

Reducing Stigma with a Spoonful of Laughter

Using Comedy-Driven Messaging to Raise Awareness About Diabetes Stigma and Shift Cultural Narratives About Diabetes

Shae Puckett¹, Brian Fitzgerald², Tommy Crawford², Beth Strachan³, Eileen Opatut³, Jim Carroll¹, Matthew Garza¹ | ¹The diaTribe Foundation, San Francisco, CA, USA; ²Dancing Fox; ³Independent Consultants

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Spoonful of Laughter is a narrative-shifting, social media-focused campaign co-created with people living with diabetes (PLWD). It uses comedic short-form videos and illustrations to...

- highlight common stigmatizing experiences and ways to support PLWD
- educate about the challenges of diabetes management
- promote more accurate, respectful, and hopeful narratives about diabetes



Watch the trailer to learn more!

Changing the Narrative: Impact of Spoonful of Laughter

In our first 13 months, we demonstrated it is possible to make hilarious diabetes-focused content that addresses stigma and resonates with a wide audience. In the responses, we have observed PLWD bonding over shared experiences of diabetes, and people without diabetes learning something new about the PLWD experience.

*From Posts on Instagram and TikTok, 10/2024-11/2025; *Instagram and TikTok, 9/30/2025-11/12/2025

9,000,000

Impressions*

16,000

New followers*

2,100,000

People reached in 6-week period*

718,000

Engagements*

588,000 likes

5,000 comments

92,000 shares

31,000 saves

Comedy In Action

How Spoonful of Laughter educates about diabetes and combats stigma in this comic created for Spoonful of Laughter by Janina Gaudin (@missdiabetes).



Picture a viewer who knows very little about how difficult managing diabetes is, or even believes the stereotypes that PLWD are weak, needy, or over-dramatic.

Though a humorous video or comic, the viewer sees how PLWD experience greater challenges navigating something easy and unremarkable to the viewer: airport security.

The viewer learns a more complete picture of what a PLWD looks like, the challenges they face, and may now approach PLWD with more curiosity and compassion.

You Can Help Spread a Spoonful of Laughter to End Diabetes Stigma

Comedy in messaging can be used and adapted to a wide variety of applications without the need for additional resources to get started.

To help share this approach, we developed a guide that explores why comedy works to promote social change and provides fun exercises for using humor as an educational tool in your work. To try it out, scan the QR code to the right and share your creation with us on social media with the tag #SpoonfulOfLaughter. Together, we can spread a Spoonful of Laughter and help stop diabetes stigma!

Moving forward, we hope to see additional organizations and individuals adopt this approach, and more empirical studies to explore whether comedy is more effective at educating and combating diabetes stigma than traditional approaches.

Try these guidelines for using comedy in your messaging:

- Amplify the solutions, not the stigma!
- Don't shame the stigmatizers! Instead, invite curiosity and conversation.
- Avoid punching down! Don't elevate PLWD (or certain types of diabetes) at someone else's expense.
- PLWD are not the punchline! Challenge yourself to highlight the absurdities of diabetes stigma, not of PLWD.



Get our guide and try it!

