

**Registered charity no. 215199**

**BEST 2005**  
**BEST WORKPLACES UK 2006**

**This is how the blindness starts.**

**This is how it stops.**

**Graduate Trainee Scheme** Diabetes can make people become blind. It can give them premature strokes and heart attacks. All this could be avoided if the estimated 3 million people in the UK with diabetes were given the information, support and services they needed to handle their condition properly. That's what we work tirelessly to do at Diabetes UK. It's what you'll do too, on our two year graduate scheme programme. You'll work in areas as diverse as Fundraising, Marketing and Campaigning to Volunteer Development and Healthcare Policy Development. Dynamic, determined, charismatic and full of enthusiasm, with at least a 2:2 degree in any discipline, you'll run exciting projects from start to finish. And help people see more clearly. To find out more or to apply, please visit our website. Alternatively for an application pack, please contact Peopledia Response on 0845 055 0261 or email: [diabetes@peopledia.co.uk](mailto:diabetes@peopledia.co.uk) Please quote ref: 72208. Closing date: 25 August 2006. [www.diabetes.org.uk/jobs](http://www.diabetes.org.uk/jobs)

**Diabetes UK**  
The charity for people with diabetes

## Diabetes UK – Graduate campaign

Diabetes is one of the most ignored and underestimated diseases in the UK. Diabetes UK briefed us to produce a piece of work that would recruit a great graduate and also get their broader message out there about the disease. This striking, emotive and inexpensive concept used the symptom of blindness to highlight the nature of the challenge. It appeared in the digital Graduate Prospects magazine and on A3 posters in all major universities.

The effectiveness was outstanding with over 30% of readers clicking through via the link in the digital magazine advert alone, with 293 people overall requesting an application pack.



The charity for people with diabetes