

**"Roger Moore Project:
Towards a society where children can dream even if they have diabetes"
JADEC launches new initiative to combat pediatric diabetes**

November 14, 2025

JADEC (Japan Diabetes Association for diabetes education and care, Chairperson: Yutaka Seino / Director General of Kansai Electric Power Hospital, Location: Chiyoda-ku, Tokyo) has launched a new project, the "Roger Moore Project," which aims to support children with childhood-onset diabetes and their families, and to comprehensively improve the environment surrounding them. This project aims to create a society in which children living with the disease can confidently envision their future, and will provide multifaceted support linking education, medical care, and the community.

■Challenges in pediatric diabetes and project background

Children diagnosed with diabetes live with physical and mental burdens due to daily blood sugar management and medical care. In particular, **immediately after diagnosis**, both the child and their parents are likely to feel great anxiety and isolation, and it is not uncommon for it to take time to connect them to appropriate information and support. In addition, there is a lack of understanding about diabetes in schools, so there is a need to create an environment where children can live their school life with peace of mind.

Mr. Roger Moore, who has management experience at an international pharma company, approached JADEC, saying, "I would like to provide ongoing support for the future of children with diabetes in Japan." In response to Mr. Moore's generosity, JADEC established a project team and officially announced the launch of the " Roger Moore Project " today, World Diabetes Day.

■Three pillars of our activities

The first year of the Roger Moore Project will focus on children living with type 1 diabetes and their families.

Immediately after being diagnosed with type 1 diabetes, children and their parents are left with great anxiety and confusion. JADEC has many years of experience in running pediatric diabetes prevention programs, such as pediatric diabetes camps, and believes that " **how to**

support the first step " will have a significant impact on the child's motivation for treatment and self-esteem. JADEC's unique support program will be developed around the following three pillars:

1. Support for children in the early stages of the disease: Creating a space that fosters peace of mind and hope

- Social gatherings to support the anxiety of those in the early stages of the disease (dialogue with medical professionals and people with the same disease, workshops, etc.)
- Production of a series of age-appropriate information tools called "My Body and Diabetes" (working title)

2. Support for parents with children in the early stages of the disease: bridging empathy and information

- Meetings where parents can talk to each other (lectures by medical professionals, building connections between families, etc.)
- Production of a series of developmental stage information tools called "Our Children and Diabetes" (tentative title)

3. Influencing the school environment: Providing peace of mind for all children with diabetes

- Support for education through visiting diabetes classes and the production of supplementary teaching materials for teachers
- Building a comprehensive support system in collaboration with school education-related organizations

■ Social significance of the activity

The Roger Moore Project complements existing medical support and information provision, while presenting **a new approach that focuses on the gap in support immediately after the onset of illness**. The novelty and social significance of this project lie in the following points:

- Multi-dimensional support that simultaneously supports emotions, information, and systems
- Designed to foster a sense of confidence, self-affirmation and self-efficacy in children and parents
- A trinity model that brings together medical care, education, and the community
- nationwide support framework that can be applied to other chronic diseases

PRESS RELEASE



This project will not only support children with diabetes, but will also work in conjunction with JADEC 's advocacy activities to create a movement that will have an impact on society as a whole, spreading the value of **"a society where people can dream even if they have an illness."**

■Comment from Mr. Roger Moore

I have lived in Japan for over 40 years, and for 30 years I worked at Novo Nordisk, where I was involved in the diabetes community and had the chance to meet fine, dedicated people.

After retiring and returning to Australia, my family and I recently decided we wanted to support children with diabetes and their families in Japan, so I approached JADEC Chairman Seino about it.

As a result, the Roger Moore Family Trust has decided to financially support a series of new projects to combat pediatric diabetes in Japan over the next 10 years.

Through the medical, educational, and community support plus love provided by this project, I hope to create a society where all children with diabetes can pursue their dreams and envision a future filled with smiles.



Mr. Roger Moore

■Comment from Chairman Yutaka Seino

We want to create a society where children diagnosed with diabetes can live their lives as they wish, without having to give up their dreams because of their illness. The Roger Moore Project is an initiative that provides support to children and their parents, delivering reassurance and hope, especially during the most anxious period immediately after the onset of the disease. Through this project, medical care, education, and the community will work together to create an environment where children with the disease can grow up without being isolated. We want to give shape to Mr. Moore 's vision and foster the value throughout society that 'you can still dream, even if you have an illness.

■ Future developments

In 2026, we plan to hold approximately three to five social gatherings across the country for children in the early stages of the disease and their parents. Additionally, a series of information booklets for children and parents is currently in the works, with the aim of completing and releasing them by the end of June 2026. We aim to make these tools widely available through collaboration with medical institutions and educational institutions.

This project will continue for several years, and new support programs, including those aimed at combating type 2 diabetes in children, are planned to be developed in the future.

■ **About JADEC (Japan Association for Diabetes Education and Care)**

JADEC was founded in 1961 with the aim of spreading correct knowledge about diabetes and engaging in advocacy. It currently has diabetes approximately 105,000 members, including people with diabetes and their families, medical staff diabetes such as doctors, dentists, nurses, registered dietitians, and pharmacists, as well as companies and citizens interested in diabetes. The organization has approximately 1,600 patient groups under the 47 prefectural diabetes associations, and aims to reduce diabetes in Japan through educational activities in local diabetes communities.

JADEC became a public interest incorporated association in April 2013. With the aim of popularizing the new name, from 2024 the organization will also use the English name JADEC.

◇**Contact**◇

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