



Spreading Spoonfuls of Laughter

An invitational playshop

December 1 & 3, 2025





An immense thank you to our 2025
sponsors:





Playshop Team



Brooking
Gatewood



Tommy
Crawford



Brian
Fitzgerald



Mirage
Thrams



Michael
Sielaff



Kriss
Wittmann



Matthew
Garza



Shae
Puckett



Gameplan

Day 1: Why Spoonful?

10:00-10:30 AM

Orienting and Icebreaking

10:30-11:30 AM

A Campaign Retrospective & Playshop, with the Dancing Foxes

- Why comedy? What's the value of making the serious funny?
- What have we learned from Spoonful so far about catalyzing important conversations with humor?
- How might these lessons apply to your work?

11:30 AM-12:00 PM

Integrating & Ideating / Wrap Up Day 1

GOAL: **Show the value of communicating about diabetes with relatable humor** to reduce stigma & improve lives

GOAL: **Build connection & community through** exploring how we might use **comedy** to destigmatize diabetes

Day 2: What's Your Spoonful?

10:00-10:30 AM

Welcome + Overnight Insights

10:30-11:40 AM

Laughtivism Playshop

- What can social movements teach us about the power of humor?
- How can comedy sketch skills help us alchemize serious stories into seriously sharable, stigma-busting, comedic gold?

11:40-11:50 AM

Quick Break

11:50 AM-12:50 PM

Passing Torches, Spreading Light

- What's your Spoonful for 2026?
- How might we support each other for greater impact?

12:50-1:00 PM

Final Reflections and Close





Good Vibes Guidelines

Main
meeting will
be recorded

Breakouts
will NOT

Keep an Open Mind

“Yes/and...”

Many truths can co-exist
Listen curiously & generously

Be Brave, Share Candidly

Take risks!
Give grace

Bring our full attention

minimize distractions
(phones, to dos, ennui, etc.)

Honor ‘Chatham House Rules’

share ideas freely,
but not personal identifiers

Be Brave Practice: What's One Weird Thing About You?

Some highlights of our beautiful, creative collective weirdness:

"My dad was a mortician and I grew up hanging out in a morgue."

"Need to have even numbers - odd numbers make one thing lonely."

"I love the smell of new running shoes."

"I am afraid of the dark."

"I still sleep with a blanky I've had since I was a baby."

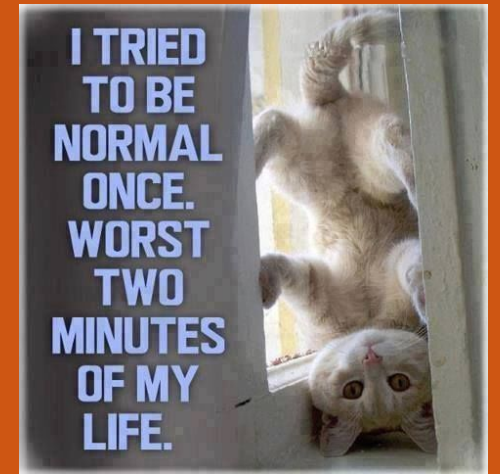
"I like to find and dig up animal bones, that I then bleach and decorate my house or make jewelry with."

"I have been told that I 'eat like an unapologetic pregnant woman'."

"I have Legos on my Christmas wish list (for myself!) ."

"I enjoy putting clothes on my cat - hats, sweaters, scarves, etc."

"My secret skill is doing the worm dance."



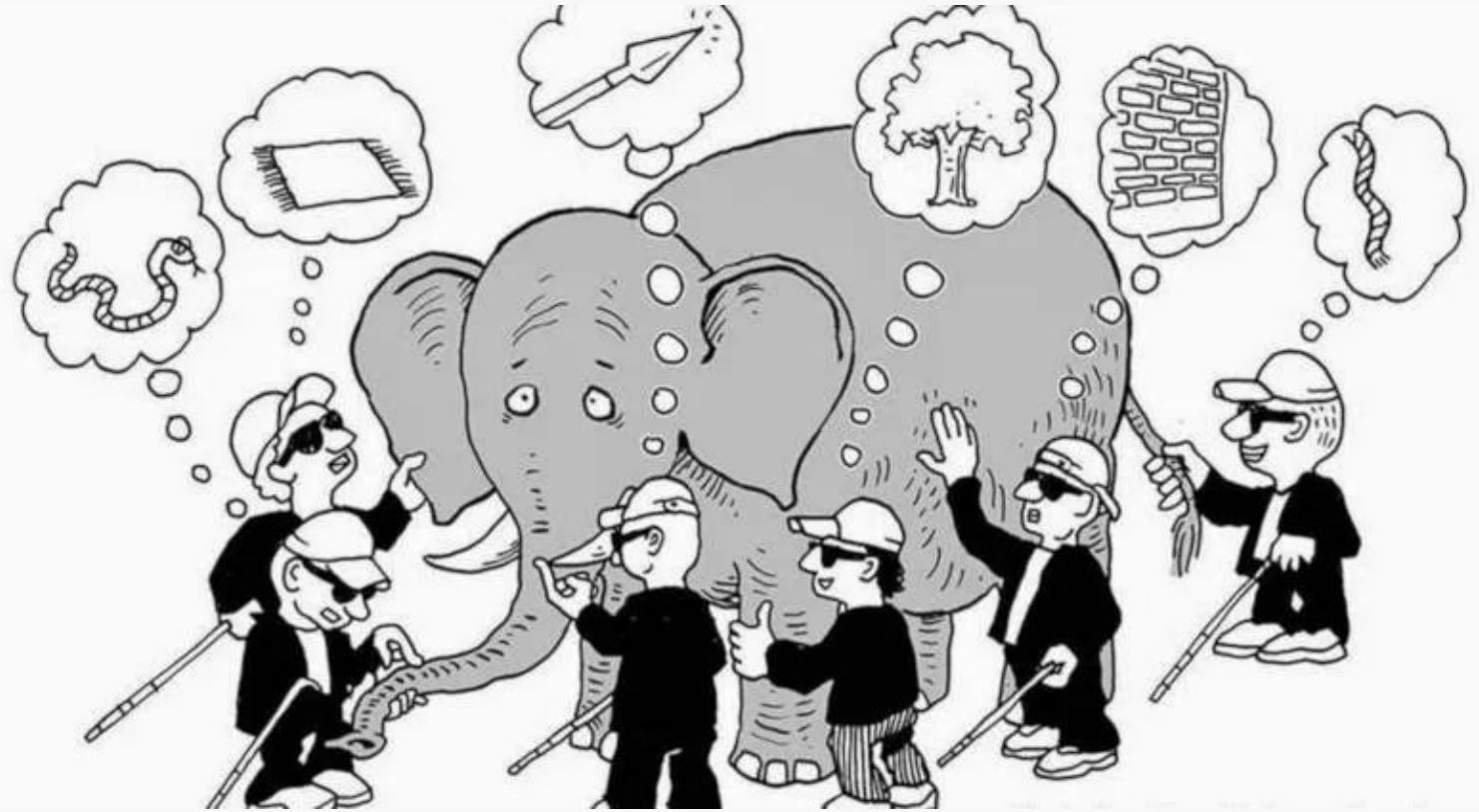
A Tale of the Time Before Spoonful...



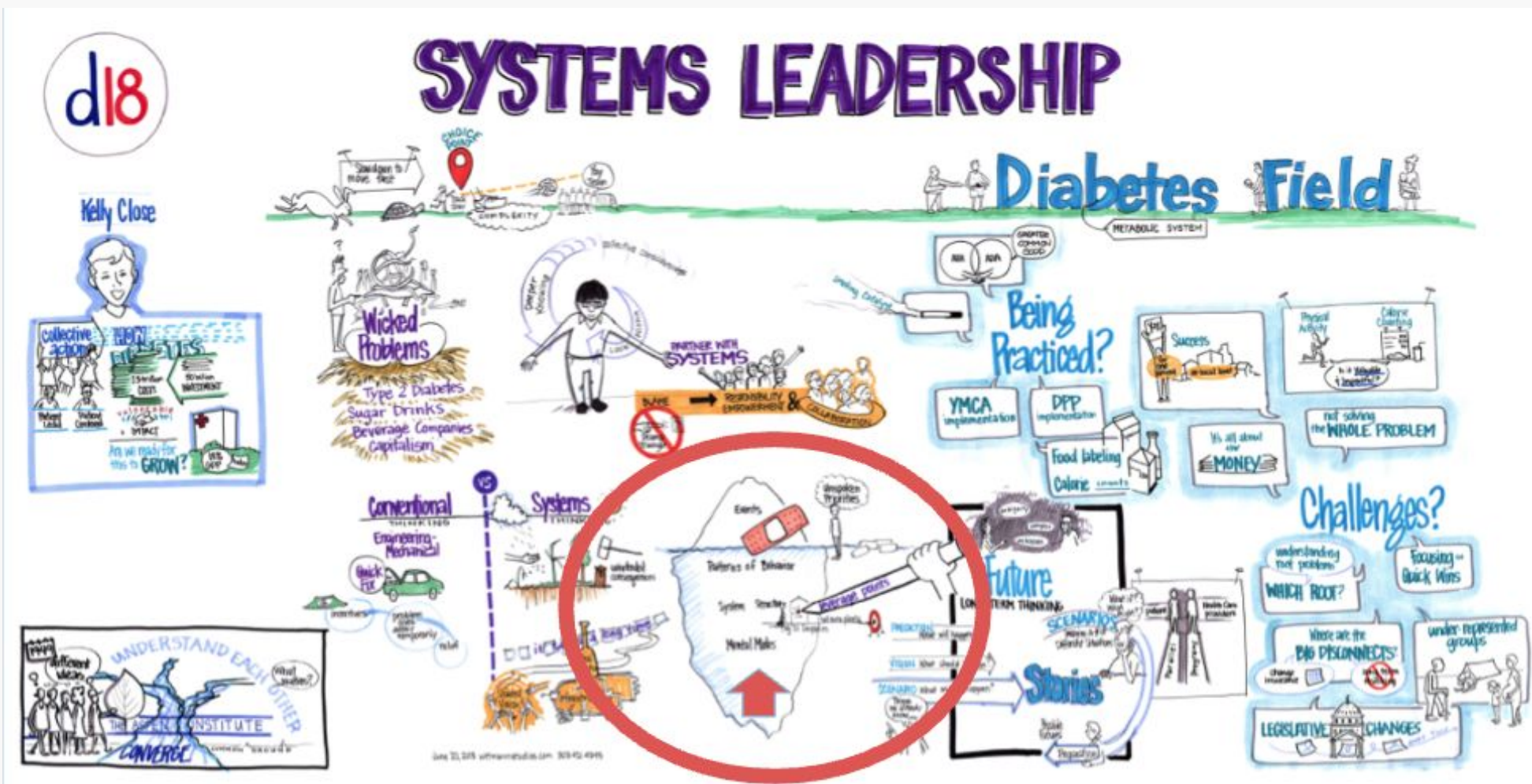
Brooking
Gatewood



Once upon a vision



Once upon a vision

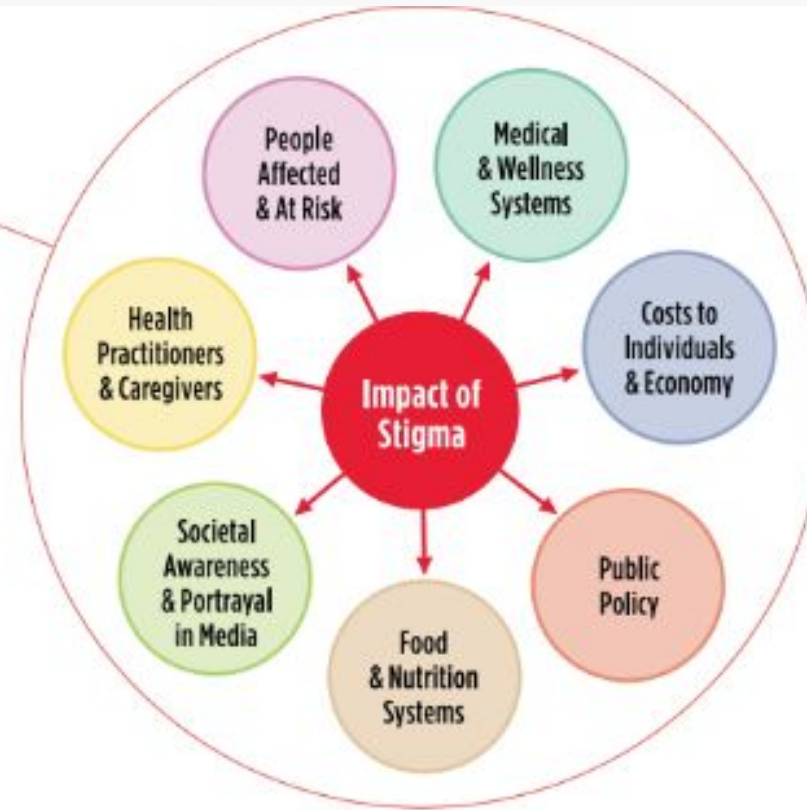




Once upon a vision



The diabetes ecosystem map shows the web of relationships that were identified by experts as key to understanding both our current situation, and how our work can be directed to reverse the trend for diabetes.

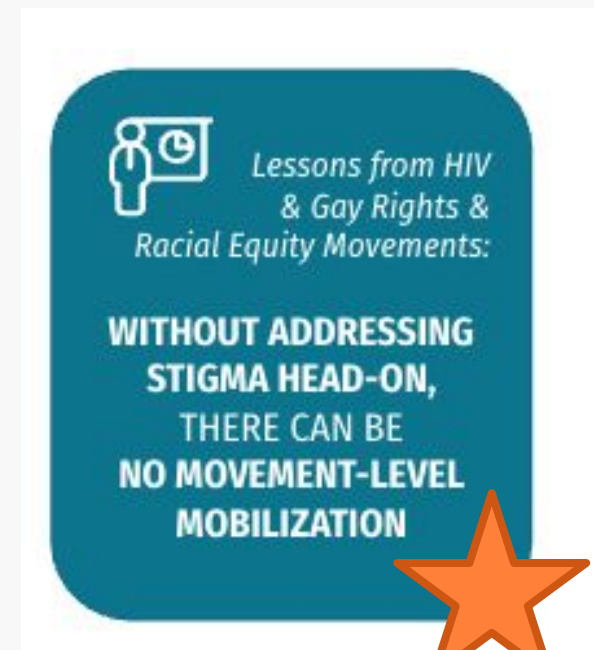
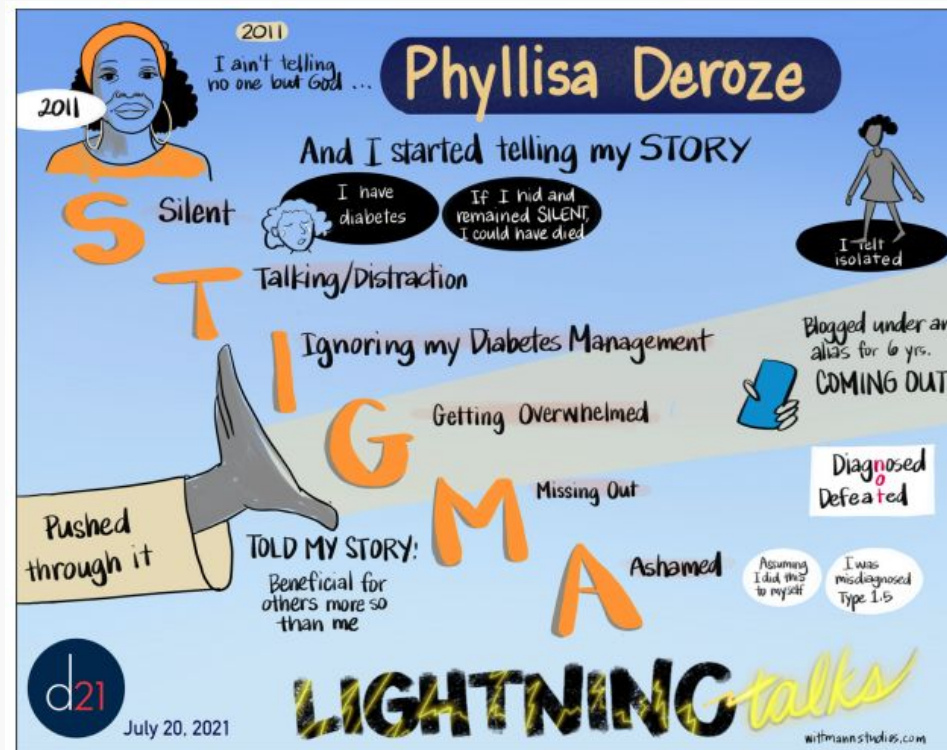
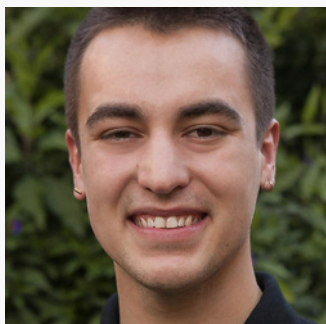


*Lessons from HIV
& Gay Rights &
Racial Equity Movements:*

**WITHOUT ADDRESSING
STIGMA HEAD-ON,
THERE CAN BE
NO MOVEMENT-LEVEL
MOBILIZATION**



Once upon a vision



Changing the Narrative around Diabetes

A FrameWorks Framing Brief

October 2020

dStigmatize

What is Stigma?

Stories

Resources

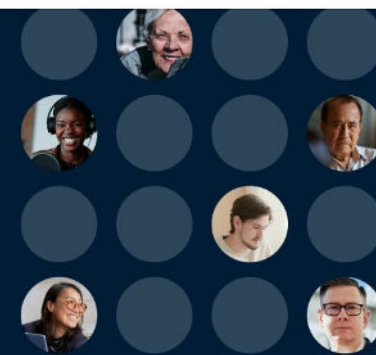
Take Action

About Us

Donate

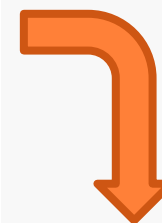
A Movement To End Diabetes Stigma.

Take Action. Join the Movement.



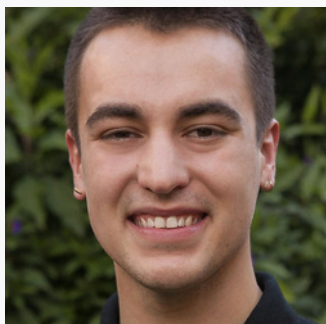
We believe that addressing diabetes stigma is an essential missing element of effective diabetes care and mental wellness.

Our mission is to create a culture of compassion that helps people with diabetes live well with a serious but manageable condition by sharing stories, trusted information and actions.



**SPOONFUL
of LAUGHTER**

Once upon a vision

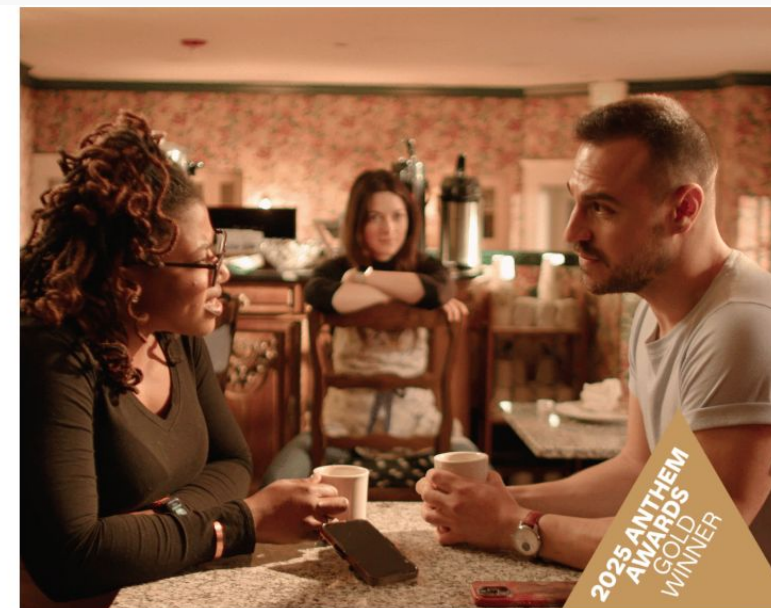


Let's End Diabetes Stigma (With Comedy).

Join the Movement

Join the **Spoonful of Laughter** movement, a disruptive, out-of-the-box initiative focused on ending diabetes stigma by:

- Gleefully educating about diabetes
- Cheekily correcting stereotypes and stigma
- Encouraging curiosity instead of judgment



51%



→ in 1st month!

Increase in mentions of diabetes stigma online
150% increase in potential impressions*

SPOONFUL
of LAUGHTER
HA HA HA



Why We're Here Today



Matthew
Garza

diaTribe

Making Sense of Diabetes



Spoonful of Laughter: Creating a Movement



How do you solve a problem that is widely underestimated, often perpetrated by people unknowingly, and deeply entrenched in our society?

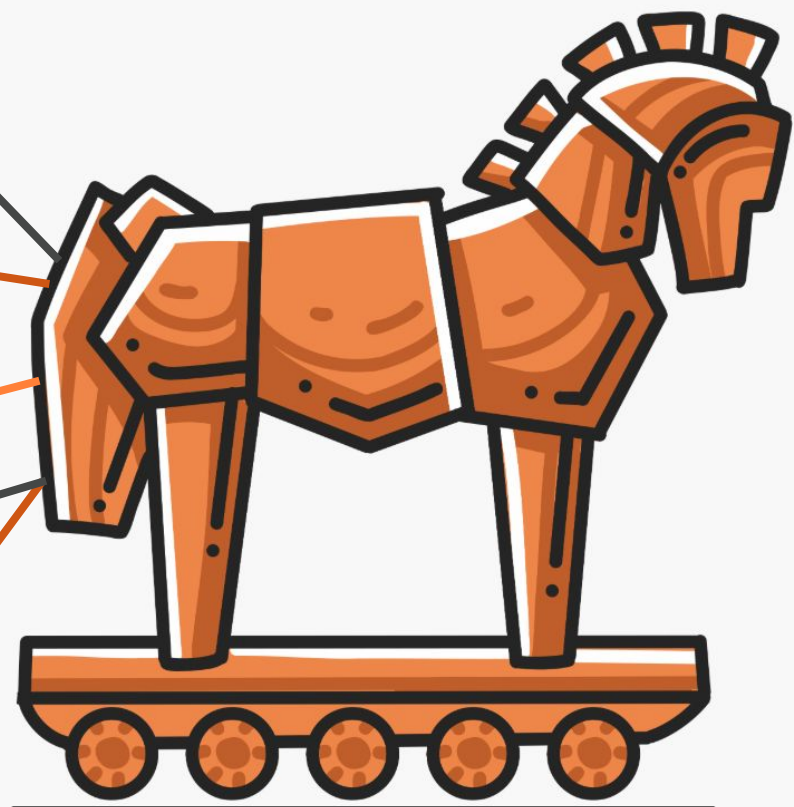
You laugh at it.

No, seriously.



Stigmatizing narratives
and incomplete stories

A more
empowering,
compassionate,
authentic,
respectful, and
joyful world for
all those
affected by
diabetes.



Comedy

Familiarity with
diabetes and
how it is
managed

Authentic and
empowering
representation
of diabetes

Removing
diabetes taboos
by making the
serious funny

Increased
awareness and
curiosity of
diabetes and
stigma

Connection
and validation
that you are not
alone with
diabetes

The idea was great... but it wasn't necessarily diaTribe's "vibe"

We should just stick to educational and professional content...

We don't have the right audience for this and our social media following is too small...

Diabetes isn't funny...

Will anyone fund this type of campaign and narrative-change work?



We never could have expected the impact...

Bravo 🙌. So well done. After 40 years of T1D, this is exactly how it is...sometime 😜🤔

My autism always gets me in trouble because you aren't suppose to be honest. I once said "I don't know what can and will hurt you, I don't know your critical thinking skills". 😂

Congratulations! Definitely earned. Love watching and sharing to bring stigma to the forefront of our conversations. Can't wait for the next video!

I'm a mom of a diabetic and I get overly excited when I find another diabetic in the wild with a follow up of DO YOU NEED A SNACK??

We've won
Gold in
The 5th Annual

Alright this is it. And sometimes you don't even know why it's going where it's going?? And at that point of time you aren't in a state to even analyse that 😂😂 but I love my life and I love you all!! 🥰
🥳 cheers to all us "sweet pricklers"!! 🙌🙌🙌🙌
💙💜💖

OH MY GOD THIS IS EXACTLY HOW I FEEL AS A TYPE 1 DIABETIC!!! every time my sugar went high i'd get so scared i'd end up blind or lose my legs or something. i didn't realise it was health anxiety for a long time and just suffered in silence. thank you for posting this, it makes me feel less alone 🔥💖

L
R
HA
HA
HA



Live Comedy Tonight!

Comedians

Creators

Marketers and Communicators

Advocates

Scientists and Health Professionals

Social Media Gurus

The Spoonful Campaign Story



Tommy
Crawford



Brian
Fitzgerald



Origins

A Bit o' Background



What was the Problem?



What made it Wicked?





**How do you solve a problem that
is mostly invisible, often deadly,
and repeatedly underestimated?**



**How do you prevent shame
without “shame-shifting” or
shaming the shamers?**



**How might we reframe and
reimagine diabetes (and stigma)
in ways that are REMARKable,
empowering, playful and
ultimately impactful?**



**In a world with a 1001 problems,
how might we get those who are
not *directly* affected to pay
attention?**

Our answer?





A spoonful of Laughter



Comedy is a rabidly shared
and avidly consumed form of
cultural narrative





Comedy has the power to:

**Increase message and issue
attention**





Comedy has the power to:

**Disarm audiences and lower
resistance to persuasion**





Comedy has the power to:

Break down social barriers





Comedy has the power to:

Stimulate sharing and discussion




What made it Novel?





**Built upon empowering narratives,
not tired stereotypes**





Designed to both make PWD **feel
truly seen**, and, to be **relatable**
for a much wider audience



Created with a belly full of giggles (and snacks) knowing that chuckles are contagious





Core Strategy:

Compassion, curiosity, and connection are kryptonite to stigma, and comedy is the Trojan Horse that gets all three through the city gates

A Few Things we Learned

What do the Numbers say?





Spoonful Social Media Insights



Shae
Puckett

diaTribe

Making Sense of Diabetes



3 Things I Wish We Knew

15 Months Ago





1

**You can't expect people to
care**

Give people a reason to care

- People don't follow or engage just because YOU care or have something important to say
- When we first launched Spoonful of Laughter... we had 300 followers



after 1 day



after 1 week



after 1 month

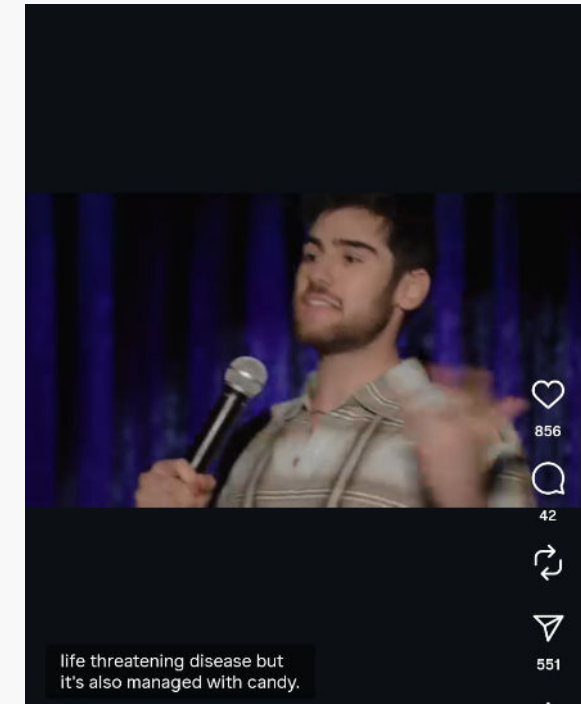
Give people a reason to care

- People need a reason to care or feel connected with your offering
- For us? **Comedy!**
 - Makes people laugh and feel seen
 - Leaves a lasting impression
- Make content for the community you want to build

Low performing: Images talking about Sam and sharing quotes from an interview



High performing: Stand-up comedy featuring Sam





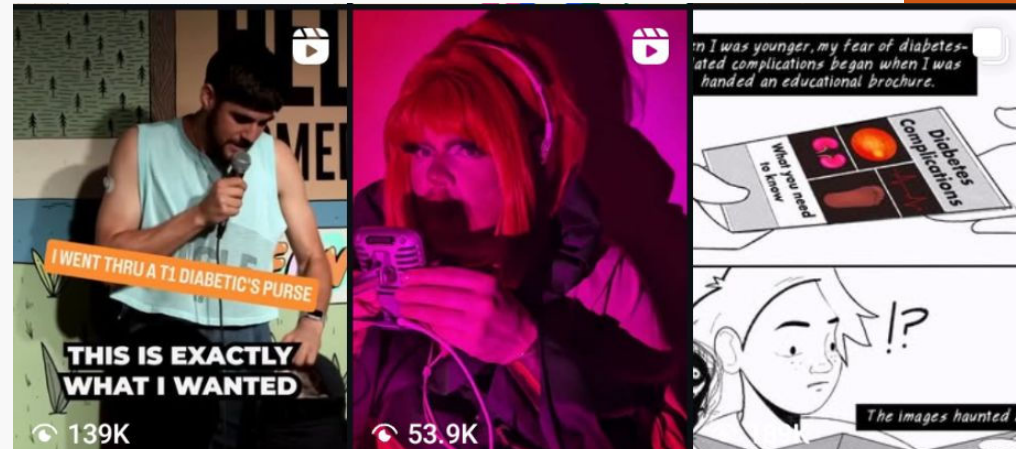
2

Don't reinvent the wheel

Tap into familiar formats

- The “algorithm” is boring
 - It wants to show people more of what they already like
- **Use what already works** (e.g., stand-up comedy) as a **beautiful constraint** to make something new and unexpected
- Our best posts leaned into familiar formats:
 - Stand-up comedy
 - ASMR
 - Memes and current events

Using these popular formats helped us consistently hit 50-100k impressions and thousands of engagement actions (comments, shares, etc.) →





3

**When in doubt, start a TSA
sucks page**



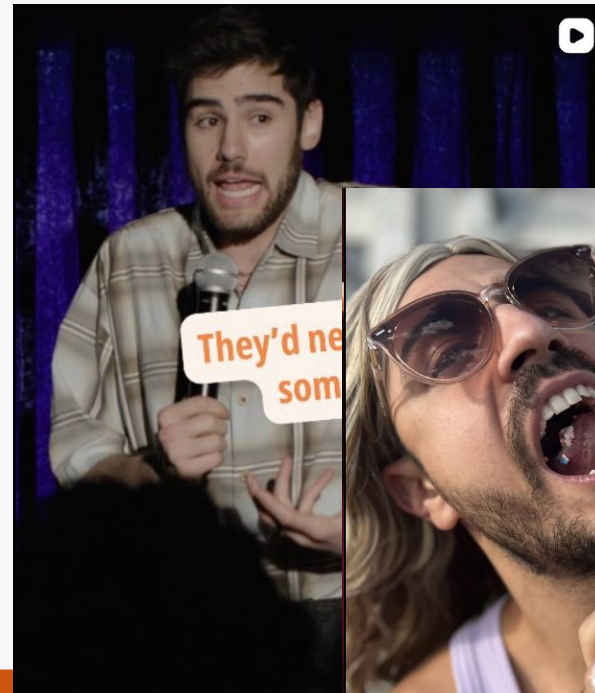
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~~When in doubt, start a TSA
sucks page~~

Find the common ground


Find common ground

- Our best performing posts tapped into pain points that resonated with people with AND without diabetes
- Examples: TSA struggles (Over 4 million views and 300,000 engagements); navigating people and doctors who seem clueless, the T1D Barbie and the value of visibility




Find common ground


- People engaged the most with the authentic stories about real-life struggles and concerns
 - Relatable stories created a platform where people felt safe sharing their own experiences
 - These moments invited people without diabetes into the conversation too




I didn't know a person could be insulin dependent and pass the FA physical! Love seeing this.



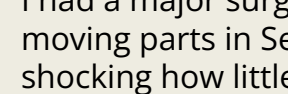
Solidarity from a wheelchair user! If you're more medically complex, airports are soooooo hard



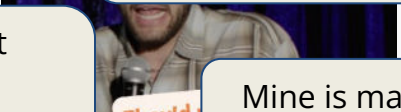
...such a great way to represent some disabilities require extra time, effort, and diligence to manage. Thank you.




This is similar with my wheelchair... I usually go 6 hours before my flight. One time they lost my wheelchair for 4 hours after we landed!




I had a major surgery with multiple moving parts in September, and it was shocking how little the doctors tell you



Mine is managed w/ steroids, salt, and sugar LOL (Addison's disease)



As someone without diabetes, these videos helped me take a step back and say, 'Wait, am I [contributing to stigma]? How can I change that if so?'



i dont have diabetes, but there are kids who do, and barbie is everyone. Would have loved this as a kid.

The common thread?

Comedy disarms audiences
and catalyzes human
connection



Back to the Foxes for More Insights & Invitations



Tommy
Crawford



Brian
Fitzgerald





Lessons to build on

- We were right about comedy reaching beyond the bubble
- Comedy as a tool of Social Change will always have its naysayers, and their opposition can be deep rooted
- More diversity in our creators and content (and especially more folks with Type II)
- More social listening feeding back into content creation
- More investment in distribution
- More and more varied Calls To Action
- More targeted subcampaigns (e.g. Health Care Providers)
- More “Relatable Moments” to open up conversation



A Handful of Beautiful Invitations



Punch up, not down
(or not at all)





**Invite audiences to think about
PWD as super-humans who commit
daily death-defying acts
(deserving of admiration and awe)**



**Mock the message
(rather than the messenger)**



**Find ways to unite, not divide
(Especially Type I & II)**



**Embrace subversion as a friend
(of expectation, of format, of
stereotype)**



Expose absurd contradictions





**Combine the widely relatable with
moments that make those with
diabetes feel truly seen**





Abandon perfection and embrace playfulness





Group Activity: Co-creating Comic Scenes to Shift Stigma





Let's Cause a Scene!

In this Google Doc, we are going to create AS MANY SITUATIONS AS POSSIBLE which might be settings where stigma occurs.

The goal is **QUANTITY**, not quality. They don't have to be funny (yet).

If you're a person with diabetes, feel free to suggest some actual situations where you've experience stigma, or discomfort, or felt out of place or different.

For others, think about times you felt different or out of place or stigmatized (e.g. while breast-feeding in public). Those situations may also map humorously to a diabetes scenario.





Let's Pitch a Sketch

In Groups, we're going to create
1-3 Sketch Pitches
From the situations
in this Google Doc





Example Sketch Pitches:

“We hear an emotional confession about abandonment, and the regrets the speaker has about how it’s impacted their loved one’s life, only to slowly realize that the speaker is a pancreas.”

“A person with diabetes heroically defuses a bomb: but all the steps of clearing the perimeter, evaluating the bomb type and who made it, thinking through the sequence of wires to cut are mapped frame by frame to elements of understanding and adjusting for a sugar low.”



Sketch Structure/Technique Tips!

- ❑ **Mapping.** Take the emotional logic of one thing and apply it to another (e.g., treating a breakup like ending a gym membership).
- ❑ **Exaggeration / Heightening.** Push the stakes or behaviour beyond realism in a logical direction until it breaks.
- ❑ **Incongruity.** Smash two things together that don't belong and play them *dead serious*.
- ❑ **Status Flips.** Someone who should have high status loses it instantly, or the low-status character unexpectedly takes control.
- ❑ **Reversal / Subversion.** Set up an expectation and then pull the rug—preferably in a way that reveals a new game.
- ❑ **Commitment.** Someone treats a dumb or trivial thing with life-or-death conviction.
- ❑ **Literalism.** Take a figurative phrase literally (“I need you to *touch base* with the team” → person physically touches a baseball).
- ❑ **Miscommunication.** Two people think they're talking about the same thing; they're not.
- ❑ **Escalating Logic Games (UCB “game of the scene”).** Find the unusual thing, then hit variations on that behaviour at rising intensity.
- ❑ **Fish Out of Water.** Drop someone into a world whose rules they don't understand and let them flail.
- ❑ **Contrast of Attitudes.** Two characters react to the same situation with wildly different emotional tones.
- ❑ **Over-Justification.** Characters rationalize an obviously bad idea with increasingly tortured logic.
- ❑ **Understatement.** A huge problem framed as “not a big deal,” or delivered in a flat tone.
- ❑ **Sudden Competence / Sudden Incompetence.** Someone becomes wildly good or bad at something for no sensible reason.
- ❑ **Premise-Flip.** Take something typically serious (a legal trial, a hospital, an exorcism) and treat it as banal—or vice versa.



Closing Reflection Themes

- So many fresh ideas on the table today!
- And so much more relatable material than some of us would have expected...
- The power of openness to sharing ideas freely → more power for all of us
 - Letting each other tell stories from their own angles → win-win
 - That said: for stand-up culture, material needs to feel personal/fresh, so they'd need to know if we use their ideas.





Day 2

Spreading Spoonfuls of Laughter

An invitational playshop
December 1 & 3, 2025





A Spoonful of Hmmms: Opening Reflections

- **Spoonful can become so much more with all of us - this is an invitation to collaborate for greater impact**
- How can we broaden the reach of what we're doing? How can we get these unique stories out there in a way that's relatable to everyone?
- Passion + humor can help build a movement / reframe PWD as resilient people managing a relentless condition
- Field trip to come together to develop content next year!?
- **Lots of reflection on the power of a diverse group like this to develop strategies & funny ideas together**
 - This group's capacity to brainstorm on content ideas has been *incredible* already
 - It's easier to do path breaking work when you have a community like this supporting you!
 - Yes-and IS so powerful - ideas flow a lot more freely when we let go of self-criticism
- **Recognizing the power of humor to help us get this important, real, relatable content to stand out**
 - Humor has long been used to cope with grief; using it also to push the needle societally = exciting!
 - Humor as a powerful way to really create connection and motivate change
- Thinking about the comedy lines around diabetes stigma, vs fat jokes; type 1 v type 2 comedy challenge...
- Freshly considering that we can make diabetes funny.... How do we translate this into a professional setting?
- **Recognizing how much we're not alone in the anxieties and challenges of living with diabetes**
- Inspiration that what's now stigma can become boring and normal

Day 2



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Passing Torches, Spreading Light

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12:50-1:00 PM

Final Reflections and Close





Your Messaging Priorities

- The harms of diabetes stigma
- Myth-busting / the need for more accurate understanding & compassion
- Social inequities (in both diabetes prevention & care)
- You're not alone / **community building**
- PWD do amazing things!
- Diabetes tech / help managing complexity of living w/ diabetes
- Mental health in diabetes management
- Clinical trials & research participation





Sketch Skills for Stigma-Busting, Laughtivism, & More



Mirage
Thrams



Michael
Sielaff





YOUR STORIES = GOLD

It all starts with a **STORY!** A real story from someone's actual life.

First-person stories are recommended. Sharing your story is cathartic and encourages empathy. Vulnerability begets vulnerability. It's one of the oldest forms of learning and connecting with others. Be bold and share yours. Trust that you have thousands of stories from your life that you can pull from about almost every subject.

Share from your heart. There's no need to memorize something that you experienced.

Now, if you want to do performance storytelling (i.e. The Moth), you might want to fine tune your story for structure, impact, and timing. BUT if it's meant to inspire comedy and awareness, just share how you remember it. Then, from that real, non-recycled story:

THINK COMEDICALLY... How?

1. **Mapping** (replacing the serious subject with a completely different thing - talking about a blender which is a representation of diabetes)
2. **Extremism/Absurdity** (the truth, exaggerated)
3. **Opposite of the Expectation** (i.e. Controversy over a male ref in the NFL)
4. **Serious/Organic** - Find the humor naturally (i.e. through an improv scene based on a true story)
5. **Fish Out of Water** - Who "doesn't belong" or who isn't normally in a specific situation (i.e. a Preschool teacher at a gun range)

Familiar Tropes for Sketches/Scenes/Ads: Game Show, Sports Commentators, Reality Show...



More Laughtivism Learnings...

- Laughtivism = movement of comedic activism, popularized by author/TedX speaker Srdja Popovic
 - Historically, comedic activism focused on satire, sassiness
 - **Laughtivism allows for truth as funny as well** - doesn't have to be satire; *go head first into the issue, whether it starts funny or not.*
 - Gets expressed in stand-up, sketch, any comedic medium
 - including social protests (the frog suits e.g!), memes, comedic poetry, artists like Banksi
- If it's your topic and you've lived it, **there's nothing that can't be funny** - as long as you're respecting yourself and your audience.
 - The stories you want to rush through can actually be the gold.
- **Comedy is about timing AND truth.**
 - Things you can't control end up creating stronger comic truths.
 - Specific details add to humor as well (even when not relatable).
- **What's funny changes over time as culture evolves.** Misogyny isn't funny anymore e.g. (Also, what's funny in LA may not be funny in STL)
- Tip: **have a thesis statement of what you're trying to say to keep your comedic play on track** (whether sketch, stand up, improv, memes, etc).
- T shirt game - not just a game! Real meme creation trick + **we can wear our advocacy!**



What about Weight Stigma?

- Working with related weight stigma
 - Reclaiming that weight can go up and down, we shouldn't celebrate it for just going down. Sometimes weight gain is healthy.
 - **Original thoughts always better;** tired stereotypes (fat jokes e.g.) are not as funny; but playing off them has potential.
 - Tip ,punch up, not down: I.e. Poke fun at the stigma instead of making the punchline stigmatizing.
 - Others are busy worrying about what you think about them; recognizing this gives you power.
 - how we think about ourselves; how the world thinks about us - this intersection is part of where comedy lives (in part b/c you can't control it)
- Comedy can show us a different future too
- More Laughtivism tips & resources [here!](#)



WHAT'S
YOUR SPOONFUL?
INTEGRATION BREAKOUTS

Spreading Spoonfuls of Laughter

INTEGRATING LEARNINGS INTO NEW ACTIONS

December 3, 2025



Where Might We ADD SPOONFULS OF LAUGHTER to our work?

How might comic principles help us be more effective in our outreach?

- ...
-
-

How might we center creative and playful messaging as a priority?

- ...
-
-

What challenges do we anticipate, and how might we overcome them?

- ...
-
-

HOW will we use our platforms in new ways to help reduce diabetes stigma?

- ...
-
-

What specific IDEAS do we want to run with from this workshop?

- ...
-
-

What SUPPORT might others in the community offer for greater impact?

- ...
-
-

Reminder: **Spoonful of Laughter**

→ Emerging Insights & Comic Principles

CRYPTONITE TO STIGMA: COMPASSION, CURIOSITY, & CONNECTION
& *COMEDY is the Trojan Horse to get these through the gates of limited attention...*

- **Comedy draws attention** in this world of 1000+ problems
 - You can't expect people to care; but we all *need* to laugh
 - Stand-up, ASMR, and Current Event Memes (Barbie with diabetes, e.g.) are especially effective
- **Comedy is disarming**
 - helps people with diabetes feel seen + builds compassion from others
 - **BEST POSTS resonate with people with AND without diabetes**
- Practices: **build on empowering narratives, not tired stereotypes**
 - Avoid shame shifting (Mock the message, not the messenger)
 - Find ways to unite, not divide (especially Types I and II)
 - Consider instead. e.g.: **PWD as superheroes managing so much**
- **Expose absurd contradictions** (this is both funny, and culture-shifting)
- **Embrace subversion** (of expectations, format, stereotypes, etc.)



SPOONFUL
of **LAUGHTER**

Reminder: **Spoonful of Laughter**

→ Emerging Insights & Comic Principles

MORE TIPS FROM THE TRENCHES:

- **Embrace diversity in creators and content for wider reach**
 - Type II and older PWD, e.g., have been underrepresented so far
- Invest up front in distribution, not just production
- Target core audiences w/ sub-campaigns (Health Care Providers e.g.)
- **Maximize relatable moments for all people to open conversation**
- Make more, and more varied, calls to action
- There will be opposers, haters, hosers; don't let them distract you from getting your good work out there
- Have fun in the process!
 - **Playful > perfect = *better* comic product**





A Spoonful of Closing Questions

- **Can we take this discussion on the road? EX: ADA Scientific Sessions**
- How do we keep expanding the network of advocates, comedians, creators, HCPs, orgs, industry partners? How do we invite more people in?
- How can we encourage people who don't usually talk about diabetes or even think too much about it to understand that they have unique stories and points of view?
- **How do we get PWD get excited to share the message?**
- How do we inspire the shy or non-performers to tell their story?
- How can we get people excited about getting engaged and participating? CTAs and momentum are hard!
- **How do we avoid perpetuating internalized stigmas?** (Especially in how we do myth-busting)
- How do we help Type 1 not stigmatize Type 2 without punching down?
- **Can we *really* use comedy as a "lever" with HCPs?**
- How do we come up with material for HCP audience?
- How can we support the caregivers? What would it take to speak to health care providers? Or to parents of newly diagnosed children?
- How do we take risks like this in a corporate environment?

Keep Imagining It Gets Better...

...what becomes possible?

2026...

Let's End Diabetes Stigma (With Comedy).

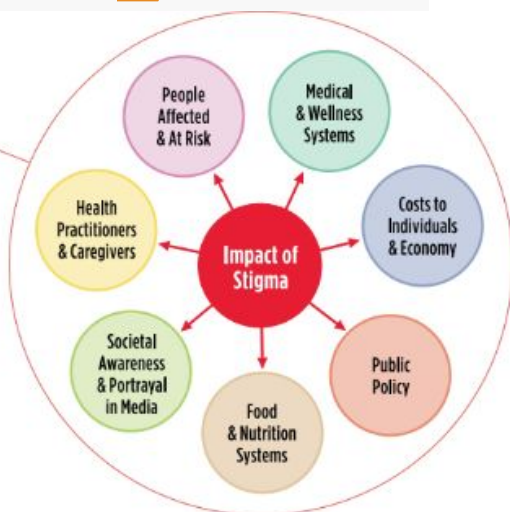
Join the Movement

Join the **Spoonful of Laughter** movement, a disruptive, out-of-the-box initiative focused on ending diabetes stigma by:

- Gleefully educating about diabetes
- Cheekily correcting stereotypes and stigma
- Encouraging curiosity instead of judgment



The diabetes ecosystem map shows the web of relationships that were identified by experts as key to understanding both our current situation, and how our work can be directed to reverse the trend for diabetes.



Lessons from HIV
& Gay Rights &
Racial Equity Movements:

**WITHOUT ADDRESSING
STIGMA HEAD-ON,
THERE CAN BE
NO MOVEMENT-LEVEL
MOBILIZATION**



**SPOONFUL
of LAUGHTER**

●●● Keep Imagining It Gets Better...

...what becomes possible?

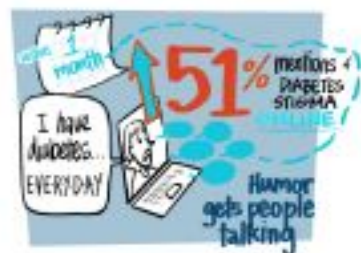
- **We have a tastefully funny and widely impactful library of humor resources in diabetes.** A Diabetes Comedy Bible.
- We co-create at least one of the sketch ideas from this workshop!
- People feel safe to challenge and transform their beliefs, and safe stepping up as allies.
- People feel more connected, people feel empowered, people know it is OKAY, people understand more about diabetes, people feel like they relate to others, and we all live in a more respectful, inclusive, and JOYFULLY FUNNY world!
- **Diabetes is better understood by the public + seen as no different than any other human condition**
- People's first reaction when they see/meet a person with diabetes is excitement - because they don't see them as other, they see them as someone with a cool perspective on life
- There's a great feeling when you meet someone w/o diabetes who has some understanding about it, but it's a rare experience. Increasing that experience for people w/ diabetes I think would really move the needle on quality of life
- People think twice about blaming and shaming people with diabetes and see them for the superheroes and mathematicians that they are.
- **People who have had no access to wellness care can ask for help and get the information they need to get help.**
- Improved education, screening for diabetic eye disease; Incorporate more T2 working with T1...



Tips Tricks Insights for using COMEDY



Kriss
Wittmann





Kriss
Wittmann





Core Resources

1. <https://www.dstigmatize.org/spoonful-of-laughter/>
 - a. See also <https://www.dstigmatize.org/resources/>
 - b. See also the [2025 Spoonful Campaign Def'ns & Descriptions](#) brief for catch-phrases, framing notes, & more resources!
2. <https://cmsimpact.org/can-comedy-work-social-change/>
 - a. The Center for Social Media Impact offers a treasure trove of resources on using comedy for social change.
3. The **Yes And Laughter Lab**: <https://yesandlaughterlab.com/>
4. For more on the research behind Laughtivism, check out this Podcast [Interview with Laughtivism founder Srdja Popovic](#) on his Blueprint for Revolution
5. [Dani's Diabetes & Mental Health Card Game](#)





& More For Your Comedic Inspiration:

Examples of Socially Conscious Comedy

- Key & Peele (sketch)
- Inside Amy Schumer (sketch)
- Alternatino with Arturo Castro (sketch)
- Blueprint for Revolution by Srdja Popovic (book)
- A Comedian and an Activist Walk into a Bar by Caty Borum Chattoo and Lauren Feldman (book)
- Elle Cordova (brilliant satirical poetry)
- Autistic Basketball Player (Satirical News Report Video)

Examples of “serious” Instagram pages that use humor quite effectively:

- Stats Canada: https://www.instagram.com/statcan_eng/
- US National Parks Service: <https://www.instagram.com/p/DCSwqvgPZXr/?hl=en>



THANK YOU!



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A Member of the Roche Group

