Diabetes Canada Strategy – 2022-2025

Vision

To create a world free of the effects of diabetes

Aspiration

Improve the Quality of Life of those diagnosed with diabetes

Game Changers

- Become the go-to place for knowledge & connection for people affected by diabetes
- Create a high-performance culture
- Change the conversation

Systems Change

- Partner to implement a nation-wide diabetes framework while continuing to be the voice of people with diabetes and advocate for their needs and rights and systems that support them
- Be the creator & disseminator of Canada's clinical practice guidelines and other healthcare provider educational resources
- Fund excellent research into effective prevention, treatments & cures

Enablers

- Ensure the strategic use of technology and data to drive the business
- Establish a culture of mission impact evaluation
- Champion equity, diversity and inclusion in our work
- Strengthen an internally-aligned, agile culture for staff and volunteers

Guiding Principles

Choose which Mission role DC will play

Lead: *Objective achieved mainly by DC resources*

Partner: *Objective achieved by DC with one or more partners*

Support: *DC contributes only limited resources to the efforts of others*

Spend more of our revenue on Mission

Spend only the revenue we bring in ("live within our means")