

What is **Change the Conversation**?

Change the Conversation (CTC) is a national initiative by **Diabetes Canada** aiming to **shift the values, beliefs, and language around diabetes**. CTC elevates the lived experiences of people with diabetes to ***mobilize knowledge and innovative programs*** that transform how we **perceive, communicate, and act on diabetes**.

Levels of Impact:



**People
Living with
Diabetes**



**Workplaces,
Healthcare &
Communities**



**Health &
Social
Systems**

Key Activities:

Amplifying Lived Experiences and Evidence

- Engaging people with diverse lived experiences to challenge myths, stereotypes, and misinformation
- Guided by findings from the Global Social Experiences of Living with Diabetes report (2024) and emerging research

Informing and Influencing Practice Change

- Partnering with employers, healthcare providers, and communities to implement tools and training that promote stigma-free, diabetes-inclusive practices and policies in everyday interactions

Measuring Meaningful Change

- Tracking reach, engagement, perception shifts, and individual and organizational behavior change

Leveraging Global Networks to Amplify Impact

- Exchanging tools and best practices internationally to avoid duplication and accelerate collective impact

Why Partner?

- Co-create programs that are tailored to your organization and community context
- Pilot interventions in workplaces, healthcare settings, or communities to test what works
- Exchange knowledge and insights to build a global evidence base, helping promising approaches scale effectively and impact more people

Ways to Engage Globally

- Host or join workshops, webinars, and training sessions
- Share tools, resources, and evaluation frameworks and findings
- Connect with organizations committed to ending diabetes stigma



**We are inviting you to join us on this journey to
Change the Conversation about diabetes – everywhere.**

- Visit diabetes.ca/CTC
- Contact: Shusmita Rashid, Executive Director, Change the Conversation, shusmita.rashid@diabetes.ca

**DIABETES
CANADA**