



**CONNECTING COMMUNITIES
FOR THE COMMON GOOD**

What we've found:

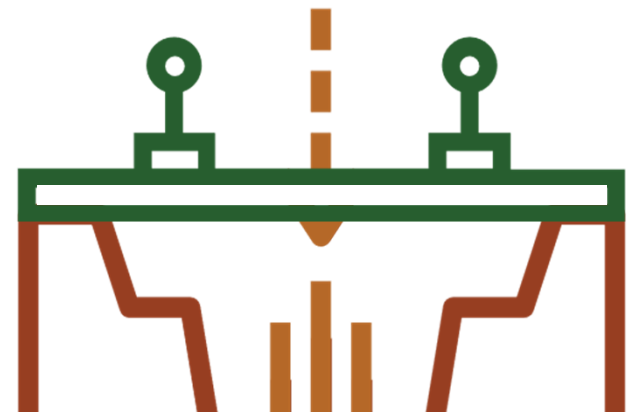
The problem is clear.

The communication gap between communities of color and healthcare organizations is clear, prevalent, and wide-reaching.



The solution is just as clear.

leHE exists to close those communication gaps, improve health equity, and reduce health disparities in communities of color.





This is a new approach.

leHE is building world class, geographically expandable, culturally appropriate, web-based collaborative spaces for underserved faith and community-based organizations.

This a
renewed effort.

New approaches require new
or renewed programming and
efforts. TEXT4WELLNESS is
one of those programs.



TEXT4WELLNESS



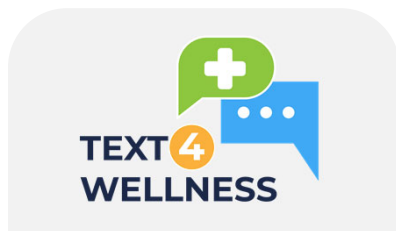
What is Text4Wellness?

Text4Wellness, an educational program of **The Institute for eHealth Equity**, is a two-way, real-time, text messaging campaign that leverages relationships with faith and community-based organizations to deliver culturally relevant, actionable text messages to members of underserved communities and communities of color.



Program Goals

- Demonstrate the potential of mobile health technology to address a critical national health priority: Reducing health disparities
- Demonstrate the potential of mobile health technology to consistently outreach and engage underserved populations with critical health information.
- Develop a base of evidence on the efficacy of mobile health interventions with targeted populations.
- Catalyze new models for public-private partnerships by leveraging mobile health to outreach and engage targeted populations.
- Educate, motivate, activate and empower targeted communities to make healthy choices.



Implementation

Implementation phase activities:



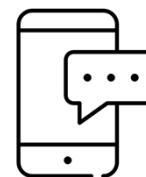
Conducting
Health Minister
Training
Webinars



Dissemination of
collateral materials to
participating
churches



Establishment of
weekly health
minister technical
assistance calls



Monitoring enrollment
and feedback on
SMS platform



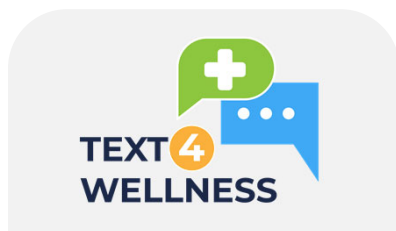
Enrollment Data

Zip	Age	Gender	Insured	Smoker	Current health status	Race	Church
44124	51	male	Yes	No	good	black	Liberty hill
44120	49	male	Yes	Yes	good	black	Mt sinai
77063	16	female	Yes	No	good	black	Friendship west
75232	62	male	Yes	No	fair	black	Friendship west
75115	62	female	Yes	No	fair	black	Friendshipwest Baptist Church
04096	46	male	Yes	No	excellent		None
19104	44	female	Yes	No	good	hispanic	Enon Tabernacle Baptist church
30354	52	female	Yes	No	good	black	Victory World Norcross GA
44120	58	female	Yes	No	good	black	Calvary Church Of God In Christ
44103	41	male	Yes	No	excellent	black	Liberty hill baptist church
60443	59	male	Yes	No	good	black	None
20017	45	male	Yes	No	good	white	



Sample Questions

Survey Questions	Person 1	Person 2	Person 3	Person 4	Person 5
I eat 2-3 cups of vegetables on most days.	yes	no	yes	no	yes
I eat 1 1/2-2 cups of fruit on most days during the week.	no	yes	no	no	not sure
I drink regular soda on most days during the week.	no	no	no	no	no
How much light exercise (walking or light chores) do you do most days?	less than 30m	more than 60m	30 60min	less than 30m	more than 60m
How much moderate or vigorous exercise (jogging, biking, or yard work) do you do most days?	less than 30m	30 60min	less than 30m	less than 30m	less than 30m
I am interested in learning how to add fruits and vegetables to my diet.	yes	yes	yes	no	yes
I am interested in learning how to add more fruits and vegetables to my diet.	yes	yes	yes		yes
I am interested in learning about healthier food choices and portions to help manage my weight.	yes	yes	yes		yes
I am interested in learning about the benefits of physical activity and how it can influence my health.	yes	yes	yes		yes
I am interested in increasing my physical activity level.	yes	yes	yes		yes
I would like to receive health information that I can read, watch or listen to on my own.	yes	yes	yes		yes



Results

Survey information



2500
participants



Over 25,000 messages
sent and/or received



Shared 500+ links
via T4W



0%
opt-outs



72% response rate to initial 8
enrollment questions



43% response rate to all
questions asked

Enrollment questions

1. Race/Ethnicity
2. Age

3. Gender
4. Zip Code

5. Smoking Status
6. Insurance Status

7. Name of Church
8. Rating Own Health



Our Health Ministry Website



Our Health Ministry Website: Learning center

Strengthen & Sustain Your Health Ministry

Health Management



Include Mental Health In Your
Ministry

Download PDF >>

Health Management



Host A Chronic Disease
Workshop

Download PDF >>

Active Living



Start An Exercise Group

Download PDF >>

Active Living



Plant A Garden With Your
Health Ministry

Download PDF >>

[illegible]





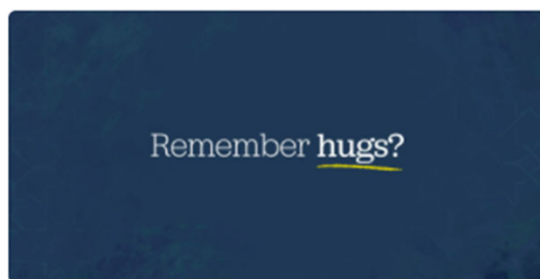
Social Media: LinkedIn Post Examples

Top media Tweet earned 43 impressions

A message from our partners, Morehouse School of Medicine (MSM), National COVID-19 Resiliency Network (NCRN).

For additional information, or to gain access to our COVID resources, visit:
ourhealthministry.com/covid-19-resou...

#COVID #Health #Wellness
 #OurHealthMinistry
pic.twitter.com/TBCSuihmaZ



Top Tweet earned 63 impressions

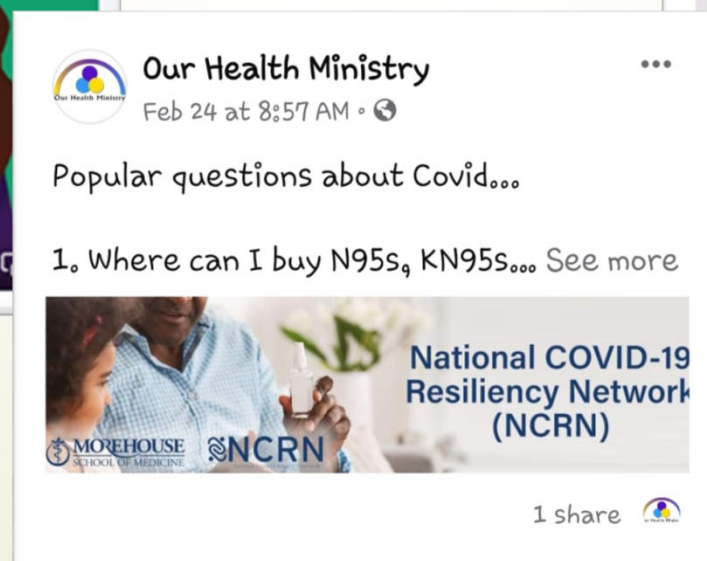
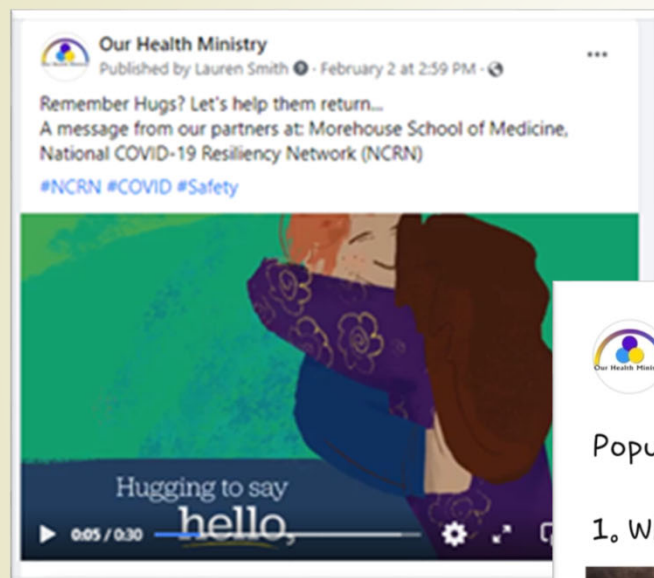
ourhealthministry.com/post/east-poin...

Click on the link to learn what our partners at, Morehouse School of Medicine are doing to address health inequalities...

#Healthinequalities
 #MorehouseSchoolofMedicine
 #Community #Health #Wellbeing
pic.twitter.com/S7Bvfzpg1y



Social Media: Facebook Post Examples



Social Media: Instagram Post Examples



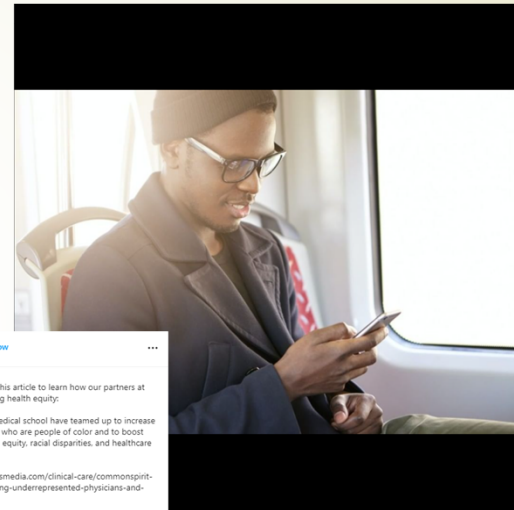
ourhealthministry • Follow

ourhealthministry Click on the link to learn what our partners at Morehouse School of Medicine are doing to address health inequalities...
<https://www.ourhealthministry.com/post/least-point-morehouse-school-of-medicine-partner-to-tackle-racial-health-inequalities>
 #Healthinequalities #MorehouseSchoolofMedicine #Community #Health #Wellbeing



ourhealthministry • Follow

ourhealthministry Read this article to learn how our partners at Morehouse are addressing health equity:
 The health system and medical school have teamed up to increase the number of physicians who are people of color and to boost medical training in health equity, racial disparities, and healthcare access...
<https://www.healthleadersmedia.com/clinical-care/commonspirit-and-morehouse-addressing-underrepresented-physicians-and-health-equity>
 #Healthequity #Community #Wellness #Health



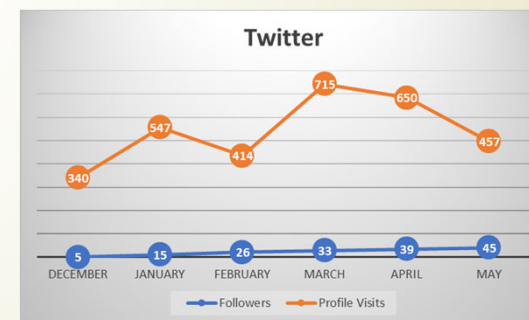
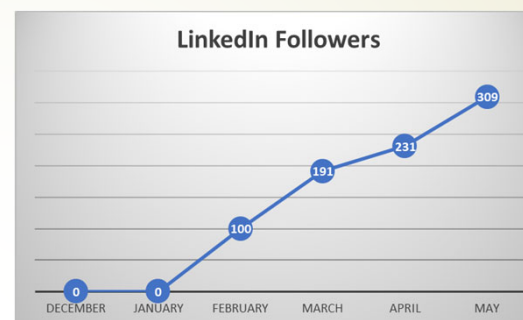
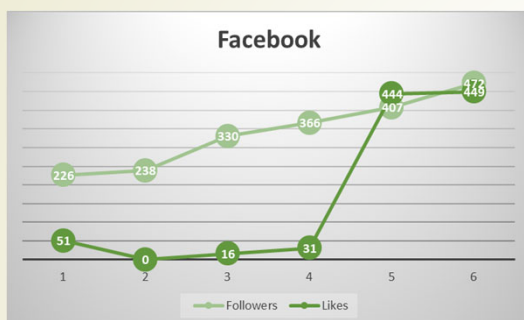
ourhealthministry • Follow

ourhealthministry Founder, Silas Buchanan, speaks to #HMSA2022 audiences about his relentless quest for #Healthequity in #digitalhealth. Click below to read full article.
 @RACmonitor #Clinicaltrials #Healthequity

Social Media: Twitter Post Examples



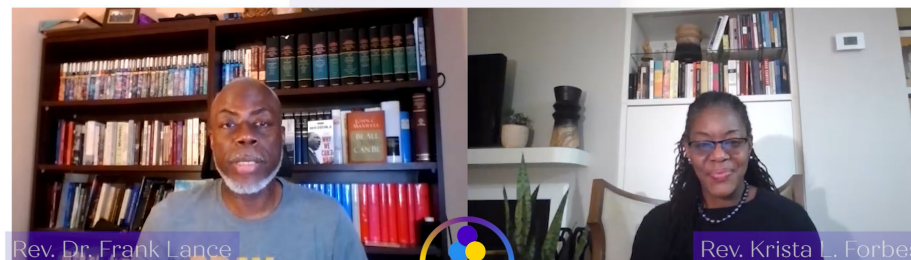
Current Social Media Data



Interviews with Faith Leaders



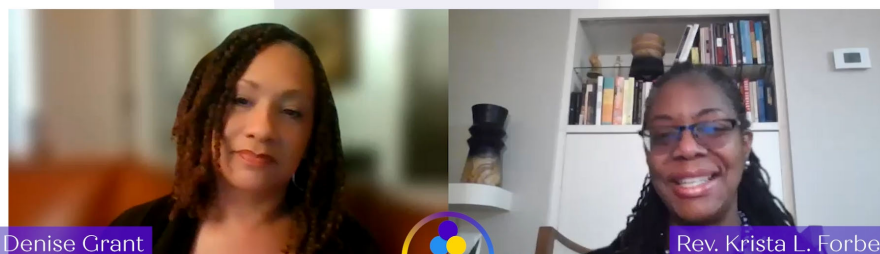
CONVERSATIONS
with Our Health Ministry



Rev. Dr. Frank Lance

Rev. Krista L. Forbes

CONVERSATIONS
with Our Health Ministry



Denise Grant

Rev. Krista L. Forbes

CONVERSATIONS
with Our Health Ministry

Our Planned Campaigns

- Clinical Trial Research Participation
- Maternal Morbidity & Mortality
- Uncontrolled Hypertension
- Hereditary Cancer Detection



Campaigns

Clinical Trial Research Participation



People of color make up 39% of the US population, and only 2-16% of people in clinical trials.

Low clinical trial participation in communities of color is often a result of:

- Logistics, related to transportation, paid time off, and insurance coverage
- Lack of access to quality care and culturally conscious providers
- Fear, misunderstanding, distrust from personal or generational experience



OHC helps create opportunities for:



The healthcare industry to engage with people of color in ways that are culturally conscious and produce meaningful data



The healthcare industry to generate data on how specific conditions and treatments specifically affect people of color



Community leaders to connect community members to relevant trials



Community members to engage in clinical trial research on their own terms and control their data



Heal generational wounds around research

Campaigns

Maternal Morbidity & Mortality



Maternal mortality:
Pregnancy-related death either while pregnant or within 42 days of the end of pregnancy



700 women die every year



Black women are 2 to 3 times more likely to die than white women



OHC helps creates opportunities for:



Community members to access to quality care



Community members to connect, learn from, and support one another



Providers to give community members health literate and equitable care



The healthcare industry to support local organizations focused on improving health in communities of color



The healthcare industry and community leaders to gather data to better understand community needs

OHC health campaigns help:



Create space for support, education, and discussions



Generate nationwide traction and interest in topics of interest



Create unique for opportunities to positively pour into communities



Campaigns

Uncontrolled Hypertension



High blood pressure is common among African Americans – developing earlier and with greater comorbidities.

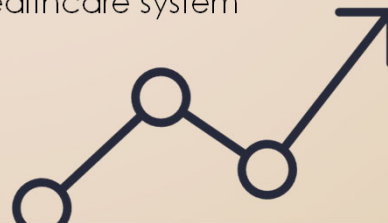


2 in 5 black men (42%) and women (43%) suffer from high blood pressure (compared to 31% of white men and 27% of white women)



Uncontrolled hypertension (also higher in African Americans) can be attributed to:

- Limited access to quality, affordable care
- Limited access to opportunities for physical activity and health foods
- Low health literacy
- Distrust of the healthcare system



OHC helps create opportunities for:



-  Meaningful connections built on trust
-  Clear and honest communication

Which has been shown to lead to:



-  Improved adherence, healthcare utilization, and better understanding
-  Improved health equity and reduced disparities

Campaigns

Hereditary Cancer Detection



Genetic testing can help estimate someone's chance of developing cancer and help inform additional screening and treatments

Cancer screening is lower among people of color compared to white people



Some people are less likely to have recommended screenings, including:

- People with low income and low health literacy
- People who live far from screening sites
- People who are uninsured
- People who don't have paid medical leave

OHC helps create opportunities to:



Educate communities of color about hereditary cancer and genetic testing, in efforts led by trusted community leaders



Build nationwide and local support groups



Heal generational wounds around research and genetics



Reduce cancer-related health disparities through culturally conscious research and care

A photograph of a man with a beard and glasses, wearing a patterned shirt, gesturing with his hands while speaking to a woman whose back is to the camera. The background is a blurred indoor setting with a plant.

This is a new approach.

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