2014 Organizational Priorities

Improve Outcomes for People with Diabetes and Prediabetes

• Conduct outcomes research to improve programs and increase impact in mission areas that are critical to achieving success in the strategic plan including diabetes awareness, care, prevention, research, and advocacy.
• As part of an aggressive focus on reducing health disparities, rollout a replicable and measurable outreach program targeting high-risk populations in areas most in need of services.
• Develop and execute strategies for improving clinical practice to improve outcomes for people with diabetes and pre-diabetes.
• Focus on increasing access to quality diabetes care and primary prevention through the implementation of health care reform, continuing education on state Health Insurance Marketplaces and other new health care protections and advocacy for primary prevention services.

Expand the Field of Diabetes Research

• Expand and advance the field of diabetes research through supporting the highest quality, most impactful investigator-initiated science across the spectrum of diabetes research and promoting the training and development of early career researchers in diabetes.
• Foster novel, innovative and transformational approaches to diabetes research through enhancement and expansion of the Pathway to Stop Diabetes program.
• Assertively advocate to protect diabetes research and programs funded by government in an adverse economic environment.

Give Voice to those Denied Their Rights Because of Diabetes

• Aggressively expand the Association’s ability to combat discrimination against children and adults with diabetes through a targeted promotional campaign on our anti-discrimination efforts.
• Feature legal advocacy resources and speakers at Association events across the country
• Increase volunteer capacity to support legal advocacy activities.

Heighten the nation’s sense of urgency for the Growing Diabetes Epidemic

• Seek innovative, cost effective ways to expand the reach of the Stop Diabetes movement.
• Implement activities to increase participation in key events and mission activities and to support our public policy objectives.

Build Our Capacity for Success

• Increase revenue generation by surpassing 2013 actual revenue.
• Improve performance and impact of Community Leadership Boards through a focused approach to recruitment, development and cultivation of community volunteer leaders.
• Execute strategies to diversify the Association’s workforce and volunteer leadership and continue to foster an inclusive culture and environment.
• Cultivate strong, sustainable and strategic relationships with key organizations at the national and community level to expand the Association’s reach and influence in accordance with the strategic plan.

10/24/2013