

ADVOCACY KEY MESSAGES

Talking Points for Day of Event Volunteers

Purpose of Document: Support message integrity, for use in volunteer training/support. Use for all day of event advocacy volunteers to build fluency in communicating how we Stop Diabetes through advocacy.

FACTS:

- Diabetes is a serious disease, with deadly consequences.
- People with diabetes face unfair treatment – at any age, in any place.
- Federal funding for diabetes research and programs is not proportionate with the costs of the disease – whether measured in dollars and cents or in human suffering.
- Diabetes impacts different racial/ethnic communities in different ways, and especially burdens African American, Asian Pacific American, Latino and American Indian/Alaskan Native Communities.

WHAT WE DO:

- Advocate for all people living with and at risk for diabetes. (That's 114 million Americans!)
- Focus our advocacy efforts in four areas:
 - Fighting discrimination
 - Improving access to health care
 - Preventing diabetes
 - Increasing funding for diabetes research and program
- Work at all levels of public policy.
 - ADA Diabetes Advocates fight to Stop Diabetes on Capitol Hill in DC, and in statehouses, courthouses, school boards and municipalities around the country.
- Tell policymakers how diabetes impacts the lives of the over 30 million Americans who live with diabetes, the 84 million with pre-diabetes, as well as those who care for them.
 - Constituents who tell their personal stories make the greatest impact on elected officials.
 - How you can add your voice:
 - By signing up as a Diabetes Advocate, you will get advocacy updates and alerts that provide information about pending issues, and help you create and deliver effective messages to your elected officials.
 - Think of the alerts as “the busy person’s way to be an active citizen.” The action alerts tell you when to weigh in, and gets a letter started for you that you can modify and send immediately by email to your elected official.
- Empower and engage minority communities hardest hit by diabetes.
 - Promote public policies to reduce disparities in health care access and health outcomes, including addressing factors that affect public health like access to physical activity and healthy foods.
 - Partner with national organizations to empower people of color to become advocates and create change in their communities.

HOW WE FIGHT DISCRIMINATION:

- When children don't get the care they need at school or an employer says “no one with diabetes need apply”, ADA steps in to fight for fairness for people with diabetes.
- Diabetes discrimination is often due to fear and misinformation, or lack of information, about diabetes. Education is our primary strategy in fighting discrimination. We always start with educating people about diabetes and legal protections and rights. Sometimes negotiation is required to reach an agreement. When necessary, we get involved in litigation if the law is not being followed. And if problems are widespread or the law is not adequate, we consider legislation and policy change.
- Anyone who experiences discrimination because of diabetes can find information and assistance online at: www.diabetes.org/discrimination or call 1-800-DIABETES to speak to a legal advocate.

KEEPING INFORMED:

- **Sign up to be an Diabetes Advocate:** For updates and action alerts: www.diabetes.org/takeaction
- **Download our Advocacy APP:** Search for 'Diabetes Advocacy' in the Apple App Store or Google Play store

DELIVERING on MISSION: the VALUE of ADVOCACY:

- Our work in advocacy in many significant ways 'completes' our other mission activities to Stop Diabetes, like research or information and awareness. *For example: By making sure that people with diabetes are not discriminated against in the insurance market, and that they can afford the care they need, we make sure that our research efforts to improve clinical practice and treatment really matter.*