



News Release

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The American Diabetes Association and CareFirst BlueCross BlueShield Join Forces to Focus on Diabetes Prevention and Nutrition Education

WASHINGTON, DC. (August 29, 2024) – The American Diabetes Association® (ADA) and CareFirst BlueCross BlueShield (CareFirst) are pleased to announce a partnership that will focus on supporting the ADA's efforts in diabetes prevention, promoting healthy eating and nutrition, and advocating for improved access to healthy food in the Maryland; Washington, DC; and Northern Virginia region.

CareFirst, one of the country's largest not-for-profit health care organizations, has awarded the ADA a \$75,000 grant to support these ongoing efforts to address diabetes. In addition, Kimberly Harris, director of community health and social impact at CareFirst, has been appointed chair for the ADA's 2024 and 2025 State of Diabetes: Baltimore. The appointment signifies CareFirst's commitment to year-round engagement and partnership with the ADA and addressing the diabetes epidemic.

"This partnership with the American Diabetes Association further underscores and reaffirms CareFirst's commitment to meaningfully addressing diabetes in Baltimore and the National Capital Region," said Harris. "Utilizing our collective resources will support shared efforts to raise awareness of the financial implications and social determinants associated with diabetes and accelerate change in diabetes care—positioning us to continue addressing this growing epidemic. Collaboration continues to drive positive impact and healthy outcomes and I am honored to chair this critical initiative."

The ADA's [State of Diabetes: Baltimore](#) will be held on November 12 at the University of Maryland's School of Medicine Student Union Ballroom. Featuring an expert panel and a networking session, the event will bring together employers, industry leaders, health care providers, and community experts on a shared platform. The primary objective is to engage in critical discussions on:

- The contemporary landscape of diabetes and its financial impact on employers and employees
- How to leverage ADA resources to improve outcomes
- The importance of food accessibility and obesity prevention

"I am so thrilled to have Kimberly Harris as the chair for our upcoming State of Diabetes events," said Darryl Heggans, the ADA's executive director in Washington, DC. "This partnership with CareFirst will have a lasting impact on the diabetes community throughout the DC, MD, and the Northern Virginia

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region. We look forward to continuing to collaborate and make a difference in the lives of people impacted by diabetes.”

As part of their commitment, CareFirst will continue its already robust diabetes efforts with year-round diabetes education to employees and actively involve them in events such as the ADA’s Step Out Walk to Stop Diabetes®: DMV, which will be held on September 21 at the National Mall in Washington, DC. CareFirst and the ADA will also work together to promote diabetes prevention initiatives and the necessity of improved healthy food access in impacted communities throughout the region.

Harris and her team officially started the partnership by attending and supporting the ADA’s Camp Charm City during the VIP Day, where sponsors and community leaders witnessed the impact of this camp program firsthand. Camp Charm City, which was held from August 5–9 at Johns Hopkins University, empowers children ages 5–12 living with type 1 diabetes to embrace new challenges through discovery, adventure, and play, all while learning to manage their diabetes.

For more information about diabetes and prevention or to register for any of the upcoming events, visit diabetes.org.

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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/AmericanDiabetesAssociation)), Twitter ([@AmDiabetesAssn](https://twitter.com/AmDiabetesAssn)), and Instagram ([@AmDiabetesAssn](https://www.instagram.com/AmDiabetesAssn)).

About CareFirst BlueCross BlueShield

In its 87th year of service, CareFirst, an independent licensee of the Blue Cross and Blue Shield Association, is a not-for-profit healthcare company which, through its affiliates and subsidiaries, offers a comprehensive portfolio of health insurance products and administrative services to 3.5 million individuals in Maryland, the District of Columbia and Northern Virginia. In 2023, CareFirst infused \$233 million in support of regional community impact to improve overall health and advance accessible, affordable, equitable, high-quality healthcare. To learn more about CareFirst BlueCross BlueShield, visit www.carefirst.com.

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