




JUNE IS

HEALTHY **ME.** HEALTHY **US.**
HEALTHY **COMMUNITY.**

AWARENESS MONTH



The Community Wellness & Education Program (CWEP) of the DC Metro HBCU Alumni Alliance, Inc. (DCHBCUAA) is a program direct targeted to improve the health and economic conditions that contribute to poor health and lack of education awareness in the African American community in the Washington, DC Metro area.

MINORITY HEALTH DETERMINES THE HEALTH OF THE NATION

The United States has become increasingly diverse in the last century. According to the 2010 U.S. Census, approximately 36 percent of the population belongs to a racial or ethnic minority group. Though health indicators such as life expectancy and infant mortality have improved for most Americans, some minorities experience a disproportionate burden of preventable disease, death, and disability compared with non-minorities.

GOAL

To help reduce health disparities within minority populations, D.C. Metro HBCU Alumni Alliance and Kaiser Permanente will dedicate the entire month of June to raising awareness and providing resources about various health issues, with a call to take-action. This project will be achieved through collaboration with volunteers, faith-based organizations and other community partners

TARGET AUDIENCE

African Americans, Faith Based Organizations and General Public

WHAT CAN WE DO TODAY?

Younger people care more about issues than organizations, faith-based organizations serve as key anchor institutions, we are working to solve big health issues and need to inspire people. The community is at the center of the work and there is a sense of urgency to reduce disease burden, many of which are preventable through diet and exercise and require behavioral changes. This generation of younger people have exercised their voice showing that they care more about issues than organizations.

KNOW YOUR HEALTH NUMBERS—IT'S EASY AS 1, 2, 3!

The DCHBCUAA is excited about partnering with Kaiser Permanente of the Mid-Atlantic States to provide a personal wellness campaign to improve health! Cardiovascular disease, kidney disease, diabetes and many other chronic conditions have the potential to be prevented by simply being familiar with your body and taking actions to stay healthy. This can be done by visiting your doctor for your annual check-up as well as getting cholesterol, blood sugar, and blood pressure levels tested regularly. These are just a few actions you can take to ensure you live a more healthier life style.

Knowing your blood pressure, cholesterol, blood sugar and body mass index (BMI), are vital to determining whether you are at risk for developing a major illness such as heart disease or diabetes. If you know your numbers are out of healthy range, you can take measures to get yourself into good health. That's why D.C. Metro HBCU Alumni Alliance and Kaiser Permanente are here to assist by dedicating the entire month of June to a "Know Your Health Numbers" campaign in collaboration with predominantly diverse faith-based organizations. These organizations bring well-developed networks, strong community trust, long-standing expertise serving all populations in need and they have the capacity to tailor specialized services. The CWEP partners with a wide variety of health-education, health-delivery and community based organizations to develop and provide culturally appropriate disease prevention, management and information. These partnerships, include African-American faith based organizations, African-American Greek Lettered Organizations, Health focused organizations, and the Historically Black Colleges and Universities (HBCUs) alumni. Together, we support individuals and communities to improve health and quality of life by increasing awareness of healthy behaviors to reduce and manage chronic conditions, and increase awareness of preventive health including mental health. We also promote physical activity and access to healthy food. We frame our work and program around Prevention and Education through several strategies: social media/digital marketing campaigns, health summits/health fairs, physical fitness, and general health awareness including mental health. We accomplish this work through an array of programs:

MONTH OF JUNE

We dedicate the entire month to educate the African American community in the Washington, D.C. Metro Area on the importance of good health through promotion, education and service. We inspire and facilitate engagement through health messaging, health education, health screenings and opportunities for physical activity in partnership with the HBCU Alumni network and enduring sponsors to increase awareness of healthy behaviors where our community live, work, play and pray.

OUR PARTNERS



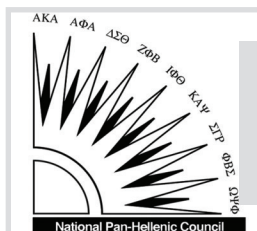
HEALTH CARE ORGANIZATION/LEADER

DCHBCUAA collaborates with leading non-profit healthcare organizations and we seek their sponsorship and support to provide health messaging, health education and health screenings throughout the month of the June. We recognize our community partners physicians are best in what they do, therefore, we seek their participation in a series of 'Ask the Doctor' segments on health topics such as Cancers (breast and prostate), General/Preventive Health and Mental Health. In addition to clinical staffing, our community partners bring their Mobile Health Vehicle to provide health screenings and health education materials throughout the community.



FAITH-BASED INSTITUTIONS

African-American churches are an excellent place to reach our community. A rotating schedule (every Saturday) during the month of June we will engage health ministries at local churches in the DMV area in support of an existing event or efforts and bring assets to promote good health through health screenings and health education. The community health fairs will be at 10 a.m.–2 p.m.



GREEK LETTERED ORGANIZATIONS

Greek organizations play a major role in the African-American community and we partner with these wonderful community-based organizations to support and promote health awareness month among their members.



VISIBILITY & PROMOTION

Social Media/Digital Marketing Campaign:

Social Media and Digital Marketing is an effective strategy to increase awareness of an issue or topical area. We leverage our social media presence 200,000 followers to promote HBCU Alliance Health Awareness Month with details of health events taking place during the month and positive health messaging.

#DCHBCUHealthAwareness



Radio:

Radio One is our media partner, who will promote the campaign throughout the month and broadcast live from each of the health events.



HBCU Alumni 5k Run/Walk:

People of all ages can benefit mentally and physically by being physically active. A lifestyle that includes regular exercise can: make it easier to maintain a healthy weight and blood pressure, lower the risk of heart disease, stroke, type 2 diabetes, and some cancers, build healthy muscles, bones, and joints, improve learning and productivity at school and work, boost energy, mood, reduce stress and promote brain health. The D.C. Metro HBCU Alumni Alliance annual Community Day event includes a 5K Run/Walk and a health educational fair provided to make living a healthy lifestyle fun for everyone in the community.



DATA ANALYSIS

It is essential for us to know how we are impacting our community; therefore, we will collect reliable data throughout the month to gain a deeper understanding of the needs, opinions and behaviors of the community we serve. We achieve this by collecting information by different channels:

1. Gathering supportive community data from existing resources (local health department, etc.)
2. Meeting with community representatives
3. Conducting surveys

This data will affect the DCHBCUAA efforts in increasing health knowledge and behavior change within and assist prioritize programs for general systematic improvement. We seek to establish trust with communities, to build support for later actions.

INCENTIVES

We make living a healthy-life-style fun for everyone! Providing incentives to increase participation in our health events include gym memberships for one person or a family up-to four for one year. Gift cards to healthy food-chain and fruit markets around the city is another exciting way to get the community involved. The DCHBCUAA will select the winners from surveys conducted from activities throughout the month of June.





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