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Eugene Hughes

## Primary Care Diabetes Society launches in the UK

The epidemic of diabetes is upon us. Now, at last, governments and healthcare systems are putting together strategies that (they hope) will quell the rising tide. New educational initiatives will focus on the promotion of healthier lifestyles. There is renewed media interest in the prevention and early detection of diabetes.

This is happening at a time of great change in the National Health Service. The National Service Framework for diabetes, together with the new General Medical Services contract, has brought diabetes to the fore, and placed it firmly in the primary care domain.

### A new forum for debate

Healthcare professionals in primary care need a new forum for debate, a new organisation to promote discussion and awareness of the modern management of diabetes and its complications – to act as a professional voice in the new healthcare environment.

We are proud, therefore, to announce the formation of the **Primary Care Diabetes Society**. This group will support primary care professionals to deliver high quality, clinically-effective care in order to improve the lives of people living with diabetes.

We will build a database of key opinion leaders working in primary care. We will forge close links with many organisations, including Diabetes UK, the Association of British Clinical Diabetologists (ABCD), the Royal College of General Practitioners (RCGP) and Primary Care Diabetes Europe (PCDE).

### The journal and a national conference

*Diabetes and Primary Care* will become the official journal of the society. We will continue to bring you high quality articles, features and topical debate.

In addition, the society will be launching an active website offering online registration.

Our first national conference will be in November 2005.

Welcome to the new society. It is *your* society, and will evolve to reflect and represent your views, ideas and opinions. Join, contribute and have a voice. ■

### The Primary Care Diabetes Society

- Membership is free to all healthcare professionals working in primary care.
- Members will receive *Diabetes and Primary Care*, which will become the official journal of the society. There will also be dedicated newsletters.
- Members will have free membership of Primary Care Diabetes Europe (PCDE) – a long-established organisation with its own stand-alone conferences, newsletter and research network.
- Through PCDE, members will have access to annual meetings in European venues.
- Members will receive updates on activity by e-mail.
- There will be an active website featuring news updates, forthcoming events, links and online registration.
- There will be an annual conference with state-of-the-art lectures, masterclasses and debates.
- Above all, we will seek to represent YOU, and to become the voice of primary care diabetes, to influence the future direction of healthcare policy in this field.

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