

# Type 1 Navigator Campaign

Promote equal access to type 1 diabetes (T1D) information about screening, treatment, and technologies among adults of color at Historically Black Colleges and Universities (HBCUs)

## Why it Matters

Historically, most screening programs target individuals with known risk for T1D and relatives of people living with the disease. However, ~90% of those who develop T1D do not have a family history. Reaching young adults (ages 18-25) that attend HBCUs will spread information about T1D screening and treatment to a wide range of people in historically underrepresented racial and ethnic minority communities.



## Solution

Reach and engage young adults at HBCUs through digital content, social media campaigns, and partnerships with on-campus communities, and provide equitable education for everyone affected by T1D.

### Goals are to:

1. Increase awareness so more HBCU students know about T1D, symptoms, and screening options
2. Promote early detection of T1D for timely diagnosis and initiation of appropriate treatment
3. Enhance availability and accessibility of resources such as healthcare professionals, educational materials, and screening opportunities

### Digital content and social media campaigns

- Resource hub on Diversity in Diabetes website about autoantibody screening
- Social Media content through Tik-Tok, Instagram, Twitter, and Facebook
- 4–7 minute educational videos
- Partner with The Diabetes Link on T1D content

### Outreach to HBCU communities and partners

- The Divine 9 local sororities and fraternities in rural and urban cities
- Health Education Departments to involve students studying health
- Student Athlete Departments to use this campaign as a community engagement opportunity for student athletes

## Impact

Progress toward these goals will be measured by:



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### Pre and Post-Surveys

Assess the change in students' knowledge and awareness of T1D and T1D screening options



### Health Screening Data

Collaborate with partners to track the number of students who undergo diabetes screening and those diagnosed with T1D



### Self-Reported Data

Collected through surveys and questions answered on the educational videos



### Resource Utilization Metrics

Track number of students accessing healthcare services, engaging with social media content, utilizing educational materials, and clicking through to at-home screening information

