

Creating Effective Awareness Campaigns for Type 1 Diabetes

Using the ASK Program as a Case Study

Rick Bacher

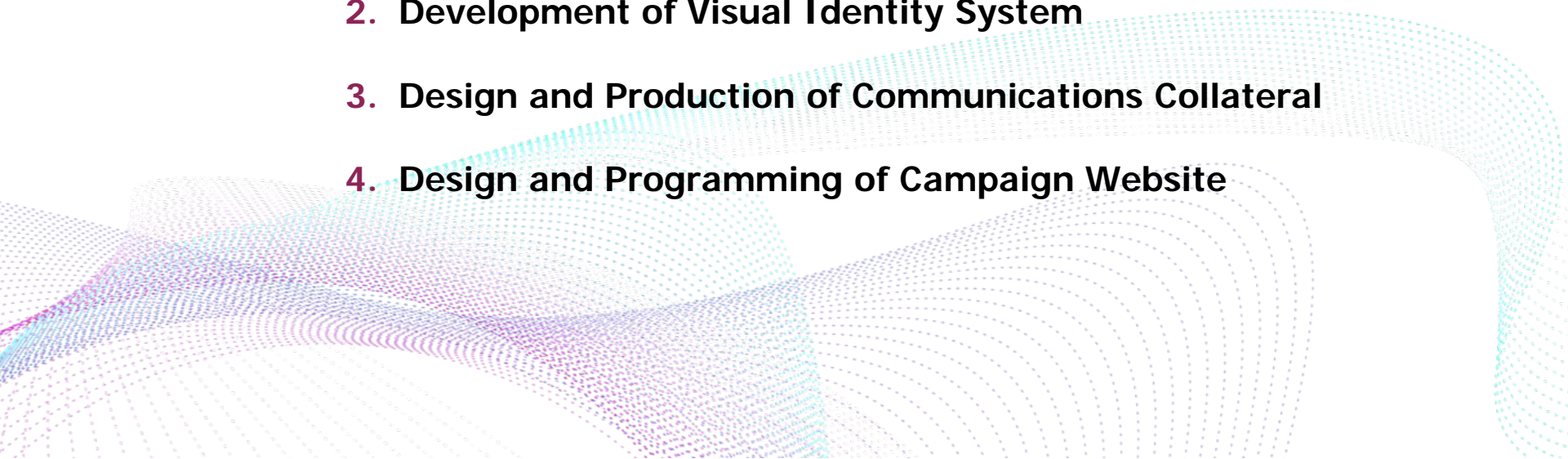
Creative Director, Get Stirred Up

Disclosure:

I have no potential conflicts of interest or financial relationships to disclose.

Front-End Work: Campaign Planning and Positioning

In **2017**, our initial scope of work included:

- 1. Articulation of Campaign Positioning**
 - 2. Development of Visual Identity System**
 - 3. Design and Production of Communications Collateral**
 - 4. Design and Programming of Campaign Website**
- 

Steps for Creating an Effective Campaign

Key steps we followed to build an effective awareness campaign that will serve as our roadmap:

- 1 Set clear campaign objectives.
- 2 Develop a memorable and distinctive brand identity.
- 3 Identify key messaging themes (and concerns).
- 4 Create messaging that simplifies the action step.
- 5 Design consistent collateral to support the campaign.
- 6 Use emotional storytelling to create relatability.
- 7 Implement a dynamic digital and social media campaign.
- 8 Engage local media to broaden the campaign's reach.

1 Set clear campaign objectives

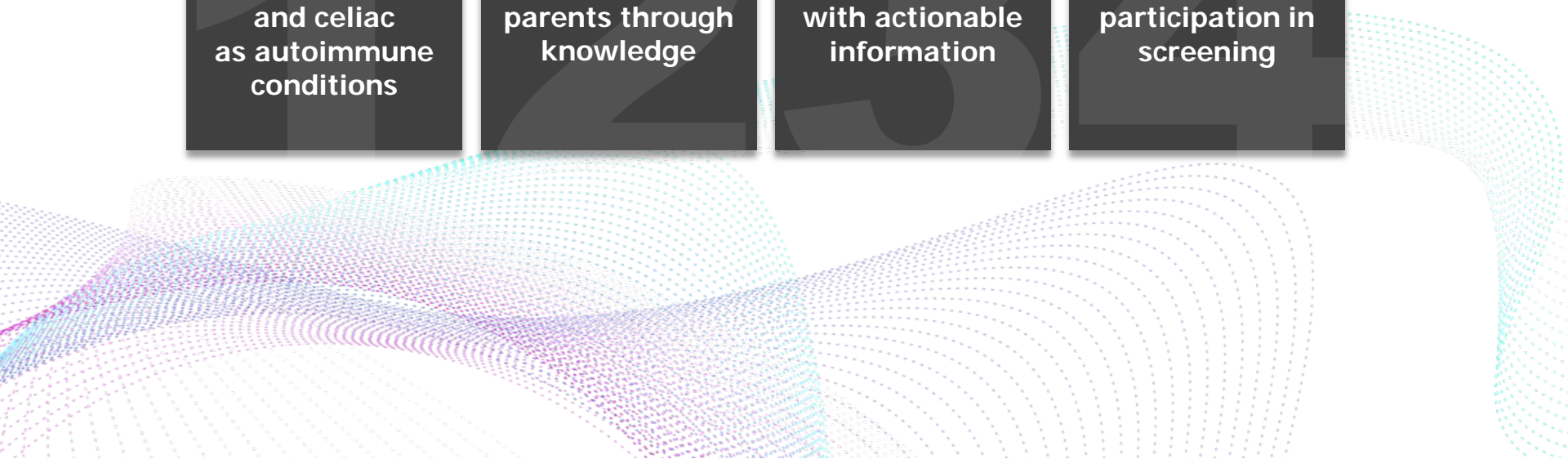
For ASK, our objectives were:

1
Increase awareness of T1D and celiac as autoimmune conditions

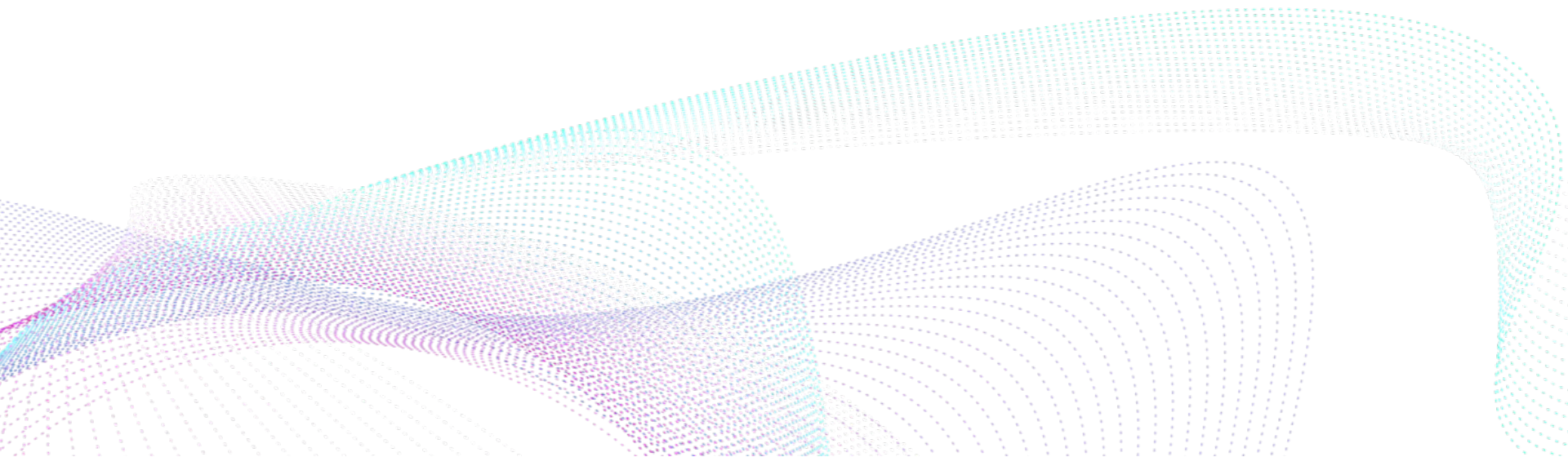
2
Empower parents through knowledge

3
Provide families with actionable information

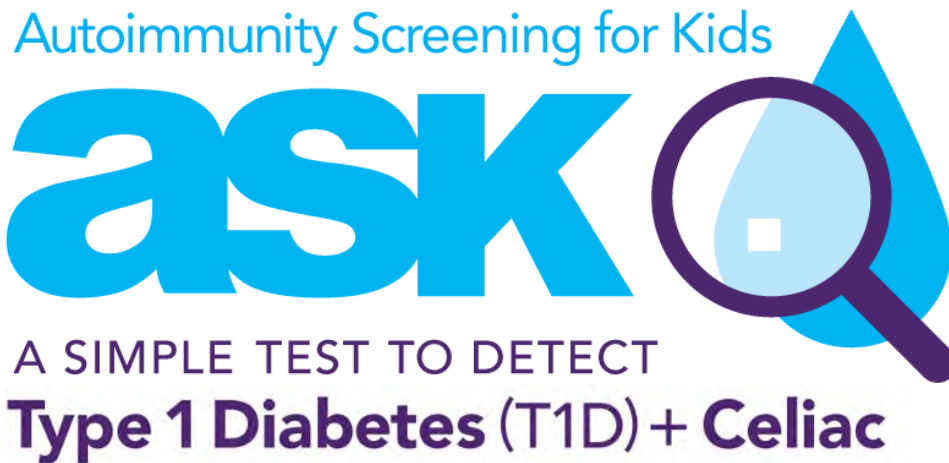
4
Maximize participation in screening



Our first step was to create a brand identity that communicated expertise and authority (of the Barbara Davis Center) to build trust, with consistent messaging — that encouraged participation.







KEY REASONS TO PARTICIPATE

- Family history or current family member with conditions
- Reassurance/peace of mind
- Fending off/ruling out potential health risks
- Not worrying about potential adverse reaction to foods
- Participating in a study that advances research
- Having an immediate and robust support system and resources, if results are positive
- Screening is FREE

KEY REASONS TO PARTICIPATE

POSSIBLE AREAS OF RESISTANCE

- Invisibility of symptoms
- Conditions viewed as flaw or curse; negative stigma (especially to diabetes)
- Privacy worries / Labelled with pre-existing condition
- Blood draw fears / anxiety
- Cultural or socioeconomic misinformation

KEY REASONS TO PARTICIPATE

POSSIBLE AREAS OF RESISTANCE

CHALLENGES AROUND TERMINOLOGY

- Autoimmunity
- Antibodies / Islet Autoantibodies
- Celiac Disease vs. gluten intolerance/sensitivity
- Type 1 Diabetes vs. Type 2 Diabetes
- Juvenile Diabetes vs. Childhood Diabetes vs. Type 1 Diabetes

KEY REASONS TO PARTICIPATE

POSSIBLE AREAS OF RESISTANCE

CHALLENGES AROUND TERMINOLOGY

CONVERSATION STARTERS

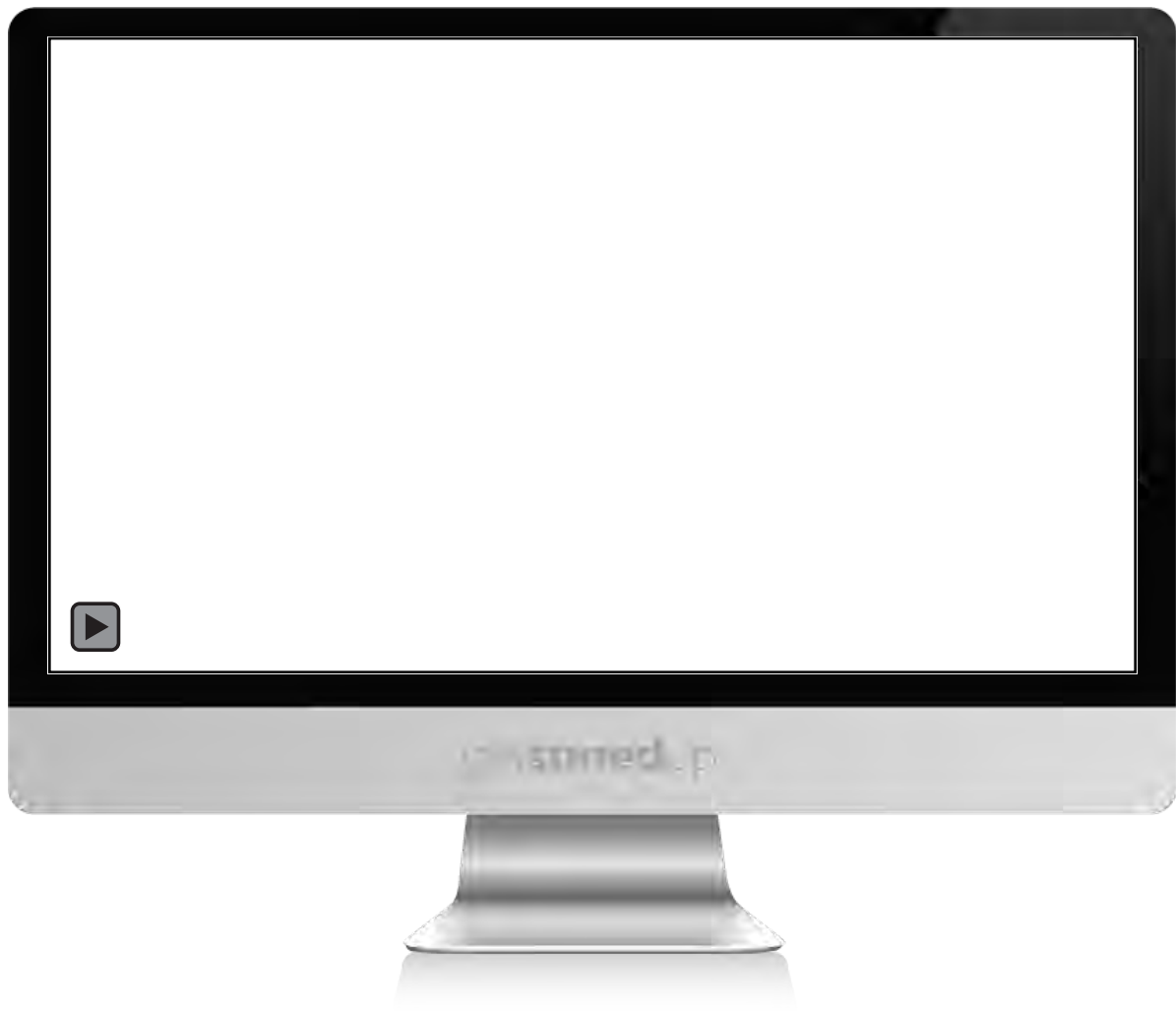
- Popularity and familiarity of gluten free foods (in grocery and restaurants)
- Importance of participating in groundbreaking research
- Education around autoantibodies — detectable months-to-years before symptoms
- Signs and symptoms to watch for — of both conditions

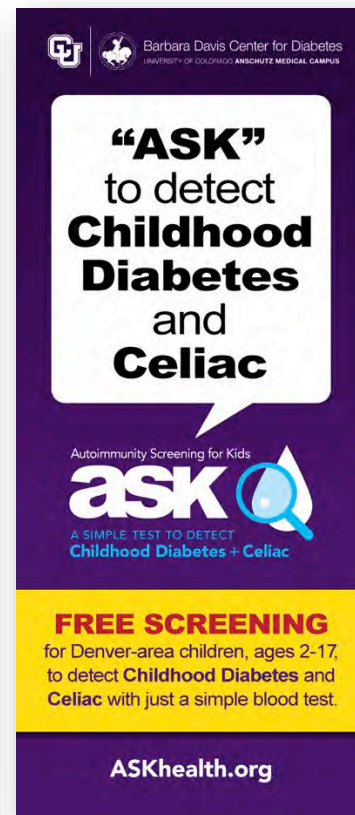
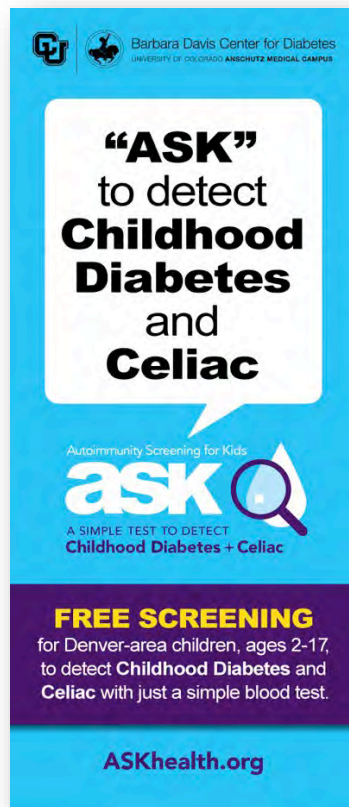
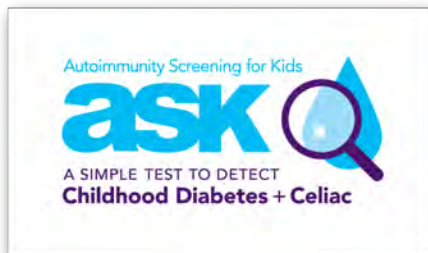
CONVERSATION STARTERS

- Popularity and familiarity of gluten free foods (in grocery stores)
- Importance of participating in groundbreaking research
- Education around autoantibodies — detectable months-to-years before symptoms
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Ultimately, we reduced our message to a simple action: **JUST ASK.**





Childhood Diabetes

- In kids with Childhood Diabetes (T1D), the immune system destroys cells in the pancreas that make insulin.
- Insulin helps you to use the energy from food.
- Children with T1D need daily insulin injections to stay healthy.

Symptoms of Childhood Diabetes:

- Increased thirst
- Increased urination
- Weight loss
- Low energy

Celiac Disease

- People with Celiac Disease (CD) cannot eat gluten, which is found in most breads and pastas.
- When a person with CD eats gluten, it triggers inflammation in the intestines. Even if there are no symptoms, there can be serious risks to health, like weakened bones and slower growth, of some cancers.
- A gluten-free diet prevents these risks and complications of Celiac Disease.

Symptoms of Celiac Disease:

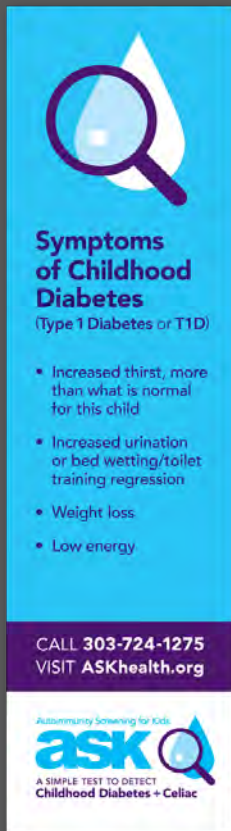
- Poor growth
- Stomach aches, being sick or diarrhea
- Fatigue, weakness, anemia, vomiting



ASK Book

- Learn more about Childhood Diabetes and Celiac Disease.
- Get tips on how to manage your child's condition.
- Find out how to get support and resources.
- Discover the importance of early diagnosis and treatment.
- Learn about the latest research and advances in care.

BOOKMARK (2-SIDED)



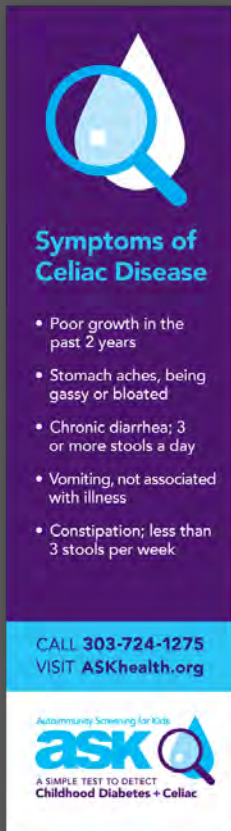
Symptoms of Childhood Diabetes

(Type 1 Diabetes or T1D)

- Increased thirst, more than what is normal for this child
- Increased urination or bed wetting/toilet training regression
- Weight loss
- Low energy

CALL 303-724-1275
VISIT ASKhealth.org

Autoimmunity Screening for Kids
ask
A SIMPLE TEST TO DETECT
Childhood Diabetes + Celiac



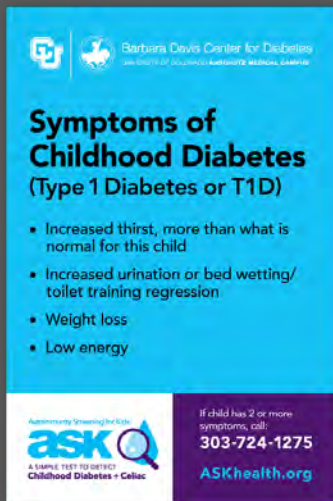
Symptoms of Celiac Disease

- Poor growth in the past 2 years
- Stomach aches, being gassy or bloated
- Chronic diarrhea; 3 or more stools a day
- Vomiting, not associated with illness
- Constipation; less than 3 stools per week

CALL 303-724-1275
VISIT ASKhealth.org

Autoimmunity Screening for Kids
ask
A SIMPLE TEST TO DETECT
Childhood Diabetes + Celiac

4" x 6" MAGNET



Symptoms of Childhood Diabetes

(Type 1 Diabetes or T1D)

- Increased thirst, more than what is normal for this child
- Increased urination or bed wetting/toilet training regression
- Weight loss
- Low energy

Autoimmunity Screening for Kids
ask
A SIMPLE TEST TO DETECT
Childhood Diabetes + Celiac

If child has 2 or more symptoms, call:
303-724-1275
ASKhealth.org

PARENTS:

In Colorado, up to **1 in 30** children will develop celiac disease and up to **1 in 100** will have early stage type 1 diabetes. Children can have celiac disease or diabetes for months to years that remain unrecognized until a crisis hits. **A simple blood test can check for early diabetes or celiac disease, before symptoms develop.**

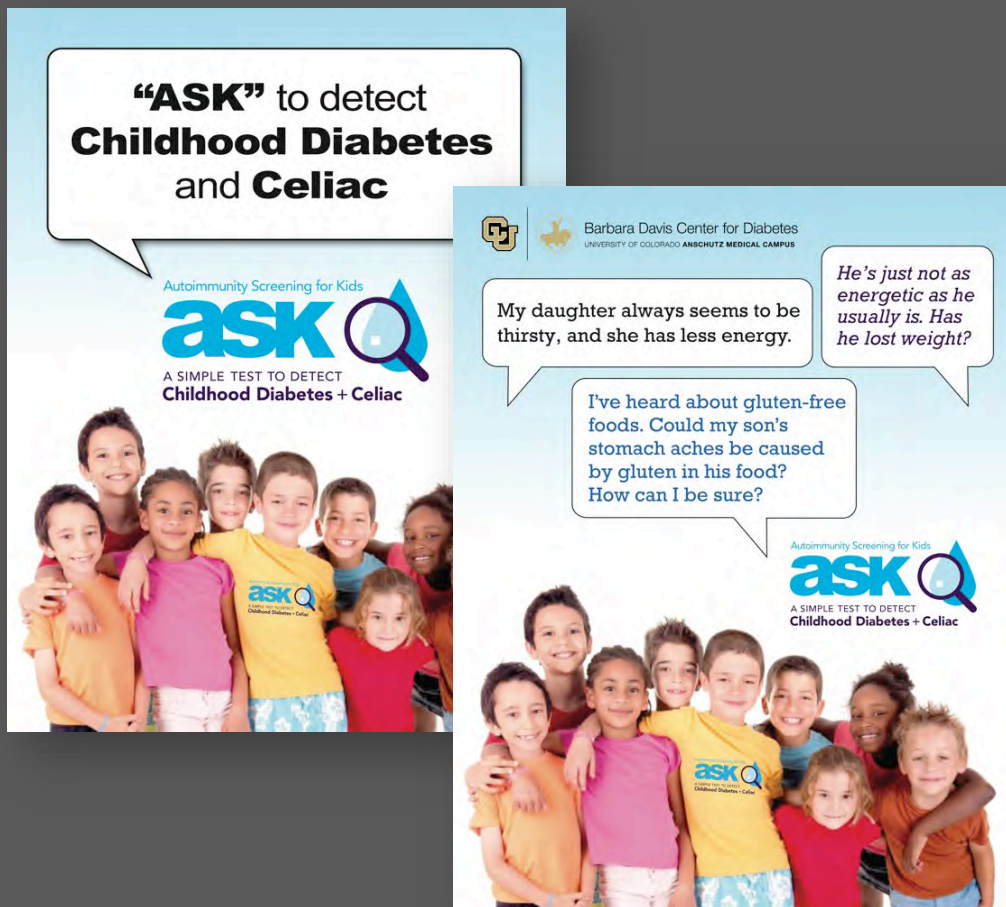
Why should I screen my child for early type 1 diabetes?

- Screening prevents life-threatening coma and hospitalization
- Most children (92%) diagnosed with type 1 diabetes do NOT have a family member with diabetes
- Type 1 diabetes can be present for months to years before symptoms even develop
- Most children (90%) with type 1 diabetes are normal weight
- Type 1 diabetes most commonly affects active and healthy children

Why should I screen my child for celiac disease?

- Screening helps to start gluten-free diet before child becomes sick
- Undetected celiac disease may lead to long-term health complications
- 40% of the population has genes that increase the chance of developing celiac disease
- Most people (90%) with celiac disease do not have a family member with celiac disease
- Half of all children who develop celiac disease do not have symptoms
- Many children may have symptoms that are different from those in adults

Design consistent collateral to support the campaign.



Barbara Davis Center for Diabetes
UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS

WHY ASK?

- 92% of children diagnosed with type 1 diabetes in Colorado have no family history.
- Many people are unaware of the symptoms of this serious childhood disease or of the difference between type 1 and type 2 diabetes.
- 58% of those newly diagnosed are very sick and hospitalized for diabetic ketoacidosis (DKA), a serious, preventable complication that can lead to poorer long term outcomes.
- 40% of CO children who develop T1D have government insurance (mostly Medicaid, also TriWest and CHIP) and have an even higher rate of DKA.
- ASK screening and early education and monitoring treatment can prevent DKA.

ABOUT THE ASK PROGRAM

ASK is funded by JDRF International, The Leona M. and Harry B. Helmsley Charitable Trust and Janssen Research and Development, LLC with four primary goals:

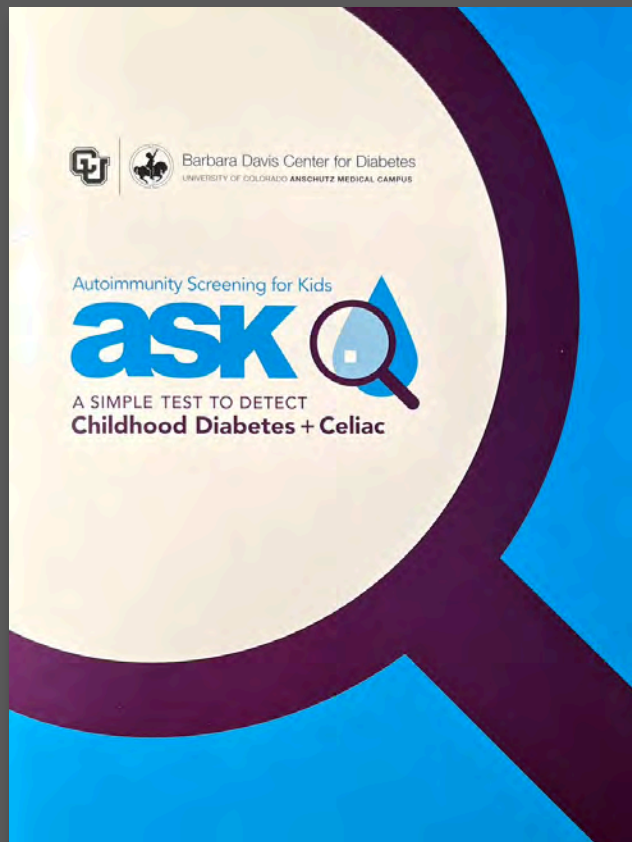
- 1) Developing screening capacity in diverse practice settings throughout metro Denver in order to screen over 50,000 children, ages 1-17 for the autoantibodies for T1D and CD, regardless of family history T1D and CD. This effort will increase awareness around type 1 and celiac disease in the general population.
- 2) Offering those found to be at high risk through screening a follow-up program centered on education and close monitoring. This has been demonstrated to reduce DKA at diagnosis from 40 to 10%.
- 3) Developing primary prevention trials for those at high risk of T1D to help delay/prevent disease onset and prevent long-term complications.
- 4) Determine cost and cost effectiveness of general population screening toward evidence-based universal screening.

To do this we need to increase provider engagement as well as community awareness and knowledge of T1D and CD. The Fr1Da study, currently taking place in Germany, and ASK in Colorado, are leading this important effort to build evidence for universal screening of these two most common autoimmune diseases in children. The Barbara Davis Center and ASK are national leaders in childhood diabetes research, treatment and prevention. From the ASK experience we hope to learn how to translate this important prevention initiative to diverse populations and communities, including rural areas and, ultimately, other parts of the country. As Fr1Da and ASK learn from one another they will make a global impact on the prevention of DKA and intercepting the disease course for early prevention. Through this program Colorado will be a national leader in promoting prevention efforts to improve child health.

Please see the ASK website for more information at:

ASKhealth.org

Design consistent collateral to support the campaign.

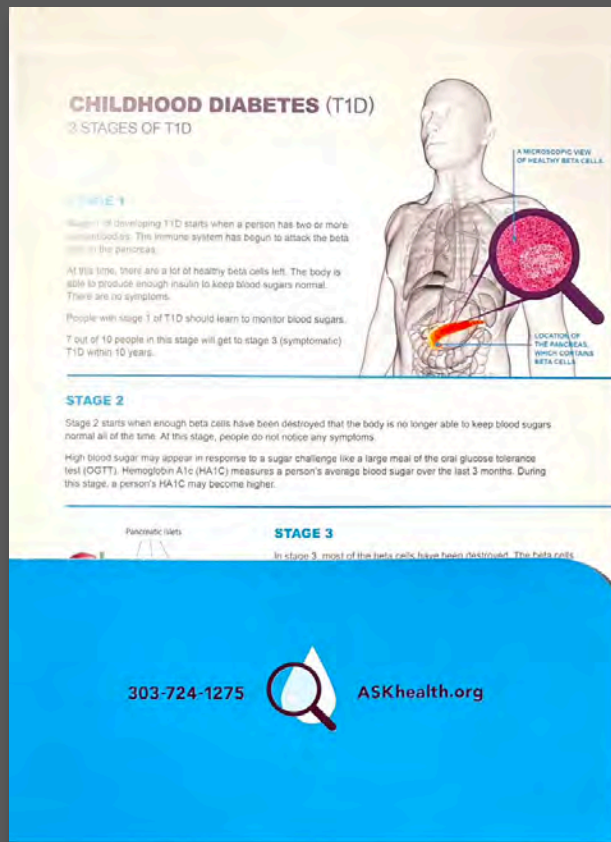


CU Barbara Davis Center for Diabetes
UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS

Autoimmunity Screening for Kids

ask

A SIMPLE TEST TO DETECT
Childhood Diabetes + Celiac



CHILDHOOD DIABETES (T1D)

3 STAGES OF T1D

STAGE 1

Stage 1 of developing T1D starts when a person has two or more auto-antibodies. The immune system has begun to attack the beta cells in the pancreas.

At this time, there are a lot of healthy beta cells left. The body is able to produce enough insulin to keep blood sugars normal. There are no symptoms.

People with stage 1 of T1D should learn to monitor blood sugars.

7 out of 10 people in this stage will get to stage 3 (symptomatic) T1D within 10 years.

STAGE 2

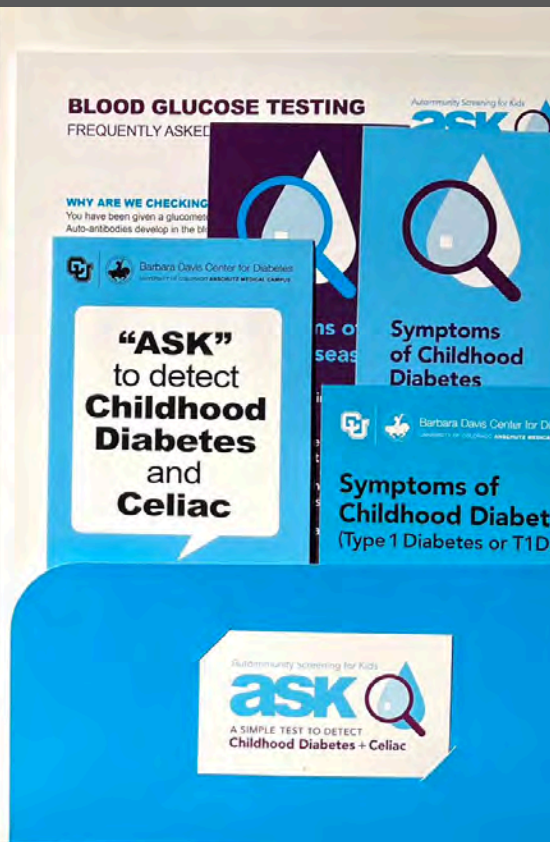
Stage 2 starts when enough beta cells have been destroyed that the body is no longer able to keep blood sugars normal all of the time. At this stage, people do not notice any symptoms.

High blood sugar may appear in response to a sugar challenge like a large meal or the oral glucose tolerance test (OGTT). Hemoglobin A1c (HbA1c) measures a person's average blood sugar over the last 3 months. During this stage, a person's HbA1c may become higher.

STAGE 3

In stage 3, most of the beta cells have been destroyed. The beta cells

303-724-1275 **ASKhealth.org**



BLOOD GLUCOSE TESTING

FREQUENTLY ASKED QUESTIONS

Autoimmunity Screening for Kids

ask

A SIMPLE TEST TO DETECT
Childhood Diabetes + Celiac

“ASK” to detect Childhood Diabetes and Celiac

Symptoms of Childhood Diabetes

Symptoms of Childhood Diabetes (Type 1 Diabetes or T1D)



ASK Event Collateral



ASK Online Ads

320x50

FREE screening for ALL Colorado kids, ages 1-17, to detect **Type 1 Diabetes** and **Celiac** [LEARN MORE](#)

FREE screening for ALL Colorado kids, ages 1-17, to detect **Type 1 Diabetes** and **Celiac** [LEARN MORE](#)

728x90

Screening can detect **T1D** and **Celiac** before kids have symptoms.
FREE screening for ALL Colorado kids, ages 1-17. [LEARN MORE](#)

 **FREE** screening for ALL Colorado kids, ages 1-17, to detect **Type 1 Diabetes** and **Celiac** [LEARN MORE](#)

300x250

  Berbera Davis Center for Diabetes
ADVANCING TYPE 1 DIABETES AND CELIAC AWARENESS

FOR ALL COLORADO KIDS, AGES 1-17

FREE screening to detect **Type 1 Diabetes** and **Celiac**

Screening can detect childhood diabetes (T1D) and celiac before kids have symptoms.



VISIT: ASKhealth.org/movies

Screening can detect **Type 1 Diabetes (T1D)** and **Celiac** before kids have symptoms.

FREE screening for ALL Colorado kids, ages 1-17

[LEARN MORE](#)

ASK Print Advertising



CU Barbara Davis Center for Diabetes
UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS

FOR ALL COLORADO KIDS, AGES 1-17

Autoimmunity Screening for Kids

ask FREE

A SIMPLE TEST TO DETECT
Childhood Diabetes + Celiac

Screening can detect childhood diabetes (T1D) and celiac before kids have symptoms.

Approved by the Colorado Multiple IRB #14-0523 Master J. Rowers, MD, PhD

303-724-1ASK | ASKhealth.org

ASK Transit Advertising



ASK Movie Theater (Pre-show) Ad

FREE screening for **ALL Colorado kids, ages 1-17,**
to detect **Type 1 Diabetes** and **Celiac**

VISIT: **ASKhealth.org/movies**



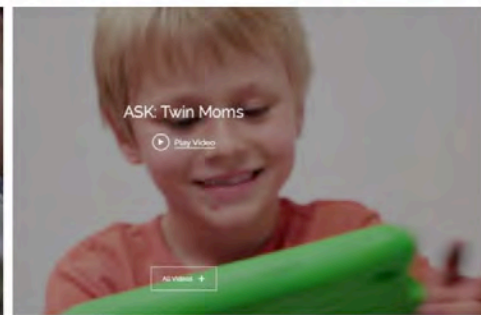
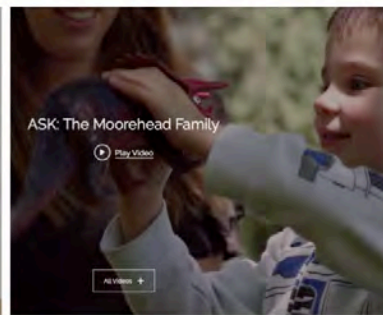
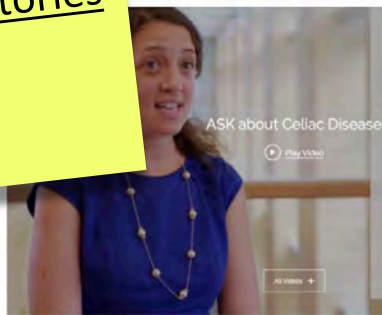
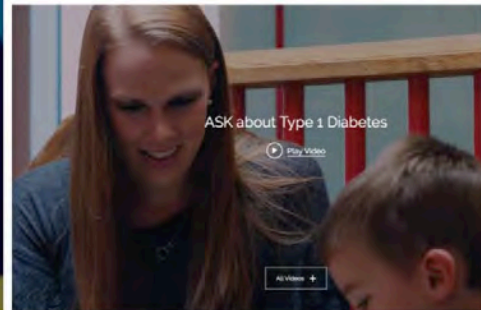
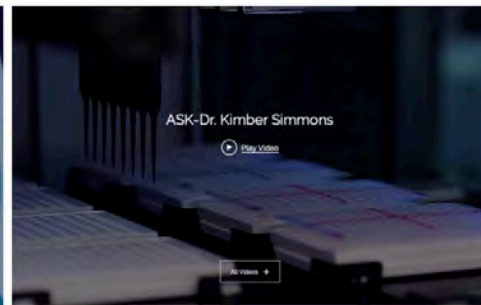
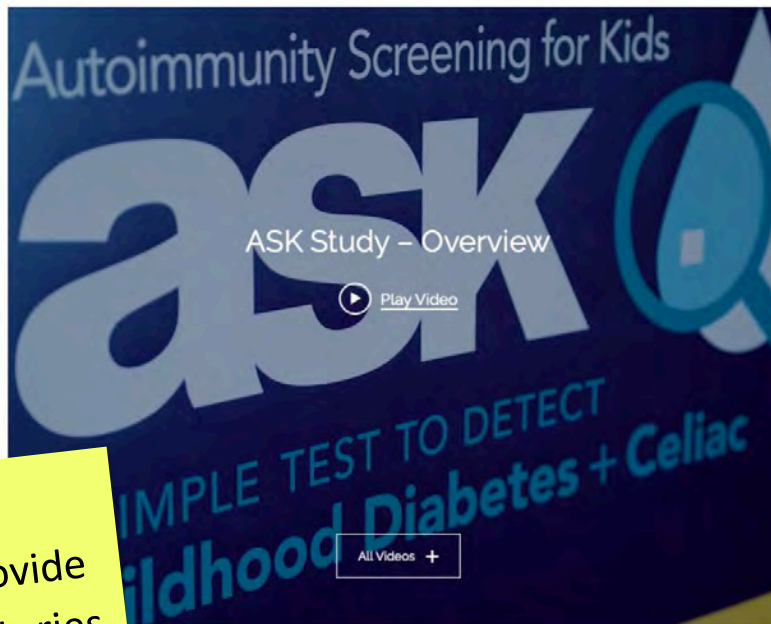
Barbara Davis Center for Diabetes
UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS



Storytelling was at the heart of the ASK campaign.

We used real-life stories to make the campaign relatable and emotionally engaging for parents.

Education can provide knowledge, but stories drive action.





“We could not be more grateful for this [ASK] study. We enrolled our kids with no concern for diabetes and our youngest developed T1D the day everything closed for the pandemic, which was picked up incredibly early by the study. This study kept our son out of the hospital during COVID-19.”

Holly Marie



“I highly recommend this [ASK] study! I am so grateful one of our boys is enrolled — please consider the free tests they provide, it may help your child!”

Jennifer T.

ASK Overview Video

Learn about the ASK Program—screening for Type 1 Diabetes (T1D) and celiac disease in Colorado kids ages 1-17.



ASK about Type 1 Diabetes

Signs and symptoms of type 1 diabetes (T1D) are described by the ASK team—offering FREE screenings for ALL Colorado kids, ages 1-17, to detect T1D and celiac disease.

ASK: The KING Family

Alexis and Aiden King have both been diagnosed with T1D. Alexis was only 10 months old and in DKA in the emergency room, while Aiden was screened and diagnosed with ASK. "It's so much better to know and to prepare than to not know..." says Mom.



ASK: Alexis King

Alexis—"a totally normal kid"—was diagnosed with T1D at just 10 months old in the hospital with DKA. She talks about the importance of screening.

ASK: Twin Moms

When it comes to their families' health, these twin sisters agree that as parents, "the more you know, the more you can do." Having your children screened gives you important information you need to be prepared and proactive if your child tests positive—before serious health risks occur.



Dr. Dan Feiten – to HCPs

Dr. Feiten, an early partner to the ASK Program, describes why he chose to participate in ASK and why other pediatricians should too.

Type 1 Diabetes | Two Families

The signs and symptoms of type 1 diabetes (T1D) can often be mistaken for less serious illnesses, and in extreme cases, aren't always caught in time.

We are immensely grateful to the Cohens and the Skinners for sharing their stories. What they have to say is important for ALL parents to know.



ASK: Judy Baxter and Team

Judy Baxter and the ASK Team describe goals, objectives and the importance of the ASK Screening Program—for ALL Colorado kids, ages 1-17, to detect celiac disease and type 1 diabetes (or T1D).

Scan the QR-code below to watch these 8 videos ...plus 4 more.



Implement a dynamic digital and social media campaign.

Using multiple platforms to reach different audiences:

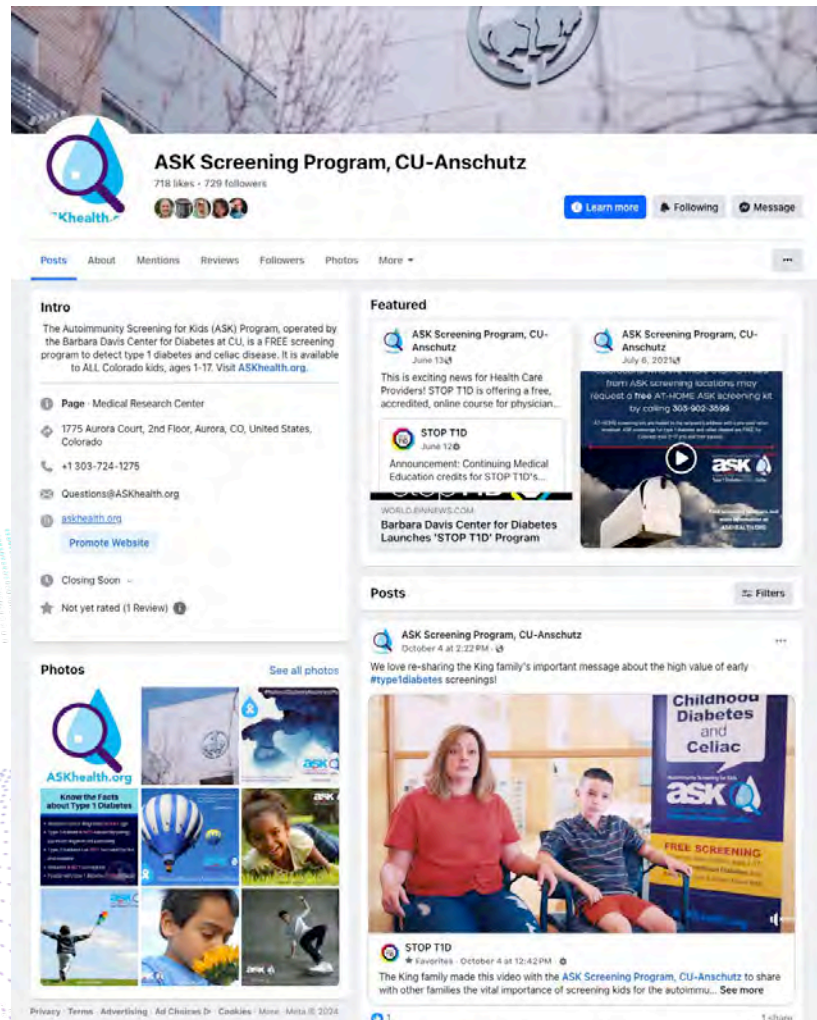
Facebook, Instagram

LinkedIn

YouTube

Google Display/Search Ads

We explored various messaging and visuals to sustain interest; always retaining the ASK look-n-feel.




Implement a dynamic digital and social media campaign.

ASK Screening Program, CU-Anschutz is feeling energized. 5m · 🌐

ASK is back! FREE #type1diabetes and #celiac disease screening + optional #COVID19 antibody test.

Visit ASKhealth.org for more information. Call us at 303-724-1275 or email to questions@askhealth.org to make a screening appointment.

#T1D #coronavirus #Colorado



ASK Screening Program, CU-Anschutz
Medical Research Center

👍 Like 💬 Comment ➦ Share

ASK Screening Program, CU-Anschutz 23h · 🌐

"Of 25 [Colorado] children who progressed to diabetes while being monitored by ASK, only ONE needed to be hospitalized. In contrast, MORE THAN 60% of newly diagnosed children who did NOT participate in ASK had to be hospitalized at their diagnosis." (Source: <http://bit.ly/CUBDC-T1DC19study>)

FREE ASK screening to detect #Type1Diabetes (#T1D) and #Celiac — for ALL #Colorado kids (1-17 years old)— now offers (optional) screening for #COVID19 antibodies.

VISIT: ASKhealth.org

COLORADO KIDS HOSPITALIZED FOR T1D (at diagnosis).

Group	Percentage	Visual Representation
Children who did NOT participate in ASK	MORE THAN 60%	18 yellow person icons in a 3x6 grid
Children who participated in ASK	ONLY ONE IN 25	1 yellow person icon and 24 dark blue person icons in a 3x8 grid

VS

ask
ASKhealth.org

ASK Screening Program, CU-Anschutz
Medical Research Center

Learn More

👍 Like 💬 Comment ➦ Share

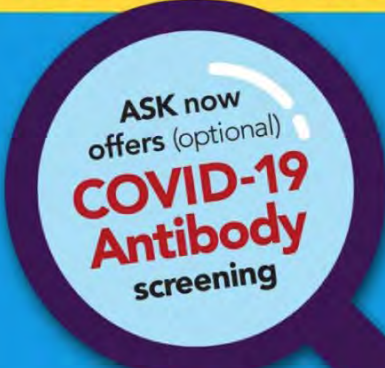
ASK Screening Program, CU-Anschutz
Published by Buffer · November 12, 2020 · 🌐

We are pleased to offer COVID-19 ANTIBODY SCREENING along with ASK #type1diabetes and #celiac disease screenings for #Colorado kids between 1 and 17 years old - and their parents - for FREE!

People who chose to opt-in to this study will be able to test if they and their child / children have had #COVID19 infection in the past. The blood test can detect the presence of antibodies in the body made against the COVID-19 virus.*

Participation in this part of the study will help... See More

FREE SCREENING



Visit: ASKhealth.org
For ALL Colorado kids (ages 1-17) and their parents

ASK Screening Program, CU-Anschutz
Medical Research Center

Learn More

Implement a dynamic digital and social media campaign.

ASK Screening Program, CU-Anschutz
Published by Buffer [?] · May 5 at 5:25 PM · 🌐

"Putting their heads and labs together, several groups of researchers from across the University of Colorado Anschutz Medical Campus are working to build a 'home-grown' antibody test. Once they do, they say, they are equipped for dispersal to all corners of the state and can help lead the way in corralling the novel coronavirus in Colorado."

"As part of the effort, the working group has also been validating commercial antibody tests for the state, and researchers will compare their 'home-grown' test with other tests currently in use," said Liping Yu, MD, associate research professor with the Barbara Davis Center for Diabetes (BDC)."

The ASK program is a team of doctors and scientists at the BDC in the University of Colorado School of Medicine. We have worked on understanding childhood autoimmune diseases for over 25 years. To learn more about the free ASK #type1diabetes + #celiac disease screening program for #Colorado kids, visit us online at ASKhealth.org

#coronavirus #newsalert #research #healthcare



NEWS.CUANSCHUTZ.EDU
CU Anschutz Scientists Launch Effort to Build COVID-19 Antibody Test

Learn More

5,681 People Reached 1,184 Engagements **Boost Again**

ASK Screening Program, CU-Anschutz
Published by Buffer [?] · May 7 at 10:21 AM · 🌐

We're proud to share this report from Science Daily on the work of ASK:

"Led by Marian Rewers, MD, PhD, at the Barbara Davis Center for Diabetes at the University of Colorado Anschutz Medical Campus, the Autoimmunity Screening for Kids (ASKhealth.org) study has screened 25,000 children between 1-17 years old in the #Denver metro area. Results are promising and show that screening can greatly reduce the incidence of diabetic ketoacidosis (DKA), a life-threatening complication of #diabetes that is present in more than half of newly diagnosed children in #Colorado."

"Health screenings can catch conditions early, helping patients avoid a condition's worst consequences or even preventing it from developing altogether. Think of mammograms to catch breast cancer early or high blood pressure screening before a person has a stroke. Screening helps pre-symptomatic patients take actions to reduce their risk of a catastrophic outcome."

Read the Science Daily: <https://bit.ly/SD-ASKstudy>

#type1diabetes #T1D #medicalresearch #science



ASK Screening Program, CU-Anschutz
Medical Research Center

Learn More

1,171 People Reached 122 Engagements **Boost Again**

ASK Screening Program, CU-Anschutz
Published by Buffer [?] · May 7 at 4:50 PM · 🌐

Sara Seltz is a #T1D parent living in Fort Collins and writing about #type1diabetes. She writes, "As a parent living with type 1 diabetes, it is impossible for me to watch my child vacuum up a meal or gulp down a glass of water without getting worried. Even something as simple as an extra heavy diaper or a long nap can be enough to trigger that paranoia."

"For parents like me and for others out there who have a type 1 in the family, free screening resources for these types of genetic diseases can help ease much of that worry."

Read more about the free ASK screening program available to ALL #Colorado kids between 1 and 17 years old in Sara's Insulin Nation - Diabetes News article and at ASKhealth.org.



INSULINATION.COM
Free Type 1 Diabetes Screening for Children Saves Lives and Aids Research | Insulin Nation


Learn More

Implement a dynamic digital and social media campaign.

ASK Screening Program, CU-Anschutz
February 11 · 🌐

Judith Baxter and the ASK team explain the important goals of the ASK screening program: To detect the risk of developing [#type diabetes](#) and [#celiac disease](#) for ALL [#Colorado kids](#), ages 1-17.

Find screening locations and learn more at: [ASKhealth.org](https://www.youtube.com/watch?v=e33kDQT_Gg4)
Watch: https://www.youtube.com/watch?v=e33kDQT_Gg4



YOUTUBE.COM

ASK: Judy Baxter and Team


Judy Baxter and the ASK Team describe goals,...

[Learn More](#)

ASK Screening Program, CU-Anschutz
Sponsored · Paid for by Kathleen Alicia May · 🌐

Please read and share this IMPORTANT MESSAGE from Dr. Gregory Forlenza with the [Barbara Davis Center for Diabetes](#) for people managing [#type1diabetes](#) in a time of [#COVID19](#).

Cc: [Children's Diabetes Foundation](#), [JDRF](#), [Jdrf Rocky Mountain Chapter](#), [Beyond Type 1](#), [diaTribe®](#), [American Diabetes Association – DiabetesPro](#)
[#T1D](#) [#Colorado](#)



DENVER.CBSLOCAL.COM | BY CBS DENVER

Coronavirus In Colorado: Those With Diabetes Could Suffer From COVID-19...


[Learn More](#)

ASK Screening Program, CU-Anschutz
Sponsored · Paid for by Kathleen Alicia May · 🌐

The "prevalence of celiac disease by age 15 was found to be 3.1%" for Colorado kids. "This is quite high, compared to previous estimates."

The results of an important study, headed by Dr. Edwin Liu, Director, Colorado Center for Celiac Disease at Children's Hospital [#Colorado](#) suggests that "screening for celiac disease in children has value well beyond age 5, as nearly half of diagnosed participants developed celiac disease markers after that age."

READ more from the Celiac... [See More](#)



ASKHEALTH.ORG

We want to screen all Colorado kids for Celiac disease. Here's why...

[Learn More](#)

Implement a dynamic digital and social media campaign.

ASK Screening Program, CU-Anschutz
Published by Buffer (?) · February 24 · 🌐

FACT: Type 1 diabetes can be present for months to years before symptoms develop and half of all children with celiac disease do not have any symptoms. Many children with celiac disease may have unusual symptoms that are different from other people that you know with celiac disease.

The ASK program screens ALL #Colorado kids, ages 1 to 17, for FREE for #type1diabetes and #celiac disease. Learn more and find a location nearest you at ASKhealth.org

#T1D Celiac Myth vs Fact 1 of 5.



MYTH:
"My child has no symptoms, so my child does not have diabetes or celiac disease."

ASK Screening Program, CU-Anschutz
Medical Research Center

[Learn More](#)

4,150 People Reached **209** Engagements [Boost Again](#)

ASK Screening Program, CU-Anschutz
Published by Buffer (?) · February 25 · 🌐

FACT: Most children diagnosed with type 1 diabetes (92%) and celiac disease (90%) do NOT have an affected family member. 40% of the population has genes that increase the chance of developing type 1 diabetes or celiac disease.

The ASK program screens ALL #Colorado kids, ages 1 to 17, for FREE for #type1diabetes and #celiac disease. Learn more and find a location nearest you at ASKhealth.org

#T1D #Celiac Myth vs Fact 2 of 5.



MYTH:
"Diabetes and celiac disease do not run in our family, so I don't need to screen my child."

ASK Screening Program, CU-Anschutz
Medical Research Center

[Learn More](#)

3,235 People Reached **129** Engagements [Boost Again](#)

ASK Screening Program, CU-Anschutz
Published by Buffer (?) · February 26 · 🌐

FACT: Type 1 diabetes and celiac disease most commonly affect healthy children. Eating well and being active does not prevent type 1 diabetes or celiac disease.

The ASK program screens ALL #Colorado kids, ages 1 to 17, for FREE for #type1diabetes and #celiac disease. Learn more and find a location nearest you at ASKhealth.org

#T1D #Celiac Myth vs Fact 3 of 5.



MYTH:
"My child is healthy, so my child will not get type 1 diabetes or celiac disease."

ASK Screening Program, CU-Anschutz
Medical Research Center

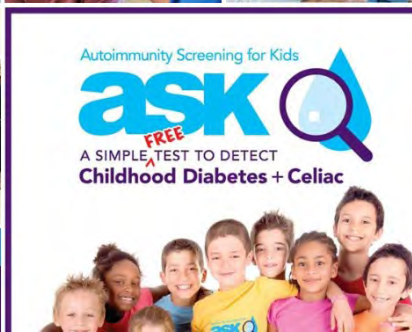
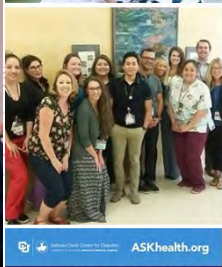
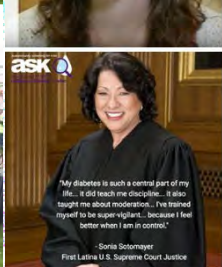
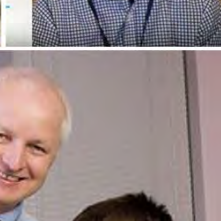
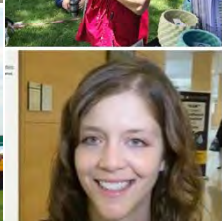
[Learn More](#)

2,279 People Reached **57** Engagements [Boost Again](#)



...that triathletes are people, just like them I'm diabetic is. Oh, you know that's the same I'm not I'm a better cyclist for ease of safety than despite it, I'm more aware of my cycling, my blood more aware of nutrition, I'm more precise about my health."

- Charlie Kimball, Indy 500 Race Car Driver



Implement a dynamic digital and social media campaign.



1



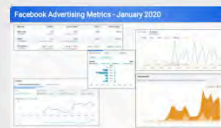
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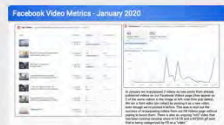
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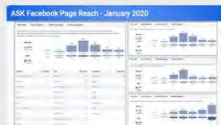
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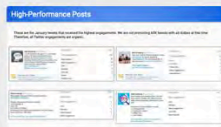
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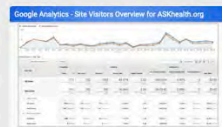
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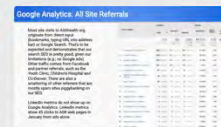
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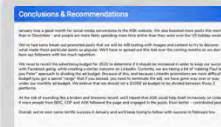
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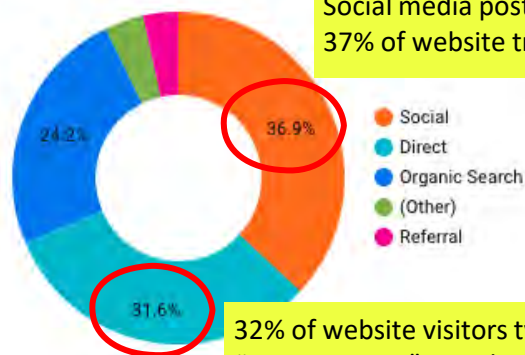
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Implement a dynamic digital and social media campaign.

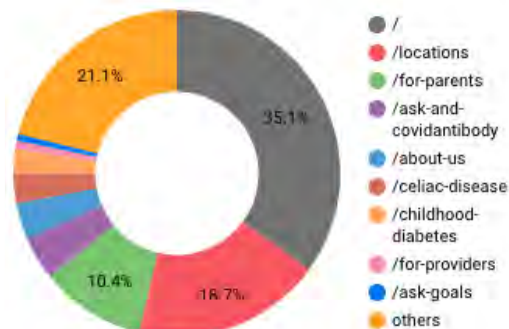
Top Acquisition Channels



Social media posts sent
37% of website traffic

32% of website visitors type
“askhealth.org” into their browser
— indicating brand awareness

Which page is the most popular?



Page Title

1. ASK Research Program ...
2. LOCATIONS / TIMES | a...
3. INFO FOR PARENTS | a...
4. ASK and COVID-antibod...
5. ABOUT US | ask-health
6. CELIAC DISEASE | ask-...
7. TYPE 1 DIABETES | ask-...
8. INFO FOR PROVIDERS | ...
9. ASK and COVID19 Flyer...
10. VIDEOS | ask-health

Engage local media to broaden the campaign's reach.



Summary / Recap of Key Steps

- 1 Set clear campaign objectives.
- 2 Develop a memorable and distinctive brand identity.
- 3 Identify key messaging themes (and concerns).
- 4 Create messaging that simplifies the action step.
- 5 Design consistent collateral to support the campaign.
- 6 Use emotional storytelling to create relatability.
- 7 Implement a dynamic digital and social media campaign.
- 8 Engage local media to broaden the campaign's reach.

Campaign Channels:

Brand Website—inform / educate

Branded Collateral —inform / educate
(print and online)

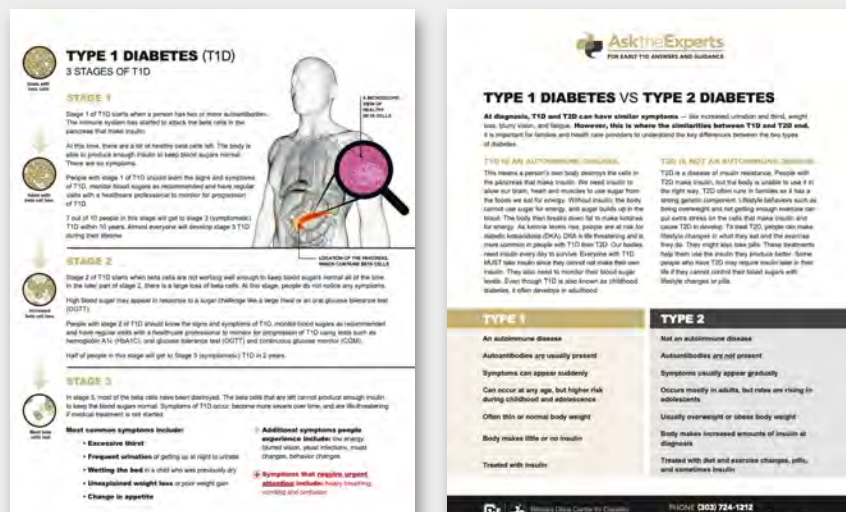
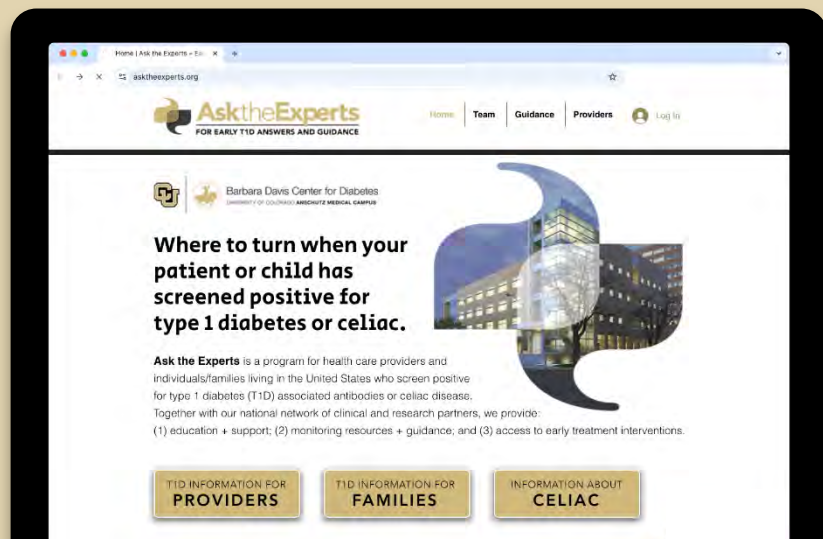
Social Media—drive awareness
and engagement; target audience(s)

Videos—emotional storytelling

Publicity / Press Releases / Earned Media

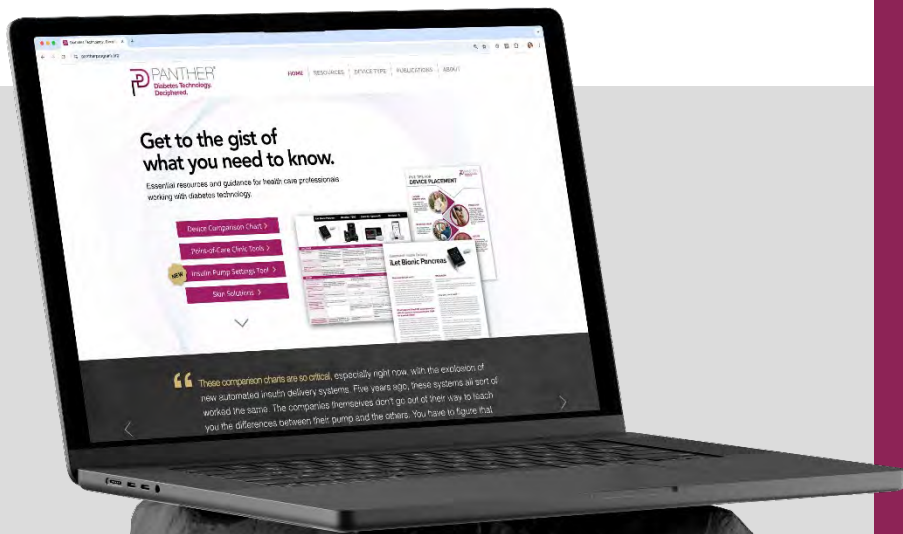
AsktheExperts

FOR EARLY T1D ANSWERS AND GUIDANCE



PANTHER™

Diabetes Technology. Deciphered.™



Hybrid Closed-Loop CONTROL-IQ



What does Control-IQ do?
Automatically increases or decreases INSULIN DELIVERY, INSULIN TO REGULATE glucose levels 24/7. 24/7. Automatically delivers a dose CONTROL-IQ algorithm. There is always a possibility for a "low" result.

When will it revert to regular pump mode (manual mode)?
System will deliver insulin at the rate you set. If you are in manual mode, you can always switch back to manual mode. If you are in manual mode, you can always switch back to manual mode. If you are in manual mode, you can always switch back to manual mode.

Which CGM does it use?
Control-IQ System is not tied to a specific CGM. It can be used with any CGM that is compatible with the Control-IQ System.

How can I use it best?
System will deliver insulin at the rate you set. If you are in manual mode, you can always switch back to manual mode. If you are in manual mode, you can always switch back to manual mode. If you are in manual mode, you can always switch back to manual mode.

TIPS FOR ALL AUTOMATED INSULIN DELIVERY SYSTEMS

- 1 Systems will work best if you use a CGM that is compatible with the system. The system may be able to work with other CGMs, but you may not get the best results.
- 2 Control-IQ will deliver insulin at the rate you set. If you are in manual mode, you can always switch back to manual mode. If you are in manual mode, you can always switch back to manual mode. If you are in manual mode, you can always switch back to manual mode.
- 3 Systems will work best if you use a CGM that is compatible with the system. The system may be able to work with other CGMs, but you may not get the best results.
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- 5 Systems will work best if you use a CGM that is compatible with the system. The system may be able to work with other CGMs, but you may not get the best results.
- 6 Control-IQ will deliver insulin at the rate you set. If you are in manual mode, you can always switch back to manual mode. If you are in manual mode, you can always switch back to manual mode. If you are in manual mode, you can always switch back to manual mode.

OMNIPOD® 5 Automated Insulin Delivery System



What does the Omnipod 5 system do?
Automatically increases or decreases INSULIN DELIVERY, INSULIN TO REGULATE glucose levels 24/7. 24/7. Automatically delivers a dose OMNIPOD 5 algorithm. There is always a possibility for a "low" result.

When will it revert to regular pump mode (manual mode)?
System will deliver insulin at the rate you set. If you are in manual mode, you can always switch back to manual mode. If you are in manual mode, you can always switch back to manual mode. If you are in manual mode, you can always switch back to manual mode.

Which CGM does it use?
Omnipod 5 System is not tied to a specific CGM. It can be used with any CGM that is compatible with the Omnipod 5 System.

How can I use it best?
System will deliver insulin at the rate you set. If you are in manual mode, you can always switch back to manual mode. If you are in manual mode, you can always switch back to manual mode. If you are in manual mode, you can always switch back to manual mode.

PANTHERPOINTERS™

- 1 Most people have a hard time understanding the difference between the different types of insulin pumps. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin.
- 2 The difference is in the way they deliver insulin. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin.
- 3 The difference is in the way they deliver insulin. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin.
- 4 The difference is in the way they deliver insulin. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin.

Automated Insulin Delivery iLet Bionic Pancreas



How does the iLet work?
The iLet Bionic Pancreas is an automated insulin delivery system that uses a CGM to monitor glucose levels and deliver insulin automatically. It is designed to mimic the function of a healthy pancreas.

Which CGM does it use?
The iLet Bionic Pancreas is compatible with the Dexcom G6 CGM.

How can I use it best?
The iLet Bionic Pancreas is designed to be used with the Dexcom G6 CGM. It is important to follow the instructions carefully to ensure the best results.

What happens if the CGM loses connection with the pump or stops working the CGM for a period of time?
If the CGM loses connection with the pump or stops working, the iLet Bionic Pancreas will revert to manual mode. You will need to manually enter insulin doses until the CGM is back online.

PANTHERPOINTERS™

- 1 The difference is in the way they deliver insulin. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin.
- 2 The difference is in the way they deliver insulin. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin.
- 3 The difference is in the way they deliver insulin. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin.
- 4 The difference is in the way they deliver insulin. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin. The difference is in the way they deliver insulin.

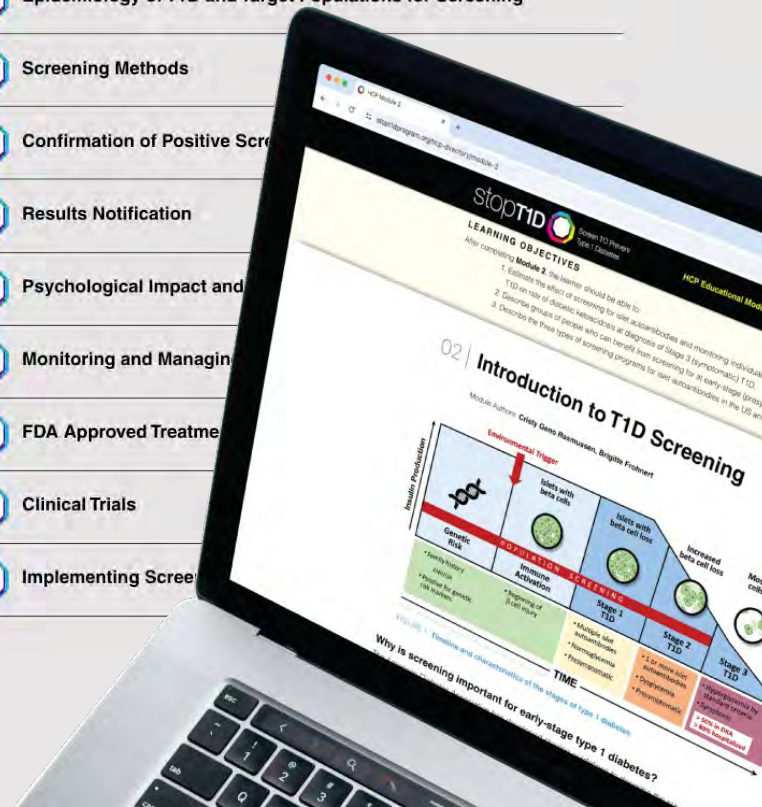
PANTHERprogram.org



Screen TO Prevent Type 1 Diabetes



- 1 Pathophysiology and Natural History of Type 1 Diabetes [EXPLORE MODULE 1](#)
- 2 Introduction to T1D Screening
- 3 Epidemiology of T1D and Target Populations for Screening
- 4 Screening Methods
- 5 Confirmation of Positive Screening
- 6 Results Notification
- 7 Psychological Impact and
- 8 Monitoring and Managing
- 9 FDA Approved Treatments
- 10 Clinical Trials
- 11 Implementing Screening



Thank you.

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PANTHERprogram.org

STOPT1Dprogram.org

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