



EEP!  
YAAAAAWN..  
07:00  
140 MG/DL  
..HYPNOSIS  
NIGHT! WELL  
THESE THINGS  
NOTHING  
LIKE

COMEDY  
EAS

2025

THE  
A SATIRE ON LIVING WITH TYPE 1 DIABETES

Melissa  
like an ice cream van tune 😊😊  
06-30 Reply

peachell  
My daughter wants hers to say 'bro, it's sugar time' followed by the Can't touch this tune.  
06-29 Reply

SOGGY.TACO 69  
I wish we could customise our alert sounds.  
07-07 Reply

Cait  
sometimes i just need a wee soft "darling, get a wee sweetie, you're gonna die, okay pet, that's it" is it too much to ask? 🙏  
06-30 Reply

Kalee Kent  
My daughter says, "wakey wakey, your life is at stake!"  
06-04 Reply

AJMoody85  
The sound of the libre will haunt my soul for eternity x  
06-30 Reply

Ellie Ross  
I would love it if we could set our own alarms like ringtones  
06-04 Reply

dStigmatize

**SPOONFUL  
of LAUGHTER**

HA  
HA HA

# 2025

# IMPACT REPORT

A movement to end diabetes stigma  
with laughter!

# SPOONFUL of LAUGHTER



A movement to end diabetes stigma

with laughter!

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## 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

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## 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

## A spoonful of impact continued



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

# 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** 

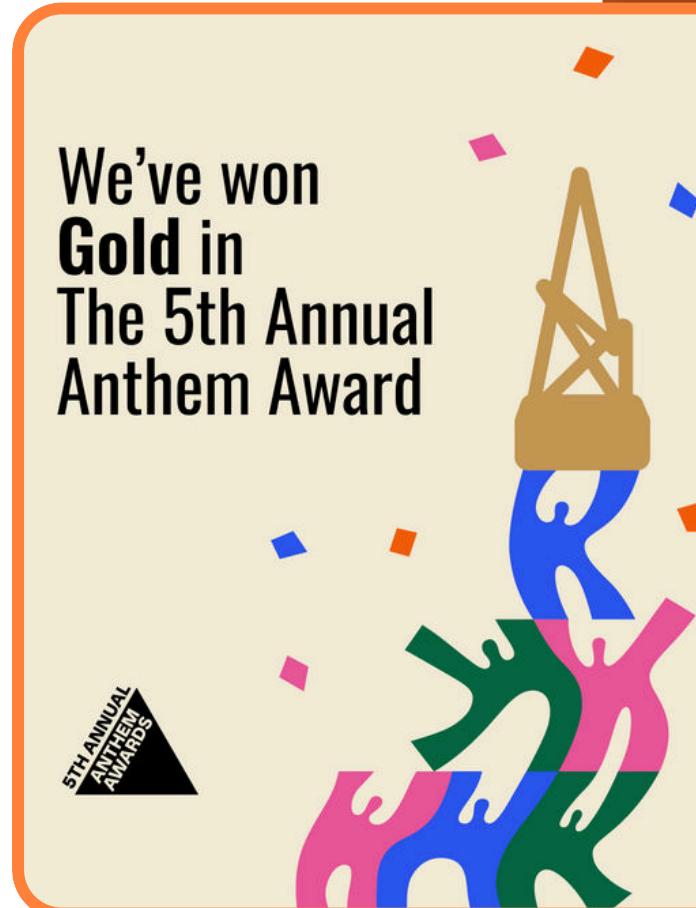
Total followers on social media

**85%** 

Increase in mentions of diabetes stigma online\*

162% increase in potential impressions\*

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





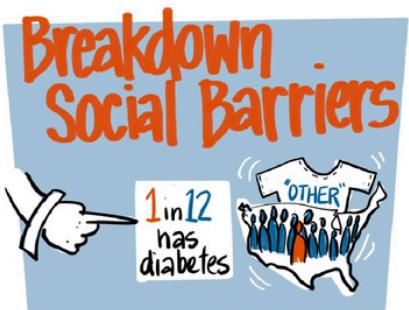
## What's your Spoonful?



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!"

dStigmatize

Try this:  
**Comedy for Social Change & Education**

A Resource for Diabetes Professionals  
Using humor to drive social change and the voices of people with diabetes.

**dStigmatize**

## 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.

**Genentech**  
*A Member of the Roche Group*



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.