



FOR IMMEDIATE RELEASE

## **First Year Success: Collaboration for Equitable Health Builds Momentum in Denver**

(Nationwide, U.S.) – The Collaboration for Equitable Health is proud to announce a successful first year in Denver, Colorado building momentum toward improving community health. The collaboration, a combined effort of the American Heart Association®, the American Cancer Society®, the American Diabetes Association® (ADA), and the University of Michigan School of Public Health, powered by Bank of America, remains committed to driving change in health outcomes in Denver.

This nationwide initiative, operating in 11 key U.S. cities, works hand-in-hand with Denver communities to tackle long-standing health disparities impacting Black, Hispanic/Latinx, Asian American, and Native American communities. The collaboration's concerted efforts have already begun to make waves, with the first year's progress as a testament to the power of unity and collaboration.

Over the past 12 months, the collaboration has built a robust team of dedicated professionals, with 20 new staff members hired across partner organizations, underscoring the commitment to deploying the best expertise to address health disparities. Through numerous community listening and strategy sessions, collaboration partner teams are ensuring the voices of community members are heard and their insights shape collaboration work. This community-driven approach defines the collaboration's commitment to equitable health solutions.

“With 188 leaders and partners from diverse health and community organizations, we are fostering powerful collaborations across 11 cities,” said Erica McIntire, market executive for Bank of America, Colorado. “By combining our strengths, all the collaboration partners are working to effect meaningful change in health outcomes across diverse communities.”

In Denver, CO, one indicator of success is the story of the Colorado Soccer Foundation's (CSF's) integration of the ADA's Project Power, a no-cost lifestyle change program that empowers adults and children to take charge of their health, reduce their risk for type 2 diabetes, and learn how to manage and thrive with type 2 diabetes. CSF is located in a Denver metro community, where the surrounding neighborhoods have the second highest diabetes



prevalence rates in Denver, ranging from 8 to 9%<sup>1</sup>, underscoring the importance of Project Power programming. In this first year, CSF was able to infuse the Project Power for youth curriculum into summer camp programming and the Soccer After School program, a collaboration with Title I schools across the Denver Metro area.

The addition of the ADA's Project Power content has helped student athletes understand the importance of a balanced lifestyle and increased their awareness of diabetes and its associated risks. Through the partnership, CSF has been able to promote healthy choices and nutrition education, increase physical activity, and build family engagement and peer relationships amongst participants.

Moving forward in partnership with the ADA, CSF hopes to extend the reach of important information on diabetes and diabetes risk reduction education through Project Power to communities across the Denver Metro area.

"Mentoring student athletes to develop healthy lifestyle habits alongside the game of soccer is a dream job," said Emily Fay, program director of the Colorado Soccer Foundation. "Every bridge we build alongside community partners results in greater access to information for our neighbors. It is not just a step forward, but a testament to the momentum we're building towards a healthier, more equitable future."

Identifying and partnering with more than 90 on-the-ground nonprofits and community health clinics as grant recipients, the collaboration invests directly in disease-specific interventions at a grassroots level. This approach ensures that resources are targeted where they are most needed, supporting the communities at the heart of the collaboration's mission for health equity.

Moving into its second year, the Collaboration for Equitable Health remains dedicated to its commitment to fostering healthier futures in Denver and across the U.S.

For more information about the Collaboration for Equitable Health, visit [collaborationforequitablehealth.org](https://collaborationforequitablehealth.org).

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<sup>1</sup> U. S. Census Bureau (2022). Zip Code Tabulation Areas (ZCTAs). <https://www.census.gov/programs-surveys/geography/guidance/geo-areas/zctas.html>. Accessed April 13, 2023.



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### **About Collaboration for Equitable Health**

The American Heart Association®, the American Cancer Society®, the American Diabetes Association®, and the University of Michigan School of Public Health will specifically focus on the leading causes of death in communities of color—**heart disease, cancer, stroke, and diabetes**—and improving health outcomes more broadly. This four-year initiative, launched in 11 cities, is tailored to meet the needs of each community based on collected data.