

dStigmatize

SPOONFUL of LAUGHTER



2025

IMPACT REPORT

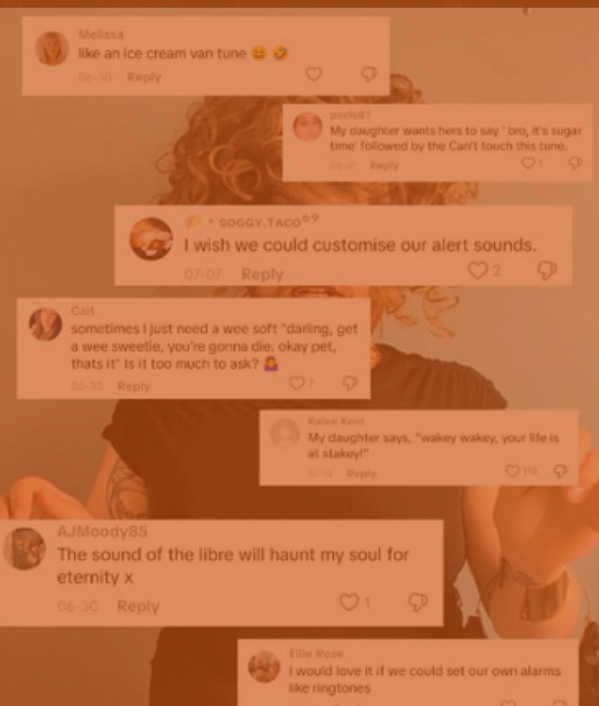
A movement to end
diabetes stigma

with laughter!



...HYPO DURING
NIGHT! WELL
THESE THINGS

NOTHING LIKE
COMEDY
LIKE



3

A letter from the dStigmatize team

How we're using laughter to change the diabetes narrative

4-5

A spoonful of impact

Measuring the impact of 2025's Spoonful of Laughter campaign

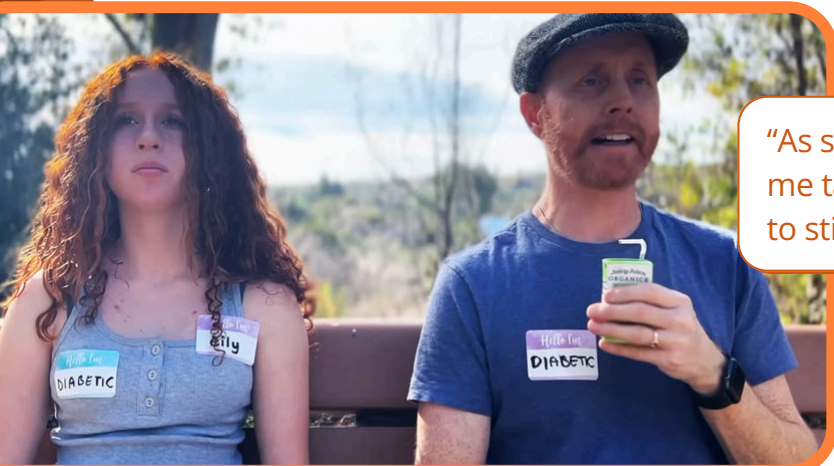
6

What's your spoonful?

Growing the movement

7

Thank you to our sponsors & team



"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?'"

A letter from the dStigmatize team

3

Dear allies of the movement to end diabetes stigma,

Thank you for your support in 2025. At diaTribe, we aim to improve the lives of people living with diabetes through education and advocacy. While there has been significant progress within the diabetes field, diabetes stigma continues to be a persistent issue.

Why? Because there are a lot of inaccurate stories about diabetes, and these stories come in many forms: harmful portrayals of diabetes in the media, long-held stereotypes about what a person with diabetes looks like, or even comments from others that belittle the experiences of those living with diabetes.

These stories aren't very powerful on their own, but together they create a deeply entrenched and stigmatizing cultural narrative that shapes the way people view diabetes.

Our dStigmatize program, which focuses on raising awareness around diabetes stigma and advocating for interventions, has an antidote. We're fighting back against these stigmatizing narratives with a heaping Spoonful of Laughter.

Spoonful of Laughter is how we speak to the public about diabetes stigma. Co-created with comedians, artists, advocates, and industry partners with and without diabetes, Spoonful of Laughter uses comedy to disrupt the embedded cultural narratives about diabetes, replacing them with more honest, accurate, and empowering stories.

In our first year, Spoonful of Laughter was a proof-of-concept exploration to see if it was

possible to make jokes about diabetes that invite people into the conversation without contributing to diabetes stigma. The response was overwhelmingly positive.

In 2025, we stepped on the gas. We flooded our channels with sketch videos, graphics, and stand-up comedy, tackled new topics like women's health, sex, diabetes-related complications, clinical trials, and hypoglycemia, and hosted a workshop to invite new comedians and organizations into our network, sharing our learnings and brainstorming new ways to message about diabetes. Through all of this, we saw our audience and engagement grow exponentially.

Now, we are looking to the future and expanding on our strategy, slowly shifting the diabetes narrative away from stigma and towards hope and respect. We know that curiosity, compassion, and connection are kryptonite to diabetes stigma and hope that you will continue to laugh and learn alongside us as we build a future that is stigma-free.

Thank you for being an integral part of the diaTribe community and the dStigmatize movement.



Matthew Garza
dStigmatize Director



Shae Puckett
dStigmatize Content Manager

dStigmatize

A spoonful of impact



In 2025, we dramatically scaled our impact with a fraction of the funding by tapping into an audience hungry for hilarious, diabetes-focused content that tackles stigma, tells authentic stories, and propels a message that resonates.

9,900,000

Impressions across all diaTribe and Spoonful of Laughter social media platforms



718,000

Engagements

over 7.25% engagement rate

- ♡ 588,000 likes
- 💬 5,000 comments
- 📌 92,000 shares
- 🔖 31,000 saves
- 🖱️ 2,000 clicks

12,000



New followers

across our Spoonful of Laughter accounts

96.9%

Unique followers on Instagram

Only 3.1% of our Instagram followers also follow our other channel @diaTribeNews, highlighting an opportunity to speak to a new, previously untouched audience.*

On Instagram, Spoonful of Laughter's **reach peaked at 1,342,000 unique viewers** in one 3-month period, 93.5% of which were not followers. Over 92% of engagements came from non-followers.

*based on Modash.io audience overlap analysis

dStigmatize

A spoonful of impact continued



We amplified the reach of Spoonful of Laughter and gained recognition for our approach to tackling stigma.

5

2025 Gold Anthem Award

Winner – Best Strategy

Spoonful of Laughter was awarded the top prize from a pool of over 2,000 submissions, besting giants like Spotify and Headspace for the gold.

20,000 

Spoonful of Laughter website views

330 

New email list sign-ups

19,800 

Total followers on social media

85% 

Increase in mentions of diabetes stigma online*

162% increase in potential impressions*

*based on social listening 10/10/25-11/9/25 compared to previous month

We've won
Gold in
The 5th Annual
Anthem Award

5TH ANNUAL
ANTHEM
AWARDS

dStigmatize

What's your Spoonful?

We hosted our first workshop for advocates and organizations in the diabetes space to share the Spoonful of Laughter philosophy and invite others to use this approach.

20

Organizations and advocates in attendance



1 New Resource Created

Comedy for Social Change & Education

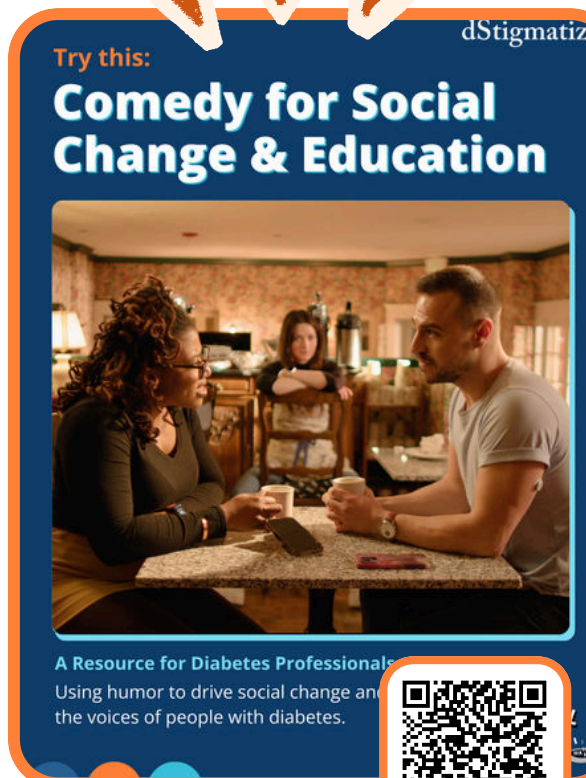
The Response*:

*Anonymized testimonies from workshop attendees

"This event was simply incredible. I loved that it challenged me to be in an uncomfortable position to grow and learn; that was simply magic, and I truly learned how difficult comedy is."

"Thanks so much for letting us participate! I was a great experience and a good reminder that collaborating with others on projects always produces a better result!"

"First off, that workshop was great! I'm excited to reach out to some people I met and begin collaborating on some more content. I've got some ideas percolating!"



Thank you to our sponsors & team



We want to express our deep gratitude to our 2025 sponsors, Genentech and Vertex. Spoonful of Laughter would not have been possible without their generous support.



We also want to thank the entire team that helped create Spoonful of Laughter, with an extra special thank you to Matthew Garza, Shae Puckett, Jim Carroll, Beth Strachan, Eileen Opatut, and the entire diaTribe team. Thank you to Tommy Crawford and Brian Fitzgerald from Dancing Fox and Brooking Gatewood from the Emergence Collective.



Want to support the diaTribe Foundation and help make Spoonful of Laughter possible? Scan the QR Code.