

CARING FOR CAMPS 2014:

A Year In Review



HELPING CHILDREN WITH DIABETES—

Lilly's Commitment to Diabetes Camps



In 2014, the Lilly Camp Care Package program reached some amazing milestones and underwent exciting changes thanks to valuable feedback from campers, counselors, and caregivers.

This summer we celebrated the 10-year anniversary of our partnership with Olympian Kris Freeman. We shipped out the 150,000th L.L. Bean® book pack containing educational materials for campers and caregivers. Based on your feedback, we also added some exciting camp offerings to the book pack as well as the Camps In Color art program.

But, one of our most exciting additions was welcoming NASCAR driver Ryan Reed as a program ambassador. Ryan hit the road in June for some fun at camp and the opportunity to inspire with his personal type 1 story.

We hope you've enjoyed the latest additions to the Camp Care Package program. Lilly Diabetes is dedicated to helping children with type 1 diabetes thrive in their everyday lives – especially at camp. We know that diabetes camps play an important role in helping children gain confidence and self-sufficiency, and we will continue to provide tools and activities to help them live healthy lives and create lifelong memories. Read on to see what else happened at diabetes camp this year.

Warmly,

Kevin Cammack
Senior Director, U.S. Marketing, Lilly Diabetes

FUN FACT:

In 2014, Lilly Diabetes donated nearly **\$2.8 million** in insulin to diabetes camps, **\$25 million** since 2001.

RYAN GOES TO CAMP!



Ryan Reed at Camp Triangle D, Ingleside, Ill.

When planning my summer this year, little did I know that between races I'd be canoeing at diabetes camp.

What an amazing

summer this has been! Not only did I help educate people through the Drive to Stop DiabetesSM initiative with the American Diabetes Association and Lilly Diabetes, I participated in my first year of the Lilly Camp Care Package speaker program.

At 20, I'm not much older than many of the kids at camp, so it was great to participate in activities that allowed me to talk to them one-on-one and encourage them to pursue their dreams. When I was diagnosed with diabetes three years ago, I thought my dreams were over. Some thought I should give up racing, but that made me more determined to get back to what I loved as soon as I could. I'm proud to be part of the Lilly Camp Care Package program because it's so important to me to encourage others not to give up.

In the coming months, I will continue to advocate for diabetes awareness. Diabetes doesn't have to end your dreams, and I'm glad to bring that message to campers across the country. Thanks for welcoming me to camp this year! See you soon.

@driverRyanReed

→ To read about all the big and little ways Lilly Diabetes supports families on their type 1 journey, visit LillyDiabetes.com.

The 2014 Kris Freeman & Ryan Reed Camp Tour



FUN FACT:

2014 marks Kris Freeman's 10th year traveling to diabetes camps. In that time, he's traveled nearly 130,000 miles and met more than 10,000 campers!

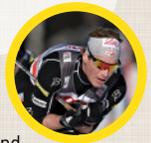
Ryan's Tour



- 6/9: Camp John Warvel - North Webster, Ind.
- 6/10: Camp Until A Cure - Noblesville, Ind.
- 7/2: Friends for Life - Orlando, Fla.
- 7/23: Camp Triangle D - Ingleside, Ill.

Kris' Tour

- 6/23: INdependence Diabetes at Camp Carson - Princeton, Ind.
- 6/24: Camp WannaCure - Richmond, Va.
- 6/25: Camp CoDiaK - Rincon, Ga.
- 6/26: Camp Red Jacket - Orefield, Pa.
- 6/27: The Rotary Club Camp for Children with Diabetes - Amarillo, Texas
- 7/7: Camp Aldersgate - Little Rock, Ark.
- 7/8: K.I.D.S. Day Camp - Texarkana, Ark.
- 7/9: Camp Ho Mita Koda - Newbury, Ohio
- 7/10: Bearskin Meadow Camp - Miramonte, Calif.
- 7/11: Camp Conrad-Chinnock - Angelus Oaks, Calif.





SURVEY RESULTS UNDERLINE VALUE OF THE DIABETES CAMP EXPERIENCE—

Guest Article by Shana Funk, American Diabetes Association

We know children have a great time at diabetes camp, but new survey results show the benefits extend way beyond the fun. In 2013, we conducted two online surveys to measure camp impact on a range of health, behavioral, and psychosocial outcomes. Surveys were conducted before the camp season and one month after each camp ended. These surveys also captured parental motivations for sending their children to American Diabetes Association camps as well as their satisfaction with the camp experience. Approximately 3,500 caregivers caring for 5,300 children were surveyed.

Survey findings showed substantial impact in the following areas:

- Improved glycemic control
- Increased knowledge and improved diabetes management behaviors
- Greater confidence to manage diabetes and interact with peers
- Improved emotional well-being

In addition, parental satisfaction was very high with over 95% respondents indicating they were satisfied/very satisfied with the overall camp experience. In addition, parents reported similarly high levels of satisfaction with camp counselors, medical care, and safety and security elements.

The same two surveys will be administered again throughout 2014 and analyzed for a better understanding of how our camps affect the lives of youth with diabetes. This analysis will help us continue to improve the camp experience for our campers and their families.

FUN FACT:
This year, 127 diabetes camps participated in the new Camps In Color program!

Letters from Camp - A "Hands and Hearts" Volunteer Experience



Since first volunteering during medical school more than a decade ago, I've held many medical positions at diabetes camp. This summer I served as camp medical supervisor at the Diabetes Youth Foundation Camp of Indiana. Even after volunteering for so many years, I still get that excited feeling as the first day of camp nears.

It's amazing to see the energy and excitement that kids have at camp, as well as the maturity and independence they gain while there. Year after year, I see kids taking a more active role in their own care. Camp is a place of 'positive peer pressure.' Kids are encouraged by each other to learn about diabetes and become more hands-on in their care. It's inspiring to watch them learn how to take care of themselves in a safe space where they can openly ask questions and discuss their disease.

The hands-on life experience kids get at camp is incredibly valuable, and I'm proud to do my part to help generations of campers learn and grow.

Andrew Patrick Cagle, M.D.
Medical Advisor, Lilly Diabetes

→ **DID YOU KNOW** Lilly has been helping type 1 families since 1923? Today, support for initiatives like the Journey AwardsSM, JDRF, and College Diabetes Network continues our mission to help families like yours live life to the fullest. Learn more at LillyDiabetes.com.

WHAT'S NEW IN LCCP?

Your Input Helps Shape Program Additions

We heard you! Here's a recap of what's new in the Lilly Camp Care Package program, based on what you said was needed at camp!

Book Pack Addition - Hydration Guide/Carb Estimator Activity

A hydration guide, 20 oz. water bottle, calculator, and corresponding activities are now included in book packs to help campers stay hydrated while helping them practice estimating carbohydrates in liquids and solid foods.



Activity Update - Camps In Color

Campers learned to dream big by creating their own dream catchers and participating in a collaborative camp "Dream Tree." Each day campers added leaves to "grow" the tree with their hopes and goals for camp and long after.



Story Time

A selection of our Lilly Diabetes-Disney collaboration books for children with discussion guides are available at camp. You can read them too at www.T1EverydayMagic.com.



→ **Want more?** Visit diabetescamps.org for information and a shareable infographic on diabetes camps in the U.S. and Lilly Diabetes support.

A DECADE OF CAMP VISITS WITH KRIS FREEMAN

It's hard to believe it's been 10 years since I visited my first diabetes camp. In the last decade I've had a lot to celebrate: competing in three more Winter Olympics, winning national championships, and skiing around the world. But, one of my proudest accomplishments is meeting more than 10,000 campers to share my diabetes story and inspire others.

During my camp visits this summer, I had the opportunity to reflect on my journey with Lilly Diabetes, and I am so thankful for their unwavering support. I am also incredibly lucky to visit with these campers and be inspired by how they manage their disease. Living with a chronic illness is challenging, but the joy I see at camp fuels the drive that keeps me motivated all year. Thank you to all the camps that have welcomed me over these last 10 years. Your support means more than you'll ever know.



Kris Freeman at Camp Aldersgate, Little Rock, Ark



@TeamFreeBirdXC

