

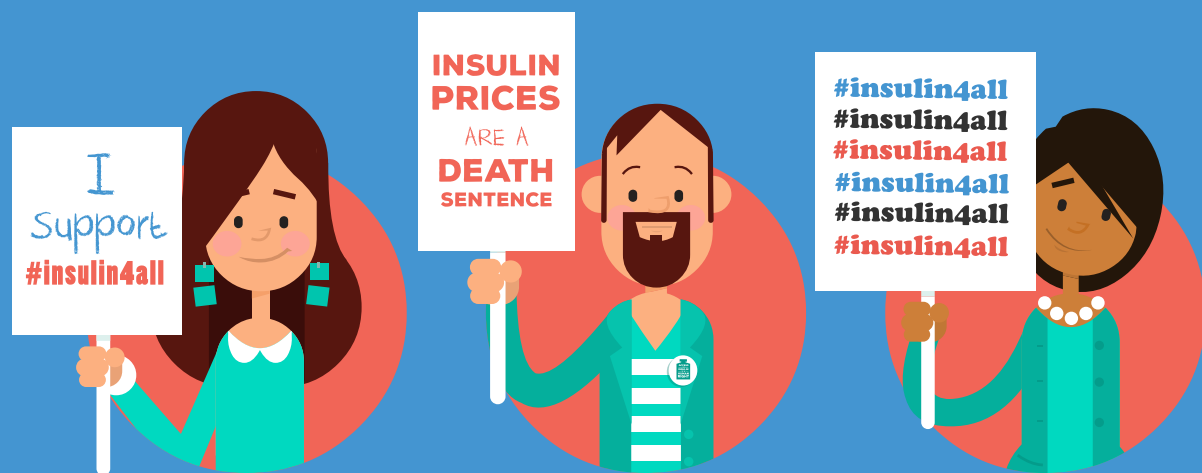
#insulin4all

CHAPTER LEADER GUIDE



Are you upset about the high price of insulin and want to take action by leading a T1International #insulin4all Chapter in your state?

This is the resource for you!



What's in this guide?

This booklet will give you practical steps and information about how to start a Chapter and advocate for #insulin4all on behalf of T1 International.

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Advocates all around the USA – and the world – have been uniting together to fight for transparency and affordability when it comes to the high cost of insulin.

1. Background



1.1 About T1International

T1International is a UK-based registered Charity that started the #insulin4all movement and has been leading in patient advocacy since 2013. We are a non-profit run by people with type 1 diabetes for people with type 1 diabetes. We support local communities around the world by giving them the tools they need to stand up for their rights. Our aim is to empower advocates to ensure that access to insulin and diabetes supplies becomes a reality for all.

T1International takes no funding from pharmaceutical or diabetes device companies in order to avoid conflicts of interest and to ensure independent advocacy. We will continue to work with advocates until affordable insulin and diabetes supplies worldwide is a reality.

Read more about T1International's history at: t1international.com/Salon2018

1.2 About #insulin4all

#insulin4all is a grassroots movement of people with diabetes and allies fighting for affordable and accessible insulin and supplies. #insulin4all was launched initially as a campaign for World Diabetes Day 2014 by T1International. The movement intends to draw attention to diabetes issues worldwide and it is used as a rallying cry by people in many countries around the globe. Over the years, the campaign and hashtag have grown into a wider movement, particularly in the U.S.A. as insulin pricing has created a crisis for Americans with diabetes.

Read more about the history of #insulin4all at: t1international.com/InsulinNation2018 and t1international.com/NPR2018





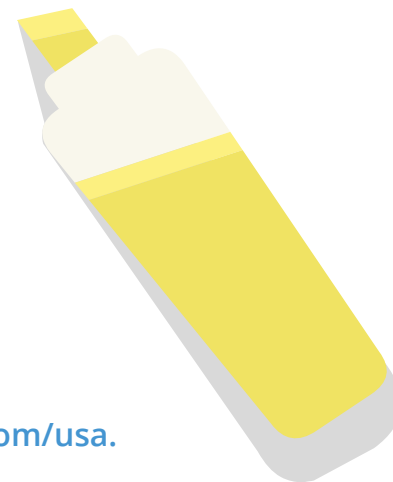
1.3 Insulin Pricing in the U.S.A.

The price of decades-old insulins, including Lantus, Novolog, and Humalog, has increased over 1000% since 1996. The list price for one vial of Humalog insulin is currently around \$280, though there have been no changes to the medication. Even with insurance, people in the U.S.A. are paying an average of at least \$210 per month for insulin alone and up to 50% of their annual income on diabetes costs. Learn more about why the cost of insulin is so high at t1international.com/insulin-expensive.

Many people with type 1 diabetes are being forced to ration their insulin – resulting in devastating health complications and emergencies, and an increasing number of people have died because they could not afford it. Without insulin, people with diabetes die quickly and painfully.

Pricing in the U.S.A. is complicated, with many players impacting the situation and blaming each other for the crisis. These players include manufacturers, pharmacy benefit manager, insurers, politicians and non-profits funded by the industry, and more. As a result, pricing is not transparent and patients are being price-gouged. But, patients have been speaking up and making waves by sharing their story and advocating for change on the grassroots level.

Learn more about the U.S.A. insulin price crisis at www.t1international.com/usa.



2. About T1International Chapters





2.1 What are Chapters?

T1International Chapters are an instrumental and valued part of T1International. Chapters are self-sufficient grassroots groups bringing together individuals to volunteer at the local level (typically in each State) to further T1International's mission to ensure affordable access to insulin and diabetes supplies for all. Our Chapters started forming in 2018 and they now cover more than 25 states across the U.S.A. A list of all Chapters is available at t1international.com/chapters.

All Chapters are organized on a volunteer basis by one or more Chapter Leaders. T1International supports these Chapter Leaders and their members as they work with each other, with other Chapters, and with T1International to pursue our vision that everyone with type 1 diabetes – no matter where they live – has everything they need to survive and achieve their dreams.



2.2 What do Chapters do?

The beauty of T1International Chapters is that Chapter Leaders and members set the agenda. You set the goals for your Chapter depending on what is most important to your members when it comes to affordability and access for your community. We will be there to guide and support you, but you know your community best so we will also give you lots of autonomy to decide which steps to take in the direction of affordable insulin.

Activities of Chapters vary, but generally follow two stages. The first stage is the start-up phase, where Chapters focus on building a strong network in the community with other people with diabetes, allied organizations, and political support. At this stage, the focus is on understanding the issues around high insulin prices in order to build capacity to most effectively advocate for change.

The second stage is the organizing phase, where groups formalize the roles within the Chapter and setting short-term and long-term goals related to public awareness and policy change. This stage may include scheduling meetings with politicians to discuss the issues, attending hearings, formulating letter-writing or social media campaigns, etc.

The Chapters have already achieved amazing things such as securing media coverage, educating the public and politicians, gaining commitments to ensure more price transparency and, ultimately, lower insulin costs. The momentum of the #insulin4all movement is unstoppable.



3. Chapter Leader Responsibilities

3.1 Chapter Leader Qualifications

T1International Chapters are truly changing the world, so the role of Chapter Leader is incredibly exciting and meaningful. However, it does come with a fair amount of responsibility. Chapter Leaders manage activities in their area, including both virtual and in-person advocacy. They are the main point of contact with T1International and they represent T1International by communicating with individuals that may want more information about the Chapter and T1International.

Many of our Chapter Leaders and members had never done advocacy before starting their Chapter, and that is why we are here to help you as you set up your Chapter and grow. Having a fresh perspective and new voices in this movement is a wonderful thing, and it is part of the reason that Chapters have been so successful in their advocacy so far. T1International and other Chapter Leaders will provide the tools you need to get going! We are grateful for your willingness to take on this role to advocate for yourself and others. We will do all that we can to ensure you feel supported.

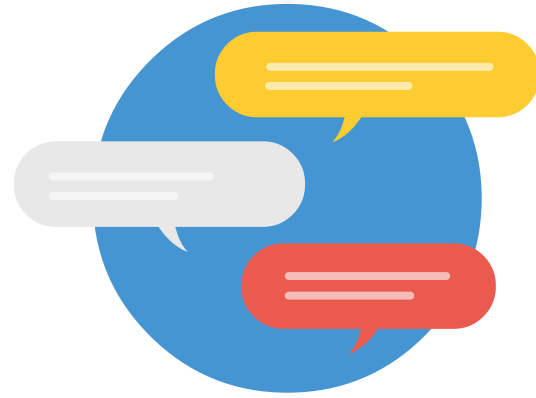
Requirements to lead a T1International Chapter include:

- strong communication and organization skills
- 3-5 hours a week (minimum) to dedicate towards managing the Chapter
- willingness to join monthly group calls
- dedication to carrying out actions assigned by T1International
- commitment to sending regular updates to T1International
- sense of professionalism (with an understanding that you're representing T1International and your state)
- full understanding of T1International's approach, mission, and vision
- compliance with T1International's brand guide, social media guide, and policies
- desire to make positive change

"Insulin does not belong to me, it belongs to the world."

Frederick Banting

INSULIN
EQUALS
LIFE



3.2 Regular Updates & Communication

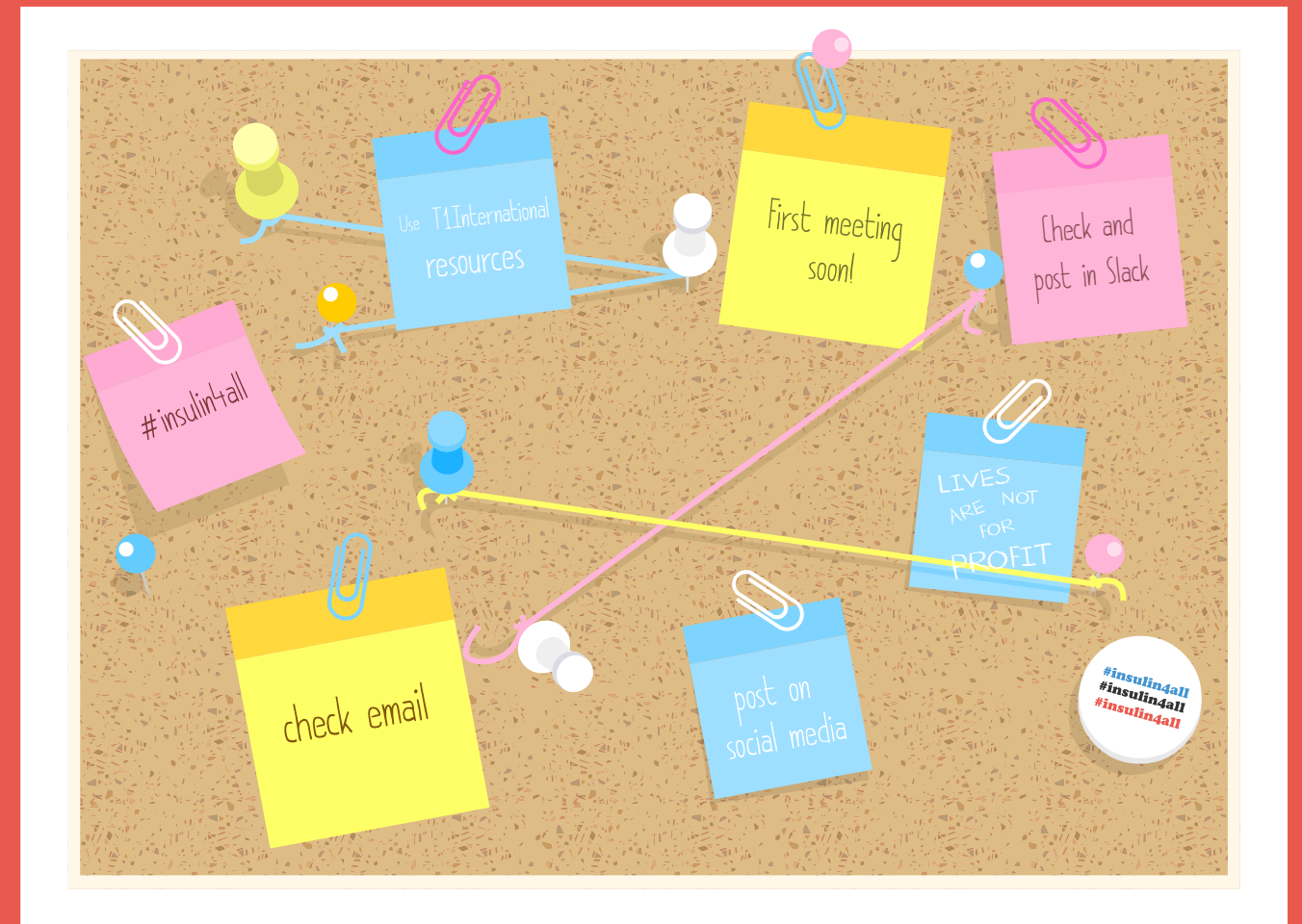
One of the most important elements of setting up and running your Chapter is communicating regularly with your key contact at T1International. We will ask Chapter Leaders for monthly updates, which we will collate and share with our network. This helps us ensure that we are all on the same page, progressing towards our goals, and it allows us to know when we might need to re-evaluate or offer more support with advocacy efforts.

In addition to this, we ask that you communicate about any significant developments or changes within your Chapter as soon as possible.

This includes, but is not limited to, any time you:

- plan to hold meetings or events
- are contacted by media for interview or quotes
- set up a new communication channel
- use a new communication or advocacy tool
- use T1International or Chapter branding (i.e. creating fliers and resources)
- plan to print and distribute materials
- plan to raise funds
- face questions or concerns you're not sure how to handle

4. First Steps to Start Your Chapter





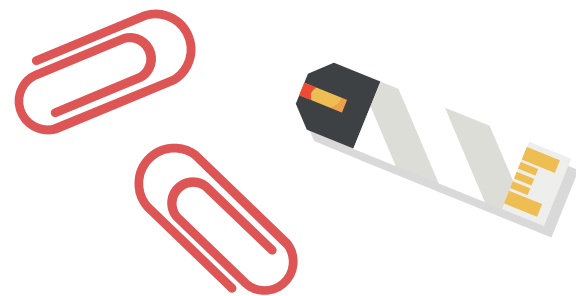
4.1 Chapter Agreement

Before setting up your Chapter, you first need discuss your commitment to leading the Chapter with someone at T1International. We will provide background reading and information to ensure you fully understand T1International's approach and are comfortable with the role. If you can commit the time and energy needed to lead a Chapter, you will sign the Chapter Leader agreement and return it to T1International.

4.2 T1International #insulin4all Brand

There are great advantages to working as part of a larger organization and movement. By working together and in similar ways, we can be coordinated and increase the chances of our voices being heard to make lasting change. When working in coalition or as part of an organisation like T1International, it is important that we have shared values and speak with a coherent and consistent message.

With this in mind, it is vital that Chapters – led by the Chapter Leader – adhere strictly to the T1International Brand Guidelines provided to each Chapter Leader, and that anyone managing the social media accounts does too. This helps people know you are part of a large group working for change, and it helps new members find and join the call to action!



4.3 Email Set Up

Once the agreement has been signed, the next step is to set up or get access to your insulin4all email account.

Chapter email addresses follow the format of state initials followed by insulin4all@email.com. For Example: ILinsulin4all@gmail.com for Illinois and PAinsulin4all@gmail.com for Pennsylvania.

In some cases, there might be multiple Chapters in one state or multiple states in a Chapter. Make sure to connect with us before setting up an email account, as we might have secured it already.

We will provide you with a Chapter logo, which should be set as the email profile picture.

Your email signature on all emails should be as follows:

[Chapter Leader first name] [Chapter Leader last name]

[State Name] #insulin4all Chapter Leader

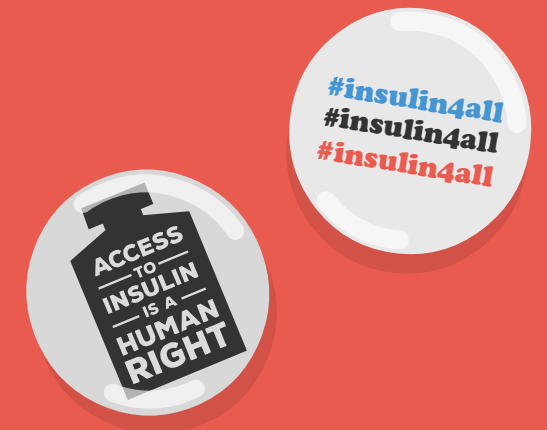
t1international.com/[state initials]

For example:

Elizabeth Rowley

Hawaii #insulin4all Chapter Leader

t1international.com/HI



Remember, you are representing T1International, so it is essential that you are able to answer emails regularly or to let us know if you are unable to do so. If you receive emails that you need support answering, don't hesitate to reach out to us for help. Please do not use these emails for personal communications. These emails belong to T1International and we will have access to them at all times.



4.4 Google Drive

When your email is set up, T1International will give you access to a Team Google Drive (GDrive) called #insulin4all Chapters. This is an online file system that is full of background reading and information about the insulin price crisis as well as resources and tools to help you and your Chapter members.

It is important that you have a good look through this information so that you have a working knowledge of the issues and know what is available to you as reference material and tools for advocacy. We are always adding to the GDrive as and when we create new resources and templates.

It will also be your responsibility to update information in your GDrive. For example, if you have new updates on legislation or new presentation materials, please upload that to your individual Chapter folders and any relevant group folders. We will also request simple monthly updates from your Chapter, so you will upload those in the GDrive as well.



4.5 Your Chapter web page

Once you are comfortable with the contents of the GDrive and ready for your chapter to 'go public', we will make a Chapter page for you on the T1International website. It will be populated with some standard information and we will add details of the group email address and social media accounts affiliated with it.

Additionally, we will request that you send us a portrait photo of you and a short bio, which we will add to your Chapter page. You can look at the other Chapter pages for example bios.

4.6 Social Media Accounts

We encourage Chapters to have a social media presence, as that is how many Chapters grow and find new members. Most Chapters have a Facebook group and/or Twitter account. Some also have a presence on Instagram.

Social Media Guidelines

Whichever platforms you use, they must comply with T1International social media guidelines and brand guidelines (both available in the GDrive Social Media folder). As always, be professional and do not use the account for any purposes other than Chapter-related activities. All social media accounts should be linked to the Chapter Email account.

Email and social media accounts must have consistency across the board to ensure they fit with the unified brand. The Guidelines provided by T1International should be followed strictly when setting up or amending Chapter social accounts to ensure Chapter cohesion.

Remember to talk to us before setting up any social accounts so that we can support you and link to the other Chapter accounts. When you are ready, T1International will set up your Chapter Facebook group so that we can link it to the T1International page. We will then make you an admin of the page.



Chapter Leaders Representation on Social Media

On personal accounts noting professional experience (LinkedIn, resumes, etc.) Chapter leaders may identify themselves with the title “T1International [State] #insulin4all Chapter Leader”. If you identify yourself as such on personal accounts (including Twitter, Facebook, LinkedIn, etc.), remember that you are representing T1International as an organization and not simply as yourself.

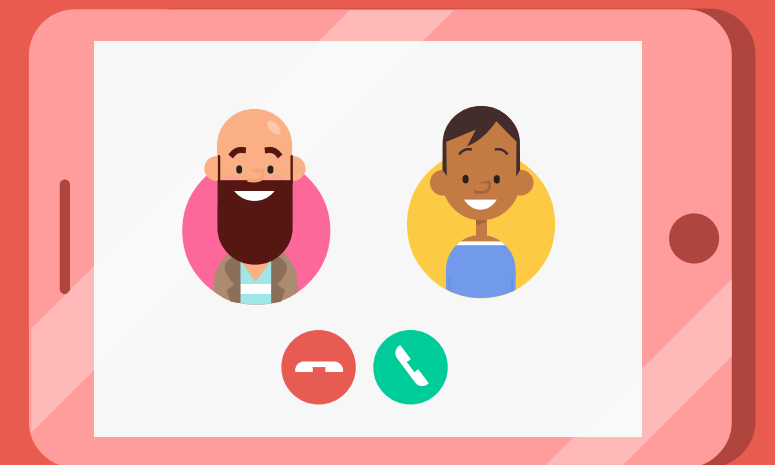
For personal activities (i.e. fundraising for yourself or other causes) Chapter Leaders or members should not use their position with T1International in campaigns to raise funds for themselves or other organizations. We support Chapter Leaders and members to discuss their advocacy with #insulin4all, but there may be conflicts of interest that arise if T1International is tied to other campaigns. Additionally, it could create inequity, as many people need support and we do not want to appear as though we are promoting some accounts over others.



4.7 Your First Meeting

Once you have a critical mass of people interested in taking action, you will want to organize a meet up. Some states are large and have Chapter members that live many hours away from each other. In this case, or if you’re just not sure about meeting turn-out, we can support you to hold a virtual meeting.

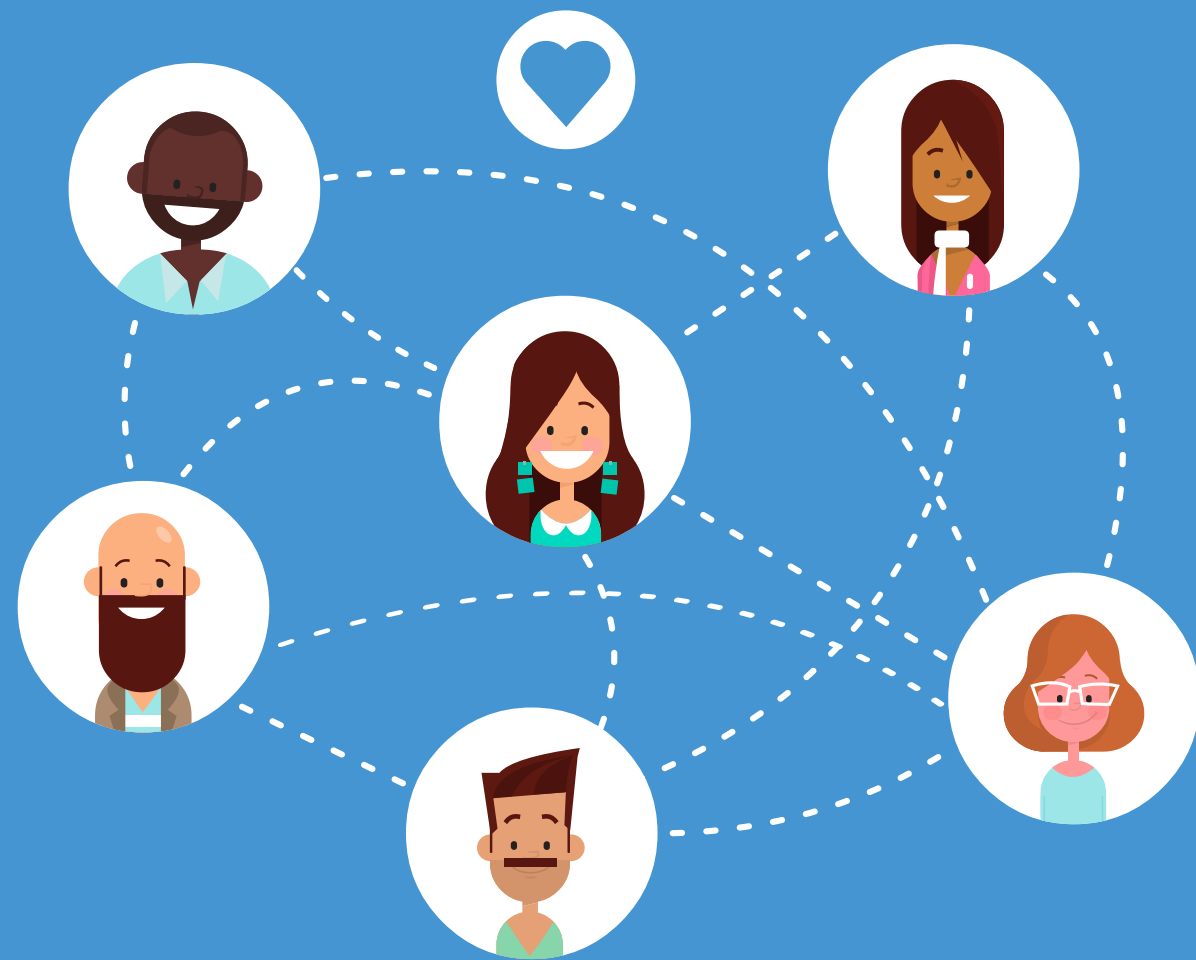
If you are planning to meet in person, we recommend a local coffee shop, library, or another public space that might have free rooms you can reserve. Some first meetings are quite casual and simply create a space to meet each other and get educated about insulin pricing issues. Others have an agenda where information is presented and strategies are discussed. Many meetings fit somewhere in the middle.



We have lots of information and ideas to help you structure your meetings and ensure your Chapter has clear goals. There is a resource that outlines ideas for your meetings, including content to deliver and action plans. Check out all we have created for you to make it easy for you to get going!

5.0

Ongoing Support



5.1 Your Leadership Team

As your Chapter grows, you will learn about the skills of your members and the direction that the group wants to take. You can assign roles within the Chapter to help manage various aspects. For consistency among Chapters, these role titles should end in the word 'Lead'. All Leads report to and work closely with the Chapter Leader.

Here are some examples of roles we recommend you create. The duties of each Chapter Lead can be expanded or condensed, based on what you decide is best for your Chapter.

Administrative Lead

This is a key role to make sure that Chapters are organized and that meetings and activities are recorded properly. This person could support with any or all of the following duties:

- Answering emails
- Taking minutes at meetings
- Supporting with the completion of the monthly Chapter report sheet
- Tracking volunteers in spreadsheets (including contact information, location, skills, etc.)

Social Media Lead

This role is vital when it comes to gaining new followers and updating supporters about the activities of the Chapter. Having a dedicated person who is willing and able to do the following will help your Chapter have as much impact as possible:

- Posting on all Chapter social media channels several times a week
- Sharing and reposting T1International content
- Responding to messages and comments on social media
- Learning and connecting with other Chapter social media accounts

The Social Media Lead and anyone who helps manage your Chapter Social Media account should read and agree to comply with the following documents:

- T1International Brand Guidelines
- T1International Social Media Policy
- Chapter Social Media Best Practices

Policy & Legislative Lead

This role is key in helping develop legislative outreach for your Chapter. This person sometimes has policy experience, but not always. The key is finding someone willing and able to do the following types of activities for your Chapter:

- Developing relationships with state legislators to push forward #insulin4all legislation
- Helping Chapter members identify and connect with their local representatives
- Creating a tracking sheet (possibly with administrative lead) to ensure various legislative districts are covered in terms of finding Chapter members from that district
- Creating resources for the Chapter which can be given to legislators to educate them about the insulin price crisis and how it impacts people in your state

Outreach Lead

This role focuses on other types of outreach outside of social media. The person who takes on this role will work to build the network and partnerships through the local community by doing the following:

- Identifying and attending meetings and events where T1International and the Chapter's messages can be spread and new Chapter members can be found
- Building partnerships for the Chapter to collaborate with other like-minded organizations to push forward Chapter goals
- Identifying key tasks for current volunteers to best make use of their skills and building relationships with them
- Building relationships with the media



Regional Lead

Some states are very large and spread out. Therefore it makes sense to break up the state into various regions or sections and have Leads in each of those areas to help support the State Chapter Leader. Regional Leads will always report to and work closely with the Chapter Leader. They might help with the following in their region:

- Identifying and working with local volunteers
- Holding local meetings with volunteers to educate and support Chapter actions
- Taking on speaking or media opportunities
- Building partnerships with other local organizations and/or the media
- Managing local legislative relationships

Once Lead roles are assigned, many Chapters will therefore have a Leadership Team. The Leadership team may want to meet, discuss and plan separately from the whole Chapter to help set the direction of the Chapter and make important decisions as you grow.

5.2 Your Network

The T1International team and network of volunteers is here to support and guide you in your advocacy. By taking on the Chapter Leader role, you will be part of a network of other Chapters and have regular contact with all Chapter Leaders to learn from their successes and share ideas. We use a communication tool called Slack, which connects you with all other Chapter Leaders and key information.

5.3 Your Goals

If not at your first meeting, your Chapter should soon set goals around issues that you think are most important to focus on for improving long-term access to affordable insulin and diabetes supplies in your state. Once your Chapter has a few committed people, we will provide an online advocacy strategy session to set those goals and plan action to help you achieve them.

Check out our advocacy toolkit at t1international.com/toolkit. We also have many resources to help you start advocating in the USA at t1international.com/usa.

Advocacy does not change things overnight, but what is being achieved by committed people with diabetes around the world through our Chapters is ensuring that things will be better for generations to come. We're so glad to have you on board!

Are you upset about the high price of insulin and want to take action by leading a T1International #insulin4all Chapter in your state? This is the resource for you!



This booklet will give you practical steps and information about how to start a Chapter and advocate for #insulin4all on behalf of T1International. It's a big responsibility, but it comes with an amazing support network and a chance to change the world for people with type 1 diabetes to ensure that everyone has access to affordable insulin, supplies and care.



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www.t1international.com