

Heroic Diabetes Announces it's "Hi-tech/Hi-touch" Mission to Deliver Diabetes Self-Management Training to Every Child with Type 1 Diabetes - Implementing the HeroicPR AI-driven public relations machine

Our mission is to give every child with T1D and their family the diabetes training they deserve—empowering them to live their full adventure through fun, accessible, and effective diabetes education and community. With the right training, these kids will become leaders in their families and communities.



Boise, Idaho (July 9, 2025) - Heroic Diabetes offers a free mobile, game-based and practitioner integrated education platform designed to empower children (K–6) living with type 1 diabetes and their families. Accessible on any internet-enabled device, it blends virtual summer-camp experiences with evidence-based modules on physiology, nutrition, management, glucose monitoring, and mental wellness—each daily session lasting around 20–30 minutes. Additionally, Heroic Diabetes has a team of licensed diabetes educators who deliver DSMES as an ADA-Recognized telehealth clinic ready to support the whole family. We are uniquely positioned to open DSMES access to the 95+% of children with T1D who are not getting this crucial service.

“Using the best of kid-driven, game-based, AI and tokenized learning integrated with licensed diabetes educators, we go beyond simple gamification; this is experiential learning in an engaging 3D world where kids learn with no added burden to parents or clinicians”, states Jaren Smith, CEO of Heroic Diabetes. As a Critical Care Registered Nurse, Jaren started this project to help children with type 1 diabetes get the information, skills, and motivation they need to prevent hospitalizations, lower the risk of secondary disease, and accomplish their goals. “We reinforce the healthy behaviors every parent wants their child to develop before becoming teens and young adults.”

Parents monitor their child’s progress and earn rewards for their child’s avatar through our Parent Portal. This helps families become a team and breaks down the barriers so many parents experience when teaching their children about health and wellness (stay tuned for the announcement about the cryptocurrency platform that converts the Heroic tokens into real cash and ownership of Heroic Diabetes). The kids will each receive the Heroic Backpack and their own Heroic Laptop that will become their “health companion” for them and their family.

We have integrated this game with a team of tech empowered diabetes practitioners that blend the best of technology (24 AI-powered superhero coaches), with the best of human care (licensed educators managing the AI coaches). This makes us hugely scalable and effective while improving access to underserved families. Heroic Diabetes aims to reduce inequities by providing scalable access to high-quality diabetes education irrespective of socioeconomic status. Recognized by the American Diabetes Association as one of their top innovators of 2024, the program is currently integrating into clinics and funded by health insurance.

The HeroicPR public relations platform is a proven integration of traditional and AI public relations where connection is created between Heroic Diabetes and the gatekeepers of partnerships and traditional and social media. Using AI agents, we distribute and maximize the impact and reach of our story to create news momentum. This is how we get our platform and our partners’ resources to the masses.

About Heroic Diabetes Foundation

Our mission is to give children with T1D and their families the diabetes training they deserve—empowering them to live their full adventure through fun, accessible, and effective diabetes education and community. With the right training, these kids will become leaders in their families and communities. We have developed the leading kid-driven, game-based, AI and tokenized life-skills learning platform with over 10 million K-6 students over the past decade, connecting, engaging, and delivering world-leading academic, social, and health results. Our data shows us if a student spends a minimum of 23 mins per day in the game, they will not only become proficient in the Top 20 critical life skills, but they will also become proficient at their math and reading state tests. Now, this tool is available for every family in the Type 1 diabetes community. Go to www.HeroicDiabetes.org to learn more.

