



Marketing Strategy and Tactics for Diabetes Camp

Project Overview



PROJECT PURPOSE: Develop a strategic and tactical plan to increase awareness of, and the need for, diabetes camps, which will include a creative campaign to increase overall diabetes camp participation

PROJECT DETAILS:

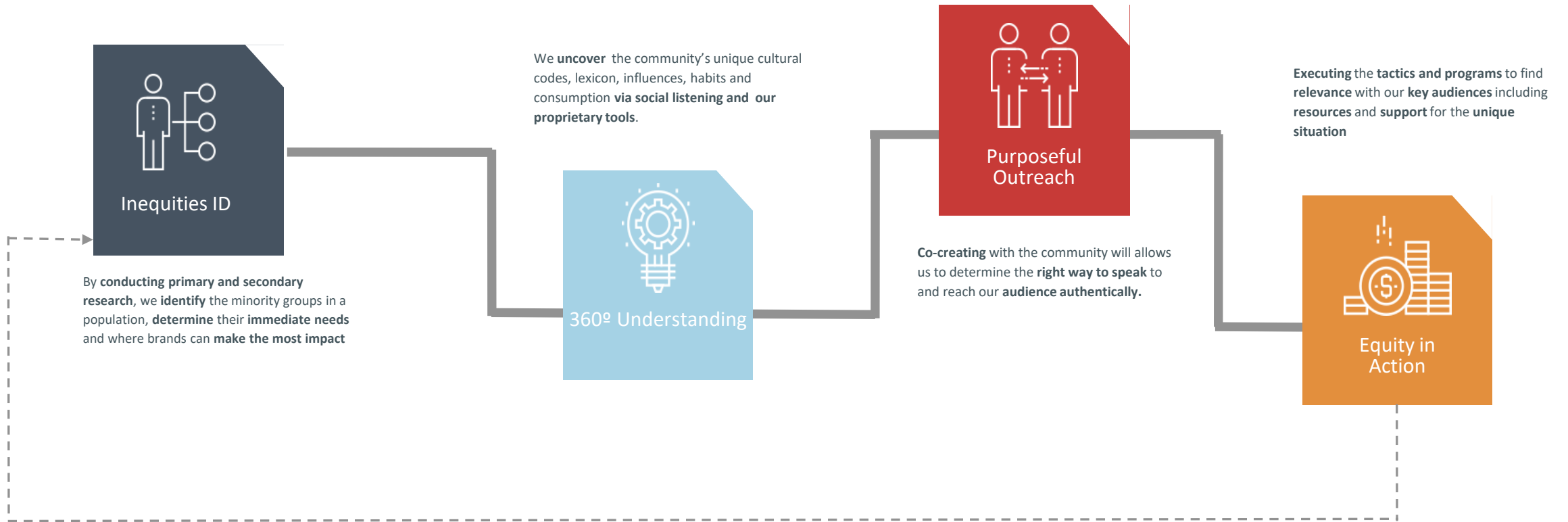
- Project will be broken out into 4 deliverables:
 - 1) Data dive: what do we know about the audience (where they consume information, the type of information they are looking for, behaviors, etc.)
 - 2) Tactical recommendation: What should we create based on the data?
 - 3) Campaign look and feel: brainstorm based on lead tactical initiative (likely social)
 - 4) Tactical execution

AUDIENCE:

- 1) T1D families
- 2) HCPs (ENDOs ,PED ENDOs, CDCES)
- 3) Professional associations and societies including, but not limited to, ADCES, PENS, and ADA
- 4) Advocacy Organizations including, but not limited to, Diabetes Link, CWD, JDRF



Equity Mapping



Incidence of T1D Are Growing Among Black and Hispanic Populations But Participation Lags...



T1D IS LESS COMMON THAN T2D

Type 1 diabetes accounts for about **5-10%** of all diagnosed **cases of diabetes**.

INCREASE IN MINORITIES WITH T1D

Minorities currently represent the **largest growing population** with type 1 diabetes (T1D) and **experience very poor outcomes**.

MAJOR ETHNIC DISPARITY IN T1D OUTCOMES

Black and Hispanic groups exhibit some of the **highest HbA1c levels, rates of hospitalizations, psychiatric comorbidity, and mortality** among all age groups with type 1 diabetes

Source:

The Journal of Clinical endocrinology & Metabolism, 2020

Opportunities for Black and Hispanic Populations Need To Be Tailored To Needs



BLACK POPULATION: NEED FOR TAILORED EDUCATION	HISPANIC POPULATION: SOCIOECONOMIC NEEDS	WHERE DECA COMES IN
<p>The Black T1D community requires more customized support outside of the direct socioeconomic needs.</p> <p>Black YA may need tailored reeducation and behavioral interventions that target diabetes distress and self-care.</p>	<p>There is an ability to improve HbA1c levels among Hispanic YA by directly addressing physical needs.</p> <p>Hispanic YA could better manage T1D if they had better access to pumps, CGM technology, and general education</p>	<p>Through awareness campaigns, promote diabetes camps ability to assist with T1D management for minority groups.</p> <p>camps can possibly help promote diabetes technology use, connect minorities with social programs, tailor support for disease self-management, and diabetes distress to account for social contextual factors.</p>

Sources:

The Journal of Clinical endocrinology & Metabolism, 2020

American Diabetes association, Ori Odugbesan, 2023



DECA and Advocacy Groups Recognize The Problem



JDRF Search Our Impact T1D Resources Community Calendar Fundraising More Donate Login

Unlocking Health Equity and Type 1 Diabetes

Where you live, your race, your ethnicity, how well-educated you are and your income level should not determine your health and well-being.

BEYOND TYPE 1 ABOUT HADLEY HADLEY'S PROGRAMS EDUCATION DEBATE

'DIVERSITY IN DIABETES', AN ORGANIZATION ADDRESSING DISPARITIES HEAD-ON

Written by: TOSCO BOURGEMAN

Quisha Umemba has dedicated her life to caring for people with diabetes. A Registered Nurse and Certified Diabetes...

WELL + GOOD BEAUTY FITNESS LIFESTYLE HEALTH FC

Health / *Healthy Body*

These Type 1 Diabetes Advocates Are Illuminating Black Diabetic Experiences



Kari Mwai

December 7, 2021

Diabetes Education & Camping Association Member Login Find A Camp Donate

For Camp Staff Partners & Friends Contact Us Mission Diversity, Equality and Inclusion Leadership Corporate Information Why Camp

Diversity, Equality and Inclusion

DECA, our mission is to help everyone find their place in the world of diabetes camps. Diabetes finds its way into all walks of life, and therefore, diabetes camps must strongly commit to welcome all to their services and programs. We are dedicated to staying true to our mission by ensuring our camps are seen as anyone's camp.

DECA will continue to remain current with the knowledge needed to remain sensitive to the impact of race/ethnicity, gender, sexual orientation and gender identity. We value and understand the need to actively promote and enhance diversity, equity and inclusion among our campers, counselors, and staff.

This commitment will make our camps and the world a better, stronger place.

diabaddieorg · Follow
Ndup · All Night

diabaddieorg Edited · 22w
Hey Diabaddie supporters and the T1D community! A few weeks ago, we mentioned that we had the opportunity to take some campers to @chrisdudleyfoundation this summer!

We aim to raise funds using the donation link in our bio to cover airfare, and travel, to send Brandon to diabetes camp from July 23-28th, 2023.

Diabaddie's excited to introduce Brandon Francis to you (pictured in the brown on the left) who we've registered for camp and will continue to support his attendance!

Some fun facts about Brandon:
He is an older brother to two siblings!
His favorite law, each people is some...

Liked by sasacheeks and others
MAY 10

Add a comment...

“The online diabetes community is rapidly growing. More and more people with all types of diabetes are taking to platforms to share their experiences. There are mighty Black advocates within the community who are committed to **sharing their stories on social media and amplifying the nuanced challenges Black diabetics face.**”



But there is more we can do to authentically reach the T1D minority groups and educate them on diabetes camp.



There Are Still Barriers to Accessing Diabetes Camp

UNDERSTANDING THE VALUE OF CAMP

racial/ethnic minority youth are underrepresented in diabetes camps nationwide



How is your feeling of the Diabetic Summer Camp(s) you went too? Positive, Negative, horrible and/or wonderful **Would you send your child to summer camp?** I wanna hear all of your experiences. Even if your diabetic summer camp experience is terrible. I wanna hear it all.



KNOWLEDGE ON HOW TO ACCESS CAMP

It is possible that minority groups may not know scholarship funds exist or feel comfortable requesting aid.



We are parents of a T1D 11 year old Chicago with siblings. Does anyone know of **a camp that is inclusive to all?** The only diabetes camp I have heard of is Sweeney. 2nd question: are there others (maybe in the southeast or northeast) that this community can recommend? Thanks!

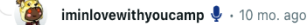
NEED FOR FINANCIAL AID

In order to attend Diabetes camp, 65.6% of black children, 48.1% of Hispanic children and 24.3% of white children applied for financial aid.



I'm so excited to send my kid to D-camp for the first time this summer. He'll be 9. I've heard nothing but good things and all of the counselors are T1D themselves, many former campers. We've been to a sports event they hosted and it was a lot of fun. I'm really excited for him to be around people who "get it" since he's the only T1D kid in our family/friends.

But it's so expensive. I get it. Several nurses on staff and all that. But still, yikes.



Yes... and it wasn't cheap back then. My first year of camp (2002)the camp cost 1600.00. My last year (2011) the camp cost (3000). Can you call the camp and see if the camp has any scholarship programs. Good Luck.

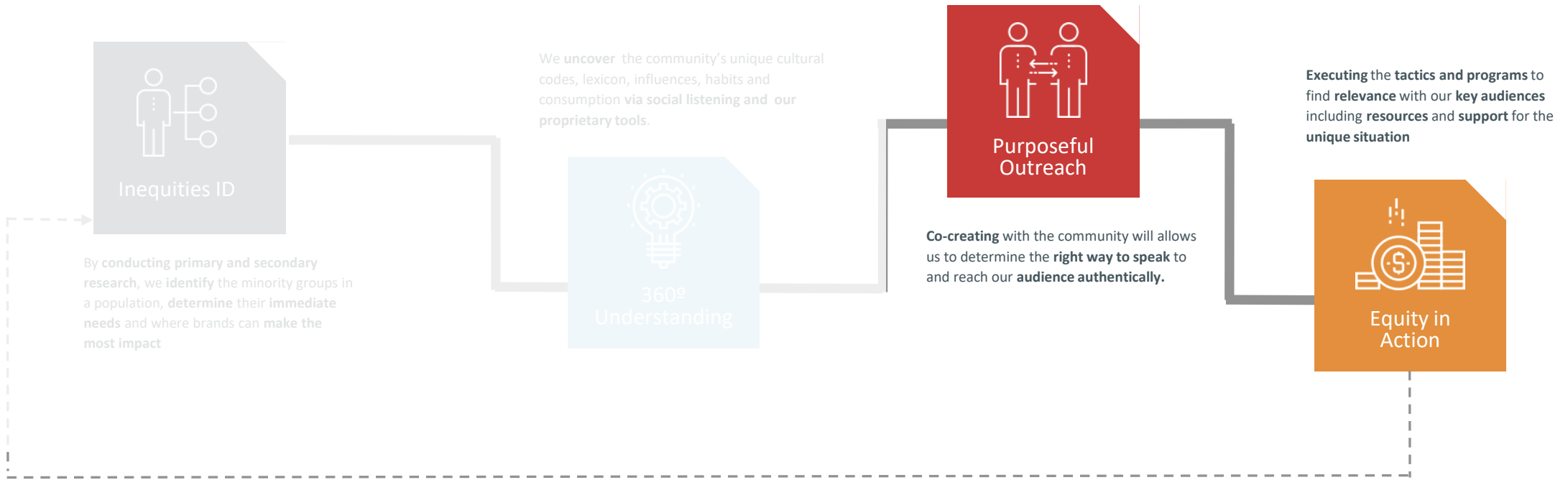


Source: American Diabetes Association, Racial Ethnic Disparities in Youth With Type 1 Diabetes Participating in Diabetes Summer Camps, Jan, 2020



But there is more we can do to authentically reach the T1D minority groups and educate them on diabetes camp.

Equity Mapping



Process To Providing Diabetes Camp Education & Reaching Broader Audiences



Purposeful Outreach

Co-creating with the community will allow us to determine the **right way to speak** to and reach our audience authentically.



Equity in Action

Executing the **tactics and programs** to find **relevance** with our **key audiences** including **resources** and **support** for the **unique situation**

INFORMATION & RESEARCH

Conduct research and work with advocacy, camp members, and DECA to gather information about the benefits of diabetes camping and barriers to raising awareness about camp.

IDEATING & DEVELOPMENT

Co-create with advocacy and camp members when developing tactics to ensure their voices are part of the solution and we are addressing underserved groups needs.

EXECUTION

Create authentic and motivating tactics that will raise awareness and empower parents to take action by enrolling their kids in diabetes camp.



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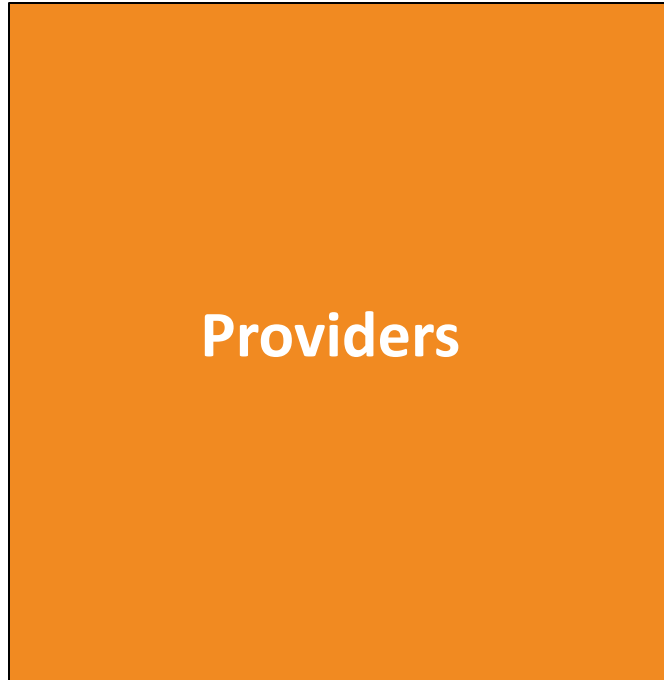


Steering Committee Recap



Target Audiences

Steering committee, which include representatives from member camps and T1D advocacy organizations, identified 3 key target audiences to help increase camp awareness and attendance:





Credible Marketing Comes From Credible and Relatable Sources

Below are the common themes we heard in regard to what marketing works and what does not when reaching diverse groups

What's working

Hyper focused programs and
grass roots efforts
elevating the camper, family
and staff stories

What's Not

Mass generic marketing on
social



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**& PATIENTS
PURPOSE**

Steering Committee Ideas: Key Tactics Discussed

Print Materials

- **Develop print cards with DECA promotional content for parents:**
 - These piece could include quick hit benefits about camp and financial resources
 - Develop materials in Spanish as we learned that while the kids speak English their parents do not
- **Develop print cards with DECA promotional content for HCPs:**
 - Develop DECA flyers for pediatric / school nurse offices
 - Camp discussion guides for school nurses/peds to talk to parents and arm nurses/peds with the benefits of diabetes camp and cost

Videos

- **:30 Promotional video ad for HCPs:**
 - Create a promotional video ad that could be included in a diabetes related presentation with providers at conferences or school nurse event
- **Interviews with diabetes camper parent and DECA member:**
 - Through Community Table Program which elevates the voices of diverse individuals with T1D we could promote diabetes camp and break through the barrier of parents fearing sending their child (Spanish translation)

Website Update

- **Website revamp to include tools and resources for regional promotion**
 - Include tool kits and promotional print outs on the website so local camps are armed with the resources to promote diabetes camp
 - Add discussion guides for local nurses and HCPs on how to talk to parents who are nervous to send their child to camp
 - Host webinars where local camps can come and talk about their offerings
 - Find a Camp – make sure all strategic alliances link to DECA’s Find a Camp as most updated (ADA, CWD have Find a Camp on their sites) is there a way to all link back to DECA?



New Creative Assets

Tactical plans to deploy and share broadly



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Overview of Marketing Materials

DECA will have the following new marketing resources:

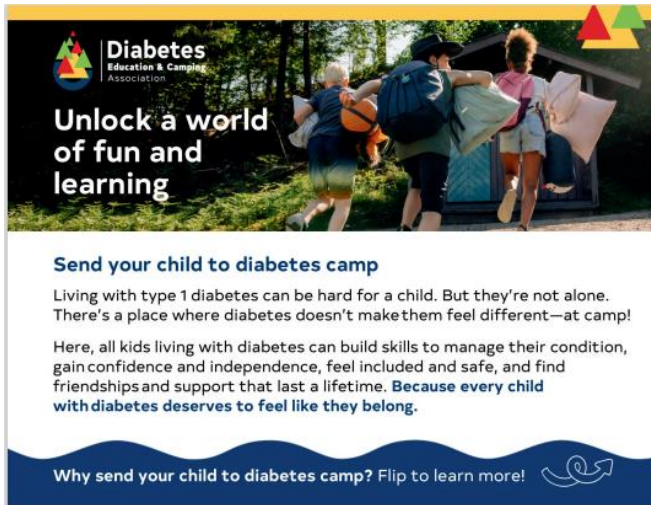
- Why Camp Print Card
- Why Camp Brochure
- Why Camp Presentations
- Conversation Guide for HCP and School Nurses
- User Generated Content Guide (UGC)
- Videos leveraging the UGC
- Why Camp website to include resources and toolkits

All materials will be available to member camps to leverage. Toolkits will be shared with diabetes community; industry partners, advocacy organizations and health organizations.



Why Camp Print Card

Purpose: Simple messaging for families to see key benefits of diabetes camp. Peak interest to learn more and drive directly to DECA's Find a Camp tool on the website to learn more about diabetes camps in their area.



Card printed back-to-back



Audience: T1D Families

Distribution Tactic: Print or Digital option

Channels: Given out by school nurses, HCP's, distributed at conferences, included in newly diagnosed family resources, any event where T1D families are present.

Member Camp Opportunities: Ensure DECA's Find a Camp is updated and leverage with community partners.

Available now!





Why Camp Brochure

Purpose: More detailed informational brochure on the key benefits of diabetes camp. Drive directly to DECA's Find a Camp tool on the website to learn more about diabetes camps in their area.

DIABETES CAMP
Unlock a world of fun and learning

What are the benefits of diabetes camps?

At camp, kids can find:

- C Community** where they can meet others living with diabetes from all backgrounds, learn from their peers, and make friendships that last a lifetime
- A Adventures** where they can have fun, learn, and build their confidence—where diabetes doesn't have to be a barrier
- M Management tips and training** to help set themselves up for success with diabetes in the future
- P Professional support** from diabetes educators who can provide one-on-one teaching and care

Living with diabetes can be hard for a child. But it's not alone. There's a place where diabetes doesn't make them feel different—at camp! Here, all kids with diabetes can build skills to manage their condition, gain confidence and independence, feel included and find friendships and support that last a lifetime. **Because every child with diabetes deserves to feel like they belong.**

Why send your kid to diabetes camp? **Open to learn more!**

99% of kids who went to camp were able to independently achieve at least one diabetes management skill after camp!

4 page folded brochure

Parents can have peace of mind

The thought of sending your kid away overnight can be scary for any parent, especially when your child has a chronic condition. But diabetes camps are designed for your child with their safety in mind.



Diabetes camps are run by experts in managing diabetes—and in training kids to take on age-appropriate care. Some ways that diabetes camps work to keep your kids safe are:

- **Creating an environment** designed for healthy management of diabetes
- **Having medical professionals** available to provide care
- **Ensuring all campers** have diabetes management counselors and staff
- **Working together** to ensure all campers feel supported

Interested in a diabetes camp? Cost doesn't have to be a barrier.



Most diabetes camps have programs to help lower the costs—some even fully cover the camp fees. When you find a diabetes camp that's right for your child, you can call or email them to better understand the fees and what financial support is available.



Find a diabetes camp near you!
Scan the QR code or visit diabetescamps.org/find-a-camp



Here at DECA (Diabetes Education & Camping Association), our mission is to provide a place of belonging for every child with diabetes. We know just how much going to camp can impact a child living with diabetes—giving them the skills they need to manage their condition, a sense of confidence and independence, and friends for a lifetime.

Audience: T1D Families

Distribution Tactic: Print or Digital option

Channels: Given out by school nurses, HCP's, distributed at conferences, any event where T1D families are present. Use when families want more detail than provided in the card.

Member Camp Opportunities: Ensure DECA's Find a Camp is updated and leverage with community partners. Available on Canva to add local camp logo.

Available now!





Why Camp Presentation

Purpose: Quick presentation template that outlines the key benefits of diabetes camping. Leverage content when presenting to health care professionals, school nurses or other professionals.

Unlock a world of fun and learning

What are diabetes camps?

CAMP can change the future for kids with diabetes!

Let's look at the benefits of diabetes camp by the numbers

Parents can have peace of mind

Are diabetes camps expensive?

How can you support diabetes camps?

Encourage parents to consider diabetes camps for their families

PowerPoint Slide Presentation (13 Slides)

Audience: HCP's, School Nurses

Distribution Tactic: Digital Customizable PowerPoint Slide Presentation, could be stand alone or included within another existing presentation taking place

Channels: Specific meetings or conferences where School Nurses or HCPs are gathering; includes information on the benefits of camping for their T1D audience

Member Camp Opportunities: Available on Canva to customize for local camp presentations.

Available now!



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User Generated Content Guide (UGC)

Purpose: A simple “how to” guide to capture video stories to increase awareness and help break down potential barriers.



If you've been part of a type 1 diabetes camp, you know the kind of impact it can have on the future. And you know that the friendships made at camp last a lifetime. Your stories can help spread the word, so many other kids and families can have the chance to be a part of diabetes camp, too.

Here are some questions you may want to consider as you share your story:

- What were some of your/your child's favorite memories from diabetes camp?
- Would you/your child go back to diabetes camp? What would you/they be excited about going back to?
- Did you/your child meet new friends at diabetes camp? Tell us about the relationships that were started there.
- Did you have any worries or concerns about camp before going? If so, how did you get past them?
- What did you/your child learn about how to manage diabetes at camp, and what did learning that mean to you/your child?
- If you knew someone going to diabetes camp for the first time, what advice would you give them?

Share your story by filming a short video about your time at camp and send it to us! For tips on how to film your video, please see the next page.

IF YOU'RE INTERESTED IN SHARING YOUR DIABETES CAMP STORY, HERE'S HOW!

Follow these simple steps to film your video:

- Find a well-lit comfortable place to film your story**
Tip! If you're filming outside, face the sun to avoid silhouettes behind you. Try to also avoid windy or noisy areas.
- Set up your phone so you can use the camera to film horizontally**
You can either hold it up like a selfie, have a friend or family member film you, or use a tripod to hold your camera while you speak.
Tip! Once you find the camera angle you like, tap your face on the camera screen to make sure you're in focus.
- Share your story by speaking directly to the camera**
Tip! Start filming 3 seconds before you start speaking and finish filming 3 seconds after, so you don't get cut off.
- Upload your video**
Once you've shared as much as you're interested in, **upload your video and completed Consent Form using the QR code below.**
We may use your video to help spread the word about camp on our website, social media, email, or other DECA resources. If we do share your story, we will never share your full name—just your first name and last initial.



Here are some do's and don'ts about filming yourself:

- **Do** film in a place where you feel comfortable and can be yourself!
- **Do** consider wearing clothes from your camp!
- **Don't** wear clothing with recognizable brands or jewelry that makes loud noises
- **Don't** wear all black, all white, or small patterns like checkers, plaid, or stripes
- **Don't** forget to have fun!

Your story can make a huge difference! Thank you for sharing and helping further our mission for every child with diabetes to have a place where they belong. **Click or scan the QR code to upload your video and consent form.**

Audience: Anyone with experience about the impact of diabetes camp; intentionally seek out diverse stories:

- ✓ Person of Color
- ✓ Financial Considerations
- ✓ Overcoming fears

Distribution Tactic: Digital

Channels: Advocacy groups, HCP's, School Nurses, Diabetes Camp Leaders, Steering Committee, Industry Partners

Member Camp Opportunities: Consider someone you know with an impactful story and share the guide with them. Encourage story sharing and the impact they can make to ensure all kids get to camp!

Available now!





Resources Still in Development for Phase 1

-Videos leveraging UGC Content (Q2 2024)

Purpose: Tell the authentic story of the benefits of diabetes camping. 1 for HCPs/School Nurses & 1 for Patients/Caregivers. Leverage on social media channels, websites and toolkits to share with diabetes community; industry partners, advocacy organization and health organizations.

-Website Integration (End of February)

Purpose: Include tool kits, promotional print outs, FAQ sheet, on the DECA website so local camps are armed with the resources to promote diabetes camp.

-Toolkit (End of February – Customize based on partner)

Purpose: Create a toolkit that will include key messages, key designs, etc. These materials and content can then be used by advocacy groups and camps.



Next Steps:

1. Start using resources now!
2. Collect User Generated Content before March 15th
3. Send any suggestions on sharing Toolkit externally to Terry or Katie
4. DECA will ask Steering Committee members to Take Action on moving forward conversations with Advocacy Organizations, consistent with their mission about the importance of Camp

THANK YOU!