



The Black Health Project

Ontario

Vision

To mobilize people from the diverse Black communities in Canada to experience optimal health and well being.

Mission

To influence lifestyles and encourage healthy living through effective health promotion initiatives, community capacity building, relevant research and education, and working with community partners, foundations and government health agencies.

Goals

- ❑ *Increase awareness of chronic diseases that have a high prevalence in the Black community.*
- ❑ *Increase understanding of the health-risks and the factors that influence health seeking behaviours of members of the diverse Black community*
- ❑ *To test a culturally designed lifestyle (chronic disease prevention) program*
- ❑ *Create a series of community based Expos and a Conference that provide health education and health promotion within the context of the social determinants of health*

Goals

- ❑ *Compile and provide a Black Health Report which will aid community organizations, foundations and health policy makers in their efforts to serve the Black community*
- ❑ *Increase awareness of the importance of ethnically and culturally specific health research and data collection*
- ❑ *Increase partnership and cooperative networking among community health organizations, foundations and government agencies*

Goals

- ❑ *Increase awareness of and support for community health organizations*
- ❑ *Increase awareness of accessible community resources*
- ❑ *Increase engagement of members of the Black community in the development, implementation and evaluation of programs, initiatives, and research focused on the health and well-being of the Black community through participation in community organizations, foundations and government agencies.*

Research: The Black Pulse Report

I. The Black Pulse Report (questionnaire + focus groups)

- Chronic disease prevalence
- Disease awareness
- Health seeking behaviour
- Readiness for change

Intervention: The Black Health Challenge & Beat D' Island Rhythm 5 Mile Run/Walk

I. Black Health Challenge

- Culturally designed, 12 wk., chronic disease prevention program
- Components: Nutrition + Physical Activity
- Pre + Post health statistics
- Prizes for top achievers

II. Beat D' Island Rhythm 5 mile run/walk

- Support research and community organizations working to lessen the impact of chronic disease in the Black community
- Run/walk for any or all chronic diseases
- Direct your donation to the charity of your choice

Outreach: Expos & Conference

I. Black Health Expos

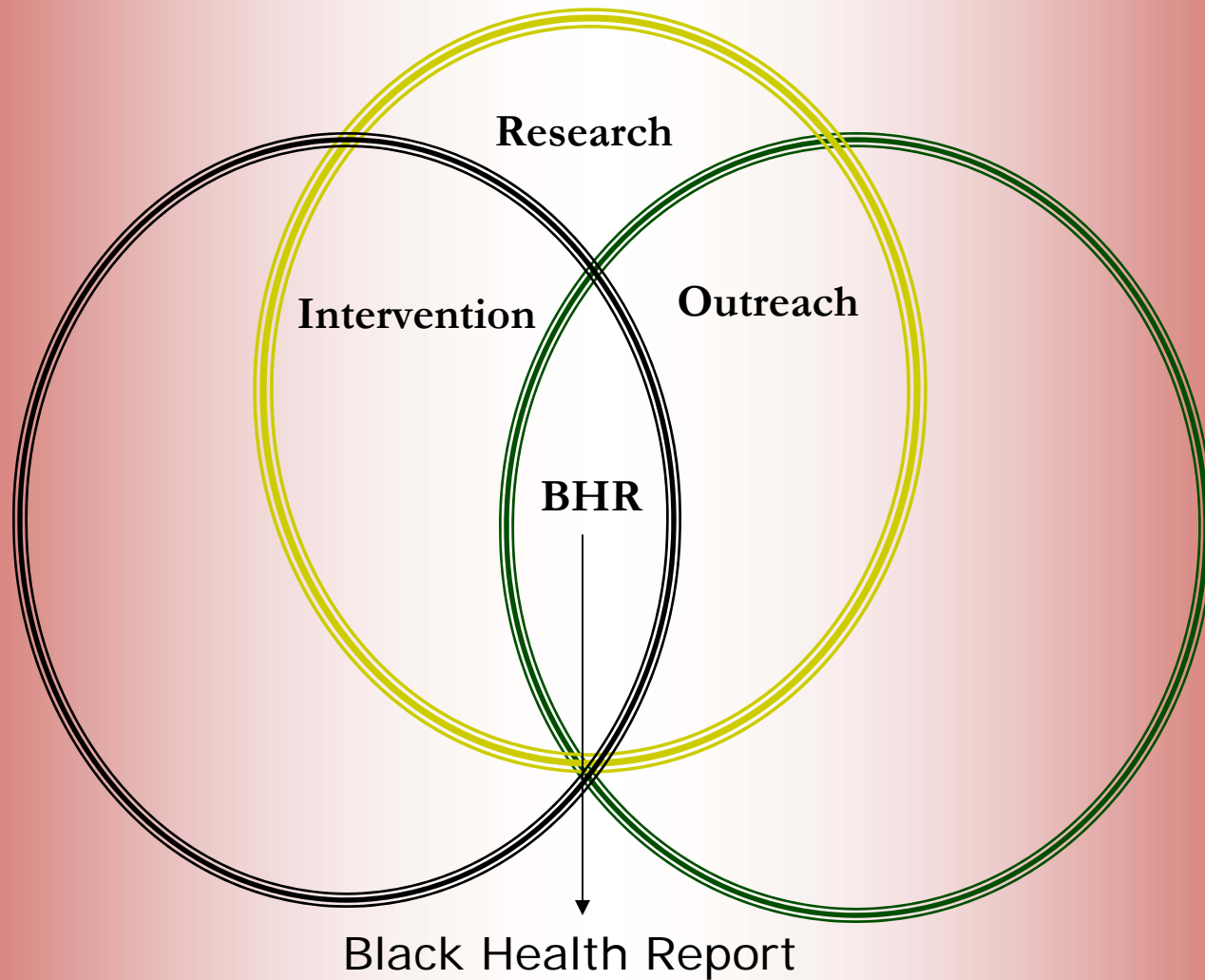
- Series of health promotion expos aligned with major cultural festivals attracting large numbers from the diverse Black community
- Interactive workshops: Ask the Expert/Survivor, cooking for health, socasize, BP screening, etc.
- Community resources & Completion of Healthy Knowledge Report

II. The State of Health of Black Canadians (Ontario)

- A community focused conference addressing the health and well-being of Black people living in Ontario within the context of the social determinants of health.
- Stream I: Accredited and designed for health professionals, health and social service organizations, and government agencies
- Stream II: Designed for community members, community organizations and media
- Presentation of preliminary findings of the Black Health Report



The Black Health Project





Black Health Project Partners



- ❑ BHA and TAIBU Community Health Centre are the lead community partners of the Black Health Project.
- ❑ Potential collaborating and supporting organizations such as the various member organizations of BHA (Caribbean Chapter of CDA, Black Physicians Association of Ontario, African Canadian Heart Health Education Program, BLACK CAP, etc.) and other agencies such as Black Creek Community Health Centre, Women's Health in Women's Hands, etc.

Black Health Project Community Partners

- ❑ Identified community partners of the BHP include: The Heart and Stroke Foundation of Ontario, the Canadian Cancer Society and the Canadian Diabetes Association. Other potential sponsors may be the Ministry of Health Promotion, the Public Health Agency of Canada, City of Toronto, etc.
- ❑ The Black Health Project would be attractive to media – both mainstream and community, providing regular reporting on the activities and progress.
- ❑ We may seek Community Media Sponsors such as Planet Africa, SHARE, PRIDE, SWAY, CIUT, CKLN, CHRY, etc. to assist with project promotion and dissemination of the results.

Black Health Project ~ Beyond Year 1

- ❑ The Black Health Project (BHP) would be an on-going, yearly initiative growing and expanding to different regions and cities (Mississauga, Brampton, Pickering, Ajax, Windsor) producing an annual Black Health Report.
- ❑ The Black Health Report would be beneficial for all partner and sponsoring organizations helping to guide development of health promotion and health awareness strategies, best practices, and direct future community-based research.

BHP

- Most importantly, the Black Health Project will be an effective means of engaging and mobilizing the community around issues relevant to their health and well-being.

Next Steps ~ Committees @ Work

- Research: The Black Pulse Report
 - Research and Education Committee

- Outreach: Expos and Conference
 - Community Outreach

- Intervention: Black Health Challenge and Break Di Island Rhythm 5 Mile Run/Walk
 - Membership, Fundraising, Others

Become a Partner

□ The Black Pulse Report

- Join the BHA Research and Education Committee
- Recruitment/coordination of focus group participants
- Venue for questionnaire administration
- Promotion of the Pulse Report and Black Health Project

Become a Partner

- The Black Health Challenge
 - Sustainability of program (CHC's)
 - Venue for program implementation (community kitchen, gym, meeting room)
 - Recruitment/coordination of program participants
 - Donation of prizes for top achievers
 - Promotion of Black Health Challenge & BHP

Become a Partner

- Break D'Island Rhythm 5 Mile Run/Walk
 - Enter your organization/corporate team
 - Event day volunteers
 - Recruit sponsors/donors
 - Promotion of event and Black Health Project

Become a Partner

- Expos and State of Health Conference
 - Join the BHA Community Outreach Committee
 - Presenters (researchers, experts, facilitators, survivors)
 - Sponsors (food, travel, children activities)
 - AV/IT support
 - Event day volunteers
 - Event Promotion

Black Health Project Plus

□ Community Based Research Summit

- Forum for presentation and sharing of research initiatives within the community
- Identification of research gaps, building of a global research strategy
- Reducing the risk of duplication and increasing the risk of collaboration
- Exposure to research/project funding programs at MHP, HSFO, PHAC, Wellesley Institute, CCS, Trillium, etc.

Black Health Project Plus

□ Public Health Policy Summit

- Forum for presentation and sharing of health policy recommendations/position statements
- Building a broader consensus among stakeholders on health related issues
- Working alongside government partners

The Black Health Strategy

- ❑ Black Health Project
- ❑ Community Based Research Summit
- ❑ Public Health Policy Summit
- ❑ Social Marketing Project
- ❑ Strong Media and Communication
- ❑ Spokespersons
- ❑ Corporate/Private Sponsors
- ❑ Business, Arts, Science, Sports

Communication ➤ Cooperation
➤ Collaboration

Coming together is a beginning;
Keeping together is progress;
Working together is success.

Henry Ford