

Connected for Life

STRATEGIC ARCHITECTURE

VISION

Life free of diabetes and all its burdens

MISSION

To prevent and cure diabetes and to improve the lives of all people affected by diabetes

VALUES

Integrity for Life

Be honest and transparent so the community we serve will trust us with their lives, diagnoses and hopes

Accountable for Life

Rise above circumstances and deliver work that drives actionable, measurable and personal progress

OPERATING PRINCIPLES

- People living with diabetes-centric and mission-focused
- Data-driven and impact-obsessed
- Agile and disruptive

Collaborate for Life

Summon our collective talents, ideas and resources for greater outcomes in our community

Excellence for Life

Hold ourselves and our work to a higher standard of innovation and effectiveness for those we serve

- Relevant and connected
- Volunteer-led and community-minded
- Engaged and supportive

Creating the Future

1. Bend the Curve
2. Help People Living with Diabetes and Their Families Thrive
3. Be Great Business Stewards

KEY PRIORITIES

Spread the Word

Share science-based content that raises awareness and supports people living with diabetes. Extend our digital reach, leverage our brand, and capture results and stories that inspire and demonstrate ADA's relevance, impact and stewardship.

Advocate for Change

Focus on state and federal policy; move the needle on Health Equity Now; focus on cost of care, access to care, cure, cuisine and community connection for people living with diabetes.

Improve Health Outcomes

Improve adoption of research-based standards of care for providers to drive better health outcomes; advance care for people living with diabetes.

Build Strategic Partnerships

Join forces with sponsors and supporters to drive the greatest impact for people living with diabetes and their families.

Transform How We Deliver Value

Empower leaders to drive change. Steward our resources and deliver programs that positively impact those living with diabetes.

