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**40**

people per day are developing diabetes in Aotearoa New Zealand

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Type 2 diabetes in Aotearoa New Zealand is projected to increase

**70-90%**

within the next 20 years at an annual cost of

**\$3.5 billion**



# Our Values

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- › Whānaungatanga — Whānau-centred
- › Kotahitanga — Inclusiveness
- › Tapatahi — Integrity
- › Manaakitanga — Respect
- › Arohatanga — Empathy
- › Urutaunga — Agility

# Diabetes Matters

**Kino mārika te ngau o te mate huka.**

**Diabetes affects almost every aspect of a person's life, including their physical health, mental health, social life and employment.**

Diabetes is the tip of the iceberg as the leading cause of significant health issues with downstream comorbidities – cardiovascular disease, stroke, kidney failure, vision loss neuropathies and lower limb amputation. In New Zealand, 17% of all health loss across the population is the result of diabetes.

New Zealand has marked health inequalities for diabetes with much worse outcomes for Māori, Pacific, Asian people and those living in circumstances of deprivation. For example, diabetes is almost three times more common in Māori than non-Māori. Death rates due to diabetes for Māori aged 45–64 years are nine times higher than for non-Māori New Zealanders of the same age. These disparities are forecast to grow.

The challenge of managing diabetes for many is compounded by barriers in accessing the healthcare

## 1 in 4

New Zealanders aged 15 or over are affected by diabetes

## \$2.1 billion

The annual cost of managing diabetes in New Zealand.

## 9x higher

death rate for Māori aged 45-64 who are affected by diabetes than non-Māori.

## 1 million

people in New Zealand are affected by diabetes



system. This means that while advice and treatment is available, it often doesn't reach those who need it most.

Diabetes now affects about 1 in 4 New Zealanders aged 15 or over. In 2020, 278,000 New Zealanders (5.3% of the population) had diabetes. This is projected to rise by 2040 to between 390,000 and 430,000 (6.6% to 7.4% of the population).

The cost of managing diabetes is \$2.1 billion annually, or 0.67% of GDP. By 2040, this will rise to over \$3.5 billion. Chronic illness – and diabetes in particular - is a ticking time bomb for the health system. Without effective intervention, largely avoidable costs of treating those with diabetes and diabetes-related comorbidities will increasingly crowd out other health priorities.

**Diabetes is the single biggest challenge facing the Aotearoa New Zealand health system and the fourth leading cause of death.**



**Diabetes is the tip of the iceberg as the leading cause of significant health issues with downstream comorbidities - cardiovascular disease, stroke, kidney failure, vision loss neuropathies and lower limb amputation.**

# Diabetes New Zealand wants to:

- Empower people with diabetes to live their best lives and become experts in their own condition.
- Champion improved health opportunities and outcomes for those at risk of, or living with diabetes.
- Collaborate and partner with health professionals, kaupapa Māori services and community group networks to extend our reach.
- Reach all people with diabetes or pre-diabetes, or at risk of diabetes providing access to the best resources, information, and support.
- Achieve equitable treatment and outcomes for Māori, Pacific and Asian people, who have a greater prevalence of Type 2 diabetes and its complications.
- Focus on whānau who are the central source of strength and support for people with, or at risk of, diabetes.
- Work closely with government and its health agencies to promote more appropriate investment in its treatment and prevention.
- Hold government to account.
- Connect, partner, and work with those who provide health education and support to people with or at risk of diabetes.

## Our Purpose

**Tō mātou koronga mō  
Aotearoa whānui**

**Reduce the impact of type 1 diabetes and incidence of other types of diabetes in Aotearoa New Zealand.**





# Our Mission

**Tō mātou whakatakanga mō Aotearoa whānui**

Ensure every person living in Aotearoa New Zealand with diabetes or at risk of diabetes has equitable access to affordable, quality diabetes care and education.

# Prioritising equity for Māori and Pacific peoples.

## Ko te mana tauritētanga o te iwi Māori me ngā iwi o Te Moana-Nui-ā-Kiwa

As New Zealand's national organisation for diabetes prevention, promotion and management, we have an important leadership role in supporting Māori and Pacific peoples living with, or at risk of diabetes to achieve equitable access, experiences and outcomes.

This strategy will involve the development of our Equity Charter that will provide a tool and accountability mechanism to embed equity into the DNA of our organisation.

The strategic and operational reorientation of our organisation will help reduce overall diabetes inequities in Aotearoa New Zealand and fulfil our commitment to reducing the incidence and impact of diabetes for Māori and Pacific peoples, and all New Zealanders.





# Our expression and commitment to Te Tiriti o Waitangi

Diabetes New Zealand is not a Māori health provider nor a Crown agent; instead the Trust positions itself as a party to Te Tiriti o Waitangi with responsibilities to ensure that Māori who live with diabetes or are at risk of diabetes attain similar health outcomes as other New Zealanders.

The three articles of Te Tiriti o Waitangi are the enduring foundation of our approach to supporting Māori who live with diabetes, or are at risk of diabetes. We will endeavour to honour and fulfil these foundations, as expressed below in terms of mana.

## Mana Māori

Māori customary rituals, protocols and practices are respected and supported for the prevention and management of diabetes and are framed in Te Ao Māori, encapsulated within mātauranga Māori and enacted through tikanga Māori.

## Mana Motuhake

Māori are able to exercise authority towards independence and self-determination of their health, wellbeing and management of diabetes, according to their values, principles and practices.

## Mana Tangata

Māori who live with diabetes or are at risk of living with diabetes receive fair and equitable access to diabetes advice, support and resources.

**...to ensure that Māori who live with diabetes or are at risk of diabetes attain similar health outcomes as other New Zealanders.**

# Our expression and commitment to Pacific peoples

## Yavu – Engaging values with Pacific peoples

We honour and embrace the enduring cultural values that bind Pacific peoples, and the Yavu foundations of Pacific engagement. Particular values we recognise include:

### Family, aiga, kainga

At the centre of the community and way of life.

### Collective community approach

Teamwork, consultation and cooperation to achieve common goals through an agreed approach.

### Spirituality

As the cornerstone of traditional values and cultures encompassing honour, trust, faith and integrity.

### Reciprocity

Through valuing relationships, mutual working and interdependence.

### Respect

As a foundation stone of Pacific culture, with behaviours that acknowledge peoples' status and wisdom with proper etiquette.

We honour and embrace the  
enduring cultural values that bind  
Pacific peoples...

# Our Strategies

Ā mātou rautaki  
whakahaere

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## 01 We provide leadership for all New Zealanders affected by diabetes by:

1. Honouring and embracing Te Tiriti o Waitangi, particularly as it relates to the incidence and impact of diabetes for Māori.
2. Being at the forefront of conversations regarding clinical, environmental and social issues and developments that impact the lives of people with diabetes.
3. Holding government to account with consumer-informed and consumer-led feedback.
4. Advocating for a national diabetes strategy and gold standard diabetes related healthcare services.
5. Partnering with communities to achieve better outcomes.
6. Engaging with government, related health agencies, public and business decision-makers on issues and practical actions.

## 02 We empower people through:

1. Innovative learning and support programmes (digital and face-to-face).
2. Co-designed and co-delivered needs-based programmes and services that are accessible, adaptable and scalable, especially with Māori, Pacific and Asian peoples.
3. Collaborating with external community groups and organisations.
4. Strengthening and developing new and wider in-community groups and networks (real and virtual) amongst peer groups, whānau and family, youth, aged etc.
5. Tools, information and guidance.

## 03 We champion and advocate for:

1. Equitable access and the best healthcare.
2. Access to advanced devices and technologies.
3. Gold standard medicines.
4. Improved public awareness and understanding.

## 04 We prevent:

1. Further increases in the incidence of Type 2 diabetes.
2. The development of complications for all people with diabetes.

## 05 We operate as an entity that thinks nationally and acts locally by:

1. Strengthening our technology, data and financial stewardship, as well as our governance.
2. Ensuring Diabetes New Zealand is a place where people want to work, with a culture that encourages collaboration, consistency and service excellence.



## We know we will have made a difference when:

1. People with diabetes can live their best lives and become experts in their own condition.
2. People with diabetes or pre-diabetes and their whānau can access the appropriate resources, information and support.
3. Inequities for Māori and Pacific peoples living with, or at risk of diabetes are reduced.
4. Te Tiriti o Waitangi drives how we support Māori living with, or at risk of diabetes
5. All New Zealanders, but in particular Māori, Pacific and Asian people, can access and receive equitable treatment and support.
6. Gold standard medicines and advanced devices and technologies are available to all.
7. Collaboration and partnerships extend our reach and provide the 'right' support where it is needed at a local level.
8. Acknowledgement/recognition that diabetes is a national health issue requiring urgent attention.
9. Diabetes New Zealand is recognised as a leader for and on behalf of all people with or at risk of diabetes.
10. Our Equity Charter is embedded in the way we do things.



# Core Objectives

## Ā mātou whāinga matua

Individuals  
Whānau  
Government  
Health Support Networks



### Leadership & Reach

Provide essential leadership for all New Zealanders affected by diabetes, delivering impactful change and converting burdens to freedom for healthy, active and fulfilling lives.

### Champion & Advocate

Represent and champion the needs of all people with, or at risk of diabetes, to reduce the incidence complications and burdens of this long-term health condition.

### Empower

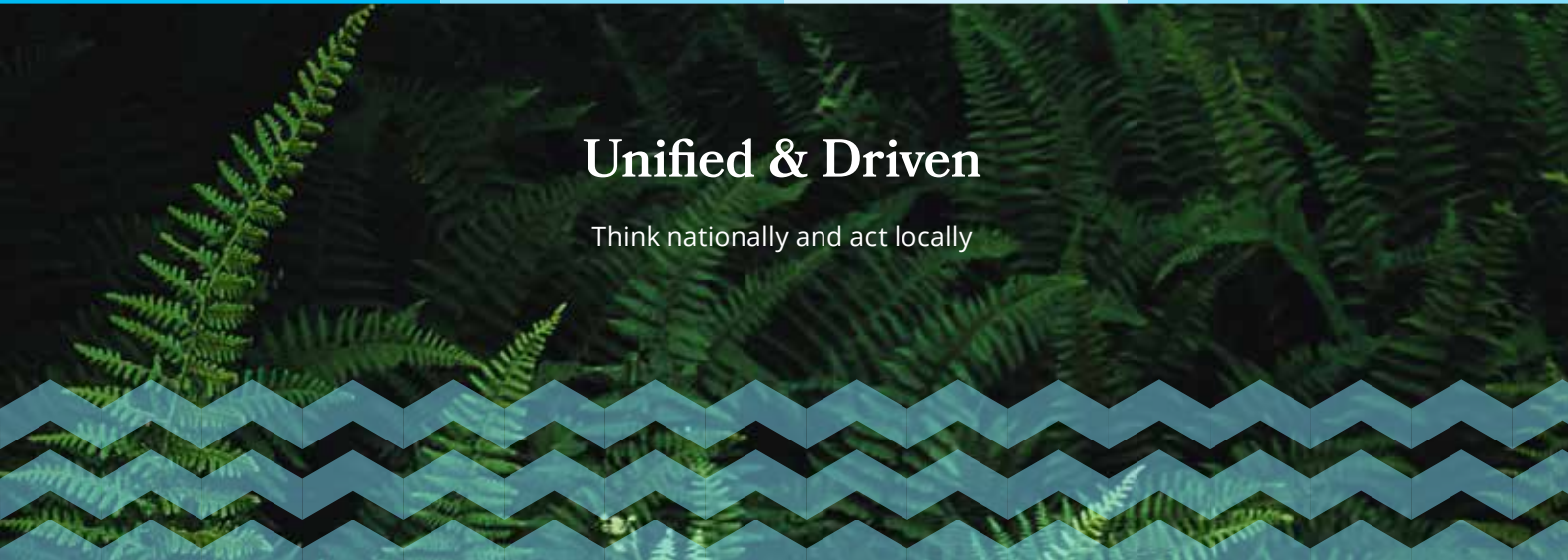
Deliver innovative, high-impact services that prevent diabetes and empower people with diabetes and their whānau to self-manage with confidence and live well.

### Prevention

Through partnerships, applied research and community-partnered programmes, lift early detection rates and *Turn the Tide* on the incidence of diabetes.

### Unified & Driven

Think nationally and act locally





**diabetes**  
new zealand

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