May 12, 2020

Santa Clara County Government
Attn: Board of Supervisors
County Government Center
70 W. Hedding Street, 10th Floor
San Jose, CA 95110

To Whom It May Concern,

American Diabetes Association would like to thank Santa Clara County Board of Supervisors and the Health and Hospital Committee for the past support to the American Diabetes Association’s Type 2 Prevention camps in Santa Clara County. Your funds from 2017-2020 helped us implement the program in nine summer camps in Santa Clara from Gilroy to Sunnyvale as well as one aftercare setting at Bowers Elementary.

We are writing as we understand that line item #23 of today’s Board of Supervisor Meeting may reduce the Board of Supervisor’s budget by up to 75%. We would like to request the careful consideration of this budget as the Board of Supervisor budget funds essential diabetes prevention work that will save millions in healthcare dollars for Santa Clara County by influencing children to develop positive experiences in exercise and nutrition at an early age. In Santa Clara County over 54% of our adult population lives with diabetes or prediabetes.

People with diabetes are 4x more likely to die from COVID-19. Therefore, our mission to prevent and cure diabetes and improve the lives of people with diabetes, is more important than ever.

Please find more information on our type 2 prevention camp, Project Power, enclosed.

Thank you for your review and consideration.

With best wishes,

Alan Kissick
Executive Director
Northern California American Diabetes Association
PROJECT POWER:
Project Power is the American Diabetes Association’s (ADA) initiative to slow the trajectory of childhood obesity through health promotion, nutrition education, increased physical activity and family involvement for elementary and middle school aged children in underserved communities to prevent obesity, diabetes and the complications. Through interactive sessions for youth and families, our end goal is to improve and maintain increased physical activity levels in youth, empower children to adapt healthy lifestyle habits and to encourage and develop sustainable healthy lifestyles within the household. Project Power, utilizing the Catch Kids Club (CKC) curriculum, is composed of nutrition education and physical education/activities to foster active living and healthy eating.

Project Power is offered in Santa Clara County to through eight Youth Camps. The program reached approx. 450 children per year aged 6-15 who are either overweight or obese, have a family history of diabetes, are of a high-risk ethnic background (African American, Hispanic/Latino, American Indian, Asian American, Alaska Native, Native Hawaiian or Pacific Islander), have high blood pressure, history of heart disease, stroke or aiming to make healthy lifestyle choices. Project Power focuses on nutrition, physical activity and healthy lifestyles to combat childhood obesity, type 2 diabetes, heart disease and stroke. The curriculum includes interactive nutrition workshops, physical activities and games, family engagement, cooking demonstrations and SMART goal setting.

Project Power is designed to be implemented as an eight week (once a week) or week-long program in elementary schools, after school programs and/or community centers. In 2019 we will complete eight Project Power programs in San Jose.

Project Power changes lives by creating a space where children and their families learn the valuable skills needed to live a happy, healthy life. Project Power utilizes an outcomes-based curriculum that instills the importance of physical activity and nutrition for the entire family. We will establish a baseline from which to measure success and assess progress throughout the program. At an orientation or the first session we will administer a pre-test knowledge assessment. At the end of the program we will administer a post-test knowledge assessment.

IMPACT OF FUNDING:
Over the past 20 years, the prevalence of childhood and adolescent obesity has doubled. It is estimated by that one-third of children born in 2000 will develop diabetes by 2050. Santa Clara County’s own Status of Children’s Health, Volume 2 also raised concerns about low-income youth and their ability to access physically active programs and healthy foods which could potentially put them at risk for developing diabetes. The report emphasized the importance of expanding nutrition and summer enrichment programs. The lack of these programs can result in negative health and developmental outcomes for children including weight gain and a “summer slide” in learning.

American Diabetes Association’s Project Power (Type 2 Prevention Youth Camp) program provides a unique educational opportunity for youth. These eight, one-week camps provide opportunities to educate between 450 and 525 high-risk and low-income youth per year as to the importance of eating healthy and remaining physically active. There are daily sessions of diabetes and nutritional education that focus on teaching important healthier eating through food and drink choices. Through this item, youth campers will have a crucial opportunity to learn how to make lasting lifestyle changes in order to live longer and healthier lives.

CHILD IMPACT:
The recommended action will have a positive impact on children by creating positive experiences with exercise, sports and nutrition at an early age.

SENIOR IMPACT:
The program has a family engagement or a knock-off component that engages the greater family into healthy living. Therefore, the program will not only shape outcomes for participants but also the greater family unit.