



Collegiate Ambassador Impact Report

2023-2024

Introduction

Each year, approximately 1.2 million American adults are newly diagnosed with diabetes, as highlighted in the National Diabetes Statistics Report from the Centers for Disease Control and Prevention (CDC). Alarming trends show that young adults, particularly those from Asian/Pacific Islander, Hispanic/Latino, and non-Hispanic African American communities, experience the highest rates of new diagnoses for both type 1 and type 2 diabetes.

Unfortunately, the number of people under the age of 20 diagnosed with diabetes in the U.S. is expected to increase in the upcoming decades. This escalation highlights the urgent need for focused intervention and is precisely why programs like the Collegiate Ambassador Program of the American Diabetes Association® (ADA) are vital. According to the CDC, if the current trend in diabetes prevalence continues, there will be about a 2% increase per year in new cases of type 1 diabetes in young adults and a 5% increase per year in type 2 diabetes¹. By engaging young leaders and fostering awareness and education, the ADA's Collegiate Ambassador Program aims to alter these projections, empowering students to advocate for healthier futures and potentially create a positive shift in diabetes prevalence.

The short-term vision of the ADA's Collegiate Ambassador Program is to bring student-activated platforms to college campuses to promote health literacy and raise awareness about diabetes in a socially and culturally relevant way. With initial program funding and during the first phase of the Collegiate Ambassador Program, the focus was to partner with students to identify and design relevant engagement methods for the students. The long-term vision, with incremental funding and during the next phase of implementation, the goal is to engage with college presidents and campus administrators about diabetes to disseminate prevention and management strategies. These strategies include integrating ADA *Standards of Care in Diabetes* into health and STEM-related curricula, providing DIY fundraising resources, and empowering students to begin their advocacy journey for themselves and in support of the communities where their schools are located.

Our efforts extend beyond college campuses, reaching into the communities disproportionately impacted by diabetes, obesity, and other chronic diseases. The program's vision is to empower young adults to take control of their health and wellness and understand the benefits of health literacy, community engagement, and advocating for change to improve overall health outcomes while at school and beyond. Our first year of the program focused on eight college campuses with a combined reach of approximately 19,100 students.

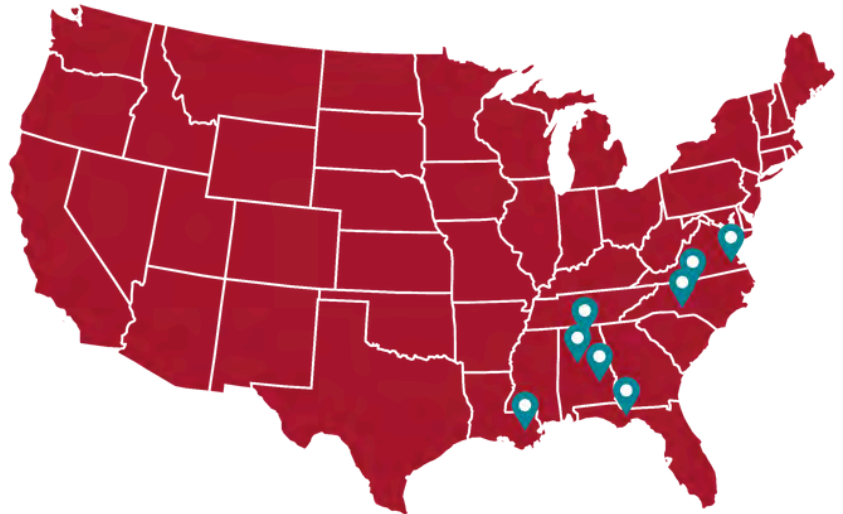
Reference: ¹ Trends in Diabetes Among Young People. (May, 2024). <https://www.cdc.gov/diabetes/data-research/research/trends-new-diabetes-cases-young-people.html>. Accessed August 21, 2024.

What is the Collegiate Ambassador Program?

Eight undergraduate students from Historically Black Colleges and Universities (HBCUs) and other institutions were selected to bring the mission of the Collegiate Ambassador Program to life. The students, hailing from diverse science, technology, engineering, and math (STEM) backgrounds, remained committed to bringing diabetes prevention and awareness to their campuses and their respective surrounding areas. Combining a network of resources, the ambassadors amplified diabetes-related issues, such as obesity, access to care, amputations, diabetes-related retinopathy, and more.

Cities Reached by the Collegiate Ambassador Program

- **Montgomery, Alabama**
- **Huntsville, Alabama**
- **Talladega, Alabama**
- **Tallahassee, Florida**
- **New Orleans, Louisiana**
- **Davidson, North Carolina**
- **Greensboro, North Carolina**
- **Hampton, Virginia**



Throughout these cities, each Collegiate Ambassador chapter committed to implementing campus activations, reaching over 150 college-aged students and providing them with educational information on diabetes, including management and prevention. Since August 2023, over 415 students completed the ADA's 60-Second Type 2 Diabetes Risk Test. This was accomplished through in-person events and social media campaigns. The ambassadors also created partnerships with ADA representatives on campus and with local entities, such as the NAACP, Student Health Organizations, National Pan-Hellenic Council, and Amerigroup.

Schools Reach and Statistics

The eight participating universities include :

- **Alabama State University (ASU)**
- **Xavier University**
- **Davidson College***
- **North Carolina A&T State University**
- **Hampton University**
- **Talladega College**
- **Alabama A&M University**
- **Florida Agricultural and Mechanical University**



Although separated by geographies, these institutions share the social determinants of health (SDOH) that affect their communities. HBCUs are higher education institutions in the U.S. that were established before the Civil Rights Act of 1964. They were founded to serve the African American community and provide them with access to higher education during a time when they were primarily excluded from predominantly white institutions.

“Many students are directly affected by diabetes. They wanted the information pamphlets more than the popcorn or other stuff to learn more. Many were genuinely concerned about developing diabetes because it runs in their family.”

– Ambassador, Alabama A&M University

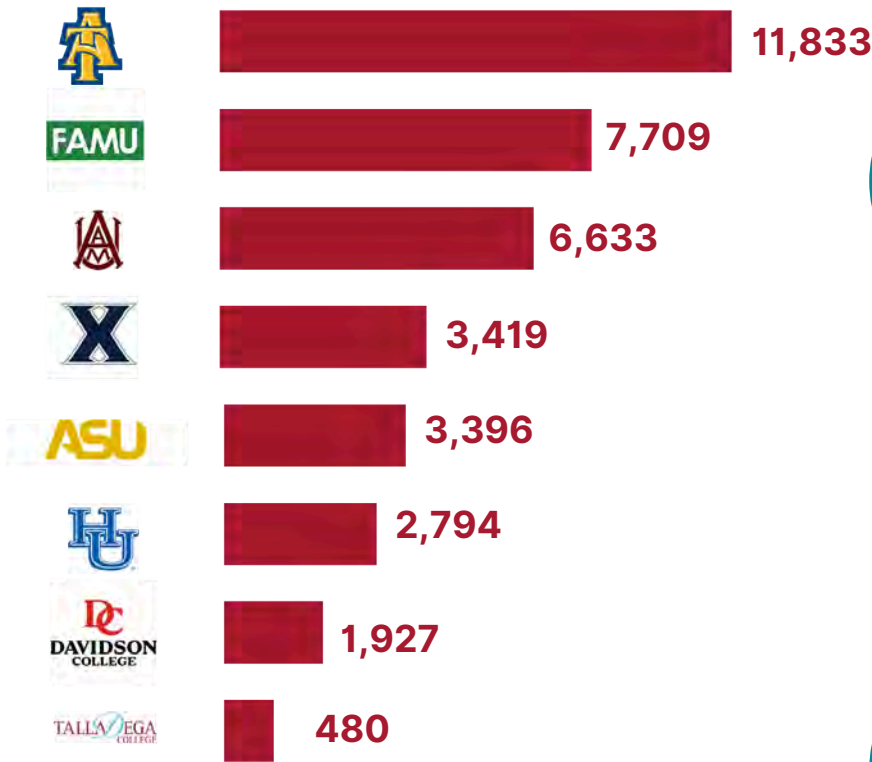
“So many students don’t realize the impact that something as small as a conversation can make. Almost all of the students that stopped at our table told us that they have someone in their family who struggles with diabetes, and they become aware of just how likely they may be to develop diabetes too.”

– Ambassador, Talladega University

*Davidson College is not categorized as a Historically Black College or University

Campus Location and Collegiate Ambassador Major

Student Body Count



Collegiate Ambassador Majors

North Carolina A&T

Biomedical Engineering

Florida A&M

Food Science

Alabama A&M

Food Science

Xavier University

Biology Pre-Med, Chemistry minor

Alabama State University

Biology Pre-Med

Hampton University

Psychology and Political Science

Davidson College

Interdisciplinary Students & French and Francophone Studies

Talladega College Business

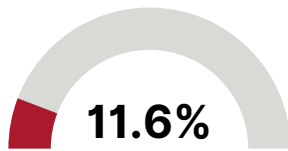
Administration/Concentration in Accounting

Social Determinants of Health and the Surrounding Areas

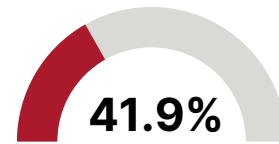
Diabetes Prevalence and SDOH-Related Indicators in Surrounding Areas

City/ZIP Code	Diabetes Prev ^{2,3}	Obesity Prev ^{2,3}	Pct Blk ⁶	Pct Hisp/Lat ⁶	Pct AI/AN ⁶	Pct Asian ⁶	Total Est ZIP Code Area Pop ⁶
New Orleans, LA/70125	12.1%	33%	56.3%	6.7%	0.8%	2.3%	18,475
Montgomery, AL/36104	19%	43%	73.1%	1.9%	0.1%	0.1%	10,132
Davidson, NC/28036	7.7%	28.8%	7.1%	7%	0%	2.4%	21,492
Greensboro, NC/27405*	13.9%	40.3%	55.7%	13.4%	0.4%	4.5%	51,962
Hampton, VA/23669	12.2%	42.3%	47.5%	6.8%	0.3%	2.1%	39,847
Talladega, AL/35160	16%	44%	43.1%	3.9%	0.1%	0.2%	26,649
Huntsville, AL/35810**	16.9%	51.8%	69.4%	6%	0.2%	1%	31,668
Tallahassee, FL/32310***	11.6%	38.8%	50.9%	7.2%	0.2%	0.2%	14,407

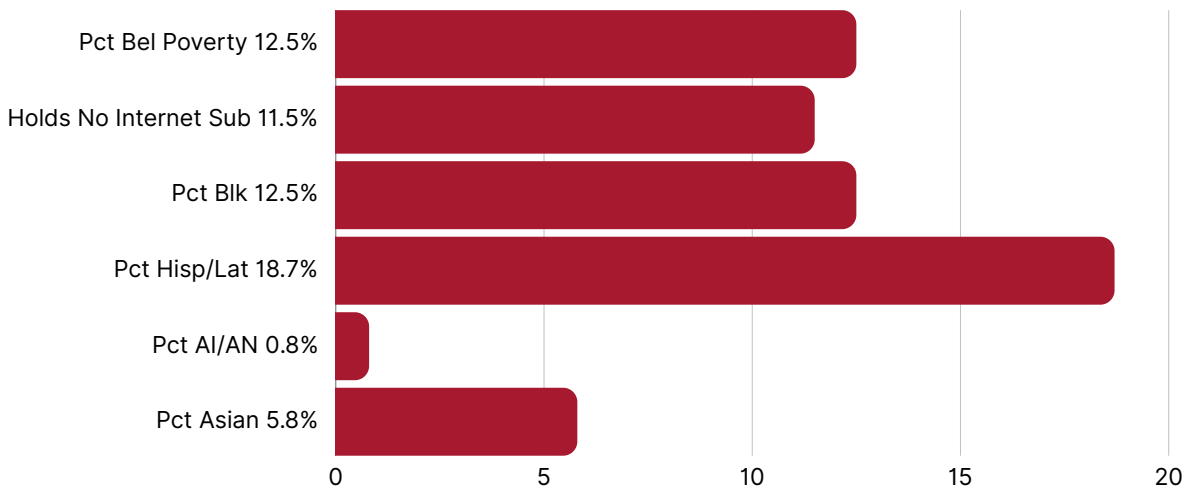
National Prevalence Statistics



National Diabetes Prevalence



National Obesity Prevalence



*North Carolina A&T's campus ZIP Code is 27411. The nearest neighborhood ZIP Code area with prevalence estimates is 27405.

**Alabama A&M's campus ZIP Code is 35762. The nearest neighborhood ZIP Code area with prevalence estimates is 35810.

***Florida A&M's campus ZIP Code is 32307. The nearest neighborhood ZIP Code area with prevalence estimates is 32310.

Social Determinants of Health and the Surrounding Areas

The communities surrounding each of these colleges face unique challenges related to SDOH. One of the leading health challenges is obesity. With rates in the eight communities categorized by ZIP Codes¹ ranging from 33–44%, and with Huntsville, Alabama leading at 51.89%.

Diabetes alone is another prevalent issue, with Alabama again at the forefront. In Montgomery, AL, ZIP Code 36104, the rate is 19%— with the overall state rates between 16% and 19%. Other states, including Louisiana, North Carolina, Virginia, and Florida, the diabetes rates are between 7% and 12%.

Additionally, these communities share a high prevalence of poverty, particularly in areas with predominantly African American, Hispanic/Latino, Asian, and American Indian populations.



Diabetes Prevalence Within the Eight Activation Cities

National Diabetes Prevalence: 11.6%

7% to 12%

LOUISIANA, NORTH CAROLINA,
VIRGINIA, AND FLORIDA

7% to 19%

OVERALL RANGE

19%

MONTGOMERY,
ALABAMA

(36104 ZIP Code)

Obesity Prevalence Within the Eight Activation Cities

National Obesity Prevalence: 33.6%

33% to 51.8%

OVERALL RANGE

51.8%

HUNTSVILLE,
ALABAMA

(35810 ZIP Code)

On-Campus Activations Led by the Collegiate Ambassadors

On-campus activations offered valuable information and resources for diabetes awareness, prevention, and management to students. The main goal was to help young people understand their risk through the ADA's Type 2 Diabetes Risk Test, know their rights through the ADA's Health Equity Bill of Rights, learn about the disease, manage their condition effectively, and make informed dietary choices for both treatment and prevention.



Type 2 Diabetes Risk Test: This screening tool assesses a person's risk of developing type 2 diabetes. The test includes questions about age, gender, family history, physical activity, and other risk factors. Based on the responses, individuals receive a "high" or "low" risk score that indicates their likelihood of developing diabetes. This can prompt at-risk individuals to seek medical advice and make lifestyle changes to reduce their risk.



Diabetes Risk Test (English and Spanish)

Additional Information Provided at On-Campus Activations

Health Equity Bill of Rights: This document outlines the rights and protections for people with diabetes in various settings, such as employment, education, and health care. It aims to ensure people with diabetes are treated fairly and have access to necessary accommodations and support. It also covers rights related to non-discrimination, privacy, and access to necessary treatments and supplies. This helps people understand and advocate for their rights.

Life with Diabetes: This is general information about diabetes, including definitions, types, causes, symptoms, and complications. Understanding the different types of diabetes (type 1, type 2, and gestational diabetes (GDM)), how the disease affects the body, common symptoms, and potential complications (such as heart disease, kidney damage, and nerve damage) is crucial for early detection and effective management.

Understanding Type 2 Diabetes: This is specific information about type 2 diabetes, the most common form of diabetes. It includes details about how type 2 diabetes develops, risk factors (such as obesity, lifestyle, and genetics), and management strategies to help people understand their condition and take proactive steps to manage it.

Diabetes and Eye Health: This resource provides information on diabetes-related eye health, focusing on the prevention, detection, and treatment of diabetes-related eye conditions. Key points include raising awareness about the importance of eye health in people with diabetes, promoting early detection, and treatment to prevent vision loss.

Diabetes Food Hub®: An online ADA resource that offers tasty and healthy recipes for people with diabetes. It includes tools for meal planning, grocery shopping, and nutritional analysis, as well as a healthy eating blog that answers common nutrition-related questions. This resource supports people with diabetes in making healthy food choices and maintaining a balanced lifestyle.



Campus Activations & Potential Reach of Student Body

4

EVENTS

1,698

STUDENT REACH

Alabama State University

4

EVENTS

3,317

STUDENT REACH

Alabama A&U

2

EVENTS

964

STUDENT REACH

Davidson College

4

EVENTS

3,855

STUDENT REACH

Florida A&M

6

EVENTS

1,397

STUDENT REACH

Hampton University

1

EVENT

5,917

STUDENT REACH

North Carolina A&T

3

EVENTS

240

STUDENT REACH

Talladega College

1

EVENT

1,710

STUDENT REACH

Xavier University

Conclusion

The remarkable efforts of our Collegiate Ambassadors have advanced diabetes awareness among their peers and within local communities. Through their dedication, creativity, and passion, these student ambassadors have organized impactful events, led informative discussions, and engaged in meaningful initiatives, all of which have heightened awareness about diabetes prevention and care.

Their work has educated fellow students and fostered a supportive environment for those affected by diabetes, promoting healthier lifestyles and, potentially, better disease management. The enthusiasm and commitment of these young leaders have been instrumental in driving the ADA's mission forward and have laid a strong foundation for future initiatives.

With incremental funding, expanded and robust metrics, and evaluation processes, we can transform this successful proof-of-concept into an enduring program. This will allow the ADA to measure the program's effectiveness more comprehensively and build a strong case for developing sustainable, long-term advocacy plans that can continue to make a difference well into the future.



About the Participating Schools



Alabama Agricultural and Mechanical University

History: AAMU, organized in 1875, is a dynamic and progressive institution with a strong commitment to academic excellence. The picturesque campus is situated on what many alumni and friends fondly refer to as “the hill,” only a few miles from downtown. Serving about 6,000 students, AAMU is a diverse and vibrant institution offering numerous degree programs, including Bachelor’s to PhD degrees.

Notable graduates:

- William Hooper Council: Former slave and the first president of Huntsville Normal School, which is now AAMU
- John Stallworth: Pro Football Hall of Famer and former Pittsburgh Steeler
- Ruben Studdard: Contemporary R&B pop and gospel music singer



Alabama State University

History: ASU was founded in 1867 by nine former slaves. It began as the Lincoln School in Marion, Alabama, and moved to Montgomery in 1887 where it was established as a leading producer of African American teachers.

Notable graduates:

- Rosa Parks: Civil rights activist, known for her pivotal role in the Montgomery, AL, bus boycott
- Tarana Burke: Advocate, known for starting the #MeToo movement
- Rickey Smiley: Comedian, activist, and radio personality



About the Participating Schools



History: Founded by Concord Presbytery, Davidson College opened as a manual labor institute in 1837. The college's name memorializes General William Lee Davidson who died at the nearby Revolutionary War battle of Cowan's Ford in 1781. General Davidson's son provided the initial acreage for the campus.

Notable graduates:

- Woodrow Wilson: 28th President of the United States, attended Davidson for one year before transferring to Princeton University
- Thomas Marshburn: Physician and former NASA astronaut
- Stephen Curry: Professional basketball player



History: FAMU, founded on October 3, 1887, as the State Normal College for Colored Students, began classes with 15 students and two instructors. FAMU has reached its destiny in becoming an institution of higher learning, striving toward even greater heights of academic excellence.

Notable graduates:

- Althea Neale Gibson: Tennis player and professional golfer
- Carrie Mae Pittman Meek: Florida's 17th congressional district, 1993–2003, and first African American person since the reconstruction era elected to represent Florida
- Lonnie Rashid Lynn (known as Common): Rapper and actor



History: Founded in 1868 as Hampton Agricultural and Industrial School, it was established by Black and white leaders of the American Missionary Association after the Civil War to provide education to freed men.

Notable graduates:

- Booker T. Washington: Founder of the Tuskegee Institute
- Kyra Kyles: Editor-in-chief at *Ebony* magazine
- Francena McCorory: Olympic gold medalist in 2012

About the Participating Schools



North Carolina Agricultural and Technical State University

History: Founded in 1891, North Carolina A&T was established with the intention to teach practical agriculture and mechanical arts. It proudly serves the African American citizens of North Carolina.

Notable graduates:

- Jesse Jackson: American civil rights activist, politician, and Baptist minister
- Henry Frye: Judge and politician- served as the first African American chief justice of the North Carolina Supreme Court
- Taraji Henson: Actress



Talladega College

History: In 1869, Swayne School was issued a charter as Talladega College by the Judge of Probate of Talladega County. Twenty years later, in 1889, the Alabama state legislature exempted properties of the college from taxation. Swayne Hall has remained in service as the symbol and spirit of the beginning.

Notable graduates:

- Jewel Plummer Cobb: Biologist, cancer researcher, professor, dean, and academic administrator
- Miriam D. Mann: First Black female computer for the National Advisory Committee for Aeronautics (NACA)
- Theodore Lawless: Dermatologist, medical researcher, and philanthropist



Xavier University

History: Founded in 1933 Xavier University of Louisiana, the nation's only historically Black and Catholic university, has been a leader in STEM and health sciences, producing more African American graduates who enter medical school than any other institution in the U.S. Founded in 1925, Xavier continues its mission of fostering a just and humane society through a strong liberal arts education.

Notable graduates:

- Regina Benjamin: The 18th United States surgeon general and founder and CEO of BayouClinic, Inc.
- Norman Francis: First Black graduate of Loyola University and civil rights advocate
- LaToya Cantrell: First Black female mayor of New Orleans

References

1. Trends in Diabetes Among Young People. (May, 2024). <https://www.cdc.gov/diabetes/data-research/research/trends-new-diabetes-cases-young-people.html>. Accessed August 21, 2024.
2. Centers for Disease Control and Prevention (2023). PLACES: Local Data for Better Health, ZCTA Data 2023 Release. https://data.cdc.gov/500-Cities-Places/PLACES-Local-Data-for-Better-Health-ZCTA-Data-2023/qnzd-25i4/about_data. Accessed March 25, 2024.
3. Centers for Disease Control and Prevention (2023). PLACES: Local Data for Better Health, ZCTA Data 2022 Release. https://data.cdc.gov/500-Cities-Places/PLACES-Local-Data-for-Better-Health-ZCTA-Data-2022/gd4x-jyhwa/about_data. Accessed July 1, 2024.
4. U.S. Census Bureau (2024). Poverty Status in the Past 12 Months, 2018-2022 American Community Survey 5-year estimates. https://data.census.gov/table/ACSST5Y2022.S1701?q=S1701:%20POVERTY%20STATUS%20IN%20THE%20PAST%2012%20MONTHS&g=010XX00US_860XX00US23669,27405,28036,28216,32310,35160,35810,36104,7012. Accessed July 1, 2024.
5. U.S. Census Bureau (2024). Types of Computers and Internet Subscriptions, 2018-2022 American Community Survey 5-year estimates. https://data.census.gov/table/ACSST5Y2022.S2801?q=S2801:%20TYPES%20OF%20COMPUTERS%20AND%20INTERNET%20SUBSCRIPTIONS&g=010XX00US_860XX00US23669,27405,28036,28216,32310,35160,35810,36104,70125. Accessed July 1, 2024.
6. U.S. Census Bureau (2024). ACS Demographic and Housing Estimates, 2018-2022 American Community Survey 5-year estimates. https://data.census.gov/table/ACSST5Y2022.S2801?q=S2801:%20TYPES%20OF%20COMPUTERS%20AND%20INTERNET%20SUBSCRIPTIONS&g=010XX00US_860XX00US23669,27405,28036,28216,32310,35160,35810,36104,70125. Accessed July 1, 2024.

