

TIME FOR CHANGE

A Year of Change in Review

There is nothing certain in life but change itself! Author Unknown

Community Health Coalition, Inc.



Healthy People
2020

Improving the health of Durham
& NC communities since 1989

A Year of Change in Review

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2018 Annual Report was compiled, written & designed by Carmelita Spicer, M.Ed, Programs & Marketing Consultant

Greetings from Co-Founder & Board President

Dear Supporters,

An unknown author once said that there is nothing certain in life but “change” itself. Well year 2018 was our year for change. We at Community Health Coalition (CHC) reorganized and relocated -- all for growth. We created a core team to manage and run the organization and strengthen our outreach activities.



The team is comprised of a Medical Doctor, PhD, Registered Nurse, Physician Assistant, Health Educators, Administrators and Educators. We also relocated to a larger space at 308 Crutchfield St., Suite D in Durham.

This annual review reflects our efforts toward our mission, to strive to achieve health equity and to eliminate racial health disparities. It reviews our programs and activities of 2018. We:

- Administered **432** blood pressure checks and **250** glucose screenings;
- Participated in **26** health fairs;
- Held a youth workshop to empower them through creative expression on how to eat, plan healthy (Koalition Kids);
- Held our yearly Community May meeting to discuss Population and Patient-Centered Health;
- Met with seniors in two senior housing developments every 2nd and 4th Saturday to discuss healthy life choices;
- Reached over **40,000** people, shared our documentary titled “Precious Gift of Life” and registered **109** new organ donors; Met with Hospice and Funeral Directors to discuss End of Life Planning as it relates to families donating organs.
- Produced and mailed our monthly health tip with information on heart health, nutrition, exercise, mental health, diabetes, organ donation, breast health and cancer prevention, etc. to over **150** churches and emailed to over **1,500** supporters.

We sincerely thank you for your years of support and encourage you to continue to Live Healthy. *A Healthy Community Includes You.*

From the Core Team & Co-Founder/Director

A handwritten signature in black ink that reads "Elaine Hart-Brothers MD". The signature is written in a cursive, flowing style.

Elaine Hart-Brothers, MD

-
- A large green circle with a thin blue border. Inside the circle, there is a list of three statistics, each preceded by a white bullet point.
- 432 blood pressures
 - 250 glucose screenings
 - 109 organ donors

Programs and Activities in Review

Health Fairs



Objectives:

- 1) Provide health related information, offer free blood pressure and glucose screenings,
- 2) Give individual consultations and physician referrals when necessary, and
- 3) Sign-up people to participate in our health education programs.

Outcomes:

Participated in 26 health fairs. Administered 432 blood pressure checks and 250 FREE glucose screenings. We increased our glucose screenings from last year by 200% due to donations from churches and concerned community members! Distributed over 5000 health related educational brochures.

Health Fairs:

<u>Name/Event</u>	<u># Blood Pressure</u>	<u>#Glucose</u>
Women's' Health Awareness Day in April	30	20
NC Baptist Bus	12	12
Morreene Road (3 Fairs)	56	60
Hosiery Mills	45	30
The River Church	42	32
Bethel	12	10
St. Mark	4	12
South Side	16	11
Mt. Level	41	23
Hattie Daniels	5	
Weaver St. Community	15	10
Morning Glory	14	14
Fisher Memorial	20	16
Hayti Heritage Event in August	5	
Feed My Sheep in August	1	
TCOR Community Outreach Ctr/Raleigh in Sept.	9	
Change Path Ministry/Porch Ministry in Sept.	18	
Phoenix Festival in October	28	
Morehead Baptist Church in October	11	
St. Joseph African Methodist Episcopal (2 Fairs)	41	
Healthy, Wealthy & Wise Event in November	5	
South Square Mall in November	1	
Bridges-Sickle Cell Xmas Extravaganza/Dec.	1	
Totals =	432	250

Health Fairs & Clinical Activities were managed by Mary Baldwin, RN.

Health Fairs were made possible through donations.

Major Health Task Forces & Steering Committees:

- Mayor Steve Schewel’s Transformation in Ten T², A Health Task Force –E. Hart-Brothers, MD
- Women’s Health Awareness Day Committee – Carmelita Spicer, M.Ed, Advisory Board
- Partnership for a Healthy Durham – Lottie K. Barnes, PhD
- Equal ACP (Advance Care Planning) – E. Hart-Brothers, MD

CHC’s Participation in Task Force & Committee Activities were possible through General Operating Expenses.

Walk-a-thons/Runs



Objective: To promote physical activity for fitness and good health.

Outcome: Community Health Coalition participated in four walks

First Lady’s Walk

Crop Walk

Lisa P Diabetes Prevention Walk

Triangle Heart Walk



Walks/Runs were made possible through donations.

CHC's Annual Community May Meeting



**KEYNOTE SPEAKER
DR. TEDRA ANDERSON-BROWN,
MEDICAL DIRECTOR FOR
SUBSTANCE USE DISORDER
SERVICES WITH CARDINAL
INNOVATIONS HEALTHCARE
SERVICES**

**2018 ANNUAL COMMUNITY MEETING ON
HEALTH EQUITY AND HEALTH DISPARITIES**

May 17, 2018

**Theme: "Overcoming Mental Health Challenges
in the African American Community"**



**THE IVY CENTER
4222 FAYETTVILLE STREET, DURAHM NC**

TIME: 5:30- 8:30PM

MOBILE HEALTH SCREENING VAN ONSITE 3:30 PM-6PM

DINNER PROVIDED-FREE AND OPEN TO THE PUBLIC

Objectives:

- To provide a forum for the community to spend time discussing exactly what mental health disparities and mental health equity in Durham and surrounding areas mean to us as African Americans.
- To provide screenings though the use of NC Baptist of Mission Mobile Bus
- To survey community on health disparity issues.

Strategy: From a patient-centered vantage, we encouraged the community to participate in their own health outcomes as a group through open dialogue, survey responses and conversation at this May gathering

Outcome: We had approximately 200 community members in attendance. Sixty-eight (38%) of the audience took part in our survey. This is what we learned from the survey.

- 68 individuals completed the participant's survey for the 2018 CHC Annual community meeting, yielding a 70% response rate.
- 90% of the participants reported that they had never received a mental health diagnosis.
- However, 52% of the respondents who completed the survey reported that their mental health was not good. They experienced anxiety, stress, depression, or an emotional problem either always, most always, or sometimes within the past 30 days.
- 51% of the participants who completed the survey reported that they had a family member who had a mental illness or mental health condition compared to 13% who were not sure and 37% who reported that they did not have a family member with a mental illness or mental health condition.
- The most common chronic health conditions reported by the participants were high blood pressure (hypertension), high cholesterol, diabetes, obesity, depression, arthritis, cancer and periodontal disease.
- The most common barriers to managing chronic health conditions reported by the participants were financial, lack of affordable medications, financial stressors, family stressors, side effects of medication, mental health i.e. depression and anxiety and poor self-care/health management behaviors i.e. poor diet, lack of exercise; and lack of motivation.



Event Managers for this meeting were Elaine Hart-Brothers, MD; Michelle Laws, PhD; Gwendolyn Perry; Kimberlee Wynn; Lottie K. Barnes, PhD

Community Annual May Meeting was made possible with funds from these major sponsors: Triangle Community Foundation; Durham County Department of Public Health; Blue Cross/Blue Shield NC; License to Give Trust Fund Commission-NC Office of Administration

Health Tip Newsletter

Background: Health Tips has been a signature program of Community Health Coalition for over 25 years. Education and information on health disparity topics are distributed to health & wellness ministries in more than 150 predominantly African American churches and more than 1500 emails to health organizations, individuals and community groups in Durham County and surrounding areas each month. Health tips are written by Community Health Coalition in collaboration with a group of African American medical doctors. **The project was managed by Carmelita Spicer, MEd and written in collaboration with the Black medical physicians, edited and maintained on the website by Carmelita Spicer, M.Ed. Health Tips were posted and maintained on Website by Derrick Vines, Web Master.**

Objective: To encourage churches to share health information with congregations from the pulpit on the 4th Sunday of each month, and to place health tips in church programs, on bulletin boards and on their websites.

Outcome: On the 4th Sunday of each month, through health & wellness and other ministries in Durham County and surrounding area churches, reached more than 30,000 people with information on the following health topics: prostate and breast cancer detection and prevention, mental health, high blood pressure, heart health awareness, exercise, diet, dental care, nutrition, health disparities, diabetes, organ donation, and maternal and child health.

To view our health tips, go to or click on link below:

<https://www.chealthc.org/healthtips>



Contributors (L to R): Bryan Batch, MD; George Brothers, MD; Kevin Thomas, MD, Matthew Brothers, MD, Desiree Palmer, DMD, and Julius Wilder, MD.

2018 Health Tip Calendar

MONTH	HEALTH TOPIC	EXPERT
January	Exercise	George Brothers, Jr. MD & Mary Braithwaite, MD
February	Heart Health Awareness	Kevin Thomas, MD
March	Kidney Disease & Oral Health	Crystal Tyson, MD and Desiree Palmer, DMD
April	Health Disparities Healthy People	Elaine Hart-Brothers, MD, MPH
May	Stroke Healthy Vision	Cedric Bright, MD Dwight D. Perry, MD
June	Medication Management Men's Health	Brenda Jamerson, PharmD Edward Clemons, DDS, PA
July	HIV/AIDS Minority Mental Health	Veronica Ray, MD Tamera Coyne-Beasley, MD
August	Infant & Maternal Health Healthy Family Screenings	Maria Small, MD, MPH Rickey Baskett, MD
September	Childhood Obesity Sickle Cell Anemia Prostate Cancer	Matthew Brothers, MD Arnett Coleman, MD
October	Breast Health Awareness Domestic Violence	Shelia Allison, MD- OB/GYN Christy Clayton, MD – OB/GYN
November	Diabetes Organ Donation & Lung Cancer Awareness	Bryan C. Batch, MD Julius Wilder, MD, PhD
December	Mental Health & Dealing with Substance Abuse	Carol Gibbs, MD

Health Tips were made possible through financial donations.

Rational 360 Initiative – A Digital Campaign

In 2018, CHC generated 6,798 emailable activists, 4,666 letters to state legislators, and sent 62,744 total emails to activists through its redesigned website.

Below are highlights of the campaigns:

Rationale 360, a full service communications company for Pfizer, kicked the year off by working with CHC to help expand access to care in North Carolina, particularly for communities of color, by leading a targeted digital media acquisition and engagement campaign around an access to care bill focused on oral parity for cancer care.

- Rational 360 worked with our team to build an entirely new organizational website for the first-time improving content, sharpening messaging, and designing a new, policy-focused section. We've continued to update the website with new and relevant content, especially the monthly health tips.
- During this campaign, CHC acquired a total of 6,764 email activists and delivered 4,666 letters to State Representatives and State Senators about HB 206 and oral parity in North Carolina.
- CHC also targeted legislators and their staff directly in efforts influence them to support HB 206. The ads reached 54,896 people, generating 227,059 impressions and 1,235 clicks to the landing page in 21 days. On average, users saw the ads 4.14 times.
- In addition to letters delivered, CHC generated five calls to state senators and identified 175 activists willing to write a letter to the editor along with 51 activists willing to donate at least \$5 to CHC. CHC sent a total of 16 messages to 27,958 recipients with an average open rate of 13.70% and a clicks-over-opens rate of 16.53%.
- The bill passed the North Carolina House of Representatives and has earned the commitment of key senators to move the bill in the next legislative session for the first time.

- After the campaign, Rational 360 created a Principles of Community sign on page, which has generated 6 pledges to date.
- We were able to continue engaging the list in North Carolina by inviting them to a number of in-person events, including the 2018 Heart Walk in Raleigh, the Stead Tread in Durham, the Domestic Violence Forum with Kimya Motley, the Triangle Kidney Walk in Durham, and Great American Smoke-out events
- Rational 360 helped generate awareness around smoking cessation by creating a shareable graphic that could be used by CHC and partners across email and social media, creating a dedicated page on the update website related to tobacco use and lung cancer awareness and prevention, and sending an email to over 6,000 North Carolinians about the Great American Smoke-out and sharing resources related to quitting tobacco products.

This initiative was managed by Michelle Laws, PhD and Elaine Hart-Brothers, MD.

Rational 360 Digital Campaign was made possible through a grant from Pfizer.

Photo Voice Project – *A View of a Healthy Community through Photos*

Background:

Objectives:

(1) to utilize an art medium (digital photography) to enhance youth's critical thinking skills by examining health issues that they feel are contributing to poor health outcomes for youth and adults in their communities; and

(2) to utilize digital photography to improve literacy levels (reading comprehension, oral and written communication) among youth who are among a high-risk population performing below grade level in reading and language proficiency.

Strategy:

Recruited youth from the Rogers-Eubanks Road community center in Chapel Hill (Orange) and provided them with digital cameras and reading coaches. The youth participants met one day per week, for three hours each day to learn about the fundamentals of digital photography (taught by a photographer or instructor from the arts council). Basic data collection and research skills through structured reading comprehension exercises were provided. Information about chronic health conditions, through structured reading comprehension and oral presentation exercises were also provided. Youth engaged in individual critical thinking and reading comprehension exercises and group cooperative learning activities throughout the project.

Outcomes: The predicted outcomes of the project were: 70% of the kids who participate in the project improved their literacy skills measured by Koalition Kids for Health pre- and post-testing; participants became empowered to become health ambassadors and to strengthen skills in leadership, literacy, and communication. These skills are transferable across life stages and will prove valuable assets as they continue to mature into adulthood and begin careers.

Examples of Some of the Youth's Photos:

Not Having Sidewalks threatens the health & safety of the Community!



Not recycling and littering are bad for the environment!

Project was managed by Michelle Laws, PhD.

Photo Voice Project was funded by Durham Merchants Association and the Mary Biddle Foundation

Legacy Building/End of Life Planning: Outreach, Education & Training for Organ Donation

Background:

CHC moved to Phase II- Legacy Building Outreach, Education and Training in July 2018. This initiative was to conduct “End of Life Planning Outreach” as it relates to organ donation with the Funeral Home industry, Clergy and Hospice Care in Durham, Orange, Granville Counties and throughout the State of NC to encourage them to discuss end of life and legacy planning with their clients and families.

Strategy:

CHC will: (1) Develop, write, and publish a core curriculum for morticians, funeral home directors and insurance agents for use as supplemental education at conferences, webinars and continuing education course emphasizing EOLP/organ donation in African American communities. This curriculum will be made available to the industry through classes, online webinars and a limited number of printed pieces. CHC will conduct a session at the 2019 NC Morticians & Funeral Home Directors conference, in addition to participating as a vendor; (2) Conduct a pilot program and produce a guide in collaboration with NC Mutual Life (an insurance company with agents throughout the state and southeastern US) and two funeral homes in Durham County (Ellis & Jones Funeral Home, Fisher Funeral Parlor) to develop first hand approaches to engage morticians/directors/insurance agents/families in end of life planning and discussions on organ and tissue donation; and (3) After this initial pilot program concludes, CHC will write and publish a White Paper on the pilot program for distribution throughout the medical, mortician and insurance company fields.

Anticipated Outcomes in 2019:

At the end of grant period CHC will 1) have an industry approved course curriculum available to be incorporated into the training of funeral home directors/morticians, insurance agents, Theology Seminaries, webinar training, and made available on the CHC website/and webinars with a limited number (100) printed for distribution to the industry through

partnership with the NC organization; (2) confirm the opportunity to conduct continuing education workshop at the June 2019 NC Morticians/Funeral Home Directors Conference or/and District Meetings, in addition to providing webinar access via CHC's website (marketed throughout the state), in addition to having conducted a minimum of 2 educational workshops in the targeted areas; (3) CHC will develop at the conclusion of the pilot program, a guide for the industry based on information gathered from pilot program participants. This guide will be provided to insurance agents and funeral homes/morticians. CHC will test the guide successfully at three sites, conduct surveys and evaluate the findings for future revisions or and expansion; and (4) CHC will publish a white paper based on lessons learned from the pilot program to share with the industry and others.

Open Dialogue and Discussion with Funeral Home Directors, Insurance Agents and Financial Planners



Carmelita Spicer, M.Ed serves as Coordinator, Dianne Pledger serves as Manager and Kimberly Moore, PhD serves as Educator for this grant. This grant will continue through August 2019

Legacy Building/End of Life Planning Grant was made possible by The License to Give Trust Fund Commission, NC Office of Administration

Expanding the Toolkit Marketing Reach in the African American Community for Organ Donation

Background:

Community Health Coalition, Inc. (CHC) undertook a targeted marketing initiative to expand the market reach to the African American community through primarily social media and traditional media approaches utilizing resources developed in the previous grant, a documentary and brochure.

Objectives: To reach a larger portion of the market to raise awareness, dispel myths and shift attitudes.

Strategy: The methodology used to meet objectives was to engage, schedule and appear on talk shows, use traditional media approaches, participate in outreach activities and consistently post on social media. The methodology used to measure the results will be through analytics on Facebook, Instagram, twitter, YouTube and from Arbitron ratings from radio and tv. Additionally, we will count the number of brochures distributed and the actual number of community members registered.

Outcomes:

Traditional Media:

- Appeared on Tarheel Talk Show -Aired twice on WRAL TV – Reached over 12,000 households per airing per Nielsen Ratings
- Ran 70: 30 second spots and 20:12 second live mentions and 5 facebook posts on WNCU Radio 90.7 FM.
- Outcome for traditional media placement - Reached over 50,000 households with TV Talk Show and over 49,100 listeners heard messages over radio.

Public Screenings of our produced documentary, “Precious Gift of Life”:

- A total of 245 individuals viewed our documentary, “Precious Gift of Life” at special screenings.

Community Outreach:

- Participated in seven (7) community events where we spoke directly with members of the community about the myths and realities of organ donation and successfully registered 109 donors!
- Distributed over 1500 brochures and 1700 newsletters.



Social Media:

- On Facebook we increased our followers by 94% - from 389 to 755. Our average post increased from 135 to 1,233.
- On Twitter, we increased our tweets by 190.3%; over 1,263 impressions.
- On Instagram, we increased by 245%
- You tube viewers of our documentary increased from 103 to 432.

**Reached over 50,000
households!**

**Registered 109
Donors!**

**Increased following
on Facebook by
94%!**

Carmelita Spicer, M.Ed. served as Director on Expanding the Toolkit Marketing Reach in the African American Community.

This Grant was made possible by The License to Give Trust Fund Commission, NC Office of Administration

Duke Medical Students with Community Outreach Program



DEstigmatization of Organ Donation in the African American Community Through the Use of Social Media

Overview: This project was maintained through social media by Maya Torain, A Duke Medical Student working with CHC.

Background: Although the number of organ transplants performed in the United States in 2016 reached a record high (n=33,600), an estimated 119,053 people remain on the organ wait list. Compared to other race/ethnic groups, African Americans have disproportionately high rates of multiple chronic health conditions that place them at high risk for organ failure needing an organ transplant including diabetes, chronic kidney disease, and high blood pressure. For example, African Americans make up about 13% of the US population and yet they account for 32% of the people with kidney failure in the United States and 34% of those waiting on the transplant list. Similar findings are evident with Hepatitis C, which is the leading indication for liver transplantation in the United States. African Americans comprise approximately 13% of the US population, but they make up approximately 23% of Americans with Hepatitis C. The evidence is compelling – increasing the number of African American organ donors is a vital link to responding to an urgent health need in the African American community.

Objectives:

- To acknowledge and better understand the stigma associated with organ donation amongst members of the African American community
- To identify strategies using technology to increase knowledge and address myths about organ donation.
- Leverage social media to provide patient education and raise awareness about public health concerns within their community

Results: The chosen social media platforms provide analytics that allow for easy tracking of metrics of interest over time, including number of followers, likes, shares, and overall impressions/reach of a post.

Facebook: CHC currently has 274 likes and 264 followers.

Metrics: (1) Followers (2) Average post reach

Goal: Increase 1500 or more. FB provides CHC with weekly reports of site traffic. CHC will use this information to target and revise the marketing message in the expanded outreach for donor education

Instagram: This social media medium tends to draw the younger audience, thus CHC will use this media to attract the millennials, specifically the college students. CHC has recently registered Instagram and has a 0 baseline at this time.

Metrics: (1) Followers; (2) Post impression

Goal: Gain 300 followers within 6 months with an average post impression of 200 people

Twitter: CHC currently has 1191 tweets, 439 following, 320 followers and 111 likes.

Metrics: (1) Followers; (2) Tweet impressions; (3) Likes

Goal: Increase by the following within 6 months: 1500 tweets, 650 following, 470 followers, and 311 likes

Project was directed by Carmelita Spicer, M.Ed. It was maintained and coordinated by Maya Torain, Medical Student at Duke School of Medicine.

Lung Cancer Focus Group Project: *Examining the Effects of Written Lung Cancer Educational Material on Perceived Benefits of Lung Cancer Screenings among African Americans*

Background:

This project was built on the strengths of the previous activities by collecting data on African American veterans and adolescents in the Durham African American community. These two groups were selected to examine if lung cancer information is proven to be beneficial for increased lung cancer screening among African American veterans and for decreasing tobacco use among African American adolescents.

Objectives:

- (1) to review existing print information on lung cancer, specifically flyers and brochures, to assess their appeal to the African American veterans and adolescents in terms of linguistics (wording) and cultural appropriateness;
- (2) to recruit a target population of African American veterans and adolescents to participate in focus groups to examine the benefits of lung cancer screening related to African American veterans and tobacco cessation related to African American adolescents; and
- (3) to design and develop one flyer prototype with information that is culturally relevant for African American veteran and adolescent populations.

Strategy:

Community Health Coalition held focus groups with adolescents and veterans to gather their perspectives on how information on Lung Cancer is presented and on how this information relates to their own health status. We utilized printed materials from Community Health Coalition (Health Tips); from the Lung Cancer Initiative of North Carolina; the American Cancer Society; and the Centers for Disease Control Prevention.

Conclusions/Outcomes:

Based on feedback from the students and veterans, we chose to revise our Health Tip newsletter. Both adolescents and veterans indicated that the information was valuable, but we had too much copy, the font was too small and that we should have visuals of African American males since the newsletter was directed to them. They liked the visual of the red lungs and indicated that all of our important facts would stand out more if they were in

red and underlined. The students did not like that we went from facts and information to asking for a donation. However, we did not remove that request from the newsletter. We just softened the request and explained why we needed the funds. Useful information doesn't translate to action. There was a consensus that quitting smoking required more than information about deaths, prevalence, and risk factors. Most of the veterans felt that the information on the flyers presented would not compel smokers to quit. This is an area that is worth further investigation. Highlighting (in color) critical information is appealing and captures readers' attention. Using pictures of African American subjects including pictures of physicians or medical experts was compelling across all groups.

The veterans promised to distribute the materials to their military brothers and sisters and church family.

In addition to recruiting and conducting focus group sessions, CHC actively promoted the Lung Cancer Initiative and distributed the educational flyers at the following outreach activities:

- Women's Health Awareness on 4/7/18
- Women's Empowerment on 4/14/18
- CHC Community Annual Meeting on 5/17/18
- Juneteenth Day on 6/16/18

CHC also committed to confronting tobacco use for the year on our website at <https://www.chealthc.org/tobacco-use>.

Project was Managed by Carmelita Spicer, M.Ed

This project was made possible with funds from the Lung Cancer Initiative of North Carolina

Community Empowerment Program

Primary Objectives:

Provide health education and consultation to public housing residents, primarily seniors at Morreene Rd., Morning Glory and Hosiery Mills to help them:

- monitor and manage their blood pressure, glucose and cholesterol daily;
- adhere to medication regimens as prescribed and instructed by their physicians; and
- incorporate healthy lifestyle modifications through exercise, diet and stress and medication management.



L to R: Anya Green- Odlum, PA; Vivian Jackson, Nurse; Elaine Hart-Brothers, MD; Rickey Baskett, Jr. MD

Program Structure:

Implemented every 2nd and 4th Saturday (one Saturday per site) to include:

1. blood pressure and glucose readings,
2. health education on different health topics related to cardiovascular disease (CVD) prevention and health management including weight management, diet and nutrition, smoking cessation and stress management

along with information on comorbidities often related to CVD such as diabetes, hypertension, kidney disease, obesity and other topics related to improve health outcomes among economically disadvantaged,

3. Access to care referral services,
4. Disease and condition detection (screenings) and,
5. Consultation on health management.

Outcome: Community Health Coalition continued the relationship with low income housing and sustained and improvised the Community Empowerment. Planning included meetings with the Core team and recruiting neighborhood ambassadors to serve on the Board of Directors of CHC.

The 1st few weeks of the intervention entailed orientation with the two community leaders and securing the location at McMannen with the new African American pastor, Donna Banks.

Blood pressure, diabetes and other diseases are being monitored and managed. Dialogue with questions and answers was available with participants, nurses, educators, each other for social support and providers.

Program activities for September – December 2018

The Community Health Empowerment Program continued to operate on the 2nd and 4th Saturday of each month from 10:00am – Noon at Morreene Road and Morning Glory senior apartments as well as Hosiery Mill on 2nd Saturday from 4:00pm-6:00pm September 2018 through December 2018. The last four Saturdays in 2018 for Morreene Road were canceled due to scheduled activities at McMannen United Methodist Church. We continued to provide Health tips to the families at the Morreene Road complex. The relationship with McMannen United Methodist Church has been extended to June 2019.

The following services were provided at each site:

Blood pressure and glucose screenings

Health education on various topics by physicians, nurses and nutritionist.

Delivery of Food boxes every 3rd Saturday

Turkeys for Thanksgiving – Delivered 11/27

Various Sessions - Hosiery Mill and Morning Glory Neighborhoods

- Just for Us representative provided a short talk
- PharmAssist representative provided information on their services, the insurance enrollment period and prescription drug savings.
- Living wills discussed with representatives from AARP and Parks & Rec. representative fielded questions about Bull City Bucks
- Nutrition table coordinated with caterer's meal was provided
- Elections: voter registration, early voting, and getting people to the polls.
- Library (possibility of a Bookmobile at HM-Karlene Fyffe-Phillips)

Program was managed by Vivian Jackson and Elaine Hart-Brothers, MD and supported by Mary Baldwin, RN and Anya Green-Odlum, PA of CHC and various African American Physicians & Nutritionist from the Community.

Program was supported with funds from Durham County Department of Public Health.

Mentorship Program with Students from North Carolina Central University, City of Medicine Academy and Duke Medical School

Background: Students to develop knowledge, skills and attitudes needed for providing culturally competent health care for the community.

Objectives: 1) Apply concepts of community engagement and health literacy, and 2) Work in the community on projects and programs with health educators and MD providers.



Duke Medical Students



High School Students with Drs. Laws & Hart-Brothers



City of Medicine Students with Dr. Hart-Brothers



NCCU Students

Key Awards & Recognition



The Auxiliary to the Durham Academy of Medicine, Dentistry & Pharmacy with CHC Staff

The Auxiliary to the Durham Academy of Medicine, Dentistry & Pharmacy (DAMDP) awarded Community Health Coalition \$3000 for its excellence in providing health education and disease prevention in the Durham African-American Community.

Grand Chapter Order of Eastern Star NC awarded CHC \$3000 for its outreach efforts in Heart Health & Hypertension.

Longevity Award was Presented to EHB by **Durham Business & Professional Chain** for Community Health Coalition's years of service to community as a non-profit.

Proclamation Presented to CHC from **the Mayor of Durham** for its community engagement efforts over the years.

Durham Chapter Links, Inc. awarded CHC \$1300 to support its Women's Health Programs and support its Organ Donation Programs. Links, Inc. also sponsored and CHC participated in a Domestic Violence Seminar as part of women's health outreach.

Social Media Analysis - 2018

Social Media are computer-mediated tools that allows our audience to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. Social media sites and applications that Community Health Coalition uses are Facebook, YouTube, Twitter and Instagram. CHC's Social Media Coordinator is Matthews Brothers, MD.



Objective

- to create, share and exchange information and pictures with the younger, more digitally engaged audiences.

Outcomes:

Facebook Analysis

354 Fans (up 32%)

74 Posts (48 photos, 4 videos, 7 links, 13 status, 2 events)

19,410 Total Page Impressions (number of times someone viewed a post) - (up 70%)

319 Audience Engagement (reaction, comment, share) - (up 92%)

Most Engaged post – Tunisia's story posted on August 1, 2017

Twitter Analysis

470 Followers (up 55%)

80 Tweets sent - (down 27%)

37 Mentions/Direct Messages - (up 270%)

16,868 Impressions (up 23%)

Top Tweet by Reach – On Jan 17, we will be at @NCCU blood drive from 10-3 educating students on how they can save lives & encourage others to be an organ donor.

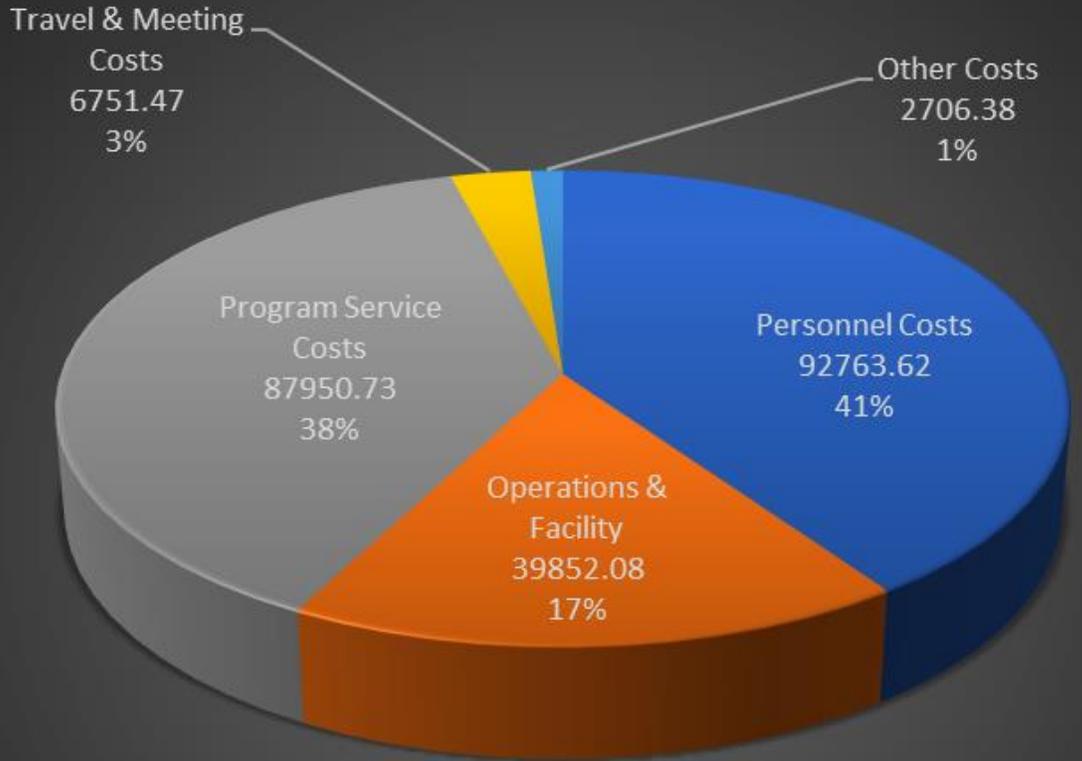
Instagram Analysis:

94 Followers

7 People - Top Post by Engagement: Get the word out to our community #donatelife #giftoflife

Financial Snapshot

2018 Expense Categories



- Personnel Costs
- Operations & Facility
- Program Service Costs
- Travel & Meeting Costs
- Other Costs

CHC's Staff, Volunteers & Contractors -2018



This is Us



Board of Directors



Top Row, L to R: Kevin Thomas, MD; Rev. Michael Page; Desiree Palmer, DMD (Treasurer); Jamila Minga, PhD; Cornelia Connor, RN.

Middle Row, L to R: Dwight A. Peebles, MBA; Evester Bailey, MS; Linwood Roland; Elaine Hart-Brothers, MD (President); Edward Clemons, DDS (Vice President); Brenda Jamerson, PharmD; Cameron Belton, JD

Bottom Row, L to R: Evangelist Ervin Wilson; Cedric Bright, MD; Makeba Tate McDaniel (Secretary)

“Thanks” Major Grantors, Collaborators and Partners in 2018

Partners/Collaborators:

- Duke Regional Hospital
- Duke/UNC Student NMA
- Old North State Medical Society
- Auxiliary of Durham Academy of Medicine, Dentistry & Pharmacy
- North Carolina Central University-Public Health Education Department
- UNC Gillings School of Public Health
- Duke Division of Community Medicine
- Duke Energy of North Carolina
- Durham County Department of Public Health
- Durham Interdenominational Ministerial Alliance of Durham and Vicinity
- Durham Chapter Links, Inc.
- Central Carolina Black Nurses Council, Inc.
- Lincoln Community Health Center
- North Carolina Mutual Life Insurance Company
- Duke University Health Systems
- American Cancer Society
- American Heart Association
- Blue Cross Blue Shield NC
- CAARE, Inc.
- Durham Committee on the Affairs of Black People (Health Committee)
- Triangle Sisterhood Network
- Senior PharmAssist
- Partnership for a Healthy Durham
- National Council Negro Women
- Pi Chapter of Chi Eta Phi Sorority
- Bridges Point, Inc.
- Duke Cancer Institute – Office of Health Equity and Disparities
- Grand Chapter Order of Eastern Star NC
- AXA Advisors, LLC
- Project Access Durham
- Woodforest National Bank

Grantors:

- * NC DOA – License to Give Trust Fund Commission
- * Lung Cancer Initiative NC
- * Durham County Department of Public Health
- * Triangle Community Foundation
- * Pfizer
- * Mary Biddle Duke Foundation
- * Durham Merchants Association
- * Wells Fargo

A Year of Change in Review

Our New Location:



Community Health Coalition, Inc.



Healthy People
2020

Improving the health of Durham
& NC communities since 1989

308 Crutchfield St. Suite D PO Box 15176

Durham, NC 27704

Phone: 919-470-8680

Email: healthcoali@gmail.com

Website: www.chealthc.org

Twitter: <https://twitter.com/chealthc>

Facebook: <https://www.facebook.com/chealthc>