
Imagine Camp

2021 Impact Report



Camp Overview

American Diabetes Association Camp

More than 20,000 children are diagnosed with type 1 diabetes every year, a life-changing disease that requires 24/7 monitoring for the rest of their lives. Children with diabetes and their families walk a tightrope to keep blood glucose levels not too low and not too high. To do this, they must inject insulin multiple times per day or use an insulin pump; monitor blood glucose throughout the day and night; manage symptoms like severe headaches and nausea; and seek emergency help for life-threatening complications.

The American Diabetes Association® (ADA) connects kids to adventure, education, mentors, fun and each other through summer camps and year-round programming. Now, more than ever, we are all in this together. ADA Imagine Camp is offered year-round to families and youth with diabetes across the United States and around the world. ADA Imagine Camp is designed to facilitate an at-home, virtual experience connecting kids and families.

Our Program Objectives

- **Educate** children living with diabetes, their caregivers and healthcare professionals about diabetes management, tips and tools and living well with diabetes.
- **Engage** children and their families in activities and sessions.
- **Connect** children with one another, reduce feelings of isolation, increase social skills, improve confidence and independence in diabetes management and foster lifelong friendships.



Weekly Sessions

Feature a host of online and offline activities, for ages 5-17



Leadership Program

Life and leadership skills in partnership with College Diabetes Network (CDN) for 15-17 years old



Weekly MedEd Series

Licensed medical staff help our campers thrive with diabetes tips, tricks and info



ADAxBT1 Collab

In-depth interviews with inspiring individuals living with diabetes



Activity Box & Journal

Camp-in-a-box with activities, a journal, games and craft supplies



Cabin Time “I am not alone”

Small group zoom rooms led by trained volunteer counselors throughout the week

- Icebreakers
- Nutrition games
- Diabetes Discussions
- Storytelling and lots of **dancing!**



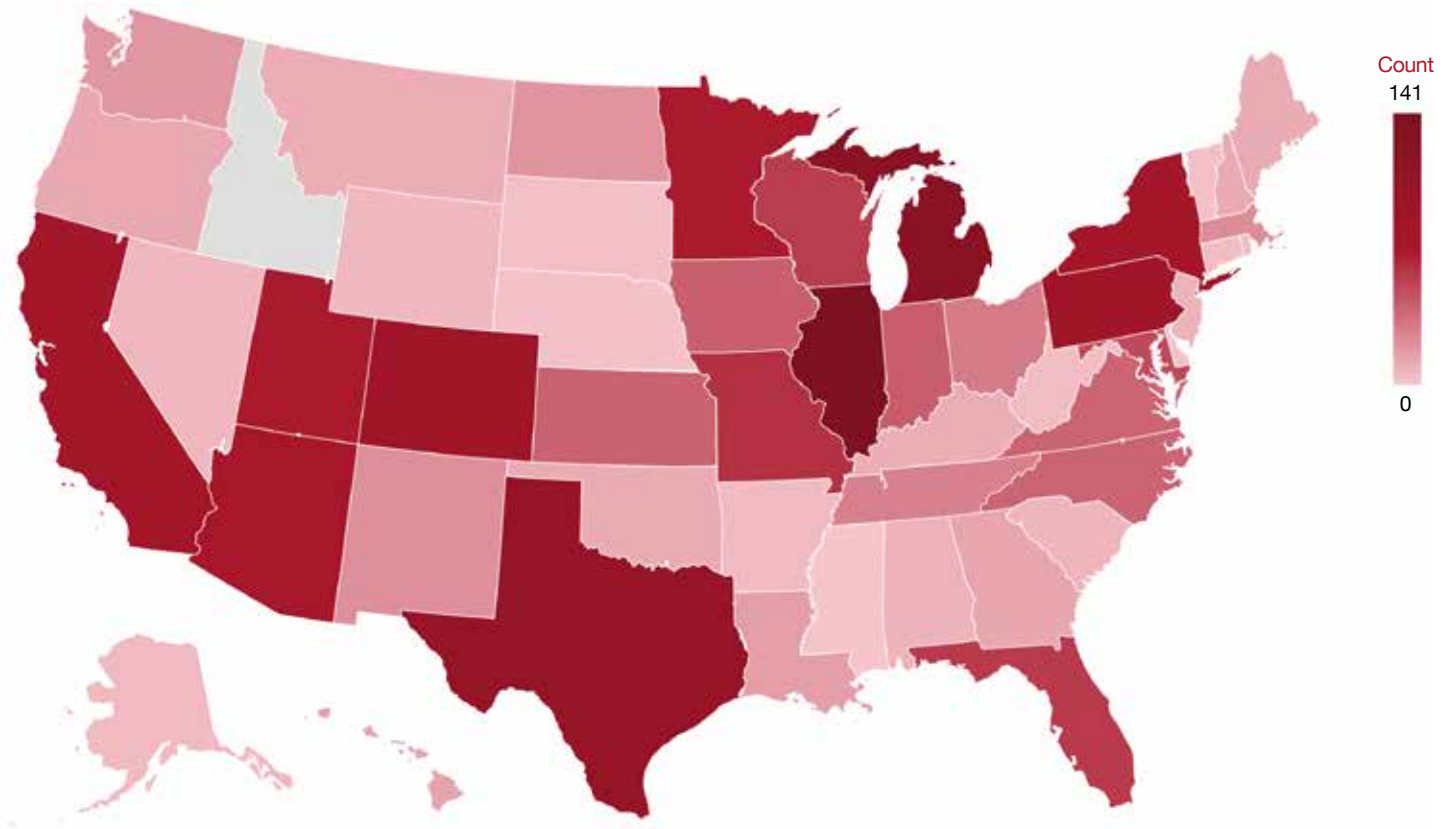
Social Media Platforms

Informative Content, Share Memories, Challenges for Parents and Staff

ADA Participants

ADA Imagine Camp Attendee Map

Kids from all over the United States and internationally from South Africa, Canada, Portugal, UK, Brazil and Qatar.



Camp by the Numbers:



1,714
Campers

Session 1: 505
Session 2: 673
Session 3: 818
Session 4: 738



100
Counselors

Camp volunteers



\$0
Total

Cost per participant



59%
New Campers

First time connections

Social Media

Through the power of social media, ADA Imagine Camp was able to capture all the great things our campers did this summer! Parents, caregivers, kids and counselors alike will be able to re-live these great memories for years to come, all while creating a thriving diabetes community.

**257K Reach | 17K Video Views | 3.3K Members | 720 Posts
2K Comments | 10K Reactions | 80 Zoom Meetings**



FACEBOOK

Our Facebook page became home to memories of crafts, activities and challenges– and provided essential diabetes information which campers used to learn how to independently manage their type 1 diabetes!



INSTAGRAM

Instagram became the hub to share fun content like challenges, photos and videos. Campers were encouraged to show off their best goofy face, activities they completed and their very own diabetes management expertise using **#ADAImagineCamp**.



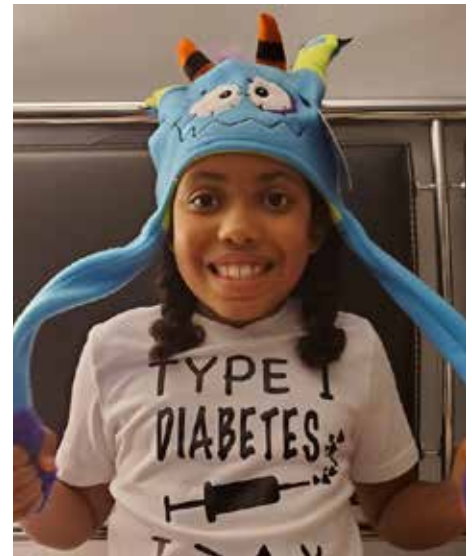
TIKTOK

Campers used TikTok to engage with activities and programs. With the collaborative and interactive features TikTok offers, they were also engaging with their peers and counselors through this fun new platform.



ZOOM

Campers used Zoom to virtually meet with their peer each day during the session with a total of **80 zoom meetings** full of fun, education and connection.



ADA Partnerships

ADA Imagine Camp would not have been possible without the dedication and enthusiasm of our partner organizations and volunteers—it was a team effort, and together we were able to do amazing things.



ADA x BT1 Collab

United again and twice as powerful! This year, we launched the ADA x BT1 Collab with a shared vision that both organizations are more impactful by working together.

For ADA Imagine Camp, we jointly produced an eight-part video series, Imagine Spotlights, hosted by Rob Howe of Diabetics Doing Things. We featured interviews with Miss Colorado 2019, Sam & Korey, the diabetes alert dog, Kendall Simmons, former NFL play and Superbowl Champion among other incredible people thriving with diabetes. Even Nick Jonas, BT1 co-founder, multi-platinum selling recording artist, talented actor, and philanthropist shared his appreciation for Imagine Camp. The series aired live every Thursday on Facebook receiving over 70,000 impressions and counting. To view the full series, check it out at diabetes.org/community/imagine-spotlights.

In addition, BT1 helped amplify Imagine Camp registrations on their social platform, reaching over 1 million followers, and provided special items for our Imagine Camp Activity Box. We are excited to continue our work together throughout the year.



Training the next generation of leaders with the College Diabetes Network.

In collaboration with the College Diabetes Network (CDN), we provided resources and chapter training materials that aligned with weekly leadership topics for our 15–17-year-old participants. CDN chapter members joined us, becoming ADA Imagine Camp counselors and helping us engage young leaders throughout our community. Through our partnership, we also helped our college-bound participants connect with their local CDN chapter, shaping the future of community leadership.



Our dedicated medical staff and counselors continue to shine!

ADA Imagine Camp was supported by our medical staff and counselors who volunteered their time throughout the summer. Counselors led daily cabin meetings through Zoom, conducted activities, and led the challenges.

Our medical staff led our diabetes discussions and campers were able to ask them questions about everything from how they download their data to taking sick days—you name it, we covered it!

Camp Outcomes

CAMPER DEMOGRAPHICS

Camper demographics include:

- **1,714** campers
- **59%** first time campers
- **58%** female campers
- **42%** male campers
- **73%** Caucasian
- **8%** African American
- **7%** Latino/Hispanic
- **2%** Asian
- **12%** Other

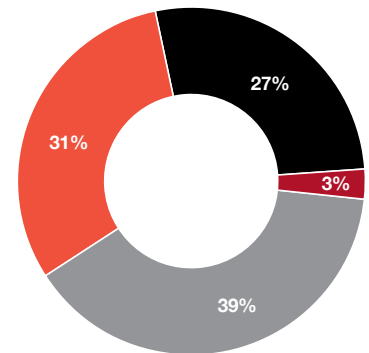
DIABETES MANAGEMENT SKILLS

After camp, **93% of campers** assessed were able to perform at least one diabetes management skill independently.

- Rotate injection sites: **5% increase**
- Draw up insulin without assistance: **5% increase**
- Recognize own low blood glucose levels: **5% increase**
- When to check blood glucose: **8% increase**
- Figuring out the correct insulin dose: **6% increase**
- Counting carbohydrates: **7% increase**

HOW LONG HAVE CAMPERS LIVED WITH DIABETES?

- Less than a year
- 1–3 years
- 4–6 years
- 7 or more years



KNOWLEDGE OF DIABETES

27% of campers assessed increased their knowledge of overall proper diabetes management and there were improvements in knowledge across all areas assessed including when to check blood glucose, counting carbohydrates, and the effect of exercise on blood glucose.

CONFIDENCE

- **15% increased** their confidence to manage their diabetes
- **31% increased** their confidence to interact with their peers

MENTAL HEALTH & WELL-BEING

Feelings of anger about having diabetes decreased among **8% of campers**

Feelings of loneliness with having diabetes decreased among **8% of campers**

Camp Memorable Moments



“My daughter was so happy to meet other Type 1 Diabetics like her and share her own frustrations. She was happy to hear that other kids had the same frustrations as her and she was able to talk about it with them.”



“ADA Imagine Camp has a huge impact on those who are diagnosed with diabetes, they provide people with safe places and makes them feel like they are the same as everyone else. The camps are amazing for all ages and provide them with great things.”



“My daughter, age 9, has only been diagnosed 8 months. It was fabulous for her to see she is not alone. She was able to hear her peers going through similar challenges. She was so excited about her week that she begged me to sign her up for another week! Thanks for making this opportunity for her to gain more confidence and know she will never be alone!”



“We live in a rural area and it was a great experience for my son to connect with other kids his age with diabetes. The counselors were positive and worked great with the kids.”



Camp Testimonials

FAMILY TESTIMONIALS

“ADA Imagine Camp was my son’s first experience interacting with other type 1 diabetic children. We were so grateful for this opportunity and highly recommend it to any other family considering camp in the future.”

“My daughter was so happy to meet other kids with type 1 diabetes. She was very excited to participate in the virtual cabin meetings.”

“My son really enjoyed the virtual camp this summer. It was a wonderful experience for him to meet peers with T1D.”

“We live in a VERY small town. My son does not know any other children with type 1 diabetes. It’s amazing, wonderful, heartwarming that he is able to meet other children his age that also are going through the same circumstances or experiences he is.”



In addition to the virtual components of ADA Imagine Camp, fun was delivered right to the camper’s home. In the form of a traditional camp t-shirt, giveaways from our sponsors and activity journal with a whole summer’s worth of songs, games, challenges and more.



THANK YOU TO OUR NATIONAL SPONSORS





**There's nothing we
can't accomplish
when we're
Connected for Life.**

