



# Lace Up to End Diabetes

Communication: C2  
Committee of the Whole (1)  
September 13, 2022  
Item - Presentation #3

**DIABETES**  
**CANADA**

**LACE UP**  
TO END DIABETES



# JOIN US

This September, Diabetes Canada is hosting the third annual **Lace Up to End Diabetes!** A fundraiser that brings together the diabetes community from **coast to coast**. Supporting the 11.7 million Canadians living with diabetes or prediabetes.

**Lace Up to End Diabetes** makes it easy to track your KM's, challenge yourself, raise funds and connect with others. Whether you run, walk, dance or hike the choice is yours, all you need to say is YES to lacing up.

**Join us as we Lace Up to End Diabetes this September!**

[laceup.diabetes.ca](http://laceup.diabetes.ca)



## **Veronica Roth**

### **Team Marg's Majors**

*"Every hour 20 people are newly diagnosed with diabetes. My mom lives with diabetes, and IT IS HARD. It is a daily struggle, and, **in this family, no one fights alone**"*

**DIABETES**  
**CANADA**

**LACE UP**  
**TO END DIABETES**



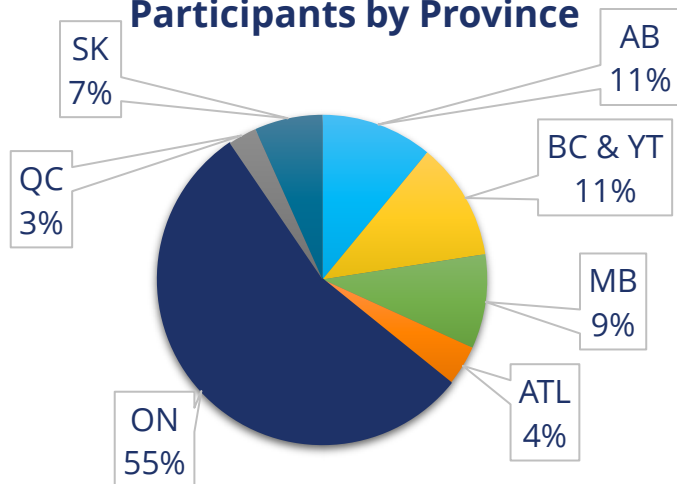
A woman with short dark hair and sunglasses, wearing a white t-shirt with a logo and a blue beaded necklace, stands behind a black stroller. Three children are with her: a girl in the background with glasses and a blue feathered headband, a girl in the foreground wearing a white long-sleeved shirt and blue patterned pants, and a boy in the stroller wearing a blue hat and a white t-shirt. They are outdoors on a wooden deck next to a grassy area with trees and a road in the background. The text "Connect with passionate diabetes advocates across Canada" is overlaid in white on a semi-transparent blue background.

**Connect with passionate diabetes  
advocates across Canada**

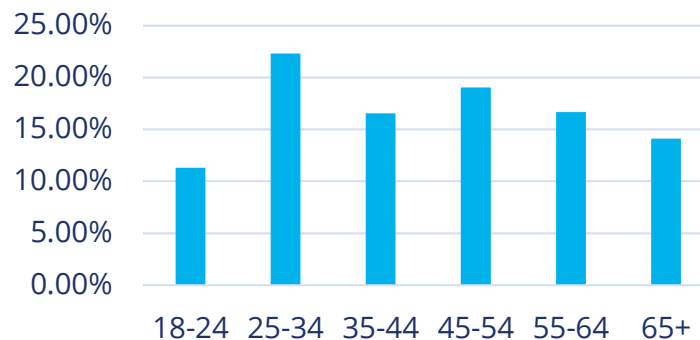


# ABOUT OUR AUDIENCE

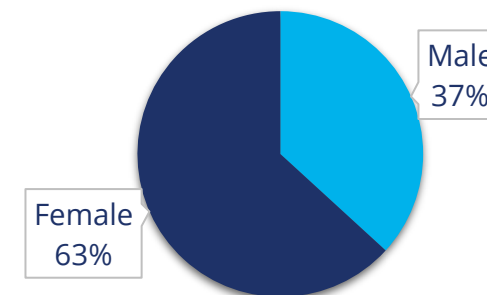
## Participants by Province



## Age Insights



## Gender Insights



25%

**Direct connection**  
- Living with diabetes



41%

**Close connection**  
- Friends, family, caregivers



23%

**Cause chaser**  
- Support a good cause



12%

**Event seeker**  
- Have a good time, other

A close-up photograph of two hands shaking in a firm grip, symbolizing support and community. The hands are positioned centrally, with fingers interlaced. The background is a solid, dark teal color. The text "Support your community" is overlaid in a white, bold, sans-serif font, centered horizontally and slightly below the middle of the image.

**Support your community**



# Janet - Super Star T1D Mom

Tech Savvy

Purpose Driven

Passionate

Advocate

## BIO

Janet has an 8 years old son Cole who was diagnosed with T1D 5 years ago and has taken the initiative to join Diabetes Canada's Lace Up program. Cole attended virtual D-Camp last year and it was great to see the confidence that was built. Janet's day is consumed with thoughts on Cole is doing and is thankful for the advances in technology. Janet still has many sleepless nights. She is a runner and an active seeker for community sports events.

- **Age:** 35
- **Family:** Married with 2 kids
- **Career:** School Teacher
- **Income:** \$50,000 -\$99,000
- **Education:** College Degree
- **Technical:** Has a smartphone, tablet and laptop
- **Social media:** Instagram, Facebook, Pinterest
- **Screen time:** Spends 23 hours per week online

## Goals

- Support community initiatives
- Raise funds for Diabetes Canada
- Share her fundraising progress
- Share her activity/KM progress

## Motivations

- Wants to help find a cure
- Rally her community
- Teach her son about giving back
- Deepen connection with the diabetes community

## Frustrations

- Feels lost in the Type 1 diabetes world and is seeking some form of control
- Concerns around her monitoring her sons diabetes daily
- Feels isolated and alone



*"I can't say that I know what it's like to have diabetes. But I know what it's like to be a mom. It feels a little like this, being out in the middle of nowhere and hoping you are going in the right direction. I can't fix diabetes and we don't always get it right, but I'm hoping by lacing up I can help."*

# Lisa – Type 2 Advocate

Tech Savvy

Impact Driven

Passionate

Advocate

## BIO

Lisa was recently diagnosed with type 2 diabetes and saw ads for Lace Up to End Diabetes on her social media. After talking with her doctor, she knew she needed to act and make some changes in her life. As a mother of two and a business professional, Lisa had put the demands of her family and work above her own self care. Since the diagnosis Lisa has become an active advocate for the type 2 diabetes community, proactively bringing forward suggestions and recommendations for tools, resources and education that will support the community.

- **Age:** 48
- **Family:** Married with 2 kids
- **Career:** Senior Leader Asset Protection
- **Income:** \$50,000 - \$99,000
- **Education:** College Degree
- **Technical:** Has a smartphone, tablet and laptop
- **Social media:** Facebook, LinkedIn Pinterest
- **Screen time:** Spends 23 hours per week online

## Goals

- Connection to the type 2 diabetes community
- Share her story and diagnosis experience
- Kick start her lifestyle and physical activity journey
- Personal challenge with built in accountability and flexibility

## Motivations

- Improving overall health and wellness
- Connecting with a likeminded community
- To find programs and resources that support people experiencing the same thing
- Breakdown barriers and reduce stigma

## Frustrations

- Feels overwhelmed with lack of support at immediate diagnosis
- Daily struggle learning to manage a disease that has no handbook and is different for everyone
- Feeling judged by uneducated perceptions of being diagnosed with type 2



*"Lace Up to End Diabetes was the kick starter I needed to prioritize myself. It's allowed me to maintain physical activity that makes the most sense for me and is sustainable. I learned that living with type 2 diabetes doesn't have to define me and I can live a healthy life!"*



A photograph of a person's hands typing on a laptop keyboard, overlaid with a semi-transparent blue filter. The laptop is open, and the screen shows some blurred content. In the background, there is a window with green foliage visible outside. A spiral-bound notebook is partially visible on the left side of the desk.

# Digital and Media Presence



# WE REACH MILLIONS OF CANADIANS







# Help support

the 11.7 million Canadians living with diabetes or prediabetes in your community and join Lace Up today!

## **LAURA MALONE**

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