

JERRY

MORE THAN A TEDDY

Standing a little bit under knee-high, tanned and brown, and with arms the perfect length for a cuddle, our friend Jerry the Bear has been busy teaching young children about their new diagnosis.

More than a comforting teddy, Jerry the Bear is a learning tool that children find relatable. This cuddly character has been in Aotearoa New Zealand since 2017. That's when the Grocery Charity Ball generously donated funds allowing Diabetes NZ to gift a Jerry to every child with type 1

diabetes aged 4 to 10. In that time, Diabetes NZ has given away 610 bears.

Jerry the Bear's job is to help not only the child who has diabetes but the whole whānau learn how to manage the condition.

As well as being a thoroughly cuddly friend, his colourful patches work with a smartphone app designed specifically for children. In Jerry's virtual world, children can wash and dry Jerry's paws, test his blood sugars, and give him insulin when he needs it. They also learn how to count carbs and can see the results of choosing various foods on his blood-sugar levels.

GLOBAL BEAR

Jerry is well travelled. Before he came to Aotearoa New Zealand, he had already been to many countries. An earlier iteration of Jerry even met Barack Obama when he was President of the U.S.

Designed by Sproutel in the U.S., Jerry is the result of a group of engineering students who wanted to create an interactive learning tool for young children. The originators found that kids with diabetes would make-believe that their existing soft toys had diabetes. Just as they had to prick their own finger, they might 'prick' their toy's paw, pretending to test blood-sugars.

Jerry's designers found that children were mirroring their own lives by re-enacting the routines that they experienced every day with their own diabetes. And through involving Jerry in their daily lives, children can change their perception of diabetes.

Children become caregivers to Jerry, suddenly elevated to the same level as their parents, thereby feeling that they have more control over the situation. The feeling of control makes them feel less alone if they can see that a cuddly bear is on the same journey as they are.

Jerry the Bear has been used as a learning tool outside the home as well – in schools and early childhood education centres. This is where Jerry can educate the wider community, breaking down diabetes in a way that kids can easily understand. Because the diabetes

*Jerry the Bear.
He's a friend when
you're going through
a tough time.*





activity is done through the app and isn't built into the bear, he can be carefully spot-cleaned. He doesn't like swims or soaks though.

KIA ORA, JERRY

Jerry has been a hit with Kiwi kids since his introduction five years ago. He flies into a kid's home in a Brave Bear Pack, which includes a drink bottle, and it's all wrapped up in a drawstring bag.

Six-year-old Macie Sharland, from Greymouth, adores her Jerry. Her mum Leigh says Jerry the Bear has been a big part of her daughter's diabetes journey. Diagnosed at only 23 months old, Macie has found a constant friend in Jerry. He accompanies her on every hospital visit.

Another six year old, Adele Morgan, from Wellington, has found comfort in her Jerry. Her mum Monnie says, 'Jerry bear helped my little girl when she was first diagnosed. He made her feel comfortable when Jerry needed to get an injection or a blood test done. She still has tea parties with him. He is definitely a sentimental treasure she will keep forever.'

'Jerry the Bear has helped my little warrior through tough times. She carries him everywhere.'

– MACIE'S MUM,
LEIGH SHARLAND

YOUR HELP

The donation from the Grocery Charity Ball has lasted a wonderful five long years. The last Jerry is about to walk his way out the door and into a child's arms, but the funding has finally run out. Diabetes NZ needs funds to buy some more and is seeking to raise money through generous donations.

There are about 3600 children and young people living with type 1 diabetes in Aotearoa New Zealand. It's estimated that a further 400 are diagnosed every year. We would love to be able to support each of these courageous tamariki with a Brave Bear Pack, but the cost per pack is \$150.

Public support is crucial to help Diabetes NZ continue to gift Brave Bear Packs to tamariki aged 4-10 who are living with diabetes in Aotearoa New Zealand. We are grateful to those who have donated in the past.

People who are interested in supporting this project are able to donate through the Diabetes NZ website www.diabetes.org.nz, using the donation portal.

Thank you in advance for your support. Our young people and families living with diabetes thank you too. With your help, we will continue to help them and all Kiwis living with diabetes.

MY IDENTITY
IS PROUD TO CREATE

JERRY



\$79
each

FASHIONABLE MEDICAL
ID JEWELLERY

Jerry the Bear, the little bear with a big job to help children who have type 1 diabetes and their whānau as they learn how to manage the condition.

SHOP NOW
FOR A BEAUTIFUL PIECE OF
JEWELLERY AND SUPPORT
OUR COMMUNITY

LIMITED NUMBER AVAILABLE.
PRICE INCLUDES ENGRAVING
AND FREIGHT.

MY IDENTITY

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