



An Integrated Program to Reach African American Patients

Digital | Patient Education Programs

Multicultural Health National

Presented by: Roslyn Daniels, President, Black Health Matters

WHO WE ARE

- One of the most significant health website launches within the last 7 years for African Americans
- Launched in 2012 for the “new health seeker” based on the ACA
- Social influencers throughout the African American community and medical profession
- Create and activate integrated programs that include Faith-based centers





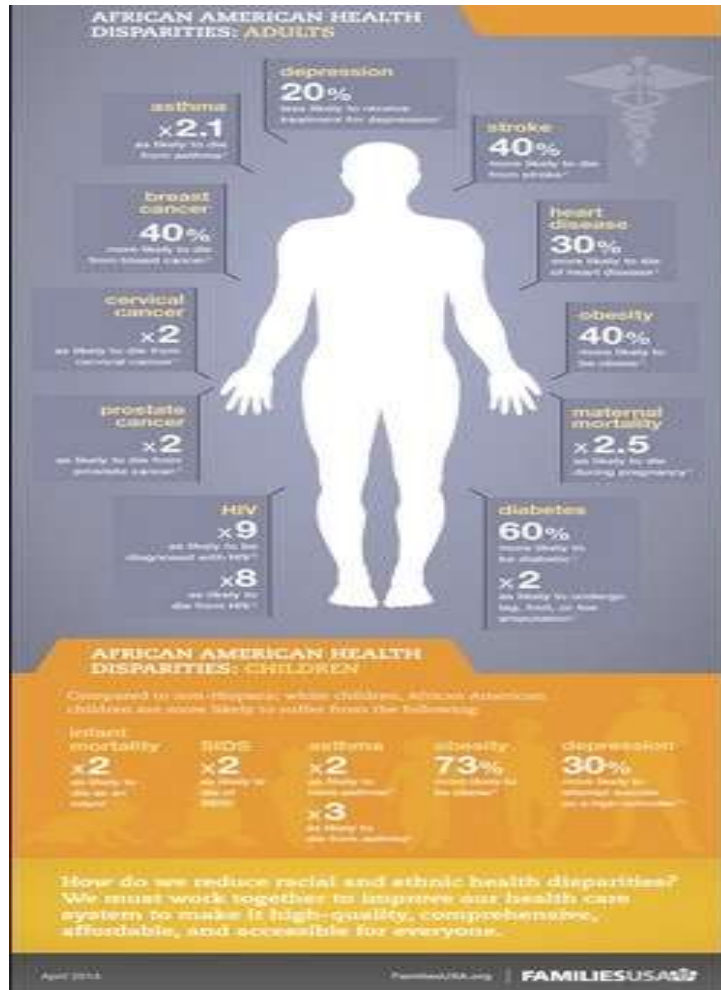
What Is a Health Ambassador?

Today we will highlight the benefits of training Health Ambassadors and their impact when aligned with Faith-based organizations

- **Interpreter:** Translate or explain unfamiliar terminology for community members and health-care providers
- **Recruiter:** Bring together community members to participate in diabetes support groups and other related health initiatives
- **Adviser:** Provide health-related materials, brochures and information to members of the community
- **Implementer:** Teach classes, provide information, conduct/assist/coach health fairs and Project Health
- **Publicist:** Publicize health issues, health-related events like health fairs and run/walks



Health Stats and Insights



- Overall African Americans rank their health less favorably.
- They are paying more attention to their health today compared to any other group (68 percent versus 58 percent of all adults).
- Top priority areas include seeing a doctor for regular check-ups (76 percent), staying informed about health guidelines (72 percent) and reducing stress (68 percent).

Source: Nielsen 2015

Resources to Improve Outcomes

Online diagnosis and professional follow-up

% of adults who looked online to diagnose a condition and the % of those online diagnosers who followed up with a medical professional about what they found

		Looked online to diagnose a condition (N for all adults=3,014)	Followed up with medical professional after online diagnosis (N for online diagnosers=1,003)
	All	35%	53%
a	Men	30	50
b	Women	40 ^a	55
Age			
a	18-29	47 ^{cd}	47
b	30-49	43 ^{cd}	55
c	50-64	29 ^d	58
d	65+	13	47
Race/ethnicity			
a	White, Non-Hispanic	37 ^{bc}	52
b	Black, Non-Hispanic	30	59
c	Hispanic	25	58

Digital

- African Americans are more likely to see their physician after looking up their condition online
- Multicultural consumers have a fluid sense of identity, the "rational" and "emotional" mindset and it impacts how they make purchase decisions
- This audience thinks "in color" when charged with an emotional decision

Source: Pew Center for Social Research, UniWorld/Futures Group, 2015



Resources to Improve Outcomes

Faith-Based



The church has authority in the African American community:

- African Americans are most religious in the US
- 8 in 10 African Americans report that religion is important in their lives
- 53% attend services regularly
- Reaches all socio-economic sectors
- Mega churches have infrastructure to provide aid and advice on aspects to care

Source: Pew Center for Social Research



A Venerable Institution



A Catalyst for Change:

- Instrumental in helping African Americans learn to read
- On the forefront of Civil Rights
- On the forefront of Voter Rights
- Incubator for leadership





Faith-Based Health Marketing

BHM Operational Model

- **Shine A Light:** Educate leadership (Pastor, Trustees, Board, etc.) on diseases that impact the African American community most (Utilize Surveillance Data)
- **Identify Resources:** Enhance the ability of Faith institutions to effectively address health disparities within their communities.
- **Program Design:** Craft activation plan that is in sync with that Faith-based community.
- **Each One Reach One:** Listen to the needs of that community so that there is support for the program with clergy, community health centers, physician groups and retail health chains
- **Evaluation:** Provide monitoring and evaluation indicators and resources to measure program impact



Health Fair, Enon Baptist, Philadelphia, PA



Spirit of Health

A Program Sponsored by  **MERCK**

Objectives

- Raise awareness about CVD within the African American community with focus on “boomers”

Strategies

- Partner with Faith-based organizations
- Host programs in Atlanta because of high prevalence of CVD and obesity

Tactics

- Host health screening program in Atlanta in mega churches
- Offer full battery of tests including BMI, cholesterol & glucose
- Provide consultations on-site
- Re-screen in 4 months to ascertain that health outcomes improved
- 75% participated in repeat screening

Black Health Matters Leading Content Provider

- BHM is the leading evidence-based disease management content syndicator for the African American market
- We create and share content for:
 - Print, Digital, Television
 - Health Advocacy Organizations
 - Professional Medical Organizations
- 70% of BHM content is original





Contextually Relevant Partnerships

Site Average CTR is .18%

28 Disease State Channels

Craig Cole, M.D.: Dropping the Knowledge About Multiple Myeloma

This blood cancer is twice as likely to strike African Americans



Pastor Bans Fried Chicken From Church Events

Poor parishioner health led to stance against fattening food

(Friday, November 8, 2013)



Headlines feed at church can show faith's growing complexity

A Mississippi-based minister, inspired by the Obama White House's anti-obesity efforts, is trying to purge his flock of fried chicken.



Relying on Faith: Black Women and Religion

Poll shows black women most religious in nation

(Wednesday, August 14, 2012)



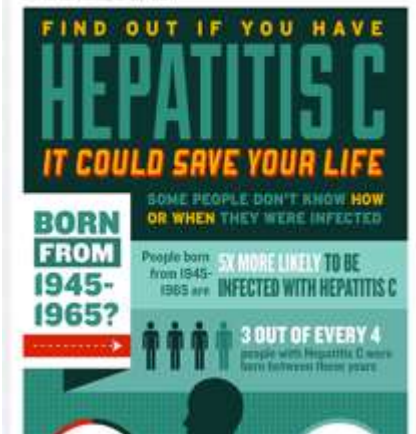
Black women are among the most religious groups in the nation.

In college, a white Catholic roommate often went to church with me.

Find Out If You Have Hepatitis C

It could save your life

(Wednesday, January 14, 2014)



HIV AIDS



What the Updated National HIV/AIDS Strategy Means for Black America

In 2010 President Barack Obama made history by releasing the first National HIV/AIDS Strategy. It...

- What to Say When You're HIV Positive
- HIV Prevention Pill May Be 100 Percent Effective
- Practice Safer Sex

- HIV: Stop the Shame and Blame Game
- Debunking 8 STD Myths
- My HIV Story: I Wanted to Live

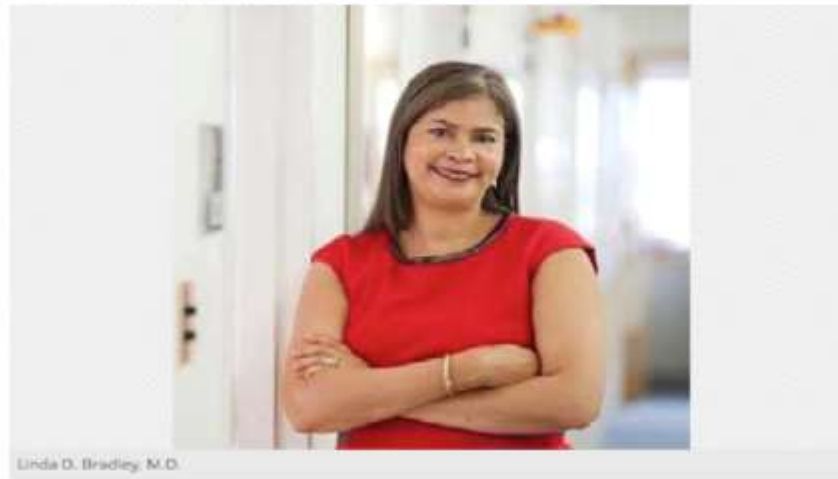


Evidence-Based & In Your Face

Linda D. Bradley, M.D.: 10 Ways to Put Your Doctor Out of Business

Part 1: Health care costs drive our economy

Linda D. Bradley, M.D. | Monday, September 14, 2015



Linda D. Bradley, M.D.

“Well, I hate to burst anyone’s bubble, but by the time we get to see you, it might be too late. Maybe not too late to save your life, but too late to preserve life without chronic pain, tiredness or the side effects of medication; too late to save you from a lifetime of health worries and financial debt.”

Some people think a doctor is a utility, like the electric company, but she’s not. She’s the last resort, like bankruptcy court.”

BHM Custom Newsletters

Targeted Newsletters Perform | Reach 20,000



Helping Each Other to Better Health,
Brother by Brother

Health Beat - March 2015

Welcome to Black Health Matter's Quarterly new edited specifically for Phi Beta Sigma. Inside we content of interest to your members. Be sure to like on [Facebook](#) and [Twitter](#).



**Young African-American Men
Deserve Better Health Care**

JAMA commentary says the medical community has been silent about the health of young black men. Researchers note that black men live about five years less than their white counterparts. [Read More.](#)



**Men: Slashed
by 86 Percent**

Four out of five preventable deaths followed men for 11 years with five life [More.](#)



Black Health Matters salutes The Balm in Gilead for leading National Week of Prayer for the Healing of AIDS. The 2015 Week of Prayer for the Healing of AIDS brought national attention to the AIDS epidemic in the United States. We selected some content to help support those affected HIV. Be sure to LIKE Health Matters on [LinkedIn](#) and [Facebook](#) and follow us on



**New HIV Infections Attributed to
Undiagnosed and Untreated**

Gaps in the HIV care continuum account for more than 90 percent of disease transmission. [Click here](#) to find out how valuable diagnosis and treatment is to fighting the spread of those new infections.



**10 Questions to Ask
Starting HIV Treatment**

Deciding when to begin treatment is one of the decisions you'll make diagnosis. [Click here](#) most important question yourself before you start HIV meds.



Early Detection Best for Breast Cancer Survival
We've made significant strides in breast cancer treatment in recent years, but according to a new study, a woman's chances of survival still depend on early detection.



Know Your Breasts: 6 signs of breast cancer
Do you know the symptoms of breast cancer? If you notice one or more of these signs, make an appointment with your gynecologist to be sure everything is OK. [Read More](#)



Prepare for Your Mammogram
This procedure can help reduce the number of deaths from breast cancer among women ages 40 to 70. That said, get to scheduling! [Read More](#)



Black Health Matters: Hibernate No More!

Health Beat • Spring 2015

As winter layers and spring into the season of renewal!

For company pages on [LinkedIn](#) and [Facebook](#) and [Twitter](#).



**Side Effects of
HIV**

at this mood
ful but
how to cope
hat don't
[Read More](#)



**Tea May Reduce Ovarian
Cancer Risk**

Research suggests flavonoids induce cancer cell death. [Read More](#)

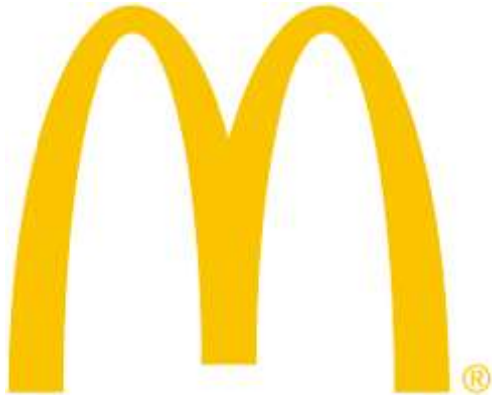
General Newsletters
To BHM Exclusive List

BHM Newsletter
For Phi Beta Sigma
Fraternity

Faith-Based
Distributed
Newsletters

Corporations That Sponsor Faith-Based Health Programs

2014-2015



 **CVS**Health

abbvie





Conclusion

The Value of Faith –Based Marketing



- **Scalability**: Congregations may address 1,000 to 3,000+ each week
- **Digital and Social Media**: Churches all have websites. Leverage disease state content that is sponsored or non-sponsored to amplify your message
- **Medical Personnel**: National Medical Association physicians will support local Faith-based programs (it could be their church!)
- **Evaluate**: Screen and re-screen to monitor improvement in outcomes for ROI
- **Continuity of Message**: Expose the audience to multiple health messages via various “touch-points” (i.e., support groups, health fairs, etc.)
- **Brand Ambassadors**: The majority of church Health Managers keep their patient education programs on-going for several years