

Patient for Diabetes Change (P4DC)
Mission Statement and Backgrounder
June 19, 2013

Mission Statement

Partnering for Diabetes Change (P4DC) is a coalition of people living with diabetes and industry representatives aimed at addressing unmet needs in diabetes through community and collaboration. Through our work, we seek to validate the role of peer support in diabetes management, address the stigma of diabetes, and ultimately support underserved communities.

Overview

In January 2013, a day-long working session was held with several members of Johnson & Johnson Diabetes Solutions Companies and several voices from the Diabetes Online Community (DOC). The goal was to identify the greatest unmet needs within the diabetes community and to discuss ideas for how, *together*, we can address these needs, better assist the community and transform the future of diabetes care, both globally and domestically.

Following an energetic, inspiring and passionate discussion, the P4DC Coalition was born and committed to addressing the following “unmet needs” in diabetes:

1. **Validation of the DOC** and its role in better diabetes management/ improved health outcomes
2. **Addressing the stigma** of diabetes with educational initiatives that increase the understanding and awareness of Type 2 and bridge the gap between Type 1 and Type 2 communities
3. **Supporting underserved communities** with initiatives that give back directly to people with diabetes who do not have adequate access to care

Founding P4DC Members

DOC

- Kerri Sparling, *Six Until Me*
- Kelly Close, *Close Concerns*
- Adam Brown, *Close Concerns*
- Manny Hernandez, *Diabetes Hands Foundation*
- Bennet Dunlap, *Your Diabetes May Vary*
- Jeff Hitchcock, *Children with Diabetes*

J&J Diabetes Solutions

- Diana Campau, VP Global Communications, Johnson & Johnson Diabetes Solutions
- Caroline Pavis, Director Global Communications, Johnson & Johnson Diabetes Solutions
- Dave Detmers, Director Communications, Johnson & Johnson Diabetes Solutions
- Kaitlin Meiser, Manager Communications, Johnson & Johnson Diabetes Solutions
- Charles Renfroe, Director Global Education & Professional Relations, Johnson & Johnson Diabetes Solutions
- Amparo Gonzalez, Director North America Diabetes Professional Education, Johnson & Johnson Diabetes Solutions
- Christina Holden, Janssen Product Communications, Johnson & Johnson Diabetes Solutions

Collaboration with Johnson & Johnson Diabetes Solutions Companies

Johnson & Johnson Diabetes Solutions Companies saw the opportunity to strengthen their relationships with the diabetes community by engaging with them on a new and different level thru the P4DC Coalition. A cross-company collaboration among the companies that touch diabetes within Johnson & Johnson, they are focused on engaging and providing emotional support to the diabetes online community, rather than on marketing products and hope to create a real tangible difference in the lives of people with diabetes in need.

P4DC Initiatives To-Date

[Spare a Rose, Save a Child Campaign](#) (February 10-16, 2013)

- In support of IDF's [Life for a Child](#) program, P4DC leveraged Valentine's Day to create a grassroots banner ad campaign. P4DC reached out to the larger DOC, asking for people to donate the value of one rose to Life for a Child, and encouraged them to post on their own site about the initiative.
- The *Spare a Rose* campaign was developed and executed by the Coalition in just two weeks, demonstrating the true reach and influence of the DOC in using "social media for social good." *Spare a Rose* resulted in:
 - 57 unique blog posts
 - 683 Tweets
 - CWD.org and Tudiabetes.org featured this ad only on Feb. 14
 - J&J posted the banner ad on all of its internal websites
 - In one week, more than \$3000 was raised for *Life for a Child*

Upcoming P4DC Projects and Initiatives

Children with Diabetes Annual [Friends for Life](#) Conference Panel Discussion (July 10, 2013)

- *On July 10, P4DC will host a panel discussion at the annual Friends for Life conference in Orlando, FL entitled: Social Media & The Monster Under the Bed: the Latest Thinking on Fearing vs. Embracing Social Media*
- With regard to validating the DOC, the goal of this panel is to identify measurable evidence about the value of the DOC that will resonate with healthcare providers and create a framework for designing a clinical-based study that will demonstrate the significance of the DOC on improved health outcomes for patients with diabetes.
- The panel discussion will feature prominent diabetes experts including:
 - Korey Hood, PhD – Associate Clinical Professor of Pediatrics at University of California, San Francisco
 - Jill Weissberg-Benchell, PhD, CDE – Associate Professor at Ann and Robert H. Lurie Children's Hospital of Chicago
 - Barbara Anderson, PhD – Professor, Department of Pediatrics, Section of Endocrinology and Metabolism at Baylor College of Medicine
 - Jeremy Pettus, MD – Internal Medicine Physician, San Diego, CA
- The discussion will be filmed and broadcasted live around the globe, and virtual viewers can submit questions live to the panel via Twitter using the #P4DC hash tag.