Developing Successful Diabetes Projects

Anna Norton, MS - CEO, DiabetesSisters
Betsy Ray – Founder, Diabetes Activist
Liliana Tieri – Founder and Executive Director, CUI.D.AR

August 13, 2018
What do we mean by successful project?

- Fulfil all project objectives
- Efficient use of the resources (budget often limited)
- Delivered timely
Some general tips before we start

• Before setting your objectives, you need to do some **research** – is my project really needed? Who am I targeting? Could I collaborate with someone else?

• Be **realistic**: do not aim at impossible things, think of what is possible – even if it is something small

• You can of course be **ambitious** – you will not be able to achieve everything you want, but think of subsequent phases of your project

• **Failing to plan is planning to fail** – write down all your ideas, develop a well-thought plan with a timeline

• It is important to be flexible – sticking 100% to plan is impossible, just adapt yourself and do not get discouraged!

• Learn from your mistakes – successful projects never come easy. Learn from what has not worked to improve your future steps

• Search for **collaborators** – support from a team is necessary!
Anna Norton, MS
CEO, DiabetesSisters

• Living with type 1 diabetes since 1993
• CEO of DiabetesSisters, a US-based non-profit organization
• Based in Chicago with husband and 10-year old son
• Who are we? Why are we here?
• US-based non-profit organization dedicated to supporting and educating women living with all kinds of diabetes
• Online and in-person programs and services
• Over 500,000 website hits annually
• Large volunteer base, small staff
• For women with diabetes, run by women with diabetes
Weekend for Women Conference Series

An event designed for women to convene to support one another, share their stories and learn from experts in the field

- Unmet Need: a meeting place for women living with diabetes to support each other and learn from experts in the field
- 100 women attended first Conference in Raleigh, NC
- Additional Conferences in Los Angeles, San Francisco and Washington, DC with help of a Planning Committee
- Inspiring sessions with inspiring advocates and leaders
- Goal setting and accountability
- Sisterhood
- CHALLENGE: lack of funding/interest, competition
PODS Meetup Program

Monthly online and in-person meetups for women to learn and share about life with diabetes

- Unmet Need: community for women living with all diabetes to learn and share without fear of judgement
- Incorporates education in meetups
- 2010: one leader in Raleigh, NC
- 2018: 54 leaders in 21 states, including California, Florida, New York, Massachusetts; evolved to include a Virtual PODS component
- Over 1,400 women attend meetups each year
- CHALLENGE: screening of leaders, loss of motivation
Minority Initiative Program

Designed to reach women in underserved communities

- Unmet Need: specialized outreach to minority groups
- Work with local health centers, outreach organizations, churches
- Currently in Miami, FL; Washington, DC; Central NJ
- Outreach includes African American, Hispanic and South Asian women
- Provide education and focused discussions
- Cooking demonstrations, exercise and nutrition education, resource sharing
- CHALLENGE: lack of education, gathering participants
Facebook Live Series
Newest program, designed for online outreach

- Unmet Need: relevant, modern programming for online community
- Created partnership with the National Kidney Foundation and WomenHeart, to focus on diabetes, cardiovascular disease and kidney disease
- Three sessions, included patient voices and healthcare providers
- Boosted posts on Facebook, plus Twitter and Instagram
- CHALLENGE: viewership
Hosting a Successful Awareness Campaign

Betsy Ray | Executive Director Diabetes Activist

August 13, 2018
Betsy Ray

T1D 53 years

Parent of a child with Type I Diabetes 20 years

- Speaker, Educator, Consultant, Author, Activist,
- Founder-Executive Director Diabetes Activist-Meta T1D
- Presenter - TEDx Vail
- Nominee - TEDMED
- Co-Host - The Bonnie Sher Show
- Guest Blog Author - Diabetes-Mine
- Delegate - Diabetes-Mine Innovation Summit, Stanford University
- Joslin 50 year Medalist
- Eli Lilly Journey Award 50 year Silver Medalist
- Founding Grand National Champion “Inspired By Diabetes" Competition
- Lifetime Member - Guild of The Children's Diabetes Foundation (CDF) Denver
IDF webinar on How to Develop Successful Diabetes Projects – 13 August 2018

1965 Age 3

1998 Age 16
Turner Family

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UPRising Against DKA

(United Parents Against Diabetic Keto-acidosis)

Kycie Terry

David Brown

Tatum Riggle

Reegan Oxendine

Wyatt Norman

Grassroots Coalition to stop DKA mis-diagnosis.
A.M.A.
Hygeia Magazine
1942

“DIABETES... a disease that prefers plump, middle aged people”
We have set up an account with insta-gram where all of your photos can be posted... whether it's the awesome light display you created, or the fun people you meet on the campaign trail... and seen by everyone!

Share your journey and show us too... as we may have follow up stories that include your experiences....

Good luck on your tasks and we hope to hear from you!

Instagram Address:
testonedrop@testonedrop
**TEST ONE DROP & STOP Diabetic Ketoacidosis**

A simple, inexpensive finger stick or urine test could save a life.

**Warning Signs of TYPE 1 DIABETES:**

- excessive thirst
- frequent urination/bedwetting
- increased appetite
- abdominal pain
- irritability/grouchiness
- headaches/vision changes
- itchy skin/genitals/yeast
- sudden weight loss
- nausea/vomiting*
- fruity-scented breath*
- lethargy/drowsiness/fatigue*
- lightheadedness and/or rapid breathing*
- confusion/unconsciousness*

* A combination of any of these symptoms can be life-threatening. Seek EMERGENCY CARE.

Type 1 Diabetes is often confused with common illnesses. Don’t assume! Ask your doctor to TEST ONE DROP of blood or urine to check for high glucose levels and stop DKA before life-threatening complications occur.
WHEREAS, type 1 diabetes (T1D) is an autoimmune disease in which a person’s pancreas stops producing insulin, a necessary hormone that converts food to energy; and

WHEREAS, an estimated 1.25 million Americans live with T1D, including 200,000 young people; and

WHEREAS, 40,000 people are diagnosed with T1D each year in the United States; and

WHEREAS, the annual health care costs associated with T1D in the United States is estimated at $14 billion; and

WHEREAS, five million Americans are expected to have T1D by 2030, including nearly 400,000 young people; and

WHEREAS, according to the Juvenile Diabetes Research Foundation (JDRF), the estimated loss of life expectancy for individuals diagnosed with T1D is up to 11 years; and

WHEREAS, Coloradans recognize the efforts of the JDRF to raise funds and promote awareness to treat and cure T1D, thereby improving the quality of life for those living with T1D;

Therefore, I, John W. Hickenlooper, Governor of the State of Colorado, do hereby proclaim, November 2017, as

DIABETES AWARENESS MONTH

in the State of Colorado.

GIVEN under my hand and the Executive Seal of the State of Colorado, this first day of November, 2017.

John Hickenlooper
Governor
“Avoiding challenges...”

Liliana Tieri
Founder & Executive Director
CUI.D.AR
Blue Circle Voices – IDF

Estefania Malassisi
Mentor of the Young Leaders Programme of IDF
Young Leader in CUI.D.AR
The first time...
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Education
CUI.D.AR was founded
Mass Media
More allies than donors
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National & International Level
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Research Study
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Advocacy

Governor

National Senator

Health Minister

Deputies
Advocacy

CU.I.D.AR reached the current Argentinian President Mauricio Macri!
Make Aware
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Thank you Liliana, thank you Mom!
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Thank you!!

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Bluecirclevoices@idf.org