

CARING FOR CAMPS: A 2010 YEAR IN REVIEW



Helping Kids with Diabetes – Lilly's commitment to Diabetes Camps

Summer is a family's time to relax. Freed from strict schedules, we sail through the weeks visiting friends and having fun. Camping can be a central part of summer's fun too. Each year, thousands of children with diabetes attend camps associated with groups like the Diabetes Education and Camping Association and the American Diabetes Association, where they enjoy traditional camp experiences in a safe, fun environment.

Diabetes camps are critical in helping children learn the self-care strategies needed to manage their diabetes for a lifetime. The experience can also lead to the discovery that they can be 'just like everyone else,' making their time at camp even more special. That's why Lilly Diabetes supports camps. For more than 10 years, we've been the largest provider of insulin and other diabetes medicines, educational materials,

volunteers, scholarships, and special guests. It's our mission to provide the tools and resources to help children with diabetes and their caregivers while they're at camp—and long after.

"Our ongoing commitment to diabetes camps speaks to who we are. We're here, and we'll continue to be here, to help improve the lives of people with diabetes."

We invite you to read on about the programs and services we provide to camps across the country. It is our privilege to deliver these resources to support a memorable camp experience. Our ongoing commitment to diabetes camps speaks to who we are. We're here, and we'll continue to be here, to help improve the lives of people with diabetes.

Keith Johns
Senior Director, Insulins, Lilly Diabetes

Hands and Hearts Help at Camp



The saying "it takes a village..." is nowhere more true than at a diabetes camp. Each year, hundreds of professional and volunteer personnel dedicate their time, skills, and passion to host children with diabetes nationwide. Diabetes camps care for and empower children of all ages, and our employees

want to help. The Hands and Hearts program, an integral part of Eli Lilly and Company, helps foster healthy communities by connecting employees to volunteer opportunities. A diabetes camp is one such place where employees can give back and connect. Here is a sample of the many experiences that were shared.

Debra A. Ignaut, a diabetes-nurse educator and clinical research advisor, returned to Camp John Warvel in North Webster, Indiana for the seventh time this year. As a medical staff volunteer and someone with type-1 diabetes, Ignaut says she relates to campers in a very personal way. She also knows exactly what camps deliver for kids. "Diabetes camp gives children the opportunity to be kids in a place free of everyday stresses and with the individual attention they need." And for future volunteers, her message is clear: "You get back more than you give, and it reminds you why you go to work each day—for these kids."

Jim Malone, senior medical director, Lilly Diabetes, has volunteered as a medical director and camp staff physician in Indiana for almost 25 years. He says volunteering "is just as important to the employee as it is to the community members they touch during their service. It goes right to the heart of what we believe in at Lilly, and it's something I look forward to every year."

Laura White, a diabetes focus representative in Chicago, has volunteered for the last two years at the American Diabetes Association Triangle D diabetes camp in Ingleside, Illinois. White volunteers as a social worker and works one-on-one with campers and parents to address the emotional responses to having diabetes. Of her campers she says, "They impress and inspire me, and teach me to be a better person—to be resilient in the face of obstacles."



WHAT I DID ON MY SUMMER VACATION → *Kris Freeman*



While most of my friends hit the beach this summer, I hit the road for my sixth-annual diabetes camp tour—a trip that included 13 camps scattered across the US. Since joining forces with Lilly Diabetes in 2002, and specifically for camps since 2004, my offseason is now filled with three weeks of swimming and ropes courses. I get to play a lot, but what I enjoy most is sharing my story and seeing young people relate to each other and me in

ways that are unique to the diabetes camp experience.

Having diabetes isn't easy—I know just how these kids feel—so it's my goal to help kids feel good about themselves and positive about their futures. Diabetes should not stop anyone from pursuing their dreams, and it's my honor to relay that message each year and support the important mission of diabetes camps.



Motivational Speaker Visits Help Kids See Their Potential



Olympian Kris Freeman speaks
Photo by Boone News Republican

One of the goals of diabetes camp is to help children realize they're not alone. Often at camp, children are away from their families for the first time since diagnosis, and that can be overwhelming. We support the mission of diabetes camps to help children see themselves as part of a larger community through the motivational speaker component, with videos or an onsite visit from an inspirational person with diabetes.

A key partner in this program is three-time Olympian and US cross-country ski champ, Kris Freeman. Freeman, 29, was diagnosed with type-1 diabetes prior to his first Olympics, but with support from family, healthcare providers, and friends, Freeman has learned to manage his diabetes while staying competitive.

Each year, Freeman shares his story in ways that are real and meaningful. Since 2004, Freeman has visited more than 4,000 youngsters, including 1,500 campers this year. His testimony is a concrete example that almost anything is possible with good diabetes management. We are proud to sponsor Kris Freeman and applaud the difference he makes at camps.

Art Therapy Program Promotes Sharing and Storytelling



The Lilly Diabetes Camps in Color program gives kids a fun and relaxed way to express themselves through art. Based on the self-healing benefits of art therapy and designed in partnership with the American Diabetes Association, the program offers a selection of 17 guided, age-appropriate activities that are customizable, fun, and give children the opportunity to share their stories and learn from others. And, for many who may be uncomfortable sharing their experiences directly, this program can be a useful tool to help encourage an open discussion and collaboration.

Since 2007, Lilly has provided more than 200 camps with art supplies and step-by-step instructions to help integrate activities into camp life. In 2010, Lilly donated 17,000 canvas art squares to 98 participating camps, supporting the artistic expression of children from Washington to Florida.

Educational Kits Packaged for Fun and Learning

At diabetes camp, children learn diabetes management skills while building self confidence. Lessons are not learned overnight, but the camp lays the foundation for young people to take an active role in their own care, while relieving some of the burden on caregivers. In an age of information overload multiple approaches are needed to get messages across.

With that in mind, Lilly Diabetes created an educational kit for campers and caregivers to complement lessons learned at camp. Materials for campers are packed in a durable L.L.Bean® backpack with an emergency tag—a special customization for children with diabetes—and include a colorful guide designed to highlight the critical components of diabetes management, a food spinner to help estimate carbohydrates, a log book to track blood sugar, and an inspiring letter from Olympian Kris Freeman.



In the caregiver kit, we've also included a carbohydrate counting guide written by nutritionist members of the American Dietetic Association, a separate letter from Kris Freeman, and information about healthy eating.

Since 2007, Lilly Diabetes has donated more than 73,000 kits to diabetes campers and caregivers, about 22,000 in 2010 alone. We hope these materials give children and caregivers an easy-to-digest and fun way to reinforce what they learn at camp.

→ Lilly Camp Care Package Fun Facts

In 2010:

- * If you lined up all the canvas art squares distributed to camps, they would equal the height of nearly **12** Empire State Buildings or more than half the height of Mt. Everest
- * Educational kits were provided to **22,308** children and caregivers at **134** diabetes camps; **73,552** kits have been distributed since 2007
- * Lilly donated nearly **\$2 million** in insulin product to diabetes camps; approximately **\$15.2 million** since 2001
- * Lilly volunteers participated in **30** camp sessions
- * Kris Freeman traveled **13,000** miles to visit **13** camps in **10** states
- * **2,175** hypoglycemia emergency kits were donated
- * Lilly donated **75** camp scholarships to the American Diabetes Association's scholarship fund
- * If you lined up all of the donated educational kits end to end, they would stretch for more than **five and half** miles
- * **98** camps participated in the Camps in Color program using **17,284** canvas art squares