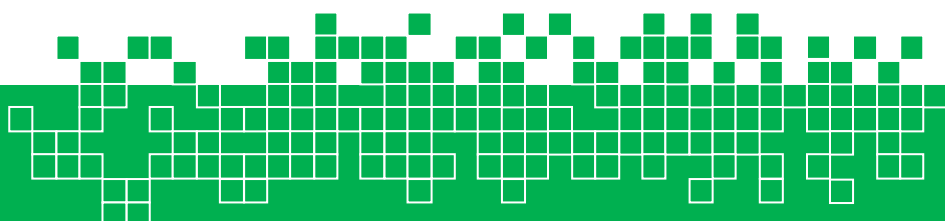




INSIGHTS FROM SOCIAL CONVERSATIONS ON TYPE 1 DIABETES

[Data for the period March 2020]



Summary of Insights

Consumer conversations on Type 1 Diabetes were analyzed over a 30-day period to gather insights. Interesting insights have been discovered:

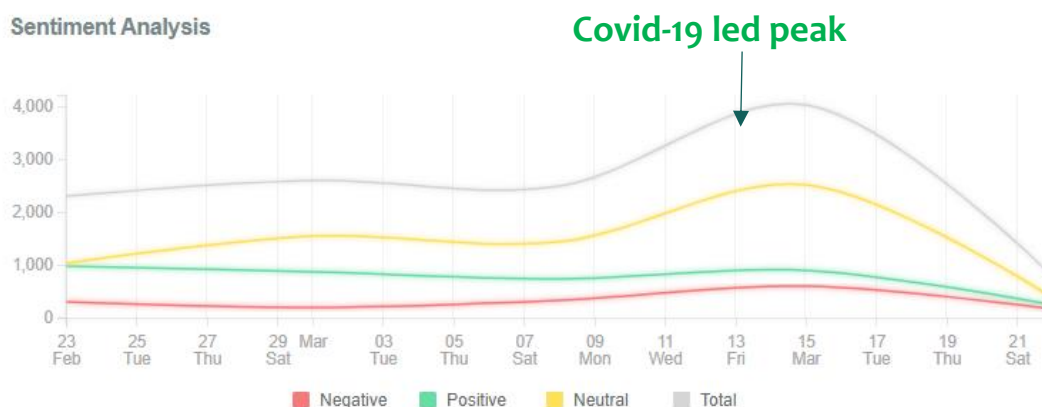
- Conversations are predominantly from the developed economies. The United States & United Kingdom are where most conversations happened.
- Female conversations were higher than male. Conversations seek and provide information about ways to provide care to Type 1 Diabetes patient in the family.
- The key conversation themes were around the following:
 - The emerging Covid-19/Coronavirus pandemic and how it impacts those with compromised immunity. Families of patients are worried.
 - Insulin access and high prices are a major cause of concern.
 - Discussions on promising research on treatment or cure for Type 1 Diabetes.

Consumer conversations carried a neutral to positive sentiment. About 13% of conversations were negative and in large part related to Covid-19 and about difficulty in accessing insulin and consumables needed for patient care.

Besides Covid-19, the other negative conversations related to the rejection of Eli Lilly's drug for Type 1 Diabetes.

Several organizations, brands, medical practitioners and other influencers contributed to the discussions and brought forth inspiring patient stories.

Sentiment Analysis



Sentiment

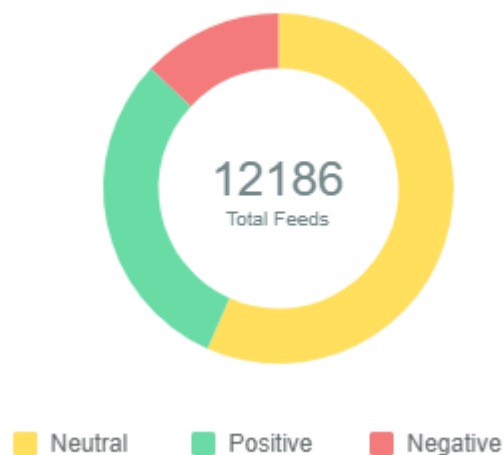


Figure 1: The volume of conversations over a 30-day period (March 2020). Sentiment distribution of consumer conversations.

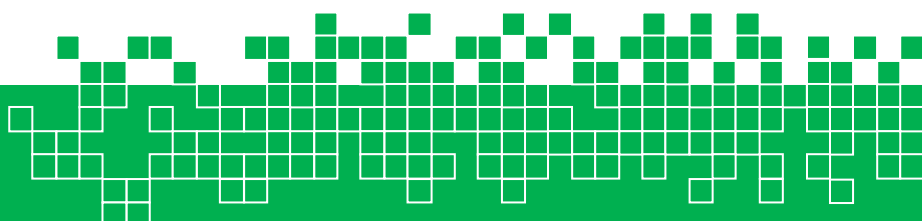
Methodology

Auris, our AI powered consumer insights platform was used to create this report. Approximately 12,000 unique conversations on Type 1 Diabetes, sourced globally, have been analyzed. These conversations were captured from across mediums such as social, news, review boards and industry/consumer blogs. The platform's interactive dashboard was used to dive deep into topics, subtopics and issues and its visualizations were used to unearth insights.

Further data mining and analysis has been done to get deeper insights on themes which were brought forth by Auris' AI.

Demography of consumers discussing Type 1 Diabetes

A gender and location analysis of all the conversations was carried out. Some interesting insights have been obtained.



Conversations are led more by women than men. What explains this finding? Unlike Type II Diabetes, Type I Diabetes has a high proportion of young children as patients. Mothers are typically the primary care provider in such families. It is therefore expected that conversations around patient care, precautions, new treatment options and the like are led by women.

Gender



Figure 2: Type 1 Diabetes conversations by gender

Majority of users who engaged in conversations about Type 1 Diabetes belonged to the developed world. Within the developed world, the majority of the conversations originated in North America, followed by Western Europe.



Figure: Conversations on Type I Diabetes. The United States and Western Europe see most conversations.

Within the United States, New York and Washington areas saw more conversations relative to other geographies.

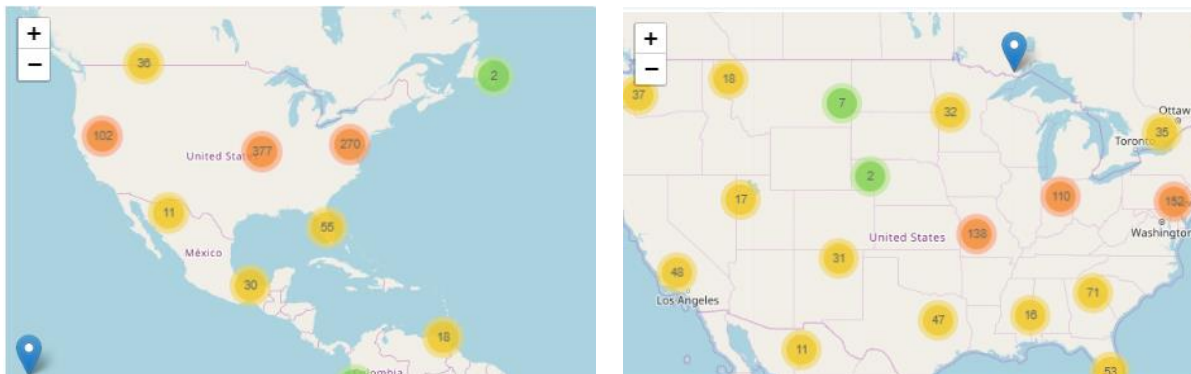
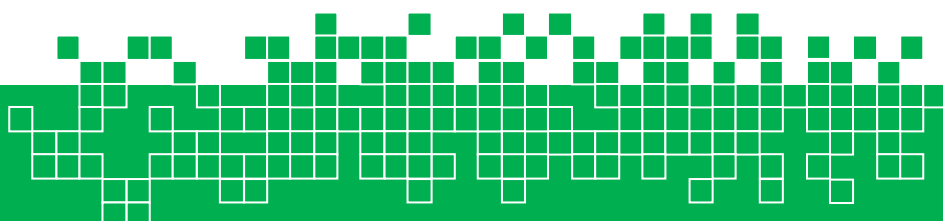


Figure: Eastern and Central America saw more conversations from within the country. The New York and Washington area saw a larger number of conversations on Type I Diabetes

Within Western Europe, the United Kingdom saw the most conversations.



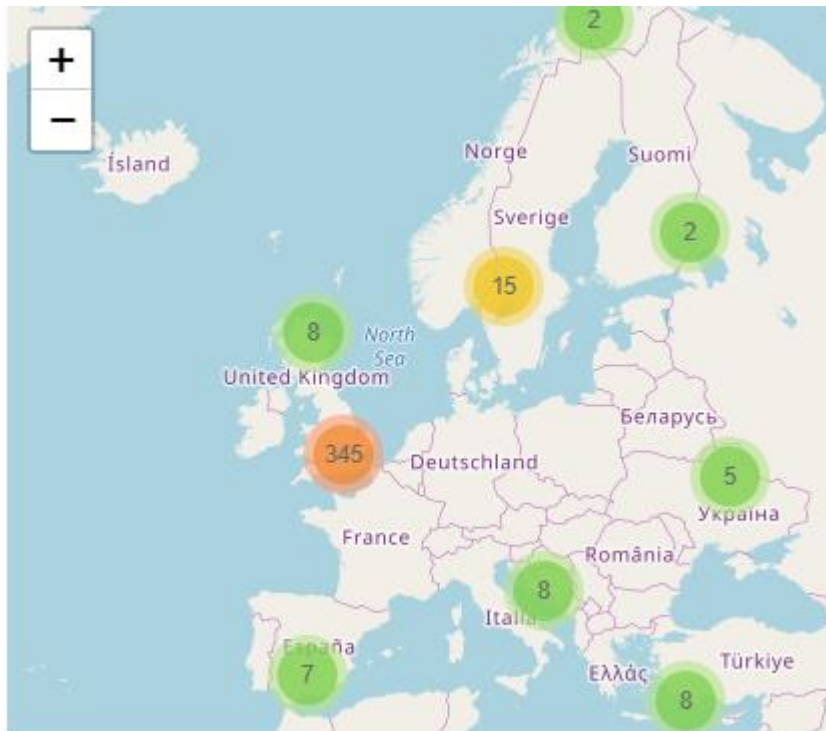


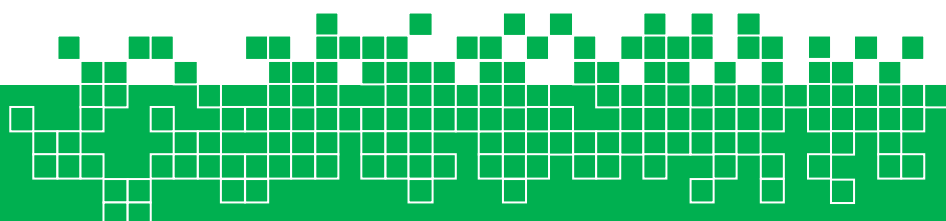
Figure: Type 1 Diabetes related conversations in Europe.

This corresponds with the incidence rate of Type 1 Diabetes in different countries. The incidence rate is high in North America and Western Europe. Therefore, the conversations reflect the clinical reality on ground.

Conversation themes

Several topics of discussion emerged. The important themes were around the following 3 themes:

1. Concerns of the caregivers in the family with regard to their family's health.
2. Insulin access as a major issue.
3. Covid-19 as a strong sub-theme given its impact on those whose immunity is compromised.



Hot Topics



Figure: Key topics of conversations related to Type 1 Diabetes

The following sections discuss in detail each of these consumer conversation themes in detail.

Theme I: Concerns of the caregiver

Type 1 diabetes patients are often young. The primary care provider is the immediate family, typically the mother. Therefore, a lot of these conversations are familial and emotional. These conversations reflect the concerns of the caregiver for the patient in the family.

We deep dived into some of these topics to understand the conversations. The conversation word trees were revealing. Mothers, wives and daughters sought help, advice from and provided information to fellow caregivers. In nut-shell, it's the women in the family who are in charge when it comes to Type 1 Diabetes.

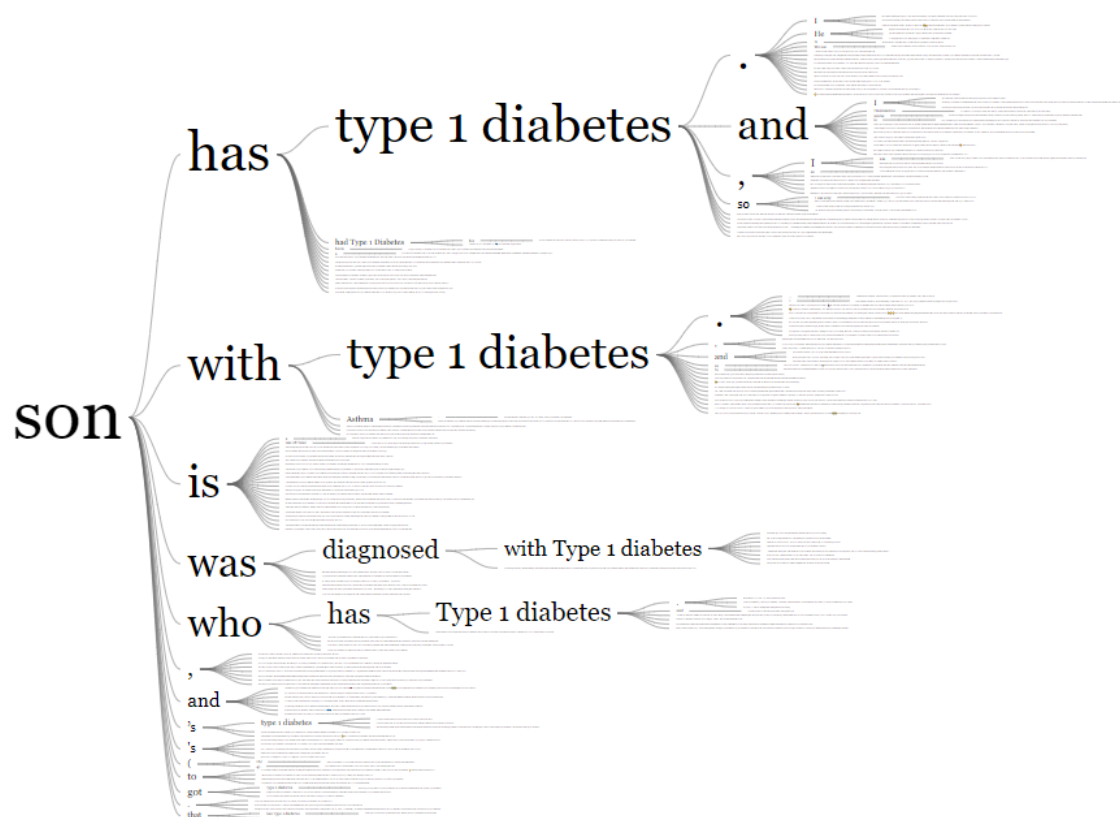
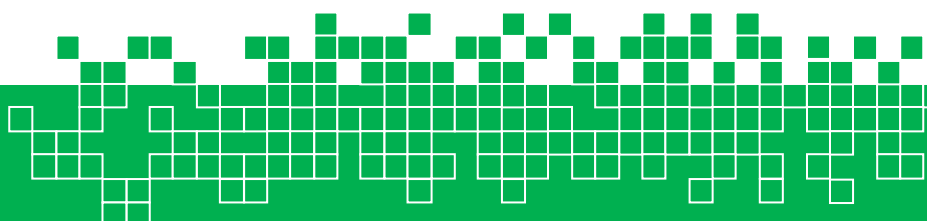


Figure: A word tree representation of how mothers use social platforms to seek answers to various questions related to their children.

Theme II: Insulin access is a major cause of concern for patients.

A deep dive into conversations reveal that patients face access issues related to insulin. These include issues related to availability, regulatory hurdles to securing prescriptions and pricing. A lot of the negative conversations related to issues with insulin availability. Campaigns by organizations and individuals championing the patients' cause are also generating a positive response.



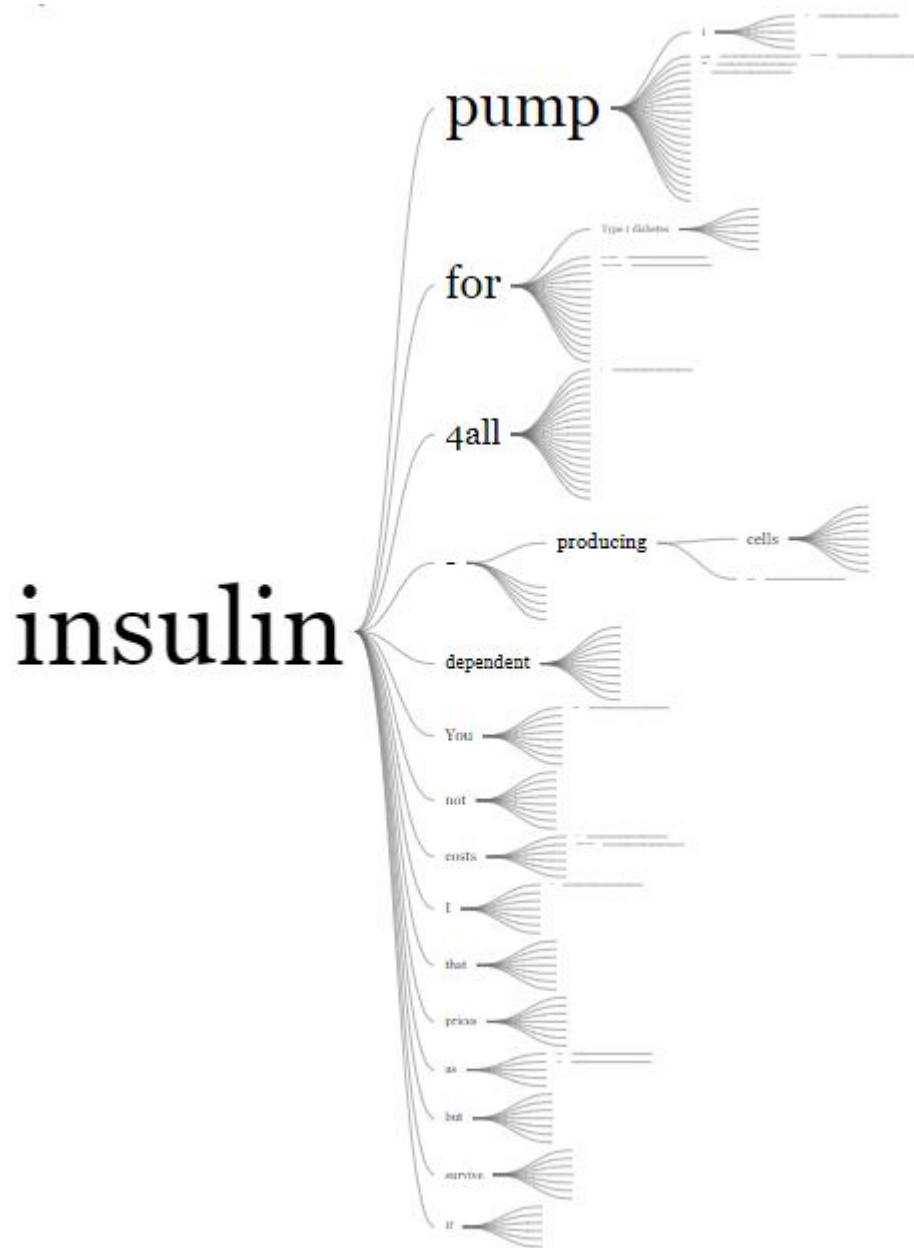


Figure: Many conversations relate to availability of pump and consumables.

insulin — costs

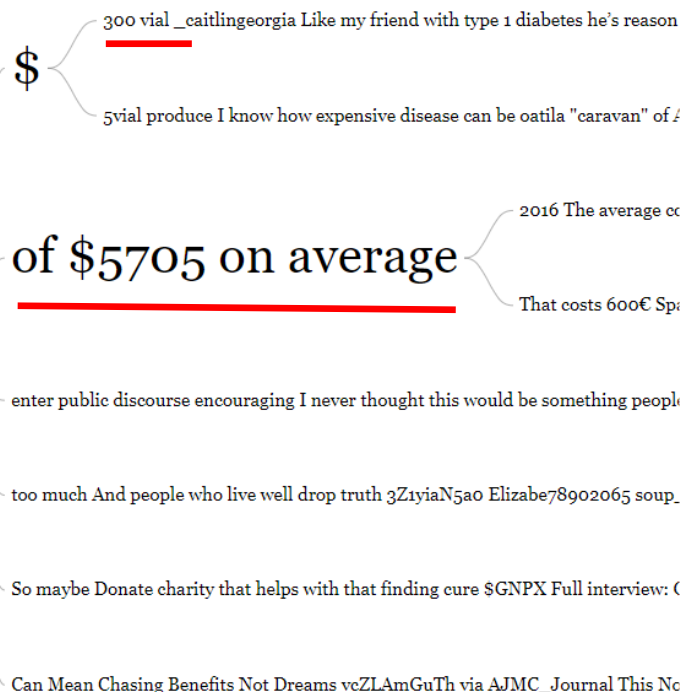


Figure: Insulin prices are high and therefore a concern for Type 1 Diabetes patients.

insulin — pump

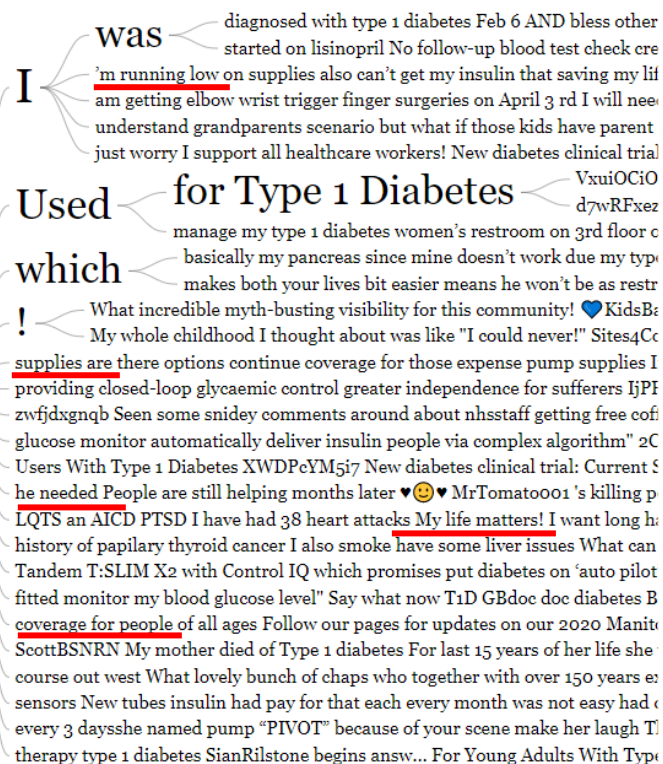


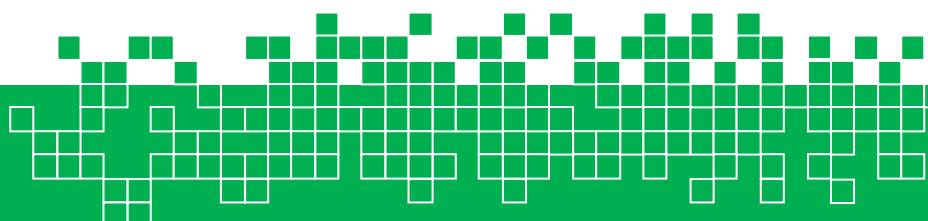
Figure: Consumer conversations about supplies availability.



Figure: Patient advocacy groups and influencers discussed the need to secure insulin for all under the insulin4all campaign.

Theme III: The looming Covid-19 pandemic

The Covid-19 or coronavirus pandemic has had patients worried. Type 1 Diabetes patients have relatively weaker immunity and sometimes have other co-morbidities such as asthma, for instance. Since Covid-19 causes respiratory issues in patients, worried caregivers are seeking help and discussing on ways to secure supplies. The patients and their families are at the forefront and proactively calling for social distancing.



Hot Topics

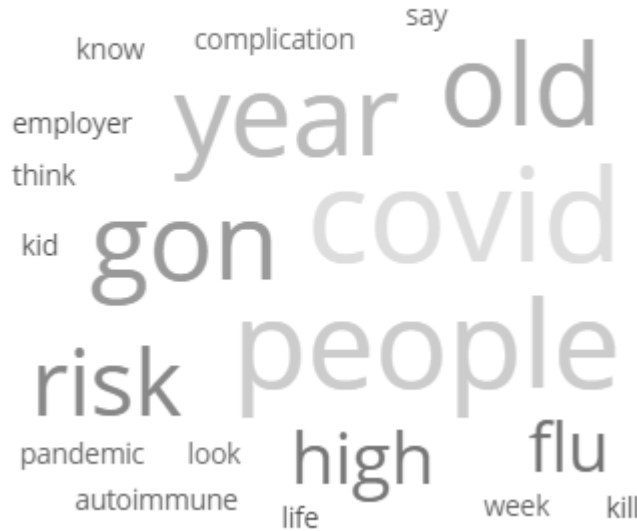


Figure: Topics of discussion on Covid-19 & Type 1 Diabetes shows concerns about the high health risk.

diabetes — asthma

etc don't want bother medical professionals obviously busy 14 yr old type 1 diabetes untreated latent TB - contracted s aren't worth much lives able-bodied people village Honestly I'm worried it's Nashville Memphis TN live chr you what's Grandma's status action afraid autism Holocaust tullestess NIS partaskar NISDiabetesProg DeExodi previous bouts pneumonia I'm afraid priority NHSuk PHE_uk I've got type 1 diabetes heart attacks currently antibiotics kids looking likely one would bring home BBCNews question PHE guest, son 25 teacher secondary school type 1 diabetes others tag mind leave potentially risk lives HighRiskCovid19 RT NatMetabolism. Online now! Type 1 people like others tag mind leaving house risk lives HighRiskCovid19 think type 1 diabetes got too manager put life serious risk disgusting behaviour work done home cdinburghgpaes Hasbani: Type 1 diabetes Sister: Crohn's Sun: Recurrent Childhood Cancer Studies leathe today afraid get checked transmissibility illness Hello doctor currently working ED also Type 1 sympathy! Tessa Steve Decker Managing Type 1 Diabetes Eating Whole Food Plant Based Diet 1 Who okay some us lose loved ones? Type 1 diabetes Take virus seriously get outcome isn't good behavemobility Angeltalshop 100% Mistress_Katya_Amen Type 1 Diabetes brings shot immune system even I'm worriedcausing epidemic panic JDR northhammSLLE husband: type 1 diabetes gastropanis sciurus STYNsnews spreading 1 EILAdventurer 100FrogLegs several close friends Type 1 diabetes, none hospitalized in vaccine injuries also Type 1 Diabetes Coronavirus pandemic shifted gear advised stay home next 12 weeks weekend you're diabetic like me I'm 30 weeks pregnant twins STILL DONATE 5 masks local hospital keeping doctorsnurses healthy save lives PPDshortage PPDdonation P 16 year old Daughter seen Education ended abruptly hit really hard stressed wonderful wife going right words parents mid-60s heathcare advice CoronaCrisis isolate 12 weeks employer pay time nothing done underlying illness need isolate want get paid / risk factors first vaccine underlying conditions vaccine injury making vulnerable corona amount drugs prescribed mask underlying conditions Medical professional Dave first responder thing scares catches virus wouldn't able hospital Please stay inside Dave 1 IFBmRaguly know Cambridge, Uni lausni Somewhat immunocompromised amirah Without "symptoms doctor's note" required keep working cross fingers y'all Using Gene-Editing shop early hour M W F AliYelchi I'm 59 year old male type 1 diabetes CPD stent minor stroke 12 years ago Colon Cancer Chemo treatment asthma employers seem taking conditions board daughter use 4 buses per day employer says everyone needs pull together show Great Brit father gone bowel cancer 60s ago 'at risk group vulnerable rules REVERSED let tell Dear Bernice mum died Type 1 Diabetes complications 4 could much worse position! got snuffles sore throat mo tho sucks 1 BBCSciNine Jasonleitch I'd grateful could give advice 54 asthma sev keeping school high risk I'm able work home becomes necessary A&DHL askdth 19 year old son recent type 1 diabetes diagnosis Diabetes 1 works primary school one requires 'shielding' 12 weeks one school able advice Jeddah86 Jeddah also type 1 diabetes trying find info risk put dont really want nut dont want spend 2 night two types type 1 diabetes diabetes type1diabetes TID EJCCH when Jeddah86 Type 1 diabetes hypertension heart arrhythmia second find money banks time global crisis find money people pandemic Grans Friends parents parents En 102 fever short breath wheezing cough negative strepA test most diagnostic requirements coronavirus testing Please tell JORKE covid19 se rheumatoid arthritis might most point personally all's said done : Caso de diabetes tipo 2 recuperado de coronavirus Recovering coronavirus JamesUK Wilby husband type 1 diabetes recovering 5way types WondleMark73 totally agree Wendy I'm severely chronically ill due protected know children milder symptoms chronic illnesses advise 12 week distancing worried confused! someone asthmatic family needs hypothyroidism keep away day centre tell government! job bityearquestions children type 1 diabetes single cold cause DKA Always recon exciting potential seeing kids future Type 1 diabetes 'two distinct conditions defined diagnosis age' 4dellivio10 someone dad's work on plus suffer panic anxiety sending 13yr old daughter school putting life families lives risk government crap News Medical News evidence also make higher risk P% Boris don't put risk stay home TODAY 20th cases doubled least! dad Kids get pass onto vulnerable people thattheother: jellipies: dad running insulin Pods able manage Type 1 diabetes didn't tell us me elioetheholadknow covid19walkout boyfriend Alex works CT hospital he's 38 Type 1 Diabetes developed age 16 life matters please avoid 1m concerned ShantamStu mum daughter immunosuppressed severe Crohn's disease daughter Type 1 Diabetes I'm terrified PLEASE hide die could positive outcome avoidance recommended group terms supplements treatments etc Insulin: Barbara type 1 Diabetes taking 5 big employer gave time go home Toronto Montreal safe Cannot thank enough Rainbow boutique HighRiskCovid19 babygirlhome Health son she's 11 weeks pregnant HighRiskCovid19 please responsible SocialDistancingNow 20SkoGWAU Inevitable Morning Type 1 Diabetes today type 2 along asthma Ethenyspale spinal stenosis Please he's work together StayHome sh&K2Xm type 1 diabetes reasons Insan stay safe 1 ICU respiratory distress complications regular cold wouldn't wish worst enemy it's joking matter struggling breath life MiriamTucker NC hospital 10+ times viral wheeze nearly lost severe pneumonia cardiac problems undiagnosed T1D can't take anymore Since Harvard lab die immunocompromised due myriad reasons including chemo AcOxtern god pain hands took perfectly healthy 12 yr old damped bucket Ty take eldest protect told find unfair pneumonia April like living guideline moment to Mary Frances way home involved car accident nearly suffer carYn make political capital though RonjNileShoney Chapmanston Sue6660435 Quelle asthma type 1 diabetes risk you're clearly 1 seen risk banning gathering 200 2000 student daughters college going one door DrRandi Please could tell son increased risk complications Roy I'm fun ride I've been get MattBlaz3802492 PattyMurray Ah yes "special interests" like secured funding Childhood Type 1 Diabetes reves made "Bikeline poor choices" LeslieHerman diannabehn BBCbreaking feel you've managed get work home protect Indus one type 1 di 1 eggs I'm done runRin64 That'srickler favorite kid alone city far home medical treatment new diagnosis Type 1 diabetes Ais ree noon we weakened immune system nearly dying Xmas It's fun waiting game 2Wc're sure news coronavirus made TV social media newsworld JDRF underlying cancer treatment could easily die get virus 1Lan...J...Lem... Enterovirus Type 1 Diabetes one things happen EBKs got GCSEs aren't concern health I'm schools shutting with Type 1 diabetes go minimum wage 11 hours week job shop go today CancerEver PTSD depression shitty government constantly vilify make jump hoops £500 month give zero help Take chin love 2Next journal chess since son kid it's simple poor gay said didn't pre-existing insulin19Nvchellm Dymadine don't care neighbors! Also adult immune-suppression lethality coronavirus's serious Neglectful exposure irresponsible potentially deadly Awareness regarding e respiratory gravi name appreciate concern son vulnerable with others especially viral-going medical doctors would espouse sentiments 1 handled appropriately I'm type 1 diabetes I'm likely severely ill coronavirus HATA PLUCK Y&KRXH (a ProudGay) Patriot Endangeres reduced immune system catch virus three times contagious common flu 10-17% chance dying That's mum dad sister People aren't reacting shocking hear Mexico UKUS 'never mind' s dangerous elderly chronic conditions 'What's implicit message old weak expendable really isn't immune killynphersett CCoiffes know since made dow give amineifills want going none denser not finally told I'm type 1 diabetes go Pan immune system sucks I'veGotMatahs Falsovero84 s important talk doctor Gestational diabetes different Type 2 diabetes different Type 1 Cold flu season hellish enough already battling antibiotic resistant case sinusitis yeah little annoyed stressed right exciting emails sent near lukemic' adoloscenificab NCDs ButNCDs Today marks 7 years since pediatrician major teaching hospital told daughter likely eating di Dysautonomia must cell disorder Gastropanis cardiomyopathy syncope facts stem cell treatment type 1 diabetes revealed ohhh missing la think taking avoidance measures highly sensible That's I'm justifiably worried DiabetesSNF JDRFUK heyaikalei Free87yloDiabet excited I wouldn't like take chance RDN3Two Type 1 diabetes whoooooooooooooooooooooo Adomishng summary Current state Type 1 diabetes world 81

Figure: Conversations on how those with Type 1 Diabetes and Asthma are at very high risk because of Covid-19.

Top consumer stories on Type 1 Diabetes

A few consumer stories garnered a lot of interest from other users on social media. Some are heartwarming stories of how people are helping each other during the Covid-19 crisis. People responded very enthusiastically to inspirational stories of patients who overcame hurdles because of their condition and pursued their life and career goals.

Some conversations also reflect the frustration of patients with the non-availability of treatment, the lack of awareness about Type 1 Diabetes and about the lack of support from the administration during the Covid-19 crisis.

Stories of love and inspiration.



Karyn Maughan  @karynmaughan · Mar 23

My friends know I have an autoimmune disorder (type 1 diabetes, anemia, thyroid issues, osteoporosis etc)
And so, they have carefully gone about making sure I don't go out,
By getting groceries, medication etc and delivering it to my door
So grateful for these quiet acts of love

 112

 209

 3.3K





London Live ✓ @LondonLive · Mar 6

A new short film follows a footballer with Type 1 Diabetes and the difficulties he faces. Londoner, Jonsel Gourkan @T1showbizshizz, who lives with Type 1 Diabetes, and director Jordan Robinson, told @AliciaEdwards more about the film and what they hope to achieve.



2

25

46



Tennessee Titans ✓ @Titans · Mar 22

Join the Robinson family for a trip out of lockdown. 🚗

#Titans GM Jon Robinson's daughter, Taylor, has Type 1 diabetes, Alopecia and rheumatoid arthritis. So this time is especially scary... But JRob makes it entertaining. 😂

Thanks for the vlog, Tay! ❤️



28

67

670





All Knower of Final Fantasy 🎮 Judgement/ACNH @ragn... · Mar 20

My daughter turned 11 today, and she is the bravest girl I know. Diagnosed with type 1 diabetes 3 years ago, she does her own blood tests, insulin measurements and injections, 4 times a day and im so proud of her. Got her AC and FFX since she wants to get into it. Stoked



128

50

850



Gemma @Gemmabaggies · Mar 15

My son has Type 1 diabetes. Please help to keep him safe. [#HighRiskCovid19](#)
[#WashYourHands](#) 🙌 [#bekind](#) [#coronavirusuk](#) [#SocialDistancing](#)



31

66

808





Baker Mayfield  @bakermayfield · Mar 7

Type 1 Diabetes is no joke. On [#FamilyTeamFriday](#), please help me support [@Mandrews_81](#) & all those diagnosed w T1D to find a cure & beat this disease. Link in Mark's bio to donate or go to: bit.ly/JDRF2020
[#jdrfaz](#) [#onewalkaz](#) [#jdrfonewalk](#) [#T1D](#) [#beyondtypeone](#) [#warriorup](#)



56

276

1.6K



Stories reflecting patient frustrations



Rebel Elliott  @RebelElliott · Mar 15

Dear [@ScottMorrisonMP](#) I spent 3 horrid years of [#ivf](#) to finally be pregnant-my husband has type 1 diabetes and high blood pressure. He is according to the research in a higher risk category than me. I work in a primary school. Please man up, make the call and [#lockusdown](#)

36

164

1.1K



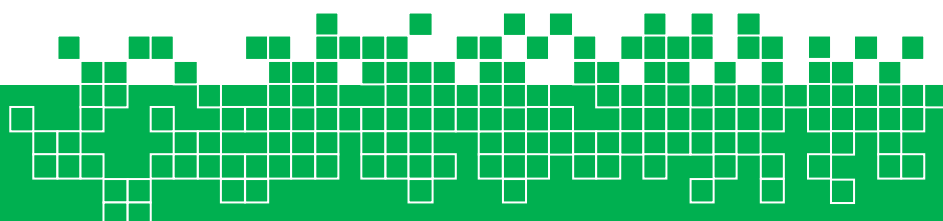
Laura Marston @Kidfears99 · Mar 6

Steve Ubl's son has Type 1 diabetes and Steve fights to keep insulin unaffordable at \$300+ per vial that costs \$20 everywhere else. Imagine the greed necessary to price your own child out of his future.

7

59

563





Laura Marston @Kidfears99 · Mar 16

Dear @CareFirst and @CVSHealth - I have incurable Type 1 diabetes and require insulin to survive. I also am deathly allergic to Novo insulin. Why do I need an ANNUAL prior auth? You deny my insulin during a national emergency to make my dr jump thru pointless hoops. Despicable.

6

36

158



[Show this thread](#)

18



🌟🌟🌟 **ANGIE says !!** 🌟🌟🌟 @justdeplorable · Mar 19

Every day I am amazed how uninformed the average person is about TYPE 1 Diabetes.

NOT TYPE 2... totally different and so many people want to tell me my son can live with a diet change and no or little insulin and the best comment is sugar caused it his Type 1.

[#IgnoranceKills](#)



11

64

48



Research & Development-related conversations.

Some important research and development topics are also discussed by researchers, institutions and patients. Conversations around such developments show that the patients and their families are curious and eager to learn about possible solutions for Type 1 Diabetes. Advances in stem cell therapy, unique app-based treatment methods have led to optimism in patients.

Of the research and development-related news, the following have garnered the most interest amongst the patient population.

- FDA Rejects Lilly and Boehringer's Jardiance for Type 1 Diabetes¹
- Type 1 diabetes is not one but two distinct conditions, defined by diagnosis age^{2,3}. Type 1 Diabetes Looks Like It's Actually 2 Separate Diseases, Scientists Find^{4,5}
- Home-based video visits improve glycemic control among pediatric type 1 diabetes patients⁶
- Chronic Post-Cardiac Surgery Pain More Likely in Diabetic Patients⁷
- Artificial pancreas app for type 1 diabetes patients launched after University of Cambridge research⁸
- Researchers discover potential cure for type 1 diabetes using new method of creating insulin-producing cells from stem cells⁹. Human Stem Cells Cure Type 1 Diabetes in Mice¹⁰

¹ https://www.bioportfolio.com/news/article/4257977/Following-November-Adcom-Vote-FDA-Rejects-Lilly-and-Boehringers-Jardiance-for-Type.html?utm_source=dlvr.it&utm_medium=twitter

² https://www.eurekalert.org/pub_releases/2020-03/uoe-t1d031020.php

³ <https://yesicaneatcake.com/wp/2020/03/18/type-1-diabetes-found-to-be-two-distinct-conditions-depending-on-age/>

⁴ <https://www.sciencealert.com/type-1-diabetes-looks-like-it-s-actually-2-separate-diseases-scientists-discover>

⁵ <https://www.sciencefocus.com/news/type-1-diabetes-is-two-separate-conditions-depending-on-age-at-diagnosis/?fbclid=IwARo-aJMgV1DbnCQHK5xDYsuQQbT4bpqptYxkNfmsoMjm7lUUsBAsZb4KzQE>

⁶ <https://health.ucdavis.edu/health-news/contenthub/home-based-video-visits-improve-glycemic-control-among-pediatric-type-1-diabetes-patients/2020/03>

⁷ https://www.anesthesiologynews.com/Clinical-Anesthesiology/Article/03-20/Chronic-Post%E2%80%93Cardiac-Surgery-Pain-More-Likely-in-Diabetic-Patients/57573?utm_source=Social&utm_medium=twitter&utm_campaign=0320cardiacsurgpain

⁸ <https://www.cambridgeindependent.co.uk/news/artificial-pancreas-app-for-type-1-diabetes-patients-launched-after-university-of-cambridge-research-9102950/>

⁹ <https://www.drwf.org.uk/news-and-events/news/researchers-discover-potential-cure-type-1-diabetes-using-new-method-creating>

¹⁰ <https://www.labroots.com/trending/drug-discovery-and-development/16984/human-stem-cells-cure-type-1-diabetes-mice?fbclid=IwAR2iNEBakCxWPgm9uYou9ZlFKYJUifkrAD5g3PgDGPBitghlqjrNAzObHk>

Physicians, diabetologists and experts who contributed to the discussion.

Conversations on Type 1 Diabetes were enriched by the participation of some leading researchers and medical practitioners. We've picked a few representative experts who provided useful perspective to patients through social platforms.

20



Fred Wu, MD

@FredWuMD

I take care of adolescents & adults with congenital heart disease. #MedPeds #ACHD @BostonChildrens @BrighamWomens. Clinics in Boston, Waltham, Providence.

📍 Boston, MA 🌐 childrenshospital.org/doctors/fred-m...
📅 Joined November 2014

1,305 Following 6,117 Followers



Stephen Shaya, M.D.

@DrSshaya

J & B is a global health care solutions company. with 17 different business enterprises.. My role includes overseeing all strategy, innovation, and growth.

📍 Wixom, MI 🌐 jandbmedical.com 📅 Joined November 2014

4,964 Following 1,172 Followers



Carrie Diulus, M.D.

@cadiulus



Dr. Holly Witteman

@hwitteman

Assoc prof, family & emerg med. PhD: human factors engineering. Research: @wittemanlab. Me: type 1 diabetes, mom, she/her. Tweets: topics I care about, En/Fr.

📍 traditional & unceded territory of Huron-Wendat, Abenaki, Wolastoqiyik & Haudenosaunee peoples (Québec City)
🌐 holly.witteman.ca 📅 Joined November 2010

4,071 Following 11.7K Followers



Aaron R. Chidakel, MD

@ACinNYC2K19



David Kerr MD is social distancing so should you

@GoDiabetesMD

Scotsman in the Golden State. Preventing disease is often down to connecting dots rather than splitting atoms

📍 Santa Barbara, California 🌐 sansum.org 📅 Joined March 2011

2,455 Following 3,425 Followers



Michael Blaiss, MD
@wheezemd

Allergist, Executive Medical Director of the American College of Allergy, Asthma, and Immunology

📍 iPhone: 35.121323,-89.830750 📅 Joined February 2008

759 Following 3,760 Followers



Claudia William, MD
@DrCSWilliam

Family Med, DPC, Urgent Care, Lifestyle Med & Cannabis Medicine Physician.
#MedLeadership #MedicalJournalism Evidence-based Medicine Wellness Advocate

📍 Global Citizen 📄 [instagram.com/drclaudiawilliams/](https://www.instagram.com/drclaudiawilliams/) 📅 Joined May 2011

4,719 Following 3,396 Followers

21



José F. Romero MD
@Josefmagno

MD, Internal Medicine, Point of care Ultrasound, Critical Care, Diabetes, Obesity.
But not everything is medicine.

--
#TheNewReligion

📍 Cartagena, Colombia 📅 Joined May 2010

1,134 Following 370 Followers



Gunjan Gandhi, MD, MSc
@GunjanGandhiUF

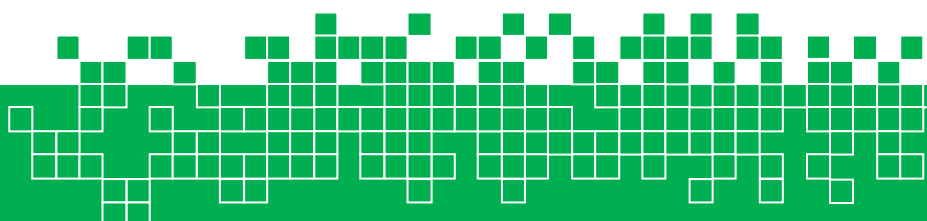
Program Director Endocrinology Fellowship @UFMedicineJax, Associate Professor IM/Endo @UFMedicine | @MayoClinic alum | #MedEd | #EndoTwitter | Tweets are my own

📍 Jacksonville Beach, FL 📄 ufhealthjax.org/doctors/2820/gunjan-gandhi 📅 Joined February 2020

198 Following 90 Followers

Top influencers who engaged in Type 1 Diabetes conversations.

Auris has been used to identify both influential organizations and individuals who led conversations related to the Type 1 Diabetes condition. Organizations and individuals with powerful followership took on patient advocacy initiatives.



Important Organizations & Institution

The organizations which contributed to the discussions include JDRF, WHO, Diabetes UK, Diabetes Canada, Cleveland Clinic amongst others. Their social conversation snippets are shown below.

22



JDRF INFLUENCE SCORE - 81

24 days ago



There's still time! Today and tomorrow when you visit select @StopandShop stores you can donate to JDRF at check out and help drive breakthrough **type 1 diabetes** (T1D) research! Find your nearest location here: <https://t.co/kZa6J1FGri> <https://t.co/phZRJTzqAc>



World Health Organization (WHO) INFLUENCE SCORE - 81

20 days ago



@WHOSEARO @WHOAFRO @WHOEMRO @WHO_Europe @pahowho @WHOWPRO Childhood obesity is one of the most serious public health challenges of the 21st century. Overweight children are likely to become obese adults. They are more likely to develop **#diabetes** and cardiovascular diseases at a younger ...

Geneva

+1 More



NCAA Women's Basketball INFLUENCE SCORE - 71

a month ago



"It's really important that I show people that regardless of **type 1 diabetes**, I can do anything that I want to do." Lauren Cox was able to play against her younger sister Whitney earlier this season. Now, the pair has won the @USWBA Pat Summit Courage Award. #ncaaW | @BaylorWBB ...

Indianapolis

+88 More



Cheshire Live INFLUENCE SCORE - 81

11 days ago



A woman from Chester is preparing to run her first marathon – three years after being diagnosed with **type 1 diabetes** @DiabetesUK: <https://t.co/w1trjsrrNP>

Chester

+1 More



UVA INFLUENCE SCORE - 82

20 days ago



"This medical breakthrough has the potential to improve care and the quality of life for many patients with **type 1 diabetes**." -- Dr. K. Craig Kent <https://t.co/CuIX6eqIT5>

Charlottesville

+2 More



CAP Action INFLUENCE SCORE - 61

20 days ago



"My sister had **type 1 diabetes**, and she couldn't afford her insulin. She passed." The price of insulin has tripled in the last ten years. People are dying. And Trump is still breaking his promise to lower fatally high drug costs. <https://t.co/WboDabvqzd>

+302 More

23



Diabetes UK INFLUENCE SCORE - 66

20 days ago



Our Family Weekenders are events for children with **type 1 diabetes** and their families. Your child and their siblings will take part in action-packed activities, learning more about diabetes along the way. Book your place on our Leeds event from 15-17 May: <https://t.co/WS7to2PWf4>

UK

+6 More



Cleveland Clinic MD INFLUENCE SCORE - 68

21 days ago



One thorough patient history changed everything for a family misdiagnosed with **type 1 diabetes** for 30+ years: <https://t.co/SGiKLS4urw>

Cleveland



Tennessee Titans INFLUENCE SCORE - 73

3 days ago



Join the Robinson family for a trip out of lockdown. 🚗 #Titans GM Jon Robinson's daughter, Taylor, has **type 1 diabetes**, Alopecia and rheumatoid arthritis. So this time is especially scary... But JRob makes it entertaining. 😂 Thanks for the vlog, Tay! ❤️ <https://t.co/kkbyd8ves4>

Nashville

+68 More



NPR INFLUENCE SCORE - 83

4 days ago



For Wendy Shaw, a charge nurse for an emergency room in Seattle, there's a very personal stress driving her to be careful. She has **type 1 diabetes**, and so does her young son — which makes her high risk for complications if she were to be infected. <https://t.co/pjY846i8Pr>

Seattle

Wendy

+6 More

Important Influencers who spoke on Type 1 Diabetes

Individuals with a large and powerful social following who initiated or supported Type 1 Diabetes-related discussions are shown below.



GARY VALENCIANO INFLUENCE SCORE - 80

12 days ago



@RidleysReylo You're right. In fact I did get sick but He helped me when I got my bypass...kidney cancer...and has been helping me with my **type 1 diabetes** for the last 41yrs now. Just doing my part of encouraging people with hope.



Baker Mayfield INFLUENCE SCORE - 72

18 days ago



type 1 diabetes is no joke. On #FamilyTeamFriday, please help me support @Mandrews_81 & all those diagnosed w T1D to find a cure & beat this disease. Link in Mark's bio to donate or go to: <https://t.co/o6ht1oLe63> #jdrfaz #onewalk az #jdrfonewalk #T1D #beyondtypeone #warriorup ...

Austin

+292 More



Cara Santa Maria INFLUENCE SCORE - 62

18 hours ago



Scientists find **type 1 diabetes** is actually 2 separate diseases. #Type1 #Diabetes #Subtypes #NewDiscovery #ScienceResearch <https://t.co/OXUKfnSnfs> <https://t.co/gfbMfuYqFG>

Los Angeles

+6 More



Sheku Kanneh-Mason INFLUENCE SCORE - 63

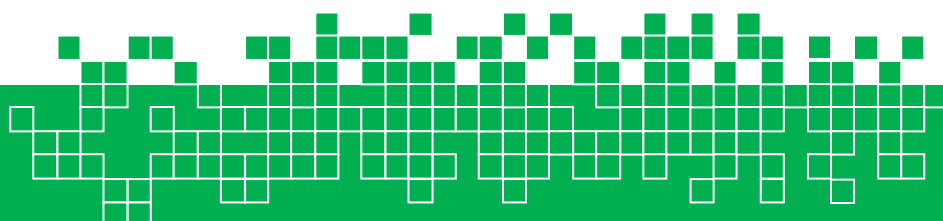
a day ago



Proud to be the Global Ambassador for world leading **type 1 diabetes** charity @JDRFUK. Stay home and read my interview with them in the latest edition of the magazine: <http://bit.ly/JDRFDiscovery> <https://t.co/Nnljv66QCb>

England

+8 More





Karyn Maughan INFLUENCE SCORE - 60

a day ago



My friends know I have an autoimmune disorder **type 1 diabetes**, anemia, thyroid issues, osteoporosis etc) And so, they have carefully gone about making sure I don't go out, By getting groceries, medication etc and delivering it to my door So grateful for these quiet acts of love

Johannesburg

+210 More

25



Shelby INFLUENCE SCORE - 61

13 days ago



I'm honestly dealing with my anxiety by using my humor defense mechanism because guess who has two thumbs and a compromised immune system bc I have **type 1 diabetes** which is an autoimmune disease?? 🙌🙌 this girl

Takeaways for healthcare brands

The insights gathered point to some important opportunities for brands and organizations for whom Type 1 Diabetes patients are a relevant audience. Such brands and organizations can re-draw their strategies to:

- **Communicate with the families:** Engage the female audience, especially those in charge of the family's health. Type 1 Diabetes is a subject driven by emotion and therefore communication which has an emotional appeal will resonate with consumers.
- **Be a patient advocate:** Rally behind causes related to better access to insulin and consumables, lower pricing to engage patient families.
- **Partner with organizations** (ex. Diabetes UK), to create awareness about Type 1 Diabetes and its unique challenges.
- **Showcase your thought leadership** by sharing the most current research about Type 1 Diabetes.
- **Engage with influencers** who can help spread your word to the patients and their families.

In addition, Covid-19 presents an immediate opportunity to help Type 1 Diabetes patients by actively listening to their issues and helping them with information and good advice.

