



# The Debilitator

*a film that addresses the impact of  
Diabetes and its complications*



*“THIS FILM CLEARLY  
COMPLIMENTS OUR  
MISSION”*

*CENTERS FOR DISEASE CONTROL & PREVENTION*

**DIABETES EDUCATION PROGRAM  
JARIUS PROJECT, LLC.**

FEATURING

**“THE DEBILITATOR”**

# **THE BURDEN OF DIABETES IN GEORGIA:**

- Approximately 1,013,358 people in Georgia, or 12.4% of the adult population, have diagnosed diabetes.
- An additional 234,000 people in Georgia have diabetes but don't know it, greatly increasing their health risk.
- There are 2,674,000 people in Georgia, 33.7% of the adult population, who have prediabetes with blood glucose levels that are higher than normal but not yet high enough to be diagnosed as diabetes.
- Every year an estimated 73,912 people in Georgia are diagnosed with diabetes.

# DIABETES IS EXPENSIVE:

- **Diagnosed diabetes** costs an estimated **\$11 billion** in Georgia each year.
- People with diabetes have **medical expenses approximately 2.3 times higher** than those who do not have diabetes.
- Total **direct medical expenses** for diagnosed diabetes in Georgia were estimated at **\$7.8 billion** in 2017.
- In addition, another **\$3.1 billion** was spent on **indirect costs** from lost productivity due to diabetes.

# OBJECTIVE:

- Diabetes awareness for employees
- Potential impact of Diabetes & COVID-19
- Improved employee work productivity
- Increased savings for Georgia municipalities





# COVID -19 STATISTICS IN GEORGIA

[Tracking coronavirus in Georgia - Google Search](#)

## THE PROGRAM:

- DIABETES EDUCATION & PREVENTION IS KEY
- INFORMATION ON THE IMPACT OF COVID-19 FOR PATIENTS W/DIABETES
- FOCUS ON THE WELLNESS OF EMPLOYEES WORKING FOR GEORGIA MPT
- PARTNER WITH GA. MUNICIPALITIES - HUMAN RESOURCES OFFICE, & INSURANCE PROVIDERS

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**Statistically, 10% or greater of employees that work for Georgia municipalities likely have pre-diabetes or diabetes. JAIRUS PROJECT, LLC proposes to provide a Diabetes & COVID-19 course for employees that work for Georgia municipalities that live with pre-diabetes and diabetes.**

- Utilizing THE DEBILITATOR DVD and NEW BEGINNINGS DISCUSSION GUIDE

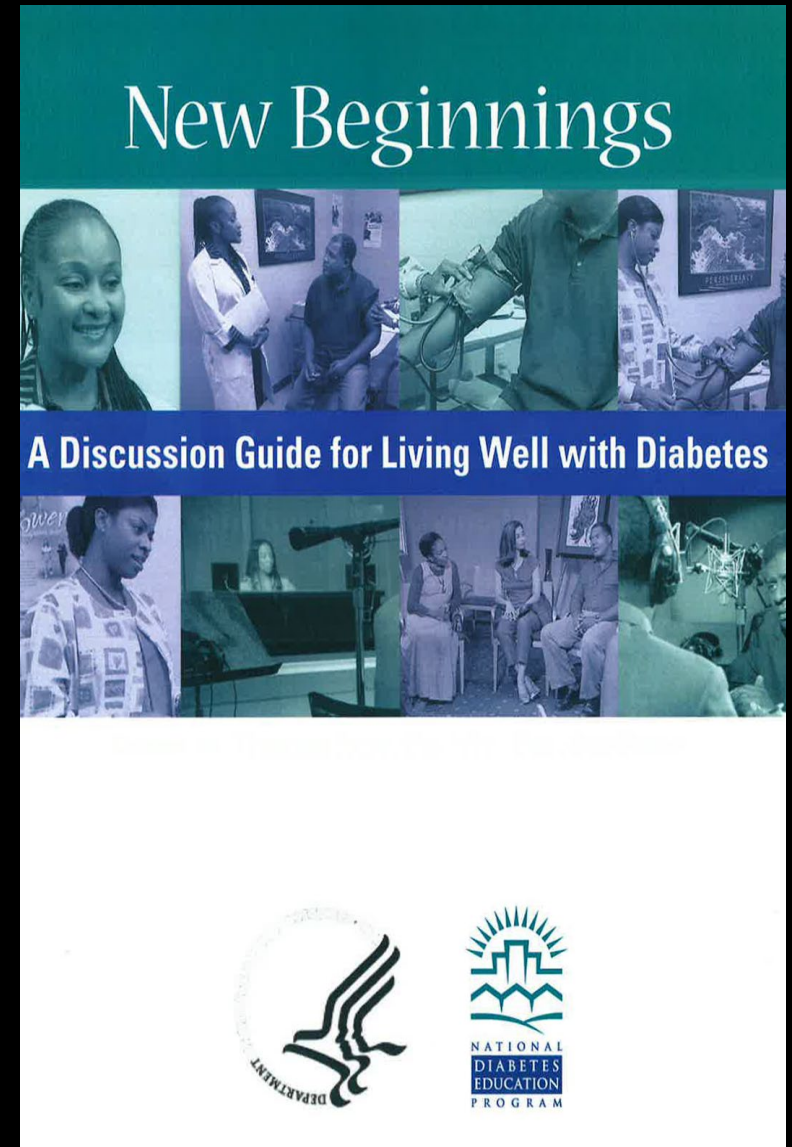
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# INSTRUCTIONAL GUIDE


## THEMES:

- **Be Smart About Your Heart: Know Your ABCs**
- **Diabetes Detection: Could I have Diabetes Right Now and Not Know It?**
- **Working with Your Doctor**
- **Children and Family: How Can They Understand?**





## CDC COVID-19 RISK RELATED TO UNDERLYING MEDICAL CONDITIONS

- **Type 2 diabetes**
  - Obesity (BMI of 30 or higher)
  - Serious heart conditions, such as heart failure or coronary artery disease
  - COPD (chronic obstructive pulmonary disease)
- 

# BENEFIT TO GA. MPTY & EMPLOYEES

## EMPLOYEES & GA. MPTY

### RETURN ON INVESTMENT (ROI):

#### BENEFIT OF WELLNESS

REDUCED HEALTH CARE COST  
HIGHER ENGAGEMENT  
HIGHER EMPLOYEE SATISFACTION  
REDUCED ABSENTEEISM  
BETTER EMPLOYEE CULTURE  
HIGHER EMPLOYEE RETENTION  
EASIER RECRUITING


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# MUNICIPAL CLIENTS:

- City of Atlanta
- Clayton County
- Fulton County
- Rockdale County
- City of Union City
- City of Fairburn
- City of Douglasville
- Douglasville – Douglas County Water and Sewer Authority



**Fulton County Department of Health and Wellness Presents**

**Living Well with**  
**DIABETES**

**A 12-Week**  
**FREE Lunch & Learn Series**  
**Open to ALL**  
**Fulton County Employees**

**FULTON COUNTY DIABETES FACTS**

- Diabetes is on the rise in Fulton County.
- Over 50,000 people in Fulton County are living with diabetes, with over 4,000 new cases diagnosed every year.

**THE LIVING WELL WITH DIABETES SERIES FEATURES**


- 12 one-hour lunch and learn sessions.
- FREE, healthy, diabetic-friendly lunch provided.
- CDC-approved content on the emotional, spiritual and medical challenges of being diabetic.
- Facilitated group discussions about real-life stories featured in the award-winning documentary The Debilitator.

**TOPICS OF THIS CLASS WILL INCLUDE**

- Diabetes Detection: Could I have Diabetes Right Now and Not know it?
- You Can Be Your Own Worst Enemy or Best Friend.
- Children and Family: How Can They Understand?
- Working with Your Doctor.
- Fear of "the Needle".
- A Frightening Future: The Rise of Type 2 Diabetes.


**This class is ideal for you if you are:**  
Diabetic, Pre-Diabetic or have family members who are Diabetic

**When:** September 23, 2016 through March 24, 2017, Bi-weekly Friday sessions - Noon – 1:00 p.m.  
**Where:** Fulton County Government Center, Third Floor Training Room



Class Facilitator Maurice Madden is a diabetes educator and healthcare consultant. He is also a Type 2 Diabetic. He has worked with the Medicare Diabetes Screening Project, the Centers for Disease Control and Prevention (CDC) and the pharmaceutical company Novo Nordisk. Maurice is the writer/producer of THE DEBILITATOR which is featured in the Living Well with Diabetes series.

**Enrollment is open to the first 30 employees who sign up. Your attendance at all 12 sessions is highly encouraged in order to maximize the benefits. IF you, or a family member have diabetes, then enroll today. YOU and your family can live well with diabetes!**



**To register contact:**  
**Dorothy.Gaines@fultoncountyga.gov or 404-613-1480.**



# AWARD AND ACKNOWLEDGEMENT

## Diabetes film gets sufferers' attention

### Filmmaker wins award

By MASHAUN D. SIMON  
For the Journal-Constitution

Maurice Madden, 43, is on a mission that may not be financially rewarding — at least not so far — but is just as gratifying to him in other ways. The Morehouse graduate has begun making films that educate and entertain. He is currently working on a series of health-focused films designed to tackle issues he believes are too often ignored.

His second film in the series, "The Debilitator," is the one that is most personal to Madden. It has also been a major success at reaching African-Americans who suffer from diabetes, according to experts, and Madden has just received a national award for the film from *Life*TV.

Madden got the idea for "The Debilitator" after being diagnosed with Type 2 diabetes himself. Type 2 is the most common form of the disease, and it affects African-Americans in disproportionately large numbers.

The 30-minute docudrama, which is loosely based on Madden's own experiences at coming to terms with the disease, is about an African-American man who dreams of dying from a heart attack because he has neglected his diabetes.

Madden, who was 35 when he was diagnosed, said learning he had diabetes came as a shock.

"I did not see anything like diabetes being an issue [for me]," he said. "Finding out something like that changes your entire perspective."

Even though his family history predisposed him to diabetes, Madden said he was relatively ignorant about the disease until he joined the ranks of sufferers. At that time, he was



**Maurice Madden** got the idea for the film after being diagnosed with Type 2 diabetes.

## Film: 2nd in health series wins filmmaker a prize

► Continued from J1

healthy and full life, he said. He also began thinking of how to help others with Type 2 diabetes.

The Anniston, Ala., native had taken a filmmaking class while studying medical illustration at Morehouse College. Although he quickly got hooked on filmmaking, it took time for him to move into that world.

After graduation, he interned as a medical illustrator for the Veterans Administration Medical Center in Tuskegee.

But filmmaking kept calling him. He worked on a number of small film projects in Alabama before moving back to metro Atlanta and starting his own company, Millennium Filmworks Inc.

His first film dealt with HIV/AIDS, attacking what Madden calls the stigma of the epidemic.

Then came "The Debilitator."

"Initially it was a small, seven-minute lead that introduced the concept of the film," said Michael Mawby, chief governmental affairs officer for Novo Nordisk, the U.S.-based global company that awarded Madden a grant to hire actors and to write and produce the film.

Novo Nordisk is dedicated to diabetes education and prevention.

Mawby said he first saw Madden's film when he worked for the American Diabetes Association and felt that it spoke to the African-American community.

"I saw how others responded to [the concept]," he said.

When Mawby joined Novo Nordisk, he immediately threw his support behind the project.

"We saw the value in a film such as this one and felt a very strong desire to support it," he said.

Since Madden completed "The Debilitator" last year, other health-related organizations have discovered it.

The film is being sold on the Web site of the American

the film called "New Beginnings: A Discussion Guide for Living Well with Diabetes," said Veronica Davison, public health adviser for the CDC's National Diabetes Education Program.

After "The Debilitator" is shown in schools, at community meetings or in other public forums, the booklet serves as a guide to encourage discussion about the film and get people to talk about the emotional impact of diabetes in their own lives, Davison said.

"The Debilitator" clearly complements the CDC's mission," she said. "It offers a creative approach to diabetes education and offered our program an opportunity to provide accurate statistical information about diabetes and the prevalence of the disease among African-Americans."

The exposure Madden has received during his fledgling film career has been uplifting, he said.

"It all is validation that I am doing the right thing," he said.

The way Madden's film addresses the issue of diabetes and makes it relevant was what made "The Debilitator" stand out to the producers at *Life*TV, said Tom Karlya, vice president of development and an executive producer of *Life*TV, which airs on Sundays on CNBC and focuses on diabetes education.

Madden, along with 23 others, was profiled by *Life*TV for producing "The Debilitator." Viewers were then given a chance to vote on 10 of the 23 that they thought should receive inaugural *Life*TV awards.

"After 20,000 votes were tabulated," said Karlya, "Madden was among the 10 chosen."

Madden is the only award recipient from the Atlanta area.

As part of Atlanta's recognition of November as National Diabetes Awareness Month, Madden was to receive his award this week. "I am on cloud nine," he said.

Madden said his next film will focus on colorectal cancer.





## **COURSE STRUCTURE:**

### TWELVE SESSIONS:

- Film Presentation
- Teaching one Session per class from the NEW BEGINNINGS Discussion Guide – (based on themes from THE DEBILITATOR) i.e. Diet, Exercise, Taking Medication, etc.
- Pre and Post Evaluation of level of knowledge of Diabetes



## CONTACT INFORMATION:

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