ADA's Strategic Compass

GLOBAL LEADER

Transformational, high-impact partnerships

Systemic approaches to drive health equity

World-class media and communications

CONNECTED COMMUNITY

Invested community leadership

Dominant voice in diabetes advocacy

Empowered volunteers

PREFERRED PARTNER

Investment in high-yield research

Global adoption of *Standards of Care*

Leading resource for people with diabetes

TRUSTED SOURCE

Outcomes-driven delivery systems

Clear and fundable value

Stewardship of partners and donors

Collaboration
Accountability
Agility
Equity and Inclusion
Results

American Diabetes Association.
Connected for Life.

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