

FOR IMMEDIATE RELEASE

Ground-breaking crowd-funding research seeks to stop diabetes stigma

A ground-breaking funding initiative called Research My World has been launched, giving the general public the power to influence which research projects are funded.

Among the projects seeking funding is a world-first: [Diabetes stigma: A real problem](#). The project's funding target of \$5000 will be used to understand the causes and consequences of social stigma experienced by people with diabetes using a benchmark survey of over 8000 Australian adults with type 1 and type 2 diabetes. Importantly, if the funding target is not met by 10 June, no money is allocated to the project.

Diabetes is a serious chronic health condition, affecting over 1.7 million Australians living with diabetes and 280 Australians are diagnosed with diabetes every day.

Dr Jessica Browne, researcher at the Australian Centre for Behavioural Research in Diabetes* said that "the more we know about how and why social stigma is experienced by people with diabetes, the better chance we have of addressing this stigma – ensuring that people with diabetes can live their lives free of this burden."

Health-related stigma refers to negative social judgement based on a feature of a health condition or its management that leads to discrimination, exclusion, rejection, blame, stereotyping and status loss.

Dr Browne and ACBRD's research has pointed to the fact that people with type 1 and type 2 diabetes experience stigma as well as experiencing a higher likelihood of mental health issues, constant management of the condition and the risk of complications – yet the prevalence of stigma in people with diabetes has not been able to be measured.

David Perugini, a prominent Melbourne lawyer says he was affected by stigma early in his career when he was upfront about his type 1 diabetes. He advised that his diabetes was managed well and had no complications, yet he said, "At the end of one interview I was told that I could not be given the job due to my diabetes, and that they couldn't employ someone who may require frequent time off to attend doctors' appointments. I was shocked this was the reasoning they gave."

Visit pozible.com/diabetesstigma to donate to the campaign and follow the project on Twitter using the hashtag [#diabetesstigma](#), on Facebook at facebook.com/diabetesstigma or on Instagram at [@diabetesstigma](#)project.

*The [ACBRD](#) is a partnership for better health between Diabetes Australia – Vic and Deakin University. Diabetes Australia – Vic is the leading charity and peak consumer body working to reduce the impact of diabetes.

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