



News Release

Contact: Mimi Carmody
press@diabetes.org

Project Power, a No-Cost Diabetes Risk Reduction Program Kicks Off in Everett

Everett, Wash. (Sept. 21, 2024) – The American Diabetes Association® (ADA), Boys & Girls Club of Snohomish County (BGCSC), and the Cliff Avril Family Foundation have joined up to deliver the ADA’s Project Power for youth to more than 900 area children. The fun, no-cost program for kids ages 5–12 aims to slow the trajectory of childhood obesity and help reduce its consequences, such as type 2 diabetes. Using an outcomes-based curriculum, the program promotes making healthy food choices, increasing physical activity, and building family and peer support. The program will be implemented at several Snohomish County Boys & Girls Club locations.

“We’re on a mission to tackle the diabetes epidemic, one person and community at a time. Through Project Power for youth, we’re working to educate youth at risk for developing type 2 diabetes, engage them in nutrition and physical education, and build connections to foster health for life,” said Meagan Darrow, the ADA’s executive director, Washington area.

Themed lessons, led by trained counselors and supported by family engagement, aim to increase knowledge of physical activity and nutrition, improve confidence in making healthy food choices, and raise comfort levels with how to exercise regularly. The goal is to increase healthy behaviors including physical activity goals and the consumption of fruits, vegetables and water.

“We were extremely excited to work with the American Diabetes Association,” said Cliff Avril, founder of the Cliff Avril Family Foundation and Seattle Seahawks Legend. “When we started my foundation, it was with the goal to increase physical activity and healthy habits awareness amongst youth. So, this program aligns perfectly to benefit the youth of Snohomish County.”

To support healthy habits, youth participants receive an activity kit that includes a jump rope, hacky sack, water bottle, digital activity journal and other resources. Parents will receive additional support directly from health care professionals through the year, including live cooking demonstrations.

“Boys & Girls Clubs has 26 Clubs throughout Snohomish County and other communities throughout the Pacific Northwest. BGCSC has over 1000 recreational sports teams, a robust after-school and summer program, life and workforce readiness programs, and eight Tribal Clubs. While programs vary from Club to Club, BGCSC has a focus on healthy lifestyles, fitness, academics, and social emotional learning for all youth ages five to 18. Since 1946, Boys & Girls Clubs of Snohomish County has been helping young people, especially those who need us most, to reach their full potential as



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productive, caring, responsible citizens,” said Robert Cannon, director of club resource & development, Boys & Girls Clubs of Snohomish County.

Across the U.S., obesity affects about 125 million Americans, including nearly 20% of children and adolescents. Obesity is linked to up to 53% of new cases of type 2 diabetes each year. Since 2021, Project Power for youth has served over 45,000 youth nationwide. Additional information can be found online at diabetes.org/Project-Power.

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About the American Diabetes Association

The American Diabetes Association (ADA) is the nation’s leading voluntary health organization fighting to bend the curve on the diabetes epidemic and help people living with diabetes thrive. For 84 years, the ADA has driven discovery and research to treat, manage, and prevent diabetes while working relentlessly for a cure. Through advocacy, program development, and education we aim to improve the quality of life for the 136 million Americans living with diabetes or prediabetes. Diabetes has brought us together. What we do next will make us Connected for Life®. To learn more or to get involved, visit us at diabetes.org or call 1-800-DIABETES (1-800-342-2383). Join the fight with us on Facebook ([American Diabetes Association](https://www.facebook.com/AmericanDiabetesAssociation)), Spanish Facebook ([Asociación Americana de la Diabetes](https://www.facebook.com/AsociaciónAmericanaDeLaDiabetes)), LinkedIn ([American Diabetes Association](https://www.linkedin.com/company/american-diabetes-association)), Twitter ([@AmDiabetesAssn](https://twitter.com/AmDiabetesAssn)), and Instagram ([@AmDiabetesAssn](https://www.instagram.com/AmDiabetesAssn)).