2013 Organizational Priorities

Improve Outcomes for People with Diabetes and Prediabetes

- Conduct outcomes research to evaluate mission activities and demonstrate effectiveness while improving mission delivery.
- Complete a replicable outreach program pilot, targeting high-risk populations in areas most in need of services, as part of an aggressive focus on reducing health disparities.
- Develop and execute strategies for improving clinical practice to improve outcomes for people with diabetes and pre-diabetes.
- Focus on increasing access to quality diabetes care through the implementation of health care reform, and increasing access to primary prevention.

Expand the Field of Diabetes Research

- Expand and advance the field of diabetes research though support of the most impactful, transformational investigator-initiated research.
- Develop strategies to better support early career investigators in diabetes, including the launch of the Pathway to Stop Diabetes program.
- Assertively advocate to protect diabetes research and programs funded by government in an adverse economic environment.

Give Voice to those Denied Their Rights Because of Diabetes

- Aggressively expand the Association’s ability to combat discrimination against children and adults with diabetes through a targeted promotional campaign on our anti-discrimination efforts.
- Increase volunteer capacity to support legal advocacy activities.

Heighten the nation’s sense of urgency for the Growing Diabetes Epidemic

- Expand the Stop Diabetes movement through coordinated national and grassroots promotional efforts to elevate the sense of urgency for the diabetes epidemic.
- Implement activities to increase participation in key events and mission activities and to support our public policy objectives.

Build Our Capacity for Success

- Increase revenue generation by surpassing 2012 actual revenue of $228.8.
- Continue to develop impactful community volunteer leaders through a comprehensive strategy to recruit, develop and cultivate community volunteers.
- Execute strategies to diversify the Association’s workforce and volunteer leadership and continue to foster an inclusive culture and environment.
- Cultivate strong, sustainable and strategic relationships with key organizations at the national and community level to expand the Association’s reach and influence in accordance with the strategic plan.