MedicAlert Matters

AUTUMN 2026

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Back to school



When Memory Wanders

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HERBERT PROTOCOL
Provided by MedicAlert

Peace of mind you can wear, *anywhere*



Alex and the Feel Good Foods

MedicAlert has partnered with Freeater for the release of 'Alex and the Feel Good Foods', an allergy-safe children's book.

They are offering a 10% discount with the promo code:

MEDICALERT10

10% of each book sold through MedicAlert will be donated to our Early Start Programme, which supports vulnerable children living with medical conditions.

The Early Start Programme

Wherever they go, *we go*

Buy Your Copy Here

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MedicAlert®

A Message from the CEO



Rob Burley

CEO, MEDICALERT UK

Over the summer, we have been focused on expanding our vital partnerships to ensure that our support reaches as many people as possible. We were delighted to welcome our new partner, Breakthrough T1D, and to celebrate a major milestone: our 10-year anniversary working alongside Annabelle's Challenge, who do wonderful work for the vascular EDS community.

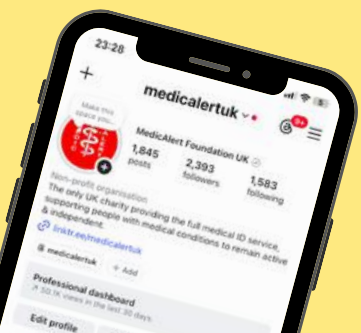
Partnerships with health professionals are essential to ensuring that our members get the best possible support in an emergency and so we are looking forward to a busy end to the year for our professional outreach work by attending The Royal College of Nursing's Nursing Live conference in Birmingham and the upcoming Dementia Congress in Doncaster.

To take us to the heart of conversations about emergency preparedness across different medical conditions, we are also launching our new "More Than an ID" webinar series. The first of these sessions features our partners Gene People and Annabelle's Challenge and takes place in November.

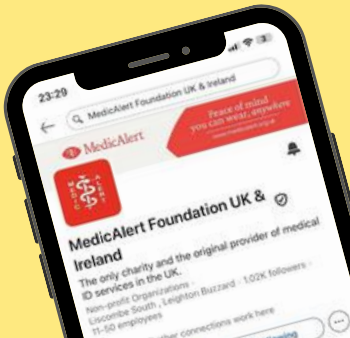
Our focus on protecting vulnerable members reached a new peak recently, as September saw our highest month of Herbert Protocol registrations. We now hold over 8,500 of these on behalf of families living with dementia.

We are always looking for ways to improve our service, and I want to thank everyone who took the time to complete our recent member survey; your feedback helps us improve our service for the better. Please do get in touch if you have any comments or questions about our work, or if you need any support with your membership.

Keep up to date with the latest MedicAlert news by *following us on social media*



@medicalertuk



Product & Service Updates

New Colours - Sports Band MedicAlert ID



Green and purple Sports Band.

MedicAlert has introduced two vibrant new colours to its Sports Band collection, giving you even more choice while staying committed to helping you live an active life with confidence. The new Purple and Green Sports Bands are designed for everyone, combining a sporty, comfortable style with the reassurance of keeping your essential medical information close at hand.

Shop Small Sports Band **Shop Medium Sports Band** **Shop Large Sports Band**

Silver and Gold Care Kits

Safely clean and maintain your precious pieces with our new Gold and Silver Care Kits, featuring everything you need to restore a brilliant shine.

Each kit pairs ten specialised polishing tissues for removing surface impurities with a long-lasting, 100% cotton cloth to buff your jewellery to a flawless finish.



Shop Gold Care Kits

Shop Silver Care Kits

When Memory Wanders

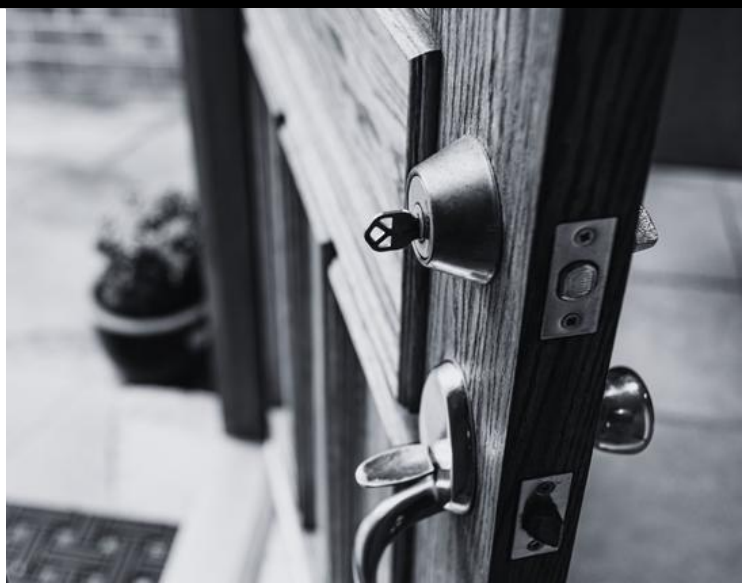
MedicAlert currently safeguards over 8,500 Herbert Protocol records, providing a vital, free service that helps vulnerable individuals return home safely if they go missing. In September, we launched the "When Memory Wanders" appeal to help maintain the digital infrastructure behind this initiative and bring more people home safely this winter.

Thanks to the incredible kindness of our members and generous funding from The Graces Trust, we can continue to run and develop this crucial service. With your ongoing support, we are rapidly moving forward with our Herbert Protocol mission of protecting everyone in the UK living with dementia. Here's a look back at some of the key information and messages behind the appeal.

The Sudden Silence

Every second counts. Sometimes, someone can leave without warning, searching for a familiar place from their past. But the world may have changed, and the place they remember may no longer exist.

They can quickly become lost, frightened, cold, and confused. That is why every second counts.





The "Kitchen Table" Delay

A scramble against time. Without a plan, valuable time can be lost gathering essential information.

Families may struggle to recall addresses, routines, medications, and important details under pressure. The longer it takes to find the information, the longer it can take to bring someone home safely.

944K+

944k+

Just under 1 million people living with dementia in the UK.

7 in 10

70% of people living with dementia will go missing at least once.

40k+

Over 40k people in the UK are reported missing for the first time every year.

What Is The Herbert Protocol?

The Herbert Protocol is a national scheme designed to help police find and safely bring home people living with dementia who go missing.

Families and carers can record important information in advance, including a recent photograph, contact details, medications, routines, and places that may be familiar to the person. This means vital information is ready when it is needed, helping save precious time during a search.

Preparing a Herbert Protocol means the information needed to help bring them home is already in place.

The protocol was inspired by George Herbert, a Normandy veteran living with dementia who went missing several times. It was developed to help reduce the risks faced by people living with dementia and support faster, more informed searches.

Register a Herbert Protocol Today

HERBERT PROTOCOL

Provided by MedicAlert



Help Us Bring Missing Loved Ones Home Safely

Help us raise £10,000 this winter to keep the life-saving Herbert Protocol free for vulnerable families. Your support can help provide vital information to those searching, helping to bring missing loved ones home safely when memory wanders.

You can support the Herbert Protocol by donating to the appeal. Together, we can help save precious time, support those on the ground searching, and help to bring missing loved ones home safely.

Make a Donation to the Herbert Protocol Appeal

Voices of MedicAlert

This summer, we have welcomed three inspiring new people to our 'Voices of MedicAlert' creator community. Through social media, they share their personal stories and show how MedicAlert supports people living very different, unique lives. Read below to learn a little more about our newest 'Voices of MedicAlert'.



Ruth | @whatallergy

Multiple Allergies, Asthma & Eczema

Ruth has been a MedicAlert member for over 20 years and is an allergy, asthma, and eczema patient expert and influencer, who runs the award-winning blog What Allergy. Having survived severe reactions in the UK and overseas, Ruth knows first hand the benefits of wearing her ID when travelling.



Lucy | @lucyschroniclife

hEDS & POTS

Lucy is a BSL interpreter and content creator living with Hypermobile Ehlers-Danlos syndrome (hEDS), POTS, allergies, and multiple other chronic health conditions. She is passionate about disability advocacy and sharing the reality of living with invisible chronic pain and energy-limiting conditions.



Temi | @temidiabeticdoctor

Type 1 Diabetic, Medical & Aesthetics Doctor

Dr. Temi is a London-based medical and aesthetic doctor who has lived with Type 1 diabetes for over 10 years. She is the founder of The Diabetes Brunch, a community for people managing Type 1 diabetes. She is also a diabetes advocate and educator.

Cici and the Herbert Protocol

Cici Willoughby has personal experience of the impact of dementia. Her dad was diagnosed with young-onset dementia when she was just 11, and both he and her grandmother later went missing. These frightening experiences showed Cici how important it is for families to be prepared.

Cici is now a passionate supporter of the Herbert Protocol, which helps police quickly access vital information when a person living with dementia goes missing. Through her work with MedicAlert and Seeing Dementia Differently, she continues to raise awareness of dementia safety and encourage families to have the right support in place before an emergency happens.



Voice of MedicAlert and Herbert Protocol advocate, Cici, wearing her MedicAlert IDs.

Follow The Voices Of MedicAlert

If you would like to hear more from any of the Voices of MedicAlert, you can follow them on their social media listed below.

Voice of MedicAlert	**Instagram**	**TikTok**
Julianne Ponan MBE	@julianne.ponan	@julianneponan
Imogen and Kerry	@the_coeliac_princess	@the_coeliac_princess
Chloe Dickson	@peanutfreezone_	@peanutfreezone1
Alanah Mousdale	@gluten_hates_my_guts	@glutenhatesmyguts
Callum McKain	@typeonecallum	@typeonecallum
Jasmine Buckley	@dontsharecake	@dontsharecake
Cici Wiloughby	@seeingdementiadifferently	@seeingdementiadifferent
Chloe Wright	@adventuresofclobs	@adventuresofclobs
Grace Byrne	@thebrainwavez	@thebrainwavez
Shan Sawjani	@blendsofbalance	@blendsofbalance
Amy Jones	@mimilouj	@mimilouj
Reuben and Karina	@ourallergystory	@ourallergystory
Lucy O'Keeffe	@lucyschroniclife	@lucyschroniclife
Ruth Sawyer	@whatallergy	@whatallergy
Temi Olonisakin Ebanks	@temidiabeticdoctor	@doctortemi

Condition Focus: *Type 1 Diabetes*

Living with type 1 diabetes requires constant balance, daily attention, and a proactive mindset. Managing insulin therapy, monitoring glucose levels, and balancing daily routines takes dedication. However, a complex health condition should never limit your confidence or your independence.

Across the United Kingdom, approximately 464,000 individuals live with type 1 diabetes, accounting for around 8 per cent of all diabetic diagnoses. While the condition can present at any age, it remains the most common form of diabetes diagnosed in childhood.

Taking care of yourself with type 1 diabetes is about building daily habits that support well-being, protect energy, and empower your independence. By checking blood glucose regularly, balancing your insulin with nutritious meals, and staying prepared with fast-acting carbohydrates, you can maintain control over your day-to-day routine.

MedicAlert are proudly partnered with:

Breakthrough T1D®
Formerly JDRF

Did You Know?

Your brain does not require insulin to use glucose.





Voice of MedicAlert, Callum, wearing his MedicAlert ID.

"For absolute peace of mind, I've got my MedicAlert ID bracelet!"

Callum McKain



Type 1 diabetes takes too many precious moments

We are the leading global type 1 diabetes (T1D) research, advocacy and support charity. Together we're driving breakthroughs towards a world without T1D.

Sign up to our newsletter to hear how our research transforms lives, creating more time for what matters.

Visit **breakthrought1d.org.uk** to learn more

Sign up now

Breakthrough T1D®
Formerly JDRF

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The Aortic Dissection Charitable Trust: Supporting Safer Care

The Aortic Dissection Charitable Trust (TADCT) is the leading UK and Ireland charity representing patients and families affected by aortic dissection, while working alongside the health service to improve diagnosis, treatment and care. Aortic dissection is a life-threatening condition in which a tear develops in the wall of the aorta, the body's main artery.

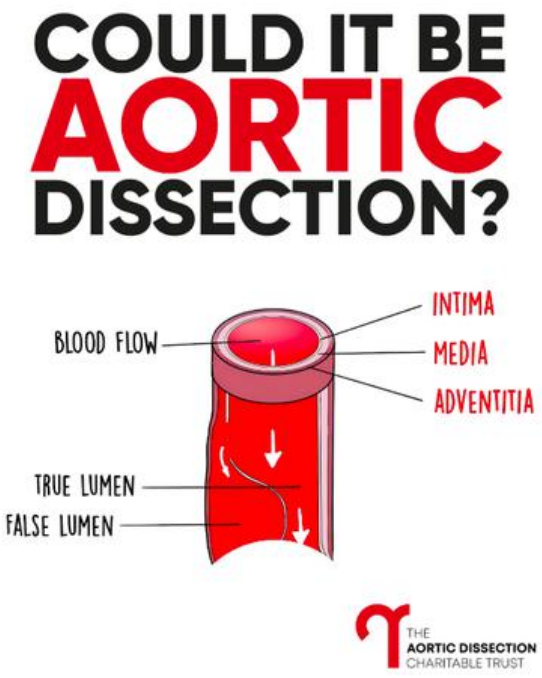
MedicAlert is proud to support this work by helping people at risk communicate important medical information when it matters most. This summer, TADCT contributed to new pregnancy guidance published by the Royal College of Obstetricians and Gynaecologists, which included a recommendation for MedicAlert medical IDs. Our IDs can help women at risk communicate vital medical information to healthcare professionals during an emergency.

The partnership highlights the shared commitment of TADCT and MedicAlert to improving safety, awareness, and communication for people affected by aortic dissection.

A medical ID ensures emergency services have immediate, life-saving context when the wearer cannot speak for themselves. Because engraving space is limited, patients are encouraged to prioritise the most critical details. This includes stating "History of Aortic Dissection" and noting underlying conditions that alter emergency protocols. It is also vital to list surgical interventions like aortic grafts or mechanical valves, specifying if implants are MRI safe to prevent imaging delays, alongside medicines like blood thinners or beta-blockers.

To find out more about aortic dissection, Aortic Dissection Awareness Day events and how to get involved, visit TADCT's Awareness Day resources.

THE AORTIC DISSECTION CHARITABLE TRUST



Find Out More about Aortic Dissection

The second shift: when caring for a parent meets the working day

By Dr Kirsten Protherough, GP and founder of Healthacate

Caring for a parent often becomes a demanding second shift. The meeting finishes, but you're already wondering if Dad's transport arrived or if you can call the hospital during lunch. As a GP, I frequently speak with working family members coordinating care between their own shifts. Proactive planning helps immensely. Here are few of my recommendations to help working families balance the care of a loved one.

1) Make caring visible at work. Discuss practical support with your manager, such as flexibility for essential calls or a plan for unexpected emergencies. You can explain your responsibilities without oversharing private medical details. Establish a workable arrangement and review it regularly.

2) Have the conversation before a crisis. I routinely witness the stress families face without Lasting Powers of Attorney (LPAs) in place. Encourage parents to establish Health & Welfare and Property & Financial Affairs LPAs early, while they retain the capacity to choose who they trust. Consult GOV.UK, as legal arrangements differ across the UK.

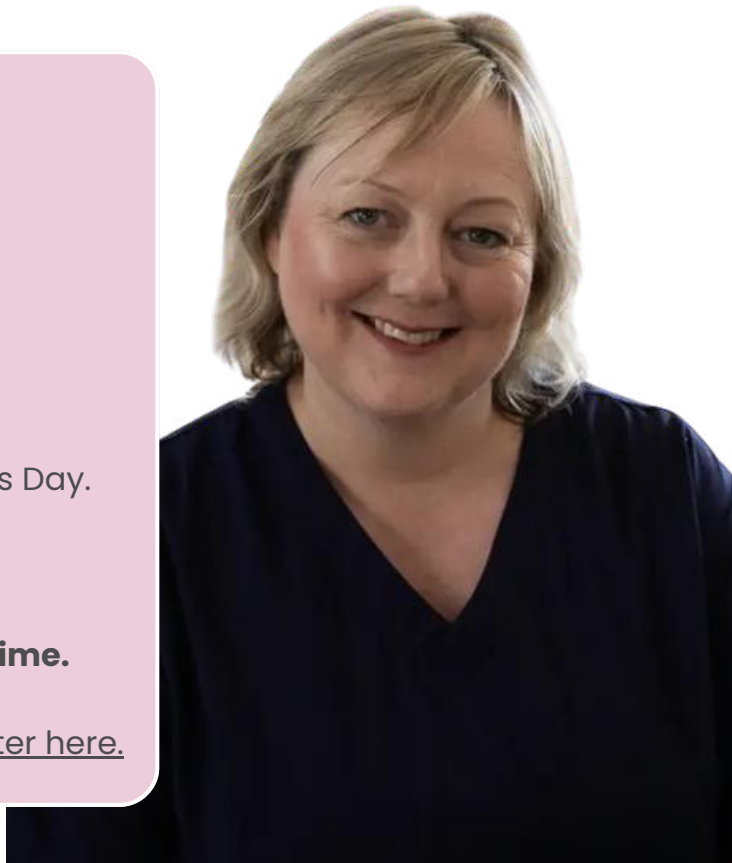
3) Prepare with MedicAlert's Herbert Protocol. If a parent with dementia is at risk of going missing, this protocol aids police searches by logging recent photos, key contacts, and familiar places. Complete it with your parent and review it regularly to keep details current.

HEALTHACATE

Join Kirsten's free webinar For Carers Rights Day.

When a parent's health declines:
what managers need to know
Thursday 19 November 2026, 1–2pm UK time.

Managers, HR, and working carers can register here.



Back To School



Children's Silicone Bracelet.

Head back to school with confidence this year!

Heading back to school can be a stressful time for parents, especially if your child has a medical condition. A MedicAlert ID allows teachers and other students to understand the needs of your child so that you know the correct information is being communicated. Your child can focus on being a child and enjoying school without fear.

Shop IDs for Children

University Preparedness

If you are going to university for the first time or returning for the new year, living away from family can be daunting. Being around people who do not understand your medical condition can be worrying and lead to panic in medical emergencies. MedicAlert goes with you everywhere you go to be your voice when you cannot speak for yourself.

Confidence for every adventure



More Than an ID Webinar:

Emergency Peace of Mind for Parents and Carers

Thursday 19th November 2026 | 19:00 - 20:00

Register for Webinar

Ensuring a loved one's safety with a genetic condition is daunting when you cannot speak for them. Join The MedicAlert Foundation, Annabelle's Challenge and Gene People to learn how empowering young people to wear medical IDs provides true peace of mind.

Discover how a simple engraving connects paramedics to a secure, nurse-reviewed digital health record via our 24/7 helpline. We will show how complex medical histories become instantly accessible, without squeezing vital details onto standard jewellery.

WE DESERVE MORE TOMORROWS
Annabelle's Challenge
VASCULAR EHLERS-DANLOS SYNDROME

GENE PEOPLE
the genetic conditions support network

This Autumn's Awareness Months

Men's Health Awareness Month	**November 2026**
Diabetes Awareness Month	**November 2026**
Epilepsy Awareness Month	**November 2026**

MedicAlert®

Contact us

If you are interested in joining MedicAlert or have any inquiries, we would love to hear from you.

info@medicalert.org.uk

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www.medicalert.org.uk



Voice of MedicAlert, Jasmine, wearing her MedicAlert ID.

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