

# 100 Years:

## FROM GIFT TO GREED

### HOST A VIDEO WATCH PARTY

#### About T1International

- T1International is an independent, patient-led advocacy organization that doesn't take funding from pharmaceutical companies or anyone that could influence our advocacy.
- T1International supports advocates and grassroots networks of volunteers around the world, through advocacy training and support, to fight for transparency and policy change to make insulin and supplies affordable in their local communities.
- T1International and its advocates are fighting for systemic solutions led by patients who are fighting for their lives. We believe patients have power to make change by speaking out/holding policy makers accountable.

#### About the Campaign

T1International launched its [100 Years: From Gift to Greed campaign](#) on May 17th. The campaign is a year-long effort to raise awareness of the 100 Year Anniversary of the discovery of insulin and its unaffordability globally. It aims to highlight exorbitant costs, pharmaceutical industry greed, and their dangerous tactics to keep prices high. It will also share the voices of those most impacted by the global insulin price crisis and to build our community of advocates to fight for change.

#### About the Video

T1International is working with Janina Gaudin ([MissDiabetes](#)) to create a 3 minute animation video for the campaign, which will be released on **July 27th** (100 years after insulin was first successfully isolated). Janina is an artist living with type 1 diabetes who has helped bring our visions to life over the past few years. The video covers the origins of insulin and how it went from a miraculous discovery to a profit machine for insulin manufacturers.

#### Why Host a Watch Party?

We encourage you to host a viewing party to get as many eyes as possible on this video. Educate your family, friends and co-workers about the reality of the greed of the pharmaceutical industry.

- **To Educate:** provide education to your community about diabetes, the history of insulin, the unaffordability of the hormone, and what people can do to take action
- **To Relate:** share your story, and the stories of advocates from around the world who face obstacles with the cost of insulin and how it impacts them, as well as their own advocacy efforts to make sustainable change in their communities

- **To Advocate:** share the video widely on your own social media channels and with your online communities; remember to tag @t1international and others you want to ensure see it, and include the campaign hashtags (#insulin100, #AdvocateDontCelebrate, #insulin4all); if you host a watch party, take a picture of your group and tag it, too!
- **To Instigate:** encourage participation in T1International's Chapters and Global Advocacy Network to build our global community advocating for #insulin4all
- **To Donate:** raise funds for T1International and our pharma-free, patient-led advocacy work so that our grassroots community will continue to have the resources it needs to take on the giants of the pharmaceutical industry and lower the cost of insulin; you can [donate to the cause here](#)

## Talking Points

- Insulin, usually produced by beta cells in a person's pancreas, allows the body to absorb nutrients from food. People with Type 1 diabetes no longer produce insulin. People with type 2 diabetes do not produce enough insulin or their bodies do not use it properly.
- There are other types of diabetes, including LADA, MODY, gestational, etc. Many people with other types of diabetes require insulin to stay healthy.
- People diagnosed with type 1 diabetes need to have insulin (through injections or an insulin pump) constantly, and must monitor their blood sugar levels constantly, in order to stay healthy.
- Without insulin, a person with type 1 diabetes will die within days or hours. People with other types of diabetes who rely on insulin will suffer devastating complications if they cannot afford or access their insulin.
- Insulin is as necessary to a person with type 1 diabetes as oxygen is to any human; access to insulin is a human right and should be treated as such.
- According to [HAI and ACCISS](#), there are approximately 100 million people who need insulin around the world. This includes all people living with type 1 diabetes and between 20 to 30 percent of people with type 2 diabetes. Of these 100 million people, one in two cannot reliably access this life-saving medication because it is unavailable, unaffordable, or both.
- Insulin is just one of the many necessities that a person with type 1 diabetes needs to treat their condition and remain healthy, in addition to blood glucose test strips and other medications, as well as regular access to healthcare services.
- Banting famously said: "Insulin belongs to the world, not to me." He wanted his discovery to be affordable and available to anyone who needed it.
- Why is it that COVID vaccines can quickly be made available to huge portions of the population but insulin - a 100 year old hormone - is still not? There is already talk that pharmaceutical companies will raise the price of COVID vaccines soon to increase their profits and exploit patients (just like they have done over the last 100 years with insulin).

You can find more facts and information about the campaign can be found [here](#). More info on the insulin price crisis around the world is [here](#), and about the USA crisis [here](#).