

More Color for the Camps in Color Program!

Lilly is committed to tailoring its programs to the needs of the diabetes community. As such, real-time feedback is encouraged. Last year, we spoke with camp directors on how the Lilly Camp Care Package could better serve their needs, and their suggestions were integrated into this year's materials.



Some of that feedback can be found in the Camps in Color (CiC) program, the art-expression activity offered since 2007. Camp directors told Lilly Diabetes that the program guide needed to be more colorful and better demonstrate the suggested activities. Lilly Diabetes took this information and revamped the guide, adding 21 how-to illustrations and updating the layout.

We also added a new, all-camp activity, called Mt. Everest, created by Kerry Packard from The Barton Center for Diabetes Education, Inc., which highlights how small strides can equal large successes in physical activity and diabetes management.

Lilly Diabetes values the feedback it receives on all our programs, and we'll continue listening to better serve the diabetes community.

Checking in With Kris Freeman



Olympian Kris Freeman with children from Camp Until a Cure, Noblesville, IN. Photo courtesy of Jennifer Marshall, MG Photography

After completing one of my best ski seasons yet, I was excited to embark on my 7th summer camp tour with Lilly Diabetes. I had the chance to visit 9 amazing diabetes camps where I shared my experiences with diabetes, including some of the recent challenges I've faced.

After my disappointing Olympic experience this past February, I was so moved when campers, camp staff and parents took time to provide extra encouragement for me to continue my pursuit of a medal in 2014. Where I was planning to be the one offering encouragement, it was the kids who were telling me to keep my head up!

Every year I see first hand how diabetes camps teach and inspire. I've benefitted tremendously from the time I've spent at the camps and feel incredibly lucky to share my story – and learn from others – year after year. Thanks to everyone who made my 2011 tour special. It's always a blast to spend time with so many amazing campers and staff.

Caring for Caregivers: Educational Kits Offer Support

When campers go off to camp, they aren't the only ones whom Lilly Diabetes supports. Caregivers are also given some loving attention with a kit all their own. Their specialized package was designed to provide additional information and tools to help caregivers understand what's going on at camp and support their overall knowledge of diabetes management.



Here's what's inside:

- A reference guide on healthy eating and carbohydrate counting written by dietitians who are members of the Diabetes Care and Education group of the American Dietetic Association
- A reference guide on the basics of type 1 diabetes, including day-to-day situations that might affect their child's diabetes
- A refresher guide on severe hypoglycemia, how to recognize its symptoms, and how to respond if it occurs
- A letter from Olympian, Kris Freeman
- Information about the Lilly Camp Care Package Program

LETTERS FROM CAMP → A Hands and Heart Volunteer Experience

I love volunteering through the Lilly Hands and Hearts program. I have volunteered at the A.I. duPont Hospital for Children's diabetes summer camp for three years, and the experience is always rewarding. Whether I'm helping serve lunch or assisting a child experiencing a low, I know that my contribution makes a difference to these children and the staff who support them. Diabetes summer camp is truly a place where a child with diabetes can feel just like everyone else – and that is priceless. The tenacity of the campers is evident, and their optimism and joy for life is infectious. I am proud to be a part of a program that enables Lilly employees to give back to the community.



Jaki Gordon, West Chester, PA, Diabetes Sales Representative

→ 2011 Fun Facts

- ✦ Educational kits were offered to **18,899** children and caregivers at **117** diabetes camps; **92,451** kits have been distributed since **2007**
- ✦ Lilly Diabetes has donated more than **\$15 million** in insulin product since 2001; more than **100** requests received for insulin product in 2011
- ✦ **1,578** hypoglycemia emergency kits were donated
- ✦ Olympian, Kris Freeman, had his best competitive season ever, winning his first **50km** National Championship and earning three **top 10** World Cup finishes
- ✦ Kris Freeman traveled **8,000** miles to visit **9** camps in **7** states
- ✦ Lilly donated **88** camp scholarships to the American Diabetes Association scholarship fund
- ✦ **104** camps participated in the Camps in Color program, using **17,299** canvas art squares
- ✦ If you lined up all the canvas art squares donated to camps, to date, you could cover **7** professional basketball courts

