

**This product was developed by the Focus on Diabetes project at the Center for African American Health in Denver, CO. Support for this product was provided by a grant from the Robert Wood Johnson Foundation® in Princeton, New Jersey.**

# EMPOWERING THE AFRICAN-AMERICAN COMMUNITY TO LIVE WELL “MEETING PEOPLE WHERE THEY ARE”

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# CENTER FOR AFRICAN AMERICAN HEALTH FOCUS ON DIABETES



# OVERVIEW

- PARTICIPANT ENGAGEMENT
- ORGANIZATIONAL TRANSITION
- LESSONS LEARNED



# KEY OBJECTIVES

- PRESENT 6 WEEK CURRICULUM
- UTILIZE AFRICAN AMERICAN FACULTY
- CONDUCT PHYSICAL ACTIVITIES EACH SESSION
- PROVIDE HANDS-ON COOKING CLASS





# STRATEGIES

- PRESENT MATERIALS AT 4-5<sup>TH</sup> GRADE LEVEL
- PROVIDE TRANSPORTATION TO CLASS
- ALLOW HANDS ON EXAMPLES
- DEMONSTRATE
- REINFORCE AND ENCOURAGE

# PARTICIPANT INVOLVEMENT BARRIERS

- LOW LITERACY LEVEL
- LACK OF TRANSPORTATION
- NOT USED TO EXERCISING
- LACK OF INSTRUCTION FROM PRIMARY CARE PROVIDER
- NOT UNDERSTANDING SERIOUSNESS OF DISEASE



# ADDRESSING BARRIERS

- IDENTIFICATION
- APPLYING TRANS THEORETICAL MODEL
- REVISION OF CURRICULUM
- INDIVIDUAL ATTENTION



# TRANSITION AND OUTCOMES

- THE CENTER FOR AFRICAN AMERICAN HEALTH EMERGES FROM THE METRO DENVER BLACK CHURCH INITIATIVE
- HEALTH FOCUS

# LESSONS LEARNED

- LACK OF KNOWLEDGE ABOUT THE CAUSE
- THE IMPACT OF LOW HEALTH LITERACY ON HEALTH OUTCOMES IS SIGNIFICANT
- OBESITY AND INACTIVITY DISPROPORTIONATELY AFFECT DISEASES IN AFRICAN AMERICANS
- APPROXIMATELY 40% OF BLACKS HAVE LITERACY PROBLEMS

# LESSONS LEARNED:

- THERE IS NEED TO ADDRESS PREVENTABLE CAUSES OF HEALTH DISPARITIES AMONG BLACKS AT THE COMMUNITY LEVEL;
- AFRICAN AMERICANS NEED A TRUSTED SOURCE OF HEALTH INFORMATION;
- A STRONG VOICE IS NEEDED TO ADVOCATE FOR HEALTH NEEDS OF AFRICAN AMERICANS
- THE CAA-HEALTH IS UNIQUELY QUALIFIED TO DO THIS WORK IN PARTNERSHIP WITH BLACK CHURCHES

# CONTACT US

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