



BEANO

# REEMA KEEPS HER COOL

Want to know more about how kids like Rhythmin' Reema find support and information to live life to the full with type 1 diabetes? Scan the QR code!

Thanks to decades of research we now know more about type 1 diabetes, including that it's an autoimmune disease that has several stages. To learn more about diagnosis of T1D, living well, finding community, diabetes technology and more, discover Breakthrough T1D UK.

As a leading global type 1 diabetes (T1D) research and advocacy charity, they support and connect people living with T1D and provide information and guidance that make it easier to live and thrive with T1D.

This disease awareness advert is funded by Sanofi and created in partnership with input from Breakthrough T1D UK.



# AND SAVES THE SCHOOL!

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Breakthrough T1D™  
Formerly JDRF

sanofi

# REEMA KEEPS HER COOL AND SAVES THE SCHOOL!



I'm Reema, you can hear ma, fave thing is to rhyme, any old time I see fit, to spit, out fine lines, and rhymes!

At school...  
Woah! What a mean scene! A creature feature!

Call the FBI!  
Call the army!  
Call my mum!

Call a teacher?! - Ed

The sea monster picks Reema up...  
What's the prob, Rob?  
I can't get in my phone again! I forgot my pin!  
Five, six, seven, eight, mate!  
Oh yeah, thanks!

The monster puts Reema down...  
Sorry about the mess.  
Don't stress!

Urrgh... I don't feel that good... something that rhymes with good...

There's a lot going on in Reema's head...

Arrgh! Don't panic! I'll do the panicking! Why's Reema not well?  
It's Reema's blood sugars! They're too low!  
HIGH BLOOD SUGAR  
LOW

Down in the guts...  
Woah! The immune system has been attacking the pancreas!  
Her blood sugar is low even though it's not producing insulin!  
This is bad!

Reema needs help! I'm ordering a system-wide shutdown!

Reema faints...  
Miss... I don't feel very...  
urrrgh!  
REEMA!

REEMA!

Later...  
I fainted because I have something called Type 1 Diabetes and was hypoglycemic, which means the sugar in my blood was too low. I had some orange juice to help raise it again.

Because my body has stopped making insulin, I have to manage...  
Why?  
... my blood glucose levels myself, by injecting insulin or using a pump so my body can process sugars from eating and drinking.

It's hard to tell. It's still being researched!  
I feel better now

Will you get better?  
but there's currently no cure for T1D.

Why have you stopped rhyming?  
You try rhyming things with hypoglycemia!

To process blood sugars that are made when I eat, an injection or pump help keep me on my feet.  
I monitor my levels with a sensor in my arm...

... that connects to my phone and keeps me from harm.  
Cool!

Reema goes back to her seat.  
WHOOO! REEMA!

But...  
Arrgh! The monster's back! Save us, Reema!

Reema

Reema



## CERTIFICATE FOR NON-PROMOTIONAL ITEMS (PMCPA)

**Version:** 1 . 0

**Document Number:** MAT-GB-2400138

**Document Name:** BEANO comic aT1D

**Country:** Great Britain Northern Ireland

**Product:** General Diabetes

**Material Type:** Patient Education/Program materials

**Material Intent:** Non-Promotional

**Certification Type:** Certification

**Audience:** General Public

**Additional Audience:**

**Intended Use:** External Use

**Method of Dissemination:** Digital Print

**Material Owner:** Laura Wetherly

I have examined the final form of the material and in my belief it is in accordance with the requirements of the relevant regulations relating to advertising and this Code, and is a fair and truthful representation of the facts.

<b>Role</b>	<b>Signature</b>
Alison O'Toole - Medical	Date: 23-Oct-2024 12:54:27 GMT+0000
Laura Wetherly - Final Form Inspection	Date: 13-Nov-2024 16:43:01 GMT+0000