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Research:

- For teens and young adults with Type 1 diabetes, stigma surrounding the difficult to manage condition can be a major issue at a time when they are faced with the stresses of going to school, figuring out their career path or starting jobs, as well as embarking on romantic relationships, said Dr. Kaberi Dasgupta of the Research Institute of the McGill University Health Center. (Person & Ctvbc.ca 2009)
- One in five youth with T1D experience anxiety. (2021)
- The prevalence of depression is 3 times higher in people with T1D than people without diabetes, with women experiencing higher rates than men. (2021)

Abstract

The purpose of the video is to destigmatize type 1 diabetics in young adults and to openly talk about the challenges that come with managing the condition. Since a lot of it is self-management and internally many don't open up about the struggles that come with managing diabetes externally and internally. Thus, my audience is for those who are young adults with diabetes and having an ad targeted for mental health. This is important because my ad would be a call of action to start an open dialogue starting with an hashtag #Let's diatalks (working title) and seek resources from organizations like Diabetes Canada.

Script

Managing type 1 diabetes as a young adult is a struggle with constantly self monitoring blood sugar balancing in a fast pace lifestyle.

Pause 3 Seconds

There is a stigma attached with being a diabetic, The constant mood swings, the sleepless nights, and oftentimes feeling very alone that one faces.

Pause 3 Seconds

People with T1D are 3 times more likely to have depression than people without diabetes.

It's time to take priority with your mental health. LET
Diabetes NOT BE A BURDEN, LET'S START NOW LET'S #DIATALKS TODAY
on Social Media

Timing (estimated)

29 seconds

Color pallet



Blue is the color that represents diabetics, the dark purple represents diabetes, the hot pink represents love and care with the like beige and white is a contrast color that will balance the pieces.

Graphics: Inspiration of diabetes mostly in rectangle/square shaped etc for the motion



Citation Page:

Person, and Ctvbc.ca. "Alleged Car Thief Shot by RCMP at Chilliwack Mall." *Toronto*, CTV News, 9 May 2009,
<https://toronto.ctvnews.ca/stigma-a-major-issue-for-many-young-people-with-type-1-diabetes-study-finds-1.396975>.

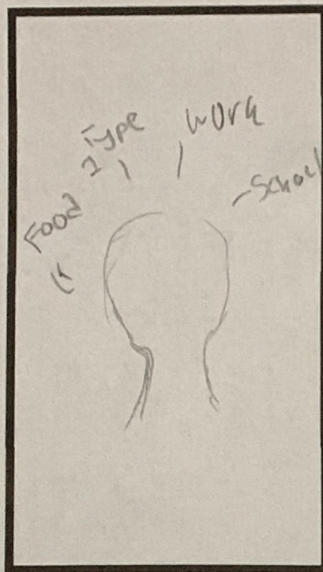
"JDRF Launches New Mental Health Strategy to Support Canadians with Type 1 Diabetes." *JDRF*, 1 Dec. 2021,
<https://www.jdrf.ca/jdrf-launches-new-mental-health-strategy-to-support-canadians-with-type-1-diabetes/>.

Picture Citation

"How Diabetes Affects Your Mental Health." *Switify*, 20 Feb. 2020,
<http://blog.switify.com/how-diabetes-affects-your-mental-health/>.

iamt1diabetic. "iamt1diabetic." *I Am Diabetic*, 23 Apr. 2017,
<https://iamt1diabetic.tumblr.com/post/159909705475>.

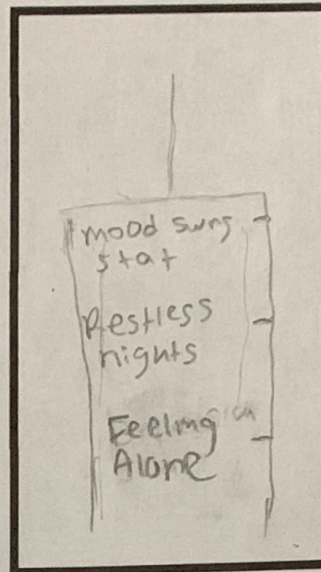
Diabetes UK. "Insulin Pumps." *Diabetes UK*, Diabetes UK,
<https://www.diabetes.org.uk/guide-to-diabetes/managing-your-diabetes/treating-your-diabetes/insulin-pumps>.



Frame: 1

Motion: Slow illustration
Popups of icons
of type 1
diabetes school
work & social

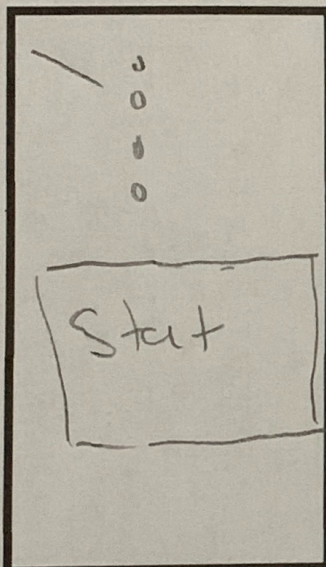
Timing: 8 seconds



Frame: 2

Motion: Fast
Popups Typography
Stats that
would show
up. white
text

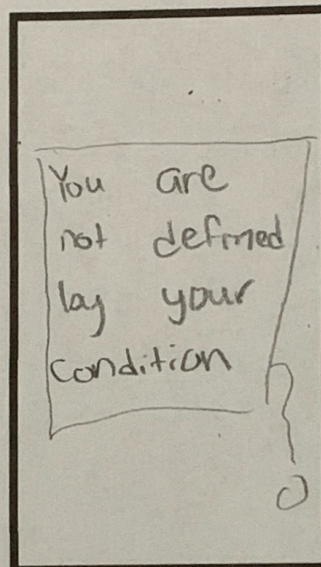
Timing: 4 seconds



Frame: 3

Motion: Swirls
Droplets of
blood to a
stat of
mental health

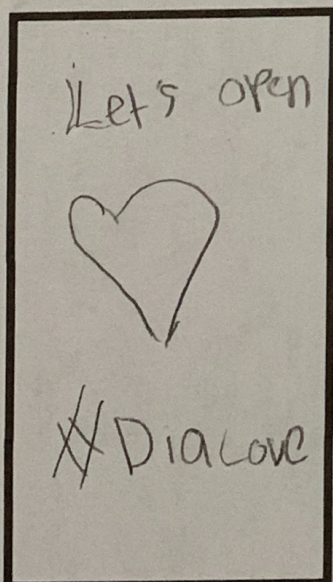
Timing: 5



Frame: 4

Motion: Flash motion
Alert to
show on
the pump

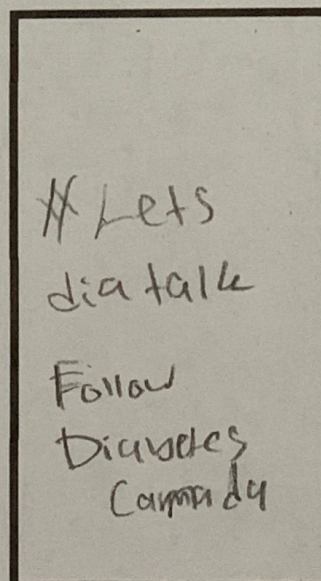
Timing: 3



Frame: 5

Motion:
Popup of
a small
to large
heart

Timing: 5



Frame: 6

Motion:
Ending is
a still image
then gets to
a 'blame
Screen

Timing: 4