



One Healthy Life Leads to Another

www.onehealthylife.org

African American Health Program **Community Health Workers**

Bridging the Gap between the community & the healthcare System



AFRICAN AMERICAN HEALTH PROGRAM

14015 New Hampshire Avenue
Silver Spring, MD 20904
240.777.1833 | 301.421.5445
www.onehealthylife.org



The African American Health Program is funded by the Montgomery County Department of Health and Human Services and administered by BETAH Associates, Inc.

AAHP History

The African American Health Program was created in 1999 and is funded by the Montgomery County Department of Health and Human Services and administered by BETAH Associates, Inc

Our Mission

To eliminate health disparities and improve the number and quality of years of life for African Americans and people of African descent in Montgomery County, MD

AAHP focuses on six areas of health disparities:
Cardiovascular health, Cancer, Diabetes, Infant mortality,
HIV/AIDS & Oral health

AAHP's Health Promotion Program

- Community-based Health Promoter's Program was established in 2004
- Health promoters participate in prevention and wellness activities by providing health education, awareness messages and linking community members for screening services in the county
- Help with planning and implementation of health fairs and health education sessions throughout the community



AAHP's Health Promotion Program

- **Cardiovascular Health**
 - Conduct blood pressure screenings
 - Planning and implementation of the annual Health Freedom: A Path to wellness walk
 - The annual AAHP Heart Health Event
- **Diabetes**
 - Recruitment of community members to participate in AAHP diabetes education and dining clubs
- **HIV/AIDS**
 - Trained CTR counselors
- **Cancer and oral health**
 - Health education and link community members to screening services

Health Promoters Are Selected from the African-American, Caribbean, and African Communities

Languages

Spoken

French
Kiswahili
Krio
Russian
Amharic
Spanish

Regions Represented FY 2012

USA	8
East Africa	
Kiswahili-speaking	2
Amharic-speaking	2
West Africa	
English-speaking	1
French-speaking	4
Caribbean	2
Total Promoters FY 2012	19

Outreach

- In FY 2011 health promoters participated in 74 health fairs, cultural events and health education sessions.
- Outreach was provided to an estimated 5,089 residents*
 - Referrals to Montgomery cares clinics for primary healthcare and screenings*
 - *Referrals to the AAHP S.M.I.L.E program and diabetes education classes and dining clubs*

Challenges to Health Promotion Program Delivery

- Clients fear of deportation
- Client follow up
- Lack of access to transportation
- Language barriers
- Lack of understanding of the US health care system

Health Promotion Successes!

- The 5th annual Heart Health event held in conjunction with Holy Cross Hospital served 200 attendees
- Implemented culturally competent health education and screenings to non-English speaking minorities (Project Santé Pour Tous)
- Health Promoters researched, developed, and implemented health education presentations



The Impact of AAHP's Health Promotion Program on Meeting Health Care Reform Legislation Requirements:

Health Promoter activities are designed for the community in a manner that gradually shifts the focus to preventing illness and promoting wellness while aiming to reduce the gap in health disparities among African Americans and the general population

How to Replicate AAHP's Health Promotion Program Model:

1. Recruit community health workers
2. Offer CHWs training in culturally competency, HIPAA, communication skills, outreach strategies, health disparities, and disease-specific epidemiology
3. Establish partnerships with local housing authorities, hospitals, health care providers, faith based organizations, and ethnic associations
4. Follow up with community contacts to remain knowledgeable of local outreach efforts and events (e.g., health fairs, community events, and cultural celebrations)

AAHP Promoting Health in the Community



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