

How do we move from awareness to action on diabetes stigma?

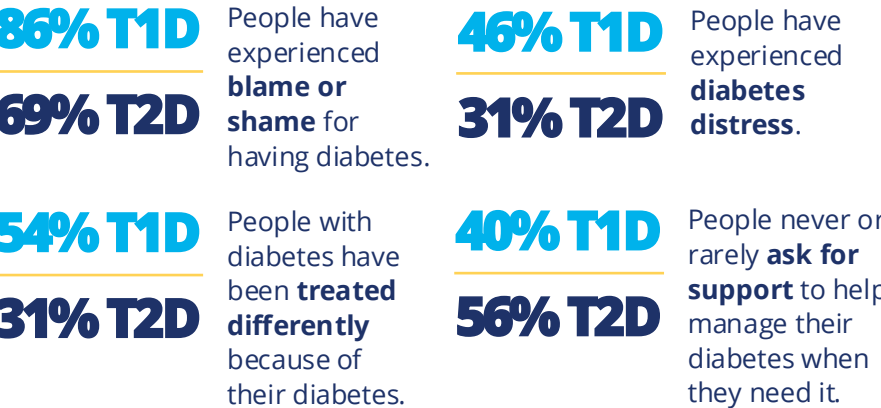
A Canadian Perspective on Gaps and Strategies to Inform Global Action

March 2026

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The Challenge

Diabetes stigma stems from narratives of blame, fear, and individual responsibility rather than empathy and inclusion. Research on the Social Experiences of Living with Diabetes in Canada (2024) show that:



Diabetes stigma is structurally produced, systemically perpetuated, culturally reinforced, and poorly measured.

While stigma is increasingly recognized as a barrier, responses remain fragmented.

Sustained action to address stigma requires translating insights from research and lived experience into system-level change.

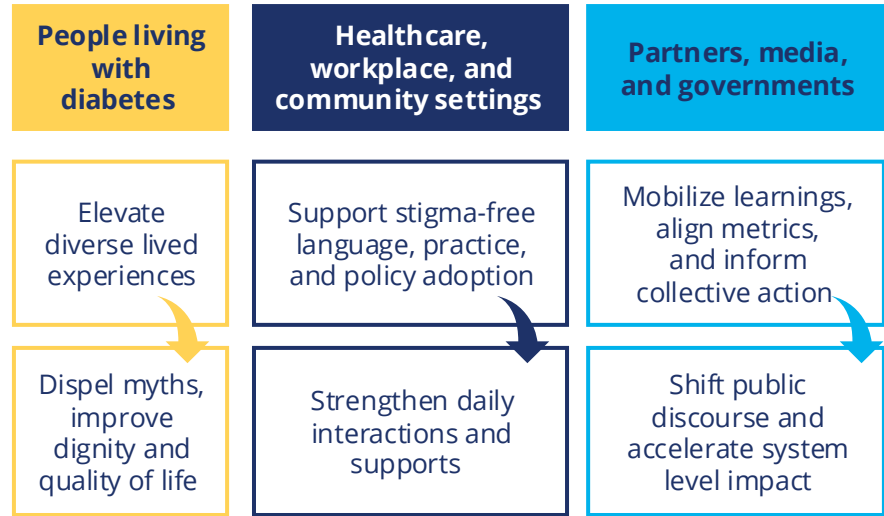
A Promising Solution

Diabetes Canada's **Change the Conversation** is transforming over time how Canadians communicate and act on diabetes by mobilizing knowledge and innovative programs that **shift language, values, and beliefs** — so people with diabetes feel more **seen, valued, and supported**.

We are driving change across:

-  **Narratives** (how diabetes is talked about and understood)
-  **Practices** (how people and institutions behave)
-  **Systems** (how environments and policies are designed)

How might we enable change?



Join the social movement to *Change the Conversation* at diabetes.ca/changetheconversation

