



OUR MISSION IN ACTION

Updated Annually: 2024



SEE THE
VISION.

ADVANCE
THE
MISSION.

Since 1940, we have led the fight to end diabetes through lifesaving research, programs, and advocacy. Donations help us keep fighting for as long as it takes to reach a diabetes-free future.

OUR VISION IS LIFE FREE OF DIABETES AND ALL ITS BURDENS. **OUR MISSION** IS TO PREVENT AND CURE DIABETES AND TO IMPROVE THE LIVES OF ALL PEOPLE AFFECTED BY DIABETES. **WE LEAD THE FIGHT** TO END THE DEADLY CONSEQUENCES OF DIABETES AND FIGHT FOR THOSE AFFECTED BY DIABETES. **WE FUND RESEARCH** TO PREVENT, MANAGE, AND CURE DIABETES. **WE DELIVER SERVICES** TO HUNDREDS OF COMMUNITIES. **WE PROVIDE** OBJECTIVE AND CREDIBLE INFORMATION. **WE GIVE VOICE** TO THOSE DENIED THEIR RIGHTS BECAUSE OF DIABETES.

THE ADA AT A GLANCE



The American Diabetes Association® (ADA) works to create impact in the diabetes community. Through advocacy, program development, and education, we aim to improve the quality of life for everyone affected by diabetes.

See the Vision. Advance the Mission.

Since 1940, we have led the fight to end diabetes through lifesaving research, and provide programs and advocacy for those affected by diabetes. Donations help us keep fighting for as long as it takes to reach a diabetes-free future.



VISION

Life free of
diabetes
and all its
burdens.

MISSION

To prevent and cure diabetes and to improve the lives of all people affected by diabetes.

We lead the fight to end the deadly consequences of diabetes and fight for those affected by diabetes:

- **We fund** research to prevent, manage, and cure diabetes.
- **We deliver** services to hundreds of communities.
- **We provide** objective and credible information.
- **We give voice** to those denied their rights because of diabetes.

BY THE NUMBERS

The ADA has
a network of:



12,000

health care
professionals



565,000+

volunteers



350

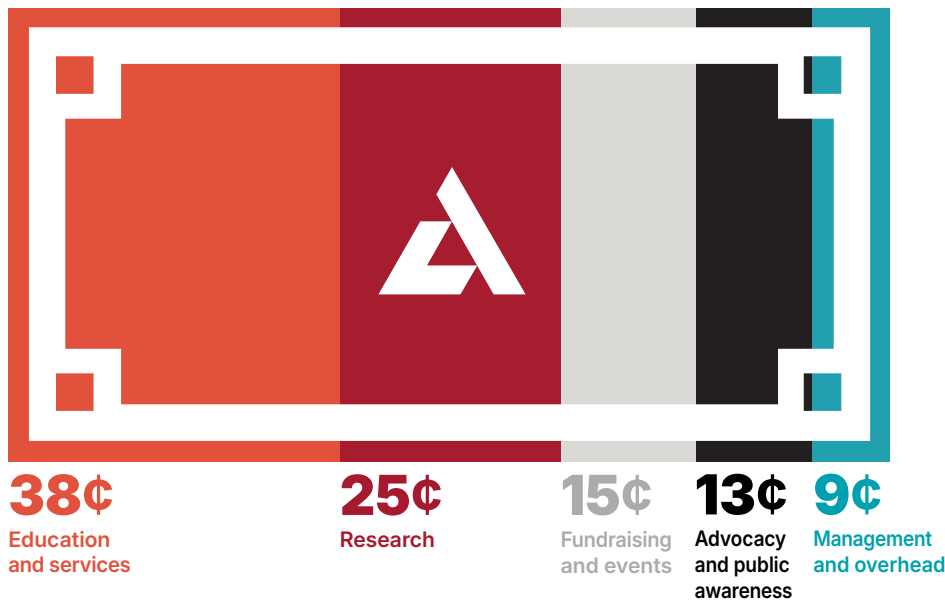
staff members

INVESTING IN IMPACT



In all, we spend about 76 cents of every dollar on research, education, advocacy, and public awareness.

These figures show the financial activities of the American Diabetes Association® (ADA) for the fiscal year ending on December 31, 2023.



38% Education and services

700,000+ individuals helped through ADA's recognized diabetes self-management education (DSMES) support programs

48,000 calls to the Center for Information annually

25% Research

\$955 million invested in diabetes research since 1952

171 active awards in our research portfolio

52 new projects funded in 2023

15% Fundraising and events

51 Tour de Cure®, Step Out Walk to Stop Diabetes®, State of Diabetes, and other signature events took place across the country

13% Advocacy and public awareness

565,000+ volunteers

208 countries reached

>3 million global reach and impact of the ADA's *Standards of Care in Diabetes*

9% Management and overhead

12,000 professionals in our network

350 staff members

PROJECT POWER FOR YOUTH



The American Diabetes Association® (ADA) offers this no-cost initiative to children ages 5–12, aiming to slow the trajectory of childhood obesity through health promotion, nutrition education, increased physical activity, and family involvement.



We've Empowered Over 9,030 Youths

Obesity affects 19.7% (about 14.7 million) of children and adolescents in the United States. Project Power for youth is on a mission to change that.

Using an evidence-based curriculum, we offer a no-cost program, with the help of schools, community centers, churches, and other community partners, that aims to reduce the consequences of prediabetes and type 2 diabetes.

Developing Healthy Habits

When confronting the diabetes crisis, prevention is critical. Our program teaches healthy lifestyle choices that will help lead to a healthier future. Our key objectives include:

- **Increased knowledge** of physical activity and nutrition
- **Improved confidence** making healthy food choices
- **Increased healthy behaviors**, including regular physical activity
- **Increased family involvement**



Our Impact

Through Project Power, **the majority of youths gained the ability to:**

- Identify the recommended amount of physical activity: **67.5%**
- Identify foods that were elements of a healthy plate: **64.7%**
- Exercise at least 5x/week: **76.3%**
- Choose fruit as snacks: **70.6%**
- Choose to drink water at least 4x/day: **63.6%**
- Consume 2–3 servings of vegetables/day: **56.5%**



I've learned how to maintain a healthy diet, what things are good for you, how to manage them, and how much to portion.

— Enoch

Project Power Participant



PROJECT POWER FOR ADULTS



The American Diabetes Association® (ADA) offers this no-cost, lifestyle change program to those 18 years and older, providing diabetes risk-reduction education, and promoting healthy lifestyles, healthy eating, and increased physical activity.



Over 5,600 Adults Nationwide Have Been Served Through Our Program

Nearly **one in two Americans has diabetes or prediabetes**, and **81% of American adults with prediabetes don't even know they have it**. Project Power for adults is on a mission to bring the best resources to the community—offering strategies to reduce their risk for or manage and thrive with type 2 diabetes.

Our 12-week diabetes risk-reduction program uses an outcomes-based curriculum to educate adults. It helps to destigmatize diabetes, remove the barriers to treatment, promote making healthy food choices, increase physical activity, and build family and peer support.



Our Lifestyle Change Program

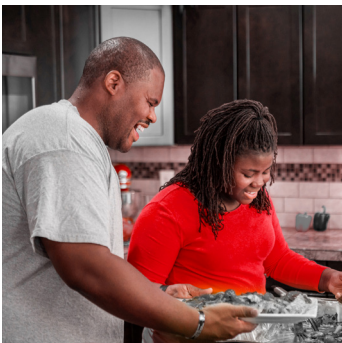
We offer interactive lessons, small support groups, and personalized health coaching—delivered virtually or in person through community-based partners. Our key objectives include:

- Reducing diabetes risk factors
- Improving diabetes knowledge
- Improving self-care behaviors and blood glucose management

Our Impact

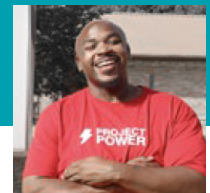
Through the Project Power program, **the majority of adults reported they:**

- Understood of the impact of healthy nutrition and regular physical activity on diabetes management and prevention: **90%**
- Are eating healthy and getting enough physical activity: **61%**
- Are highly satisfied with Project Power: **97%**



I had that non-scale victory as far as getting into my clothes fitting better, feeling better, looking better, and being able to move around better.

— Pastor Butler
Project Power
Participant



SAFE AT SCHOOL®



Diabetes must be managed 24/7. That's why American Diabetes Association® (ADA) created the award-winning Safe at School® (SAS) campaign to ensure all children with diabetes are medically safe, are treated fairly, and have the same educational opportunities as their peers at school.

Our Goal: Keep Children with Diabetes Healthy and Safe at School

The ADA aims to help children who are experiencing discrimination at their schools by creating a broad network of individuals who can support them and provide emergency diabetes care.

Our Solution

We combine our *Standards of Care in Diabetes* with relevant federal and state laws and policies to develop free resources, guidance, and tools that make sure diabetes needs are met during the school day and at all school-sponsored activities. SAS has helped thousands of families through the collaborative efforts of the ADA's staff and volunteers by providing:



Training — The SAS Diabetes School Training Program aims to provide school nurses and non-clinical school staff across the country with resources and training from qualified health professionals to provide routine daily and emergency diabetes care to children who aren't able to do so themselves.



Education — Our comprehensive educational tools and resources equip families with guidance, information, and support as to student rights and best practices to resolve school discrimination issues.



Change — The ADA has successfully led legislative and other policy changes to ensure students have access to diabetes care at school. We have led the way in achieving critical legislation, regulatory, and policy success in a majority of states to improve the ability of schools to provide safe, timely, and appropriate care to students with diabetes.

How do we do it?

Our SAS Diabetes School Training Program follows these four steps:

1. Identify schools in need of SAS training
2. Build a registry of diabetes educator trainers with expertise in pediatric diabetes
3. Deliver the curriculum and related materials to schools through the diabetes educator in exchange for a stipend
4. Train non-clinical school staff and assess competency with a post-training test

34 States and DC

now have statutes, regulations, and/or policy guidance to ensure the needs of students with diabetes are met.



SAS impacts

283,000+

children and young people living with diabetes in the U.S.



THE ADA CAMP EXPERIENCE



ADA Camp has been a lifeline for children living with diabetes, those at risk of developing type 2 diabetes, and their families. Our camps, located across the country, help children learn critical diabetes management skills, and develop social skills, self-respect, and life-long friendships.

About ADA Camps

Since 1949, the American Diabetes Association® (ADA) has connected children living with diabetes to adventure, education, mentors, and fun. Our overnight and day camps and family retreats are led by counselors and licensed medical staff trained in the ADA's *Standards of Care in Diabetes*. All ADA camps adhere to the highest standards, policies, and procedures set forth by the American Camp Association.

Camp Outcomes

Kids can meet others just like them while fostering independence, building self-confidence, and gaining an awareness of a healthy lifestyle through education, nutrition, exercise, emotional wellbeing, and glucose management. **ADA camps provide:**

- **Education** — Children living with diabetes leave an ADA camp with tips and tools for how to live well with diabetes and the knowledge and confidence to manage their diabetes. Their caregivers and health care professionals do as well!
- **Engagement** — The whole family can make memories while bonding over activities like swimming, singing, and skills-building.
- **Connection** — Feelings of isolation are reduced as children increase social skills and create close friendships with kids who are just like them!



Camp by the Numbers



2,700+
campers nationwide



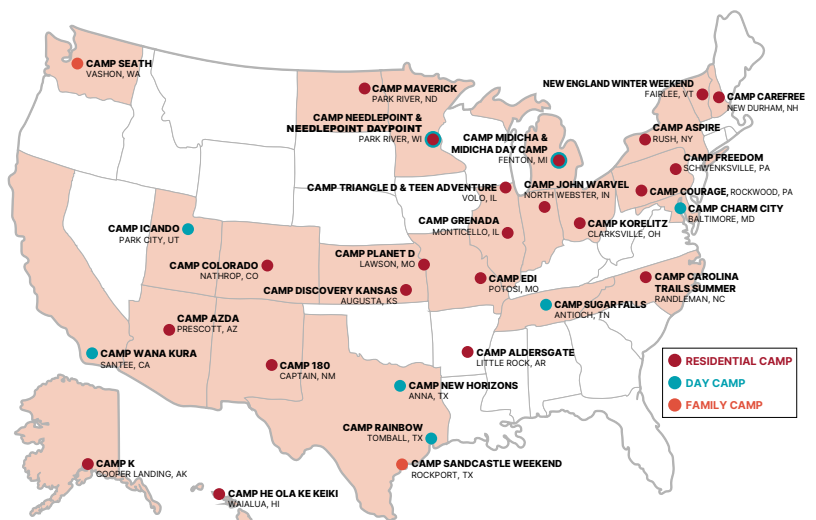
1,700+
volunteers nationwide



32
camp sessions nationwide



99%
of children learned how to perform at least one diabetes management skill independently



HEALTH EQUITY NOW[®]



Mission Statement:

We take a community-centered approach to building resilient communities by removing barriers, advancing evidence-based solutions, and advocating for change in a scalable and sustainable way that supports access to health and wellness for all.

The American Diabetes Association[®] (ADA) believes everyone deserves to have equitable access to lifesaving opportunities for diabetes prevention, care, and medication. Our Health Equity Bill of Rights envisions a future without unjust health disparities.

Taking a Stand Against Health Disparities

136 million Americans are living with diabetes or prediabetes—many whom live in communities that still lack access to equitable health care and resources.

With diabetes being the most expensive chronic condition in the United States, the ADA's health equity focus is working to ensure everyone has access to affordable diabetes care. Key focus areas include:

- Food access and nutrition security
- Eye health access
- Advocacy
- Medical technology access
- Professional education
- Pipeline to the future

By the Numbers

Diabetes can impact anyone, but some communities are disproportionately affected. ***We're on a mission to change that.***

1,000

households in need received weekly deliveries of healthy food from Dion's Chicago Dream in 2023

116

participants in the ADA's U Got This! pilot program received a CGM and wellness coaching

750+

eye exams were conducted in the first year of the ADA and Genentech's eye health equity program



Health Equity Bill of Rights

- ✓ **The right to** access insulin and other drugs affordably.
- ✓ **The right to** healthy food.
- ✓ **The right to** insurance that covers diabetes management and future cures.
- ✓ **The right to** not face stigma or discrimination.
- ✓ **The right to** avoid preventable amputations.
- ✓ **The right to** participate in clinical trials without fear.
- ✓ **The right to** stop prediabetes from becoming diabetes.
- ✓ **The right to** a built environment that does not put you at a greater risk for getting diabetes.
- ✓ **The right to** the latest medical advances.
- ✓ **The right to** have your voice heard.



ADVOCACY INITIATIVES

The American Diabetes Association® (ADA) fights for the right to affordable diabetes medications and technology, the right to be treated fairly at work and school, the right to quality health care, and so much more.

Transforming Lives with Action

When bills are introduced on the federal or state level that positively affect people with diabetes, we are among the first to show support. Advocating for these positive changes works at different levels:

- **Grassroots Advocacy** — Individuals are encouraged to take action at the state and federal levels.
- **State Advocacy** — We advocate for policy change in every state to ensure the unique needs of all diverse communities are met.
- **Federal Advocacy** — We urge congress to make diabetes a priority—improving diabetes research, education, and treatments.

Our Advocacy Initiatives and Programs



Insulin Affordability

Insulin saves lives. We fight to make it more affordable through powerful partnerships with health organizations and insulin manufacturers.

We advocated to cap cost-sharing on insulin, which is now **in effect in 25 states, plus DC and for Medicare recipients.**



Amputation Prevention Alliance

In the United States, a limb is amputated due to diabetes every three and a half minutes. The ADA helps make preventative care more accessible and funds research for treatments, including topical oxygen therapy, which, in a study with veterans, has shown a **73% reduction in amputations.**



Continuous Glucose Monitors (CGMs)

We work to ensure adults and children with diabetes who use insulin can access and get coverage for CGMs. So far, **18 states, including the most populous states in the country, made CGMs more accessible in Medicaid.**



Safe at School®

Our program helps to ensure all children with diabetes are medically safe at school and treated fairly. **We have achieved a favorable settlement in litigation** against the NYC Department of Education.



Health Equity Now®

We're fighting to build an equitable health care system to ensure *everyone* has access to the best possible diabetes prevention, care, and medication. In 2023, the ADA launched initiatives that brought **food security to 1,000 Chicago households, CGM and wellness coaching to 116 program participants in Ohio, and over 750 eye exams to Alabama residents living with diabetes.**



Obesity Treatment Access

Obesity is a chronic disease. The ADA supports research to identify the causes and best treatments, and help people with diabetes on their health journey.

In 2024, we launched a new division—the Obesity Association. Backed by 12,000 health care professionals, the Obesity Association's mission is to reduce the prevalence of obesity and improve health outcomes.

Our Goals:

- ✓ Make insulin affordable and accessible for all who need it
- ✓ Promote health equity
- ✓ Put an end to all forms of diabetes discrimination
- ✓ Increase overall funding dedicated to diabetes research and programs

When your voice is amplified alongside our

500,000+ Diabetes Advocates,

diabetes doesn't stand a chance.

Raise Your Voice, our engagement platform, helps supporters in the diabetes community be heard.

In 2023, we helped pass or defend more than

325 Priority Policies

at the state and community levels, including legislation to make insulin and diabetes technology more accessible and affordable.

INTERNATIONAL IMPACT



Through collaboration with international partners, the American Diabetes Association® (ADA) is able to fund programs and research in an effort to prevent, treat, and cure diabetes, and improve the lives of the 537+ million people affected by diabetes worldwide.

Global Footprint Expansion

Diabetes is a global health crisis and obesity is a leading risk factor. Obesity cases have tripled since 1975 and the number of people living with diabetes has been on the rise, causing more blindness, kidney failure, heart attacks, stroke, and lower-limb amputations around the world.

The ADA can help make an impact. Internationally recognized as an authority in setting clinical guidelines and providing resources to help people facing diabetes or prediabetes thrive, we're expanding our support, bringing leading research, treatments, and education to *all* individuals living with diabetes.

Taking Our Initiatives International

The ADA is a leader in defining evidence-based care, with more than four million professionals accessing our resources annually. By expanding our partnerships, we're able to offer these resources to even more health care professionals within the U.S. and internationally.

ADA EDUCATIONAL RESOURCES

Scientific Sessions

Researchers from all over the world share the latest progress and study results with the global diabetes community.

Clinical Update Conference

Leading-edge information is provided to health care professionals in an interactive learning environment.

Standards of Care in Diabetes (Standards of Care)

Updated annually to include all current clinical practice recommendations for diabetes care.

Diabetes Is Primary®

This accredited professional education program is based on the *Standards of Care* and ensures patients receive up to date, evidence-based care.

Institute of Learning

A trusted and free source for cutting-edge diabetes care offering 70+ continuing education courses, webinars, self-assessments, and more.

Overcoming Therapeutic Inertia Initiative

Created to implement the most effective care strategies for proper glycemic management and to address barriers that impede good health outcomes for people with diabetes or prediabetes.

INSTITUTE OF LEARNING



The American Diabetes Association® (ADA) created the Institute of Learning (IOL) to offer an accredited and non-accredited educational resource that aims to improve health outcomes for people with diabetes.

Cutting-Edge Diabetes Care Education

The comprehensive curriculum offered in the Institute of Learning aligns with the latest guidelines and recommendations found in the *Standards of Care in Diabetes*. This educational experience includes access to world-renowned opinion leaders and to best practices for diabetes management, care, and treatment.

Enhanced by the use of gamification strategies—such as 3D simulations, case-based scenario competitions, and augmented reality—the curriculum is designed for greater learning retention that will enable health care professionals to increase their knowledge, competence, and confidence on clinical standards and guidelines for diabetes care.

Accessible and Engaging On-Demand Learning

The Institute of Learning was created with the end user in mind—the care delivery team. Between their busy schedules and the constantly evolving guidelines, it can be challenging for them to stay up to date with the latest diabetes therapies and technologies. The on-demand nature of the content delivery not only allows for self-paced learning, it offers accessibility whenever and wherever they are available. The online platform has allowed us to share our educational resources worldwide.



23,608

accounts were created in 2023



120,476

accounts have been created in total



20

topics to explore



70+

free learning courses and tools



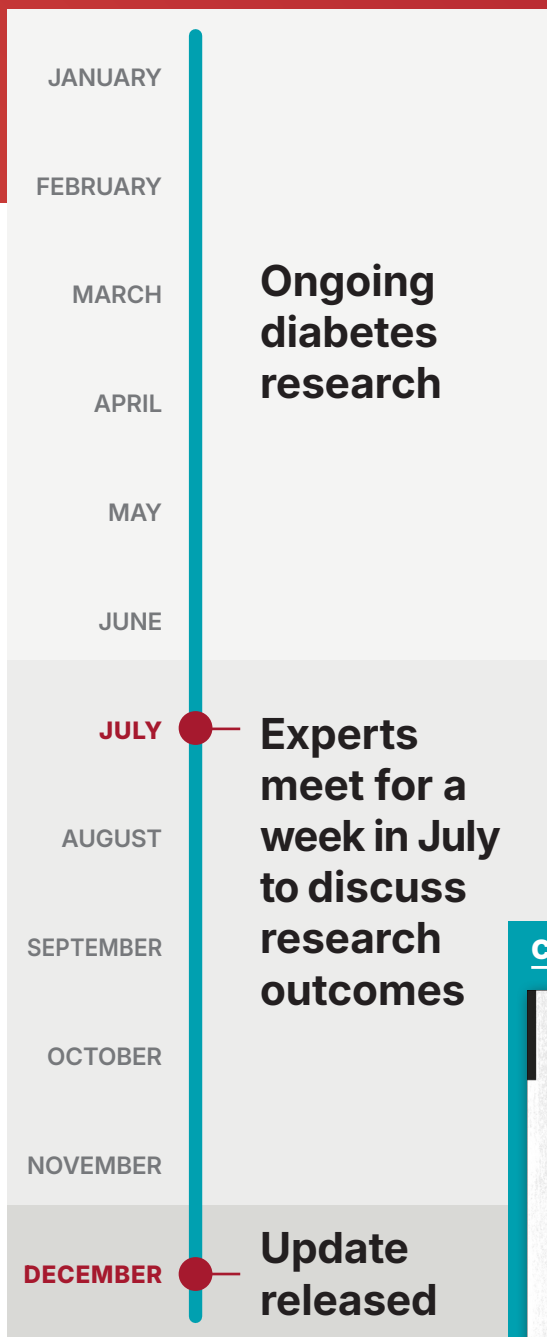
Our Institute of Learning offers continuing education courses for:

- Physicians
- Nurse practitioners
- Physician assistants and nurses
- Pharmacists
- Psychologists
- Social workers
- Diabetes care and education specialists

STANDARDS OF CARE IN DIABETES



TIMELINE FOR DEVELOPMENT



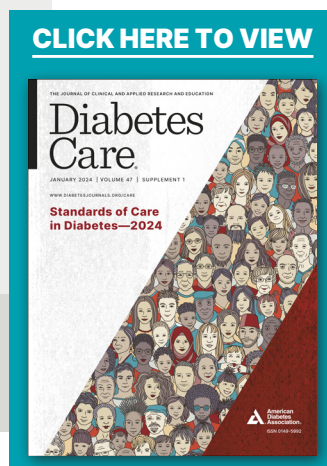
Guidelines for Diabetes Care

The American Diabetes Association® (ADA) created the *Standards of Care in Diabetes (Standards of Care)* to provide clinicians, researchers, policy makers, and other individuals with current clinical practice recommendations for diabetes care, general treatment goals, and tools to evaluate the quality of care.

These recommendations are based on an extensive review of clinical diabetes literature, supplemented with input from ADA staff and the medical community at large. The *Standards of Care* is updated annually, or more frequently online if new evidence or regulatory changes merit immediate incorporation, and is published in *Diabetes Care*®.

This guide is made widely available online and through the *Standards of Care* app.

CLICK HERE TO VIEW



Influencing All We Do

The *Standards of Care* is a direct result of the research we fund through our events and donations. We use it to guide all the programs we bring to people living with diabetes.

This document positively impacts the diabetes community and is incorporated into our educational resources—all in an effort to support our mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes.