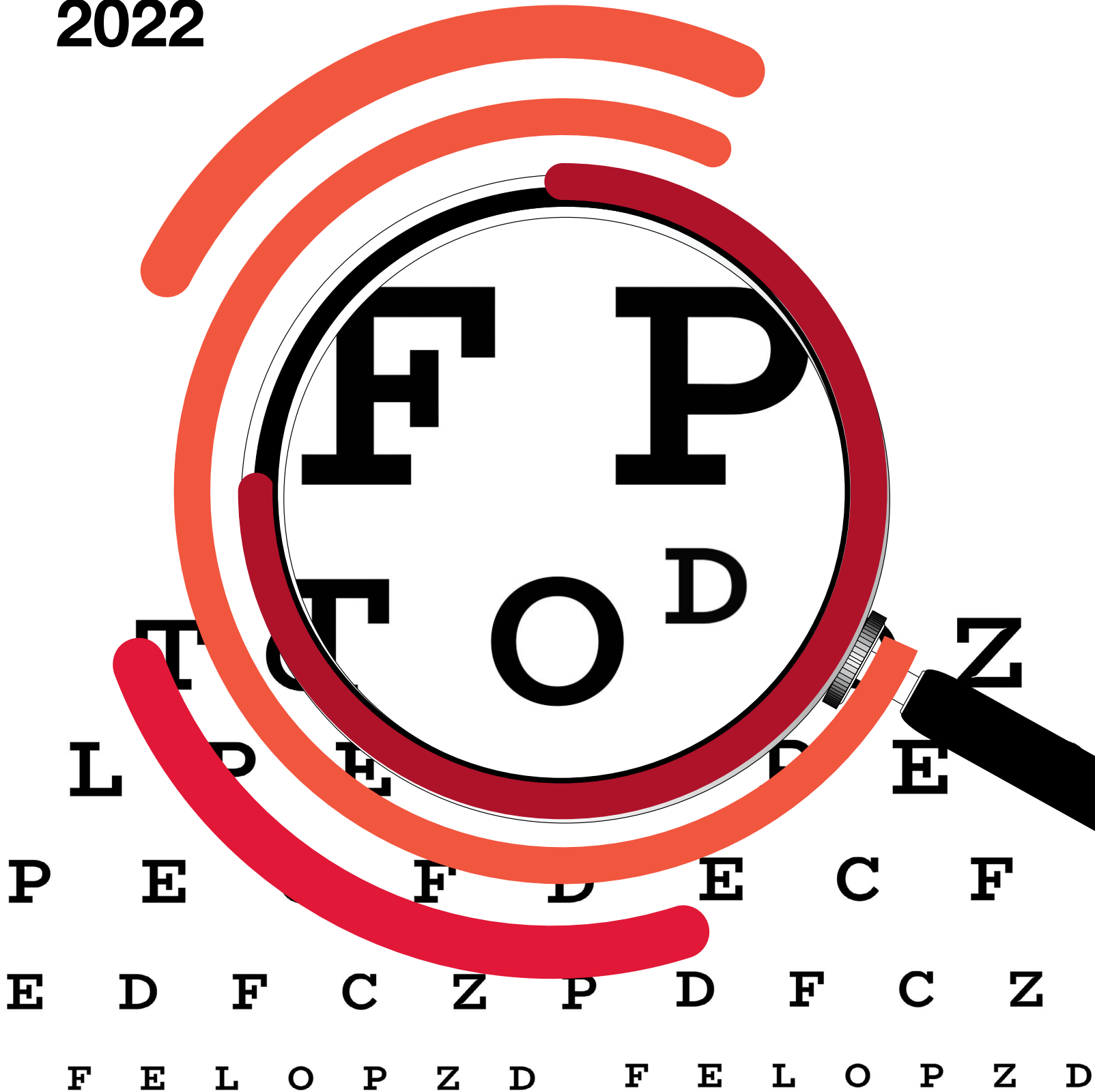


2022



Content

Executive Summary	03
.....	
A Message from Charles D. Henderson, CEO	
Focus on Diabetes—A Year in Review	04
.....	
What We Accomplished in 2022	05
.....	
Survey Outcomes	06
.....	
Messaging to Consumers and People with Diabetes	09
.....	
Educational Tools and Resources	
Ask the Experts	
Black History Month	
Healthy Vision Month	
National Eye Awareness Month	
American Diabetes Month®	
Professional Engagement & Education	14
.....	
Education, Tools, & Resources	
Professional Conferences & Engagement	
Focus on Diabetes at the ADA's Scientific Sessions and Clinical Conferences	
Strategic Alliances	17
.....	
Champions Corner	18
.....	
Board Leadership	20
.....	
Focus on Diabetes Partnerships	21
.....	

Executive Summary

Since 1940, the American Diabetes Association® (ADA) has been the leading national authority on managing and treating diabetes. The 133 million+ Americans living with diabetes and prediabetes guide our decisions, our strategy, and our commitment to better social justice. Today, the ADA continues to reinforce this directive and its commitment to improving equity in health care. Health equity underlies all our efforts and will maximize our ability to improve the health of our communities.

Together with the generous support of our corporate partners, we have leveraged our position as the leading resource on standards of clinical care guidelines to improve the outcomes of people at risk for and living with diabetes and prediabetes. Collaborations accelerate change and align us, as the market leader in diabetes, with like-minded companies and organizations that bring critical expertise and resources to improve lives.

A hallmark example is the Focus on Diabetes® (FOD) three-year initiative, launched in 2020 with VSPTM Vision Care and Regeneron® Pharmaceutical's generous partnership. FOD has been successful in increasing public awareness of diabetes-related eye disease, as well as developing and implementing strategies to improve eye health among people at risk for and living with diabetes and prediabetes, their families, caregivers, and health care providers.

As we look to 2023 and Phase 2 of FOD, we will build upon this important work achieved thus far to create healthier communities and help drive behavior change. As we enter the next phase of the FOD initiative, we will continue to create and enhance educational content, increase engagement, invest in research to address barriers in receiving good health and equitable eye care, and conduct quality improvement efforts to understand the processes and resources needed in health systems to improve patient outcomes.

Thank you for connecting with us on the journey to focus on the impact of diabetes on eye health and to help preserve vision in more than 133.3 million Americans living with diabetes and prediabetes today. Through our connection and harnessing our collective resources and programs, we made huge strides in 2022. Take a look at our accomplishments!

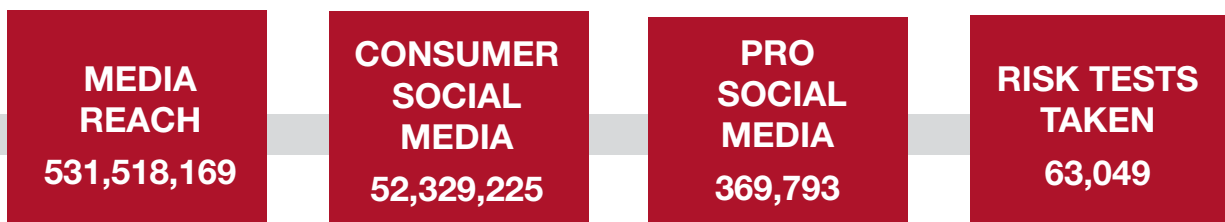
Sincerely,



Charles D. Henderson

Chief Executive Officer

OVERALL IMPACT 2020–2022 Phase 1



IMPRESSIONS + REACH

Focus On Diabetes—A Year in Review

Focus on Diabetes® (FOD), an ADA therapeutic inertia initiative, addresses the alarming prevalence of eye disease among people with diabetes. About 95% of diabetes-related eye disease is preventable. Together with FOD Visionary Partners, Regeneron and VSP, the ADA is increasing education and awareness on the importance of routine comprehensive and dilated eye exams to prevent eye disease and vision loss caused by diabetes.

Complementing multi-channel awareness consumer campaigns were efforts to improve access to screening opportunities and diabetes risk testing. Engagement opportunities in 2022 included peer support, personal stories from FOD patient advocates, and live chats. The ADA also hosted a first-of-its-kind eye exam event in Louisiana with the support of VSP™ Eyes of Hope Mobile Clinic, local health and eye care professionals, and community partner, Ochsner Health to provide no-cost dilated eye exams, prescription eyewear, and eye health and diabetes education to 238 at-risk constituents at Ochsner clinic locations in Lafayette and Baton Rouge—two communities substantially impacted by diabetes.

Through strategic alliances, FOD increased engagement with optometrists, ophthalmologists, and primary care professionals to provide comprehensive education on diabetes-related eye diseases and convened a multi-disciplinary team to leverage their expertise in developing the **FOD Provider Practice Tool-Kit: Diabetic Retinopathy Eye Health Guide**, the **Eye Care Interprofessional Communication Protocol** (a collaboration with and endorsed by American Optometric Association® (AOA), American Academy of Ophthalmology® (AAO), American Society of Retina Specialists® (ASRS) National Eye Institute (NEI) and our Visionary Partners), and a compendium—**A Practical Guide to Diabetes Related Eye Care**.

The ADA also worked with the National Association of Community Health Workers (NACHW) to educate more than 1,100 community health workers and patients about the intersection of diabetes and eye health. This partnership included the development of webinars, resources, and a website to support training, post-surveys, and certification.

2022 Key Messages

If you are at risk for diabetes, talk to your health care team.	Blurred vision is a prominent symptom of undiagnosed diabetes.	Annual comprehensive dilated eye exams play a crucial role in preventing complications.	Diabetes-related eye disease can be prevented and effectively treated with early detection.
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What We Accomplished in 2022

Our Results and Where We Made a Difference

236,452,403

OVERALL MEDIA IMPRESSIONS AND REACH

	Consumer Awareness & Education	People with Diabetes Support & Education	Professional Engagement & Education
Audience	People who have not been diagnosed with diabetes. This audience also includes people diagnosed with prediabetes, as well as caregivers to people at risk.	People who have been diagnosed with diabetes.	Primary care and eye health professionals. Educate professionals to drive preventative behaviors and treatment.
Goal	Reach at-risk audiences to increase awareness and initiate risk identification and eye exams.	Raise awareness of the risk of diabetes-related eye disease and drive preventative behaviors. Integrate messaging into other ADA flagship programs, including Ask the Experts, Project Power, and Imagine Camp, to reach additional demographics and age groups.	Educate primary care providers and eye health professionals to drive preventative behaviors and treatment for people living with diabetes and at risk of developing diabetes.
Engagement	16,052 Risk Tests Taken	124M Consumer Campaigns + Educational Resources	20.2M Professional Engagement + CE and Non-CE Education
Outcomes	<ul style="list-style-type: none"> • Increase in people who got tested for diabetes by health care providers. • Increased discussions on diabetes-related eye disease risk and prevention with an eye doctor. 	<ul style="list-style-type: none"> • Improved knowledge, self-efficacy, intentions, and behavior around prevention and/or management of diabetes-related eye disease. 	<ul style="list-style-type: none"> • Increase percent of primary care providers who discuss eye health with patients and refer to eye exams. • Increase eye doctor knowledge of diabetes. • Improved coordination of care.
Marquee Activations	<ul style="list-style-type: none"> • Dilated eye exams • Type 2 Diabetes Risk Test • Educational resources • Risk test and eye resources campaign 	<ul style="list-style-type: none"> • Patient education (English and Spanish) • Consumer campaigns • Ask the Experts • RetinaRisk[®] retinopathy tool • Champions consumer journey and recruitment • USA Today articles • ADA digital channels • Project Power collaboration 	<ul style="list-style-type: none"> • Institute of Learning continuing education (CE) and non-CE • Virtual case studies (gamification) • Diabetic Retinopathy Eye Health Guide Toolkit • Guide to Diabetes Related Care Guide Compendium • Protocol endorsements (NEI, AOA, AAO, and ASRS) • NACHW Partnership

37,707,179

CONSUMERS
SOCIAL MEDIA IMPRESSIONS

307,183

HEALTH CARE PROFESSIONALS
SOCIAL MEDIA IMPRESSIONS

Survey Outcomes

In 2022, with refined goals, the FOD strategy continued to assess awareness, confidence, and behaviors to find the key insights to our consumer and professional audience. These metrics served as our guide to drive improvements.

Post-Diabetes Risk Test Survey

Consumers who are undiagnosed are encouraged to take the ADA's Type 2 Diabetes Risk Test—a simple seven question test that takes only a minute to complete. High or low results indicate a participant's risk for type 2 diabetes and provides next steps and advice to help individuals manage their risk. For those who scored high on the risk test, a separate post-survey was administered to learn about their behaviors.

- 1,521 survey respondents scored “high risk” on the Type 2 Diabetes Risk Test, among participants from January 2022 through mid-December 2022.
- Of the 54% who talked to a health care professional about their risk test results:
 - **42%** were tested and diagnosed with prediabetes
 - **26%** were tested and diagnosed with diabetes
 - **13%** talked to an eye doctor about their high risk score
- 96 respondents replied to the question about being diagnosed with any of the following diabetes-related eye diseases and among these individuals:
 - **18%** diagnosed with **cataracts**.
 - **10%** diagnosed with **diabetic retinopathy**.
 - **10%** diagnosed with **age-related macular degeneration**.
 - **8%** diagnosed with **glaucoma**.
 - **5%** diagnosed with **retinal detachment**.
 - **1%** diagnosed with **macular edema** or **diabetic macular edema**.

Living with Type 2 Diabetes Program Survey

The Living with Type 2 Diabetes®(LWT2D) program survey is delivered to newly diagnosed individuals who enroll in the LWT2D program to learn about type 2 diabetes, discover diabetes management techniques, access healthy living resources and information on community activities, and more. The program is available in English and Spanish.

The LWT2D survey fielded in January through mid-December 2022, received 427 responses which included questions about diabetes and eye health.

- **13% increase** in the number of participants with a **dilated eye exam** in the last year.
- **11% increase** in the number of participants who have a **dilated eye exam scheduled** in the next year.

Year 3 Market Research Survey Results

In the past three years, health care providers had to significantly adjust how they interact with patients and perform their daily tasks due to the COVID-19 pandemic. These adjustments vary by region of the country, time (whether there is a current outbreak in the locale), and practice size. Also, recent polls found that nearly one in four people put off their annual eye exam because of the pandemic. It is imperative now more than ever to better understand current awareness, perceptions and behaviors of consumers and health care providers. We conducted research focused on three distinct audiences—people at risk for diabetes, people with diabetes, and health care professionals to drive the initiative strategy and refine our goals. These metrics serve as our guide for where we will look to drive improvement in the future.

We assessed awareness, confidence, and behaviors to find the following key insights, among others:

Consumers At-Risk for Diabetes



40% are aware that diabetes-related eye disease can have no symptoms.

People with Diabetes



79% had an eye exam within the last year.

Primary Care Providers



8 in 10 discuss the risk of diabetes-related eye disease with patients with diabetes most of the time/always.

Eye Health Professionals



73% are confident they can educate patients on the chronic and progressive nature of diabetes.

Note:

N=1032 health care professional respondents with a completion rate of 30%

N=1903 consumer respondents with diabetes and at-risk for prediabetes and diabetes, with a completion rate of 89%

The Year 3 survey results provided critical information about the remaining opportunities to reach health care providers, at-risk populations, and people with diabetes. Below is a summary of the key critical learnings and how we are moving forward.

Health Care Providers

- Targeting primary care providers: There are continued opportunities to reach primary care providers through targeted education on the following topics:
 - Risks associated with prediabetes and unmanaged type 1 and type 2 diabetes
 - Specific diabetes-related eye complications (retinopathy, cataracts, glaucoma, macular edema)
- Promoting coordinated care: While 72% of eye doctors reported providing information back to the referring doctor “almost always,” only 26% of primary care physicians, nurse practitioners, or physician associates reported receiving that information “almost always.”
- Focusing attention on preferred resources: Providers indicated that the *Standards of Medical Care in Diabetes* and continuing education are the preferred ADA resources.

At-Risk Populations

- Continue efforts to drive awareness among at-risk populations: The research revealed that awareness and actions related to receiving annual eye exams and discussing diabetes/diabetes-related eye disease with a health care provider are all lower among at-risk individuals compared to people with diabetes.
- **Advocacy and access:** 56% of respondents at-risk identified financial issues as the most important reason to not have regular eye exams.

People with Diabetes

- Continue to enhance preferred ADA resources: People with diabetes indicated that the Healthy Living e-newsletter, **Diabetes Food Hub**[®], and **diabetes.org** are all preferred resources. Efforts to further enhance the user experience and accessibility of these resources are supported by providing resources in Spanish and/or other languages.



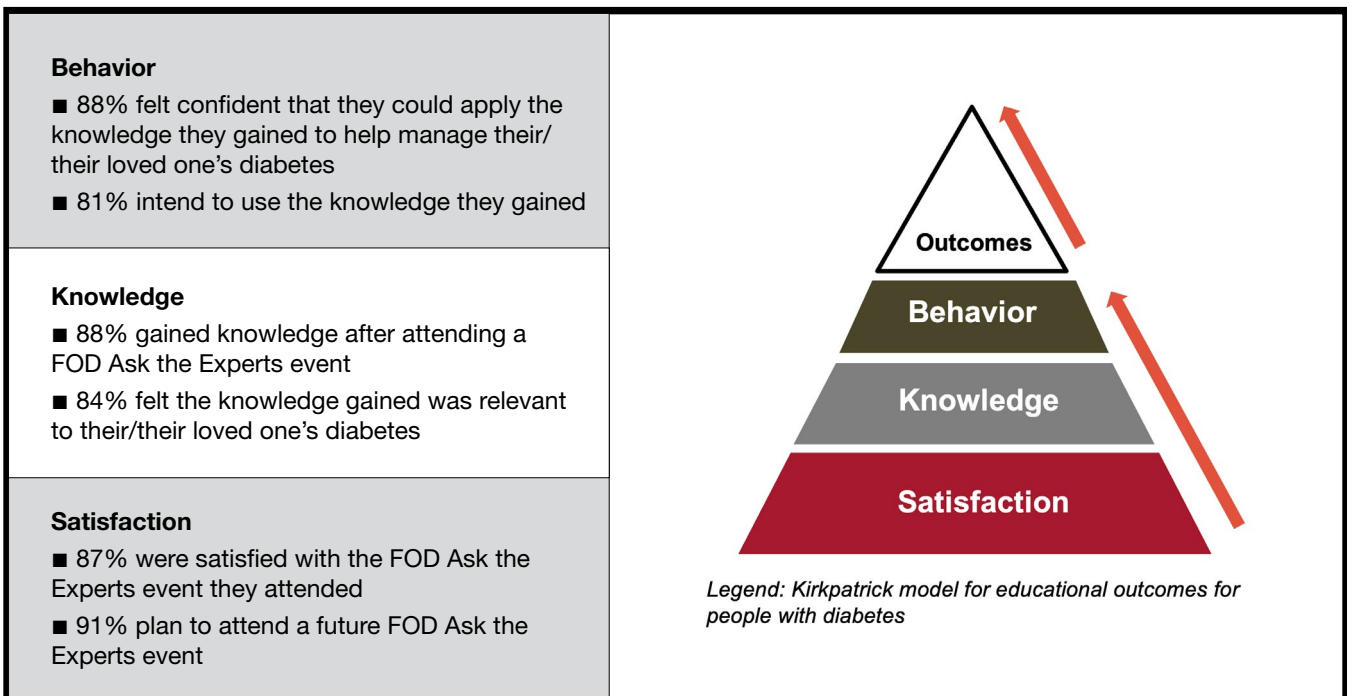
Messaging to Consumers and People with Diabetes

FOD Ask the Experts events, a call-in and online engagement platform, feature eye health experts who help tackle issues commonly faced by people living with diabetes and who want to better understand the link between diabetes and eye disease. FOD increased live events to eight in 2022 following four successful events in 2021 and broadened audience reach by including topics focused on families and ethnically diverse groups.

Two youth and family eye health events were featured as part of our Ask the Experts series. The first event, **Care Considerations and Other Important Tips When Heading Back to School**, covered why an annual eye exam is critical and how to prepare for the new school year. The second event, **Ethnic Groups: Does race matter in diabetes eye disease?**, led by diabetes and health expert Dr. Sherrol Reynolds, discussed the frequency of eye exams and the differences between eye exams for adults and children. Dr. Reynolds also discussed racial disparities in eye care and whether different racial groups are more at risk for diabetes-related eye disease.

Nearly 8,350 individuals attended FOD events and 13,603 tuned into the recorded podcasts. And, of 3,885 respondents surveyed, all reported a high level of satisfaction with the events, knowledge of eye health, and confidence to use the knowledge they gained to help manage their diabetes.

Overall outcomes of the FOD Ask the Experts series based on the post-survey reporting responses:



Consumer Campaigns

Throughout 2022, FOD campaign efforts focused on the importance of identifying ones risk for diabetes and diabetes-related eye disease.

Digital media plays a significant role in communicating and raising awareness about FOD. And so, in mid-November, FOD launched a six-week social media awareness campaign with messages encouraging at-risk consumers to take the Type 2 Diabetes Risk Test (risk test), schedule an annual comprehensive and dilated eye exam, and visit the FOD website for eye health resources.

Digital channels promoting the messages included Facebook, Instagram, TikTok, Twitter, and YouTube, WebMD, PulsePoint. Engaging live media events were held as well. The results were outstanding, receiving more than 35 million impressions in English and Spanish and more than 3,000 risk test completions. Overall, consumer messaging media and social media reach in 2022 was nearly 274.5 million!

6-week Paid Media Campaign Results

35.4M

Impressions Delivered

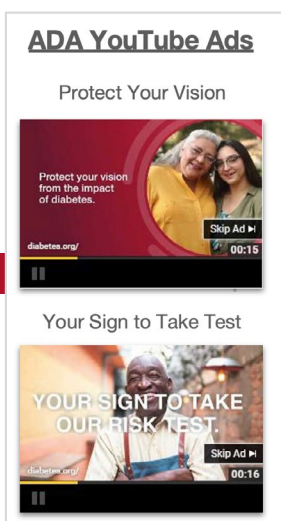
20,052

Visits to Eye Health Pages

3,042

Risk Test Completions

- ❑ **Paid media efforts supported two goals:** driving traffic to eye-health specific website content and generating diabetes risk test completions.
- ❑ **35,439,735 total impressions were delivered** across digital display, paid social media, video, sponsored emails, and paid search, including 1.28 million impressions delivered in Spanish language ads.
- ❑ Estimated reach figures from paid media indicate **at least 7.1 million unique users were exposed to campaign messaging.**
- ❑ Paid media combined generated **nearly 92,000 clicks on ads**, 74% of which directed audiences to the Type 2 Diabetes Risk Test, the remaining driving audiences to eye health and vision loss web pages.
- ❑ **Over 3,000 diabetes risk test completions** were attributed to campaign media.



TikTok

- ❑ TikTok targeted young adults ages 18–44, **where the most active audience the female 18–24 demographic**, generated nearly 2x the impression volume of the next more served group, males 18–24.
- ❑ For the relatively short flight, **only one ad ran on TikTok**, positioning the diabetes risk test as a *“Life Hack that can save a life.”*
- ❑ **Flighting multiple creative assets** in future flights will provide the opportunity to refine creative assets and messaging.



Healthy Vision Month

Healthy Vision Month's theme "Addressing Barriers to Access" was a huge success and a big step forward in executing our message and reaching our key audiences. During May, FOD, with visionary partners, highlighted the importance of prioritizing eye health and shared resources available for people living with diabetes and diabetes-related eye diseases. Our month-long series of events included a social media takeover; Be a Friend Friday series featuring Tiffani Martin, Randall Barker, and Patricia Welter; live chats; and stories from our FOD Champions (patient advocates). These engagements drove viewers to the FOD website and content, reaching a potential audience of over 200 million. In addition, we had eight pieces of earned media coverage in May, reaching an estimated audience of 7.5 million.

As an extension of Healthy Vision Month, the ADA's Living with Diabetes campaign was highlighted by USA Today which hit newsstands and was published online on June 9. The issue included a piece titled, **Why People with Diabetes Need Annual Dilated Eye Exams**, written by the ADA's Chief Scientific and Medical Officer Dr. Robert Gabbay. USA Today has a print circulation of over 150,000 and a readership of over 450,000.



National Eye Exam Month

National Eye Exam Month, held every August, raises awareness of the importance of comprehensive and dilated eye exams. In August, FOD and its visionary partners in collaboration with VSP Vision™ Eyes of Hope® and Ochsner Health, provided no-cost dilated eye exams, eye wear, and diabetes education to at-risk individuals at Ochsner Health community clinic locations in Lafayette and Baton Rouge, Louisiana—two communities that have been substantially impacted by diabetes.

A combined 238 participants registered to receive a dilated eye exam at no cost. 169 patients received a dilated eye exam on site and 69 received gift certificates to see a local optometrist and, if needed, the opportunity to receive free prescription eyeglasses. Statistics from the event revealed:

Patients by Gender

Female: 122
Male: 47

Patients by Age Group

0–18 years: 13
19+ years: 156

Patient Demographics*

Prediabetes: 6
Type 1 diabetes: 17
Type 2 diabetes: 26
Other: 193

Diabetes and Eye Health Education

226 patients opted to receive diabetes and eye health education

~90%

of patients needed prescription eyeglasses.

~20%

of patients were referred for eye issues.

~92%

of patients participated in diabetes and eye health education.

~68%

of patients indicated they would not have had an eye exam if it were not for the event.

~85%

of patients were very or extremely likely to schedule an eye exam in the next 12 months.

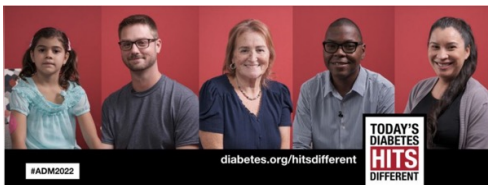
Each participant receiving an eye exam met with on-site diabetes educators to learn more about eye health, diabetes, and healthy living. They were also instructed on how to use the ADA's Type 2 Diabetes Risk Test and were encouraged to sign up for the ADA Healthy Living e-newsletter.


National coverage of the eye exam event included one radio segment, two digital pieces, and 21 television segments, which reached an estimated audience of over 1.2 million. Social media efforts ran during the week of the event, August 16–22, and received more than 105,000 impressions.



Black History Month

The ADA produced eight pieces of earned media coverage during Black History Month, including three trade articles, two radio segments, two digital video segments, and one television segment. FOD Champion Tiffani Martin and interviewer Dr. Kristen Nwanyanwu engaged in a powerful discussion on Doctor Radio’s Rehabilitative Medicine Show (Sirius XM) about diabetes-related eye disease, the high risk for Black Americans, and how an annual eye exam can help prevent it. Tiffani shared many personal stories about living with diabetes and getting diagnosed with diabetes-related eye disease. Overall earned media coverage reached an estimated audience of 4.5 million.





American Diabetes Association
Ask the Experts

The gift of Sight—treatments to help preserve vision

November 29 at 2:00 p.m. ET



Blake Cooper, MD,
Ophthalmologist

Join us for a live Q&A for **FREE**, online at diabetes.org/experts or by phone, text “**EXPERTS**” to 833-898-5483

American Diabetes Month

Every November, the **American Diabetes Month** (ADM) engagement campaign communicates the seriousness of diabetes and the importance of diabetes prevention and management. The 2022 theme, **Today’s Diabetes Hits Different**, provided ways to hit back through new technologies to manage diabetes, better resources to educate ourselves, and a community that’s stronger than ever.

The ADM campaign emphasized three key FOD messages:

- Diabetes is the leading cause of new cases of blindness in adults aged 18–64 years
- Anyone with diabetes or at risk of diabetes is also at risk for diabetes-related eye disease
- Annual eye exams are critical for prevention

The month long campaign included FOD Champion Hits Different Talks, an Ask the Experts session discussing treatments to help preserve vision, and FOD consumer videos featured in health care provider offices, received over 8 million impressions during November. FOD content on the ADM microsite received 18,721 unique page views, 13,105 new users, and over 6,000 professional downloads.

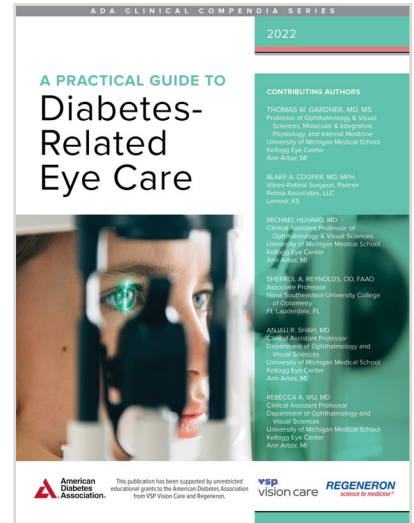
Professional Engagement & Education

Professional Engagement

Through both promotional efforts and by leveraging eye care strategic alliances, FOD increased engagement with optometrists, ophthalmologists, retina specialists, primary care professionals, and the entire diabetes care teams to provide comprehensive education on diabetes-related eye diseases.

This strategy was shaped by research showing the need for increased communication among health care professionals and better communication between health care professionals and people with diabetes. FOD created several types of resources, including podcasts, downloadable resources, printed materials, and short quizzes, to meet the needs of busy health care professionals.

The year-long education and engagement campaign delivered through various professional media and ADA channels reached over 22 million health care and eye health professionals. And focus group testing, which included pre- and post-tests, surveys, and interviews with health care providers utilizing these resources was received with tremendous support and is already making a positive impact in patients' lives.



Continuing Education

Three new continuing education (CE) modules were developed for primary care and eye health professionals. The modules—**Diabetes-Related Retinal Disease, Low Vision Rehabilitation in Diabetes Care, and Words Matter: Leveraging the Power of Communication in Clinic Visits**—teach learners how to recognize the burden of diabetes and diabetes-related retinal disease, how visual impairment affects patients with diabetes, and how to efficiently communicate with diabetes patients in the clinical setting.

Nearly 750 VSP optometrists received CE credits through VSP's Premier Academy360^o™ which offers webinar, and e-learning courses designed in collaboration with the ADA which focused on the basics of diabetes and prediabetes, including risk factors, and diagnosis, monitoring, and treatment of diabetes-related eye diseases. Optometrists who complete the courses achieve the ADA Badge and a complimentary one-year ADA professional membership. Optometry clinic staff also participated in ADA's Diabetes 101 Overview, comprised of four 15-minute online segments, which can be completed during working hours without interrupting patient flow.

New Content Available

American Diabetes Association
FOCUS ON DIABETES

Check out our NEW Focus on Diabetes Continuing Education hub. Stay up to date on our newest Focus on Diabetes content for primary care and eye health professionals.

Earn free CE credits with our new eye health modules. → EARN FREE CE

Gamifying Education through Virtual Case Studies

Gamification as a learning tool for health care professionals is on the rise. The ADA piloted an interactive case study competition open to health care professionals. The innovative educational activity delivered daily case studies into participants' inboxes to test clinical decision making on diabetes and eye disease. This microlearning approach helps build competency among clinicians and prevents cognitive overload. The **Diabetes and Eye Health** from the FOD case study competition ran twice in 2022 and drew in a total of 656 registrants and 3,460 overall correct responses.

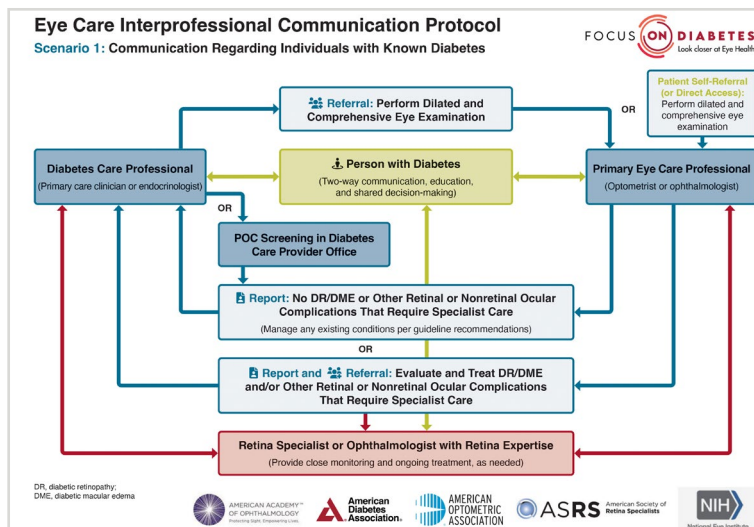
Professional Resources

Our research highlighted that clinicians needed resources to show patients how diabetes can impact eye health and discuss the impact in a patient-centered way. There are three different resources in the toolkit:

1. **Diabetic Retinopathy Eye Health Guide,**
2. **Diabetes Eye Exam Visit summary form letter**
3. **Diabetes Eye Exam Referral form letter.**

Our research uncovered communication among health care professionals was another major challenge. The **Diabetes Eye Exam Visit Summary** form letter and **Diabetes Eye Exam Referral** form letter were created to draw attention to the important need for cross-communication between primary care and eye care professionals. These easy-to-follow language and templated materials were packaged as the Provider Practice Toolkit to be mailed or downloaded, so far reaching nearly 7,000 health care professionals. A subsequent research project was implemented to assess the usefulness of these materials. Nearly half of the primary care professionals and two-thirds of the certified diabetes care and education specialists who received a mailed toolkit use the resources with most or all their diabetes patients, and already report seeing an impact in their patients' lives.

Another pivotal achievement in 2022 was the alliance of the ADA, and FOD visionary partners, in collaboration with the AAO, AOA, ASRS, and NEI, to develop the **Eye Care Interprofessional Communication Protocol**. This resource, endorsed by all the organizations, helps facilitate the exchange of information between health care professionals and eye care professionals to improve outcomes and preserve vision in people with diabetes. ADA Newsroom announced the protocol via a press release and its digital channels, including distribution to 307 industry reporters. The next phase of FOD will include a collaborative dissemination and education campaign of this important resource.



Launch of the Focus on Diabetes Professional Newsletter

FOD launched its first e-newsletter, a quarterly digital publication, in October 2022. This professional newsletter highlights timely topics, downloadable resources and handouts, and other useful educational tools. Our first edition was delivered to over 39,000 ADA professional members, optometrists, and ophthalmologists.

Scientific Sessions & Eye Health Interest Group

The ADA's 82nd Scientific Sessions, held in New Orleans, Louisiana offered both in-person and online participation. An adjacent activity with the availability of participants attending the Scientific Sessions included an expert panel discussion, **Eye Q: Increasing Your Understanding of Diabetes and Eye Health**. This interdisciplinary panel featuring, Steve Edelman, MD; Jeremy Pettus, MD; Kristen Nwanyanwu, MD, MBA, MHS; Mary de Groot, Ph.D.; and moderated by Dr. Laura Hieronymus, the ADA's VP of Health Care Programs, drew from commonly asked questions, addressing topics including the consumer journey after a diabetes diagnosis, treatment, the management of complications (eye disease), mental health, and emerging therapies.

The Eye Health Interest Group also organized discussions on the **Role of Telehealth and Artificial Intelligence** to address disparities in eye care among people with diabetes, presented by Aaron Y. Lee, MD, MSc, and **Social Determinants of Health and Access to Eye Care**, presented by Kristen Nwanyanwu, MD, MBA, MHS. The Eye Health Interest Group serves to grow relationships, foster knowledge, and share research updates throughout the year.

American Diabetes Association | **FOCUS ON DIABETES**

Eye Q: Increasing Your Understanding of Diabetes and Eye Health

June 5, 2:00–3:00 p.m. CT

LIVE on our National Facebook, YouTube, and LinkedIn

Laura Hieronymus, DNP, MSEd, RN, MLDE, BC-ADM, COCES, FADGES, VP Health Care Programs, ADA

Steven V. Edelman, MD, Founder & Director, TCOYD; Endocrinologist, Clinical Professor of Medicine, University of California, San Diego

Jeremy Pettus, MD, Type 1 Track & Professional Education Director, TCOYD; Endocrinologist, Associate Professor of Medicine, UCSD School of Medicine

Kristen Nwanyanwu, MD, MBA, MHS, Assistant Professor of Ophthalmology and Visual Science, Yale School of Medicine

Mary de Groot, PhD, Associate Professor of Medicine and Acting Director, Diabetes Translational Research Center, Indiana University; Member, National Board of Directors, ADA

Clinical Update Conference

The Clinical Update Conference (CUC) is a CE conference designed for all health care professionals who provide clinical care and education for people with diabetes.

FOD held a half-day online workshop that included panel discussions, quizzes, and case studies highlighting the intersection between diabetes and eye care. A keynote address on the state of diabetes and eye health was led by Sherrol A. Reynolds, OD, FAAO. Sessions discussed the ADA's *2022 Standards of Medical Care in Diabetes* and implications for eye health professionals as well as important concepts for eye health and the latest advances in diabetes-related eye disease treatment.

Strategic Alliances

FOD uses its platform to build awareness of diabetes-related eye disease by engaging with strategic alliance partners in the conversation about eye health and prevention in media events, and by highlighting topics on health equity and the connection between eye health, diabetes, and wellness on its website and social and digital channels.

National Association of Community Health Workers

Our research showed transportation, language, and other socioeconomic barriers were preventing people with diabetes from having their comprehensive and dilated eye exams. The ADA partnered with the NACHW to connect more than 1,110 community health workers (CHW) and create community linkages for people with diabetes. The partnership launched with a webinar in May during Healthy Vision Month. The NACHW held train-the-trainer events in English and Spanish during the summer. And, in partnership with the ADA, hosted a national roundtable to discuss what CHW and their communities needed in terms of resources, materials, and training around preventing and managing diabetes and eye health.

Type 1 Diabetes Today—Children with Diabetes

FOD sponsored three sessions at the 23rd annual Friends for Life's (FFL's) Children with Diabetes conference held in Orlando, Florida. Session titles included: **The Importance of Eye Exams**, led by eye health expert Dr. Ben Szirth, **"Diabetes is Changing Quickly: The Latest Breakthroughs,"** led by the ADA's Chief Science & Medical Officer Dr. Robert A. Gabbay, and **"Safe at School: Protecting the Rights of Students with Diabetes & 504 Planning"** led by diabetes experts, Dr. Henry Rodriguez and Dr. Janet Rodriguez. FOD also exhibited at FFL and sponsored a retinal screening drive to promote the importance of an annual eye exam and FOD website resources, including the ADA's camp for youth and Project Power, an initiative which aims to raise diabetes awareness and offers diabetes risk reduction education for youth.

Prevent Blindness

Prevent Blindness, the nation's leading nonprofit eye health and safety organization, received funding from FOD to produce a new comprehensive video series to provide the public with helpful tools to prevent unnecessary vision loss from diabetes. **The Patient Perspective: Diabetes-related Eye Disease** followed the journey of an individual living with a diabetes-related eye disease. Additional videos discuss both consumer and health care provider-focused content surrounding patient-centered care, advice from a patient living with diabetes, vision loss and diabetes, and an introduction to diabetes. FOD also collaborated with Prevent Blindness, to produce a video featuring FOD champion Serena Valentine as she discussed her unique experience living with type 2 diabetes and the importance of prioritizing her diabetes management and eye health.

Taking Control of Your Diabetes

FOD partnered with Taking Control of Your Diabetes to create an educational podcast episode and video for people living with diabetes. This educational content emphasized how an annual eye exam can detect signs and symptoms of eye disease early on, which can reduce the risk of vision loss from diabetes-related eye disease. The podcast **Diabetes & Eye Health** with Dr. Robert Miller had nearly 1,000 listeners, and the video **Routine Eye Exams: The What, When, How, and Why** had over 32,000 views.

Champions Corner

Our FOD eye health champions continue to share their personal stories about diabetes and the various diabetes-related eye disease they've experienced. Each provides a unique perspective in taking care of their health and their eyes. Their stories offer advice and words of encouragement to others with similar experiences. Read more about their journeys and be inspired!

Visit diabetes.org/eyehealth to learn how to preserve vision.

Tiffani Martin



Tiffani was diagnosed with type 1 diabetes (T1D) at the age of four. However, she refused to let complications from her diabetes hold her back.

“At the age of 27, I completely lost my vision, was diagnosed with stage four renal failure, and temporarily lost mobility due to complications of poor management. This resulted in peritoneal dialysis every day for nine hours until I received a dual pancreas and kidney transplant in 2017.

My primary initiative has been to advocate for proper management with healthy lifestyle choices to battle T1D so no one has to experience the complications I endured.”

Meet Tiffani at:

diabetes.org/blog/sharing-my-story-tiffani.

Serena Valentine

Serena finds purpose in helping others find the information they need to live healthy lives.

“Over the years, I’ve learned the importance of prioritizing my diabetes and eye health and asking for help along the way. Now, I share my story with peers and support groups to teach others how to stay on track. Helping them helps me stay accountable for my own diabetes management too—we help each other!

If I had one thing to say to those who currently live with diabetes it would be this: Diabetes management is not going to “look good” all the time. Some days you’re going to wish diabetes was a jacket you could take off and put in the closet for a little bit, some days you’ll manage it well, and other days you won’t. But despite this, keep moving forward and do the best you can to control your diabetes.”



Meet Serena at diabetes.org/blog/meet-serena.

Erica Scaglione



Erica was diagnosed with type 1 diabetes at the age of 7.

“I began having issues with my vision while in my 20s. One evening that I will never forget, I went to bed at night and woke up the next morning completely blind. I was diagnosed with a common complication of diabetes, diabetic retinopathy, right before my 27th birthday and at the start of the COVID-19 pandemic. Following several surgeries, I regained vision in my left eye but not my right eye.

I am grateful for the support of my friends, my family, and my diabetes care team who have all helped me to better prioritize and manage my diabetes and eye health. While my journey with diabetes has been extremely challenging at times over the years, I have learned through this experience just how capable I truly am.

If there is one thing I would say to those struggling with their diabetes and eye health, it would be this: Diabetes can be scary, but you don’t have to let it control you. Take care of yourself and show the world that you are more than your diabetes!”

Meet Erica at diabetes.org/blog/meet-erica.

Melvin Reynolds

Melvin has been living with type 1 diabetes for over 43 years.

“Up until age 18, my parents took good care of me and helped me manage my diabetes. When I went away to college and was left to take care of myself, I started to eat whatever I wanted and managing my diabetes fell to the bottom of my priorities list. My overall health and vision suffered; diabetic retinopathy combined with glaucoma and cataracts escalated my vision issues, and fast forward to right before my 30th birthday, I was declared legally blind.

I am grateful for the support of my partner and my diabetes care team who have helped me prioritize and manage my diabetes and eye health better.

One thing I want to say to those who currently live with diabetes or prediabetes is don’t think complications can’t happen to you. I never imagined I would be blind, and I wish I had taken my diabetes and eye health seriously—so, take it from me.”

Meet Melvin at diabetes.org/blog/meet-melvin.



Board Leadership

Eye Health Interest Group Leadership

Roomasa Channa, MD, Assistant Professor of Ophthalmology, University of Wisconsin School of Medicine and Public Health

Blake Cooper, MD, MPH, Retina Specialist, Retina Associates LLC

Renu A. Kowluru, PhD, FARVO, Professor and Director of Translational Research, Ophthalmology, Visual and Anatomical Sciences Wayne State University, Kresge Eye Institute

Jinan Saadine, MD, MPH, Medical Epidemiologist, Centers for Disease Control and Prevention, Division of Diabetes Translation

Risa Wolf, MD, Associate Professor of Pediatrics, Johns Hopkins University School of Medicine

Scientific and Medical Advisory Group

The Scientific & Medical Advisory Group continue to guide the development of FOD professional materials with the addition of two new members to assist in 2022. Members include:

Jerry Cavallerano, OD, PhD, Associate Professor of Ophthalmology, Joslin Diabetes Center, Beetham Eye Institute, Harvard Medical School

A. Paul Chous, MA, OD, FAAO, Doctor of Optometry, Chous Eye Care Associates and Associate Professor of Optometry, Western University of Health Sciences

Thomas Gardner, MD, MS, Professor of Ophthalmology & Visual Sciences, Molecular & Integrative Physiology and Internal Medicine, University of Michigan Medical School

Jeffry Gerson, OD, FAAO, Optometrist, Grin Eye Care

Susan Guzman, PhD, Director of Clinical Education and co-founder of the Behavioral Diabetes Institute, Special Advisor to FOD Project

Nathan Isaacson, OD, Clinical Associate Professor of Ophthalmology, University of Pittsburgh

Focus on Diabetes Partnerships

VISIONARY PARTNERS

Our Visionary Partners provide strategic input, collaboration, and expertise in the development and execution of all the consumer components of the initiative. Through our Strategic Alliances, we are able to leverage non-monetary reviewed and approved resources to maximize support and the advancement of FOD.

VSP™ Vision Care

As the largest and only national not-for-profit vision benefits company, VSP™ Vision Care provides affordable access to high quality eye care and eyewear for more than 85 million members through a network of more than 41,000 doctors. A leader in health-focused vision care, VSP is committed to raising awareness of the crucial role optometrists play in preserving the sight of the 133 million Americans living with diabetes and prediabetes.

Regeneron® Pharmaceuticals

Regeneron® Pharmaceuticals, Inc., a biopharmaceutical company that discovers, develops, manufactures, and commercializes medicines for the treatment of serious medical conditions, and is a Visionary Partner of FOD and a Banting Circle Elite Partner of the ADA.

STRATEGIC ALLIANCES

American Academy of Ophthalmology

American Optometric Association

American Society of Retina Specialists

Beyond Type 1

National Association of Community Health Care Workers

NIH-National Eye Institute

National Medical Association

Ochsner Health

Prevent Blindness

RetinaRisk®

Taking Control of Your Diabetes®

VSP Vision™ Eyes of Hope

There's nothing we
can't accomplish
when we're
Connected for Life®.