# Connecting communities for the common good

IeHE
Institute for eHealth Equity

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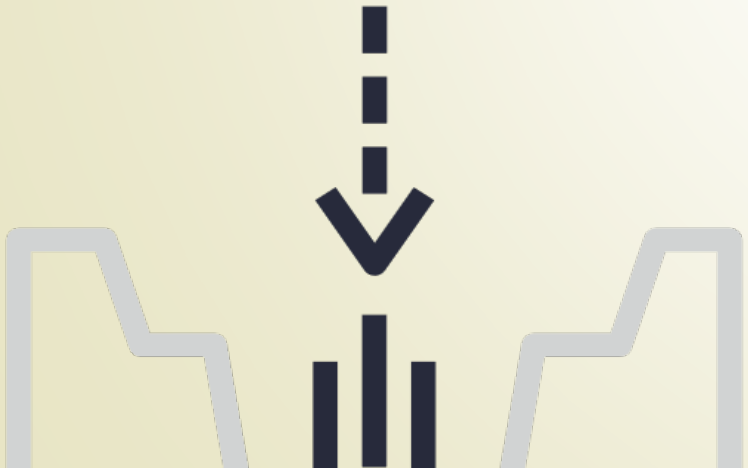
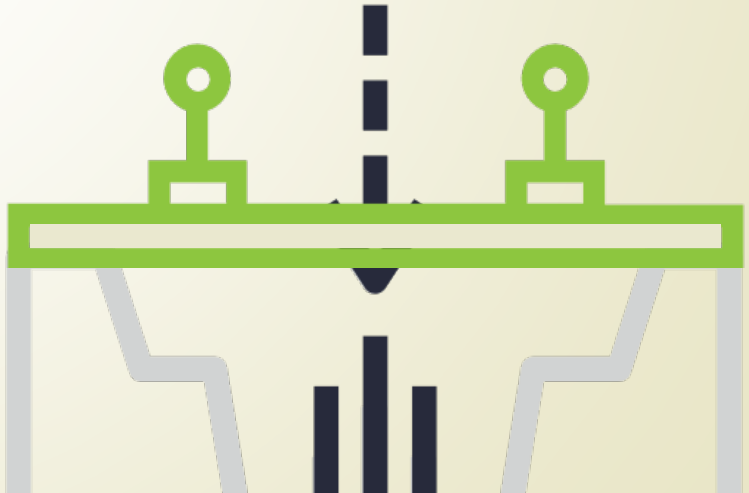
# The problem is clear.

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



# The solution is just as clear.

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



# This is a new approach.

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

An Introduction to 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.

# Text4Wellness 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 | |

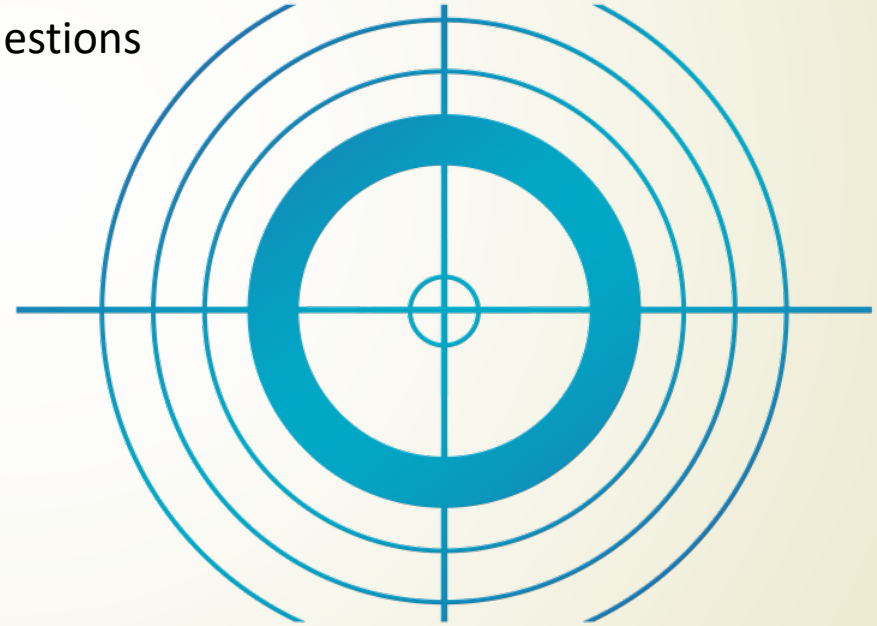
# Sample Questions

| 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



**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

• Over-arching 43% response rate to all questions asked

# 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

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# Our Health Ministry Website: Recipes

In Partnership with MOREHOUSE SCHOOL OF MEDICINE NCRN

Our Health Ministry

Hello test tester

EN

Home | About | Learning Center | Covid-19 Resources | Real Stories | Healthy Lifestyle | Contact Us | Communities

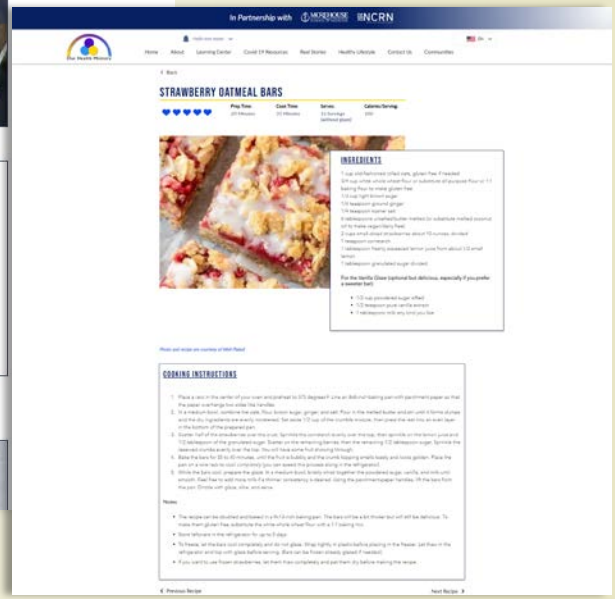
## Recipes

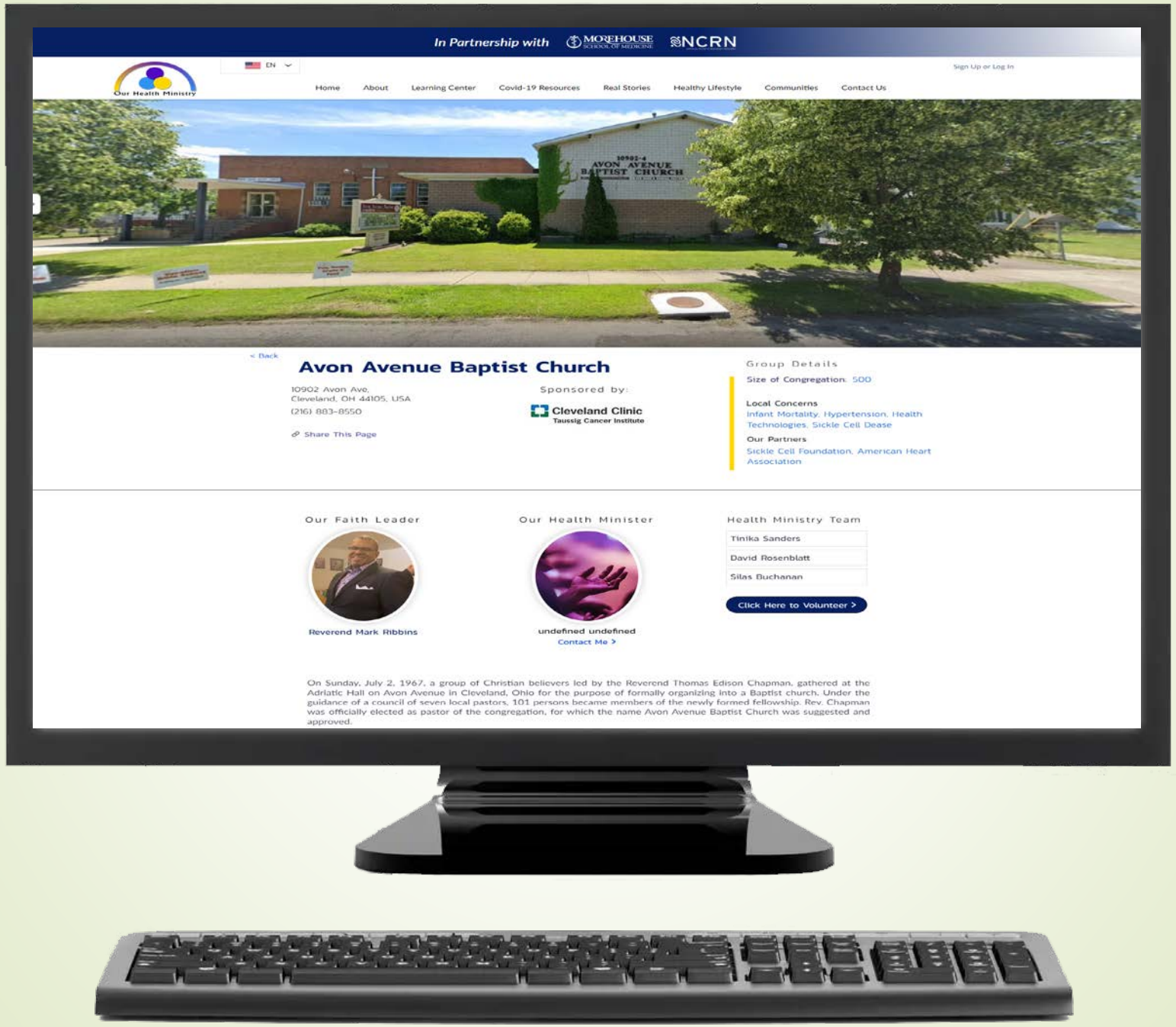
**Garlic Butter Cod with Lemon Asparagus Skillet**
Calories per Serving:
Customer Rating:
Entree

**Strawberry Oatmeal Bars**
Calories per Serving: 100
Customer Rating:
Dessert

**Vegan Southern-Style Collard Greens**
Calories per Serving: 92
Customer Rating:
Side Dish

**Savory Sweet Potato Fries Recipe**
Calories per Serving: 161
Customer Rating:
Side Dish




In Partnership with
MOREHOUSE SCHOOL OF MEDICINE
NCRN
Our Health Ministry
EN
Sign Up or Log In
Home
About
Learning Center
Covid-19 Resources
Real Stories
Healthy Lifestyle
Communities
Contact Us
10902-4 AVON AVENUE BAPTIST CHURCH
< Back
Avon Avenue Baptist Church
10902 Avon Ave,
Cleveland, OH 44105, USA
(216) 883-8550
Share This Page
Sponsored by:
Cleveland Clinic
Taussig Cancer Institute
Group Details
Size of Congregation: 500
Local Concerns
Infant Mortality, Hypertension, Health Technologies, Sickle Cell Dease
Our Partners
Sickle Cell Foundation, American Heart Association
Our Faith Leader
Reverend Mark Ribbins
Our Health Minister
undefined undefined
Contact Me >
Health Ministry Team
Tinika Sanders
David Rosenblatt
Silas Buchanan
Click Here to Volunteer >
On Sunday, July 2, 1967, a group of Christian believers led by the Reverend Thomas Edison Chapman, gathered at the Adriatic Hall on Avon Avenue in Cleveland, Ohio for the purpose of formally organizing into a Baptist church. Under the guidance of a council of seven local pastors, 101 persons became members of the newly formed fellowship. Rev. Chapman was officially elected as pastor of the congregation, for which the name Avon Avenue Baptist Church was suggested and approved.

# Community Engagement

# 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

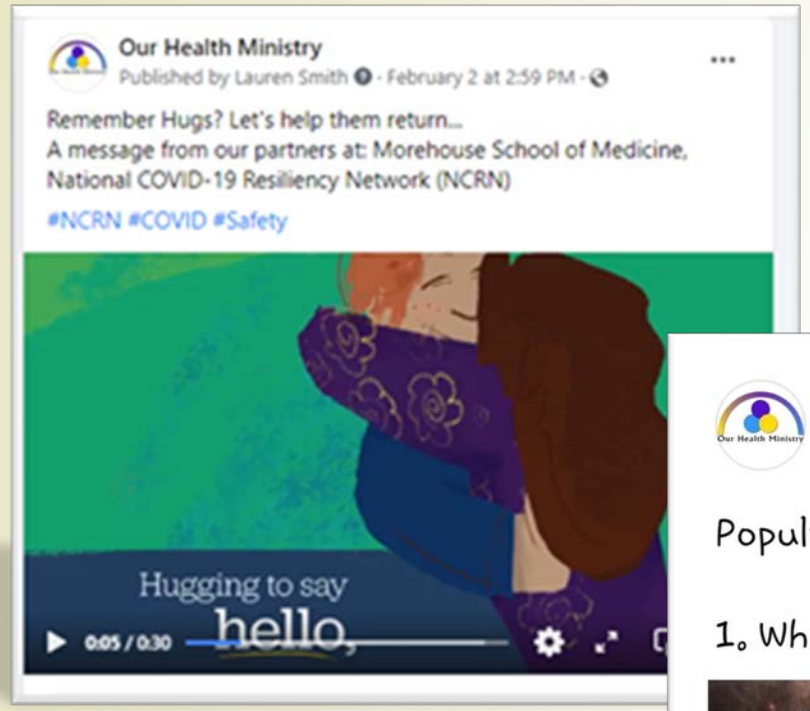
**Top Tweet** earned 63 impressions

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/east-point-morehouse-school-of-medicine-partner-to-tackle-racial-health-inequalities

#Healthinequalities #MorehouseSchoolofMedicine #Community #Health #Wellbeing

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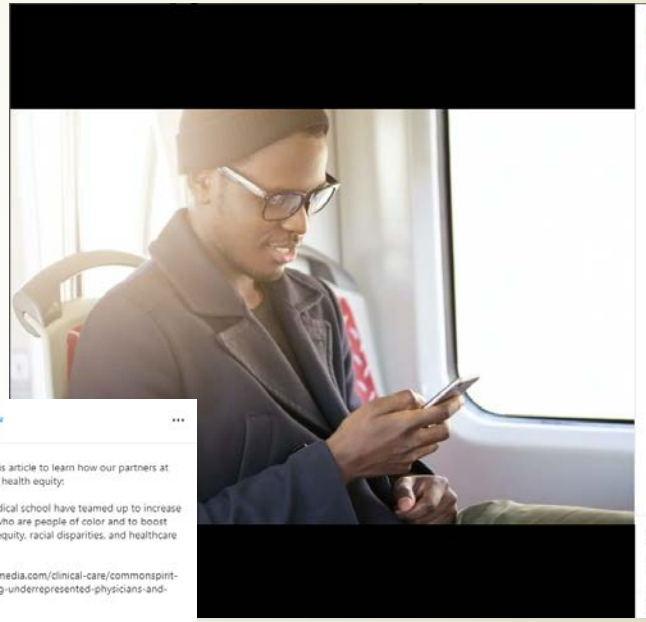


ourhealthministry • Follow

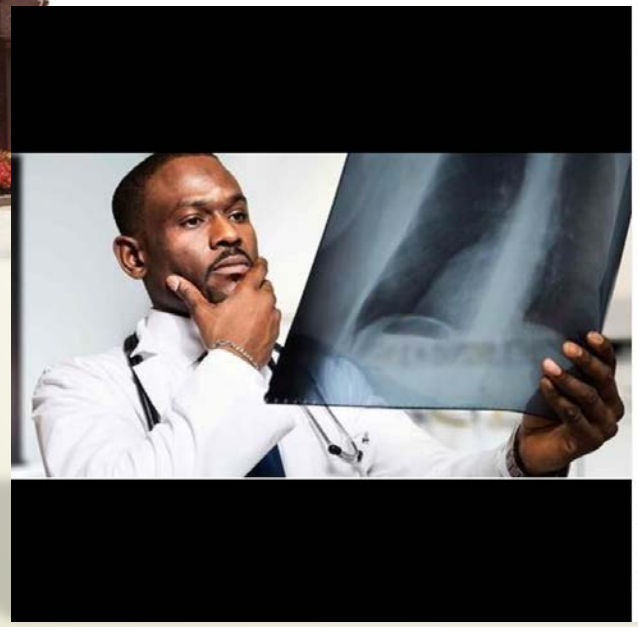
**ourhealthministry** Founder, Silas Buchanan, speaks to #himss2022 audiences about his relentless quest for #healthequity in #digitalhealth. Click below to read full article.
@RACmonitor #clinicaltrials #healthequity

2w

Be the first to like this

MARCH 15

Add a comment... Post



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

5w

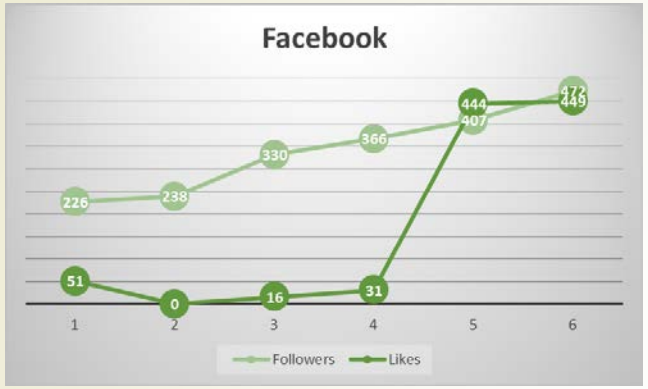
Be the first to like this

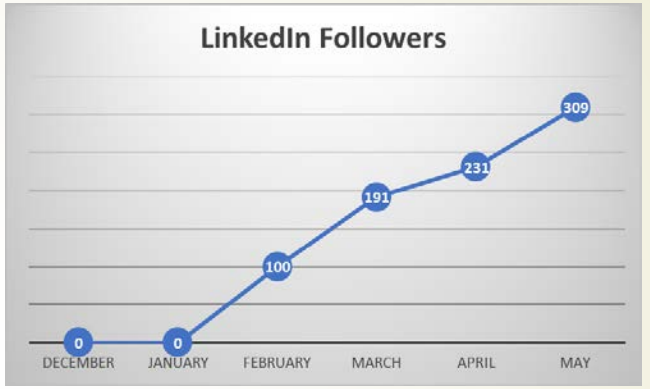
FEBRUARY 24

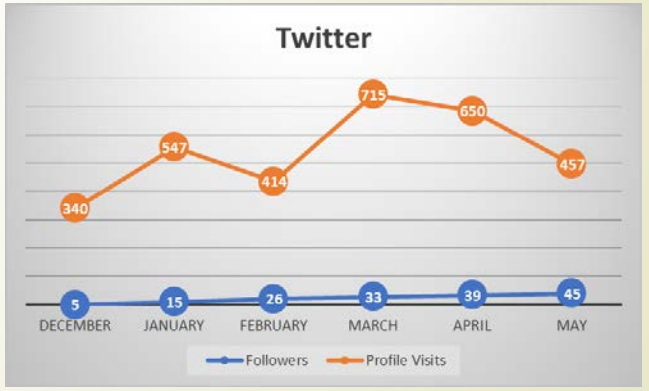
Add a comment... Post

# Social Media: Twitter Post Examples

# Current Social Media Data





# Interviews with Faith Leaders

# 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 creates 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 creates opportunities for:

- Meaningful connections built on trust
- Clear and honest communication

Which has been shown to lead to:

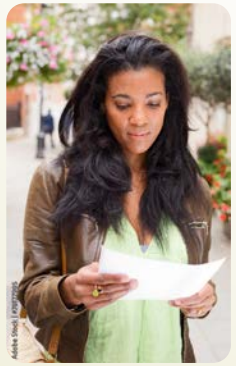
- Improved adherence, healthcare utilization, and better understanding
- Improved health equity and reduced disparities

# 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 creates 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

# This is a new approach.

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