

Voices of Know Diabetes by Heart™
Call for Stories
Frequently Asked Questions

What is Know Diabetes by Heart?

Cardiovascular disease is the leading cause of death and a major cause of heart attacks, strokes and disability for people living with type 2 diabetes – yet only about half age 45 and older recognize their risk. This problem is too big for any one organization to address on its own, which is why the American Heart Association and the American Diabetes Association, with founding sponsors the Boehringer Ingelheim and Eli Lilly and Company Diabetes Alliance, and Novo Nordisk, and national sponsors Sanofi, AstraZeneca and Bayer joined forces to create Know Diabetes by Heart. The collaboration helps people living with type 2 diabetes better manage their risk for heart disease and stroke.

What are the goals of Know Diabetes by Heart?

The multi-year initiative aims to reduce cardiovascular disease, heart failure, heart attacks and strokes among people living with type 2 diabetes. The collaboration between the American Heart Association and the American Diabetes Association recognizes the daily burden of diabetes management on people living with type 2 diabetes and has designed a program that aims to empower people to better manage their health and reduce their cardiovascular disease risks by:

- raising awareness and understanding of the link between type 2 diabetes and cardiovascular disease.
- positively empowering people to better manage their risk for cardiovascular disease, heart failure, heart attacks and strokes.
- supporting health care providers in educating their patients with type 2 diabetes on cardiovascular risk and increasing their patients' engagement in prevention.

What is the Call for Stories?

The American Heart Association and the American Diabetes Association are issuing a national call for stories to identify national volunteer ambassadors to represent the Know Diabetes by Heart initiative through 2021. This is a volunteer-based opportunity.

How do I apply?

People living with type 2 diabetes can apply online at knowdiabetesbyheart.org/voicescall. Entries submitted via e-mail, mail or by phone will not be accepted.

When can I apply and what is the deadline?

The call for stories starts on June 1 and runs through June 26. Applications will not be accepted after June 26, 2020.

Where can I apply?

Entries will only be accepted online at knowdiabetesbyheart.org/voicescall.

What if I am experiencing technical issues?

E-mail voices.kdbh@heart.org with any technical questions or concerns. As a reminder, participants cannot submit entries via email. This address is only for technical issues.

When will ambassadors be selected?

Semi-finalists will be identified in July and be required to participate in at least one virtual interview with the American Heart Association and the American Diabetes Association prior to final selection. Finalists will be notified by September 2020. If selected to move forward in the process, participants must be willing to undergo a background check performed by the American Heart Association and the American Diabetes Association.

Who reviews the submissions and selects the ambassadors?

Know Diabetes by Heart representatives from the American Heart Association and the American Diabetes Association will review submissions and make final decisions on ambassador selection. The American Heart Association and the American Diabetes Association decisions are final.

What are the requirements for an ambassador?

A Know Diabetes by Heart national ambassador will be an individual living with type 2 diabetes who has experienced or is actively making steps in their life to reduce their risk for cardiovascular disease. The American Heart Association and the American Diabetes Association are looking for individuals who are:

- natural, authentic, relatable and inspiring stories
- able tell their story clearly, concisely and passionately to benefit others and are willing to speak at events and with media as requested.
- in various occupations and life stages
- in various stages of their patient journey with type 2 diabetes and experience with cardiovascular disease
- willing to use their personal networks including social media to promote Know Diabetes by Heart and inspire action by others
- want to use their voice for Know Diabetes by Heart in their own community
- able to comply with the application submission directions and must agree to the use of their likeness in advertising and social media (*waivers will be provided by AHA and ADA later in the recruitment process*).

I have type 2 diabetes, but have not experienced a cardiovascular incident – can I still apply?

Yes! We are looking for people living with type 2 diabetes who are making healthy lifestyle choices to reduce their cardiovascular risk in addition to people who have experienced heart disease, heart failure, heart attack(s) or stroke(s) as a result of type 2 diabetes. The strongest candidate will have a strong personal connection to heart disease or stroke.

I have type 1 diabetes – can I still apply?

The call for stories is for people living with type 2 diabetes, only.

What will a national volunteer ambassador be responsible for over the course of the year?

The national volunteer ambassador is responsible for serving as a voice of the Know Diabetes by Heart initiative over the course of one year. Activities may include event appearances, media interviews, community outreach, public speaking, distribution of his/her story on American Heart Association and American Diabetes Association social channels and websites and other



activities that may be unique to the volunteer's story. Official travel for the initiative would be covered by the American Heart Association and American Diabetes Association.

Where will my story be shared?

The national volunteer's story will be distributed in promotional materials for Know Diabetes by Heart. This could include but is not limited to Know Diabetes by Heart channels (website, blog, social posts, etc.) and on American Heart Association and the American Diabetes Association channels (websites, blogs, social posts, etc.) as well as with national media and news outlets.

What is the time commitment for national volunteer ambassadors?

The commitment will vary based on the Know Diabetes by Heart marketing activities and opportunities through 2021. Scheduling consideration will be given during planning when travel is required. Except for times of events that require travel, the anticipated time commitment is about 2 to 4 hours per month for activities like community events, media interviews, social media activity, focus group feedback and virtual volunteer meetings, but it could be more or less.

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