



diabetes partnership OF CLEVELAND

Brand Launch Talking Points/Frequently Asked Questions July 2011

What is Diabetes Partnership of Cleveland?

- Diabetes Partnership of Cleveland is the new name for the Diabetes Association of Greater Cleveland, effective July, 2011.

Does Diabetes Partnership of Cleveland provide the same services as Diabetes Association of Greater Cleveland?

- Yes! We provide the same high-quality services as we have since our founding in 1954, but our programs are now more focused on supporting the long-term needs of people with diabetes. We are here to partner with you in managing diabetes throughout your life.
- Our programs and services have been restructured into two main areas:
 - Diabetes Matters™ incorporates our patient education and support services including individual and group education classes, empowerment groups, nutrition classes, educational materials, community presentations, direct assistance with diabetes supplies, “Ask an Educator” by phone or online, diabetes risk assessments, and the Aronoff Diabetes Resource Center.
 - Camp Ho Mita Koda includes our programs for children with type 1 diabetes and their families, including residential and daylong programs at our 72-acre facility in Newbury Township and year-round recreational and educational opportunities.
- As before, our programs are implemented by our experienced team of specialists.
 - Our on-staff diabetes educators, including two registered dietitians, a registered nurse, and a registered dietetic technician, develop, conduct and oversee our educational offerings, whether presented independently or in collaboration with other agencies, and provide direct, personalized care.
 - Our Camp staff includes a highly-trained medical team and support staff of licensed physicians and nurses from northeast Ohio’s top ranked children’s hospitals and other leading organizations; registered dietitians to oversee menus and camper nutrition; counselors, many of whom have diabetes and serve as strong role models; program specialists for each activity; certified lifeguards and a Camp director. The ratio of staff to camper is *at least* 1 staff to every 5 campers.

What does “Partnership” mean?

The word “partnership” has many meanings: collaboration, companionship, alliance, relationship, connection, cooperation. We feel that all of these meanings are incorporated in the essence of our new vision:

- ‘Partnership’ more accurately reflects our relationship with our clients, donors, volunteers and funders.
- We are partnering with the individual with diabetes to address their needs in a holistic way. Diabetes is a serious chronic disease requiring constant attention. Often, people have the knowledge of diabetes self-care, but putting it into practice can be an overwhelming challenge. Our role is to provide ongoing motivation and support to our clients as they manage their diabetes in order to prevent or delay the devastating complications of the disease.
- We also collaborate with medical providers, allied health professionals, and other nonprofits throughout the community to provide our services to a wide variety of clients.

Why did Diabetes Association of Greater Cleveland decide to change its name?

- We changed our name to reflect our newly focused vision of providing life-long programs and services for people with diabetes.
- Removing the word “Association” from our name allows us to more effectively communicate our unique position in the community as a local and independent diabetes organization by differentiating our name from national diabetes organizations with local chapters.
- Our focused mission and vision are now more important than ever in order to address the rapidly increasing number of people affected by diabetes in our community.
- We are adapting to changing conditions in the community. Our new name and re-branding will help position the organization to meet the growing need for services.

How was the name arrived at?

- The new name is a result of a 2-year strategic planning and rebranding process. A potential name change has been a topic of discussion within our organization for many years due to ongoing confusion between our organization and local chapters of national diabetes organizations. When we refined and refocused our mission in our most recent strategic plan, our Board of Directors decided that now was the perfect opportunity to revisit a potential name change in a deliberate and thoughtful fashion.
- Experienced third-party facilitators conducted focus groups of clients, donors, volunteers, and staff. We contracted with WYSE Advertising, a full-service marketing communications firm headquartered in Cleveland, for brand development and strategy. Based on the focus group results and input from board and staff members, WYSE developed a position statement, brand value proposition, and new name, logo, and tagline that reflects our vision and future direction.

What does the tagline in the logo mean?

- Our new tagline: *managing diabetes. together.* is the essence of the personalized support we provide to help people take care of themselves throughout the lifecycle to avoid or delay the devastating complications that result from poorly managed diabetes.

What does the icon in the logo symbolize?

- The new, updated logo gives us a fresher look.
- Most importantly, we envision the person with diabetes at the center of the icon. We are there with them providing a variety of support and educational services to keep them informed, healthy and in control of their disease. Out of this partnership comes the result: “managing diabetes. together.”

What is your organization’s history?

- In 2011, we celebrate our 57th year of helping people in Cleveland affected by diabetes.
- Our organization was founded in 1954 as a result of the merger between two area organizations: the Cleveland Diabetes Society, founded in 1946 and made up of local physicians and the Diabetes League of Greater Cleveland, founded in 1948 and comprised of lay members of the community. In 1954, these two organizations came together, bringing the collective wisdom of professionals and lay people together under the name Diabetes Association of Cleveland (DAC). In 1980, “Greater” was added to the name to reflect our broadened reach.
- Camp Ho Mita Koda, which means “Welcome My Friend” in the Sioux language, is the oldest continuing camp for children with diabetes in the United States. Dr. Henry John, an insulin trial pioneer from the Cleveland Clinic, and his wife, Betty, founded the camp in 1929 when they took six children with diabetes, ranging in age from an infant to 14 years, to their log cabin in Newbury Township. Their purpose was to provide as many normal activities as possible for the children and also to give some relief to the families. The camp was entirely run by volunteers until 1991, at which time an Executive Director -- an employee of the Diabetes Association of Greater Cleveland -- was hired to professionally manage the camp along with the volunteer Board of Trustees. In 2006, Camp Ho Mita Koda merged with the Diabetes Association of Greater Cleveland, enabling both organizations to increase services in northeast Ohio for children with diabetes. The basic purpose and standards that guided the camp’s first year continue to prevail to this day.
- Since our beginnings, everyone involved with our organization (diabetes professionals, lay people, staff, and volunteers) have worked tirelessly to educate and help the growing number of people in our community affected by diabetes. With our new name, mission, and vision, we are poised to serve Greater Cleveland for many decades to come.

Do you have new contact information?

- Our mailing address, phone number, and fax number remain the same:
3601 S. Green Rd., #100
Cleveland, OH 44122
Phone: (216) 591-0800
Fax: (216) 591-0320
- Our website is now www.diabetespartnership.org. Email addresses for our staff members are now first initial and last name @diabetespartnership.org. Our prior website (www.dagc.org) and email addresses will automatically redirect. The Camp Ho Mita Koda website remains www.camphomitakoda.org. It will be accessible from www.diabetespartnership.org as well.