



*Live Well with*  
***Diabetes***

**Educational Initiative**

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Diabetes



# TOGETHER WE CAN DO IT



## Diabetes: Education is the Key

Diabetes is increasing at an alarming rate. The Canadian Diabetes Association states that diabetes is a major health problem, affecting an estimated 2 million Canadians. "In Canada, it is estimated that a diabetic is newly diagnosed every eight minutes."



The most important strategy for controlling diabetes is for each person with diabetes to take ownership of his or her condition and adopt a healthy lifestyle. Education, therefore, is the key. And here more effort is required. We need innovative approaches that quickly provide individuals with diabetes and their families with the necessary education.



## A Call for Sponsors

With Live Well with Diabetes, the BC Endocrine Research Foundation is using interactive multimedia to deliver user-friendly education programs to people with diabetes. Such a program is not a substitute for diabetes education delivered through existing channels, but it can augment it.



Since the BC Endocrine Research Foundation launched Live Well with Diabetes in 2004, the program has shown itself to be highly successful. But the program faces new challenges. Live Well with Diabetes needs to be expanded, translated into additional languages, distributed more widely and made available in other provinces and countries.



This is the point where your company comes in. The sponsorship support of forward-thinking companies has made the current successes of Live Well with Diabetes possible. But so much more needs to be done. We invite you to become one this vital program's sponsors. In doing so, you will help people with diabetes lead longer and better lives and put your company in the forefront of socially responsible Canadian institutions.



## Achievements to Date

Phase I of the Live Well with Diabetes saw the development in 2004 of the first educational module for type 2 diabetes. This module—available as a web-based application and also in DVD, CD and VHS formats—meets a critical need for diabetes education to newly diagnosed people for whom conventional diabetes education classes are either inaccessible or not immediately available. It covers a broad range of diabetes subjects including definitions, diet, physical activity, medications, stress management, diabetes complications, the role of the health care team and additional resources. It was developed by diabetes specialists, diabetes educators, diabetes researchers and patients with diabetes.



In 2005, Phase II has seen important developments, including further development of the Type 2 module, significant distribution of the module in BC, multicultural versions in French, Farsi, Spanish, Tagalog and Arabic, (Punjabi, Mandarin, Cantonese and Italian are under development), a Foot Care education module, newsletters, a touch screen kiosk, a now annual "Live Well with Diabetes" conference, the integration of Live well with Diabetes into conventional diabetes courses, focus group research and Health Canada funding for a First Nations version of the program.



In addition, a number of health organizations have embraced "Live Well with Diabetes."



- The BC Medical Association and BC Association of Podiatrists have endorsed the program and will promote it to their members. We are also exploring the potential support of health care professional associations.



- Based on a survey of more than 50 Diabetes Educators of the Lower Mainland, 80 percent considered Live Well with Diabetes a valuable diabetes education tool. They feel that if diabetes patients are aware of the basics of diabetes self-management prior to taking a course, diabetes educators' efforts will be more effective.



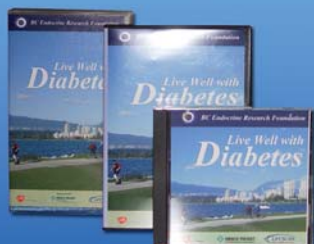
- The Fraser Health Authority and Interior Health Authority have acquired DVDs for use in diabetes education. In addition, Independent Diabetes Educator is using Live Well with Diabetes educational materials to train health care providers in rural British Columbia.



Internet



iPod



DVD / VHS / CD-ROM



Presentations



Kiosk

## Looking Ahead

Proposed activities for Phase III of Live Well with Diabetes include the following:

- Developing educational materials about diabetes complications, such as heart disease and stroke, hypertension, cholesterol problems, and foot care
- Expanding the program to include full information about Type 1 diabetes in children and adults, and gestational diabetes. These modules will be available as web-based applications, DVDs, CD-ROMs and iPod downloads.
- Developing computer-based diabetes diseases management tools
- Identifying potential integration of Live Well with Diabetes in current metabolic diseases management
- Integrating Live Well with Diabetes within the health care system
- Developing an implementation model that could be used in other provinces and countries

Also an important goal is to expand distribution through diabetes education centres, family physicians, diabetes specialists, pharmacies, public libraries, medical schools libraries, web site access, direct order from the BC Endocrine Research Foundation and distribution by sponsors' sales teams and with sponsors' products

## Benefits to people with diabetes

- Quick and easy access to information after being diagnosed with diabetes
- Learning about topics that may not be covered by the traditional diabetes education sources
- Learning from other people with diabetes' experiences
- Sharing knowledge with family and friends for building a better support system Motivation

## Become a Sponsor

Being a sponsor of "Live Well with Diabetes" brings benefits. You will:

- Demonstrate leadership by introducing an effective innovative diabetes education tool
- Develop customer loyalty
- Integrate with other marketing initiatives
- Increase horizontal and vertical marketing shares by gaining new customers and increasing purchases of existing customers
- Provide your sales team with a sound product to present to the health care providers
- Gain competitive advantage over other companies with pharmacies particularly during events related to diabetes education

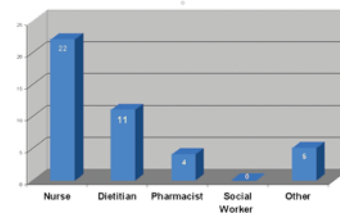
## Join an Inspiring Team

The first two phases of our initiative were developed with the financial support of the following pharmaceutical companies: LifeScan Canada Ltd. (main sponsor), GSK, Merck Frosst Canada Ltd., Eli Lilly Canada Inc., Bristol-Myers Squibb Canada Ltd. and Sanofi-Aventis. We also received financial support from individual donors and from the BC Endocrine Research Foundation itself. In addition, the project would not have been possible without the generous time and effort of dedicated health care professionals and individual volunteers.

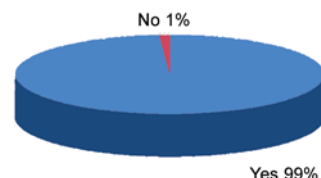
Overcoming the challenge of diabetes and its serious effects is a massive task requiring the cooperation of individuals, industry and governments. The BC Endocrine Research Foundation invites your company to become a part of this innovative and successful health care project.

Check out our sponsorship program on the back page of this brochure, choose the sponsorship level appropriate for your company and become an active partner in Live Well with Diabetes. Also, click on the sponsorship button on the opening page of our website, [www.livewellwithdiabetes.com](http://www.livewellwithdiabetes.com).

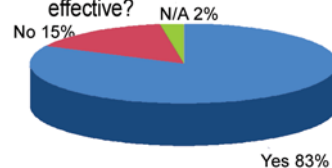
## Diabetes Educators Responses



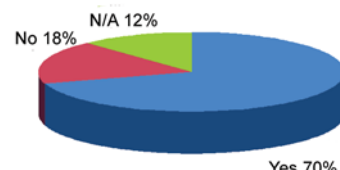
Do you feel it is important for people with diabetes to take the initiative to learn about diabetes self-management?



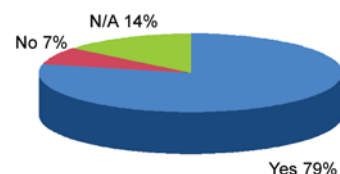
If diabetes patients are made aware of the basics of diabetes self-management prior to your interaction with them, do you feel your job would be more effective?



Would you use Live Well with Diabetes in your diabetes centre?



Do you think Live Well with Diabetes is a valuable education tool for patients?



Conferences



Media



Magazines

# Live Well with Diabetes

## SPONSORSHIP

There are four sponsorship levels.

### MAIN SPONSOR

With this \$100,000 three-year level of sponsorship, you will be the exclusive Main Partner of Live Well with Diabetes. You will have industry segment exclusivity. And you will:

- Have your products (such as a glucose meter) used in all educational materials (subject to review by the BCERF)
- Participate in sponsor selection
- Have your company name and logo on Live Well with Diabetes brochures, flyers, posters, direct mail and exhibit display; on the front cover of all versions of our educational materials (VHS, DVD, and CD-ROM); and on our website (which will have a link to your website)
- Send a company representative to media opportunities
- Sponsor high profile events and participate in education sessions
- Be recognized in the BCERF Newsletter
- Receive Live Well with Diabetes distribution rights with your products

### PLATINUM SPONSORS

With this \$50,000 two-year level of sponsorship, you will:

- Have your company name and logo on Live Well with Diabetes brochures, flyers, posters, direct mail and exhibit display; on the front cover of all versions of our educational materials (VHS, DVD, and CD-ROM); and on our website (which will have a link to your website)
- Send a company representative to media opportunities
- Be recognized in the BCERF Newsletter

### GOLD SPONSORS

As a \$25,000 one-year sponsor, you will:

- Have your company name and logo on Live Well with Diabetes brochures, flyers, posters, direct mail and exhibit display; on the front cover of all versions of our educational materials (VHS, DVD, and CD-ROM); and on our website (which will have a link to your website)

### SILVER SPONSORS

As a \$10,000, one-year sponsor, you will:

- Have your company name and logo on Live Well with Diabetes brochures, flyers, posters, direct mail and exhibit display; and on our website (which will have a link to your website)

The BC Endocrine Research Foundation is a non-profit charitable foundation dedicated to promoting research and education efforts in several important areas of endocrinology and metabolism. These areas include diabetes, heart disease, hypertension and dyslipidemia, osteoporosis, hormone replacement therapy, the menopause and women's health. As physicians we see the need for this research in our everyday practices as we assist patients in making informed health decisions. In addition, the need for education in the maintenance of optimal health has never been more important as effective strategies are available for both prevention and treatment of most health problems.

Through the development of Live Well with Diabetes and the expertise of its board members, advisory committee and volunteers, the Foundation has developed project management techniques, methodologies and processes for producing educational materials. We are also establishing a network of health care providers for different ethnic backgrounds that will allow the Foundation to implement its projects in a cost and time effective manner.

### BC Endocrine Research Foundation

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