

Educating Minority Populations: The Alliance of Community Organizations and Medicine



Presenter



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Health Disparities in Minority Communities:

1. Heart Disease
2. Obesity
3. Hypertension
4. Diabetes
5. Infant Mortality

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Barriers to Health Equity:

1. Lack of Knowledge
2. Misinformation
3. Distrust
4. Economics
5. Lack of access to Healthcare and/or Insurance Coverages

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Solutions:

1. Education/Awareness
2. Strategic Partners
3. Community Engagement
4. Training Leaders
5. Financial Support

Our Purpose



- Vision – Healthier Minority Neighbors and Communities
 - Healthy Pastors, Healthy Congregations, Healthy Communities
- Mission -
 - Reduce health and wellness disparities in minority communities.
 - Increase education and awareness of health and wellness topics.
 - Increase community access to resources and connect individuals to resources for health and wellness.
- Values -
 - We believe that both faith and science working together will make our community healthier and more prosperous.
 - We believe that partnerships with community-based organizations and medicine is critical to achieving our mission.

Opportunity



- Improving trust through building relationships and mutual understanding with community leaders and health professionals.
- Connecting health professionals and “trusted messengers” to reach minority communities.
 - Faith Based Organizations
 - Fraternities/Sororities
 - Civic Organization/NGO’s/NPO’s
- Providing shared platforms for community engagement, education and enrichment.

Our Platform



- Provides engagement opportunities for medical professional to speak directly to community leaders and the needs of the Community.
 - Virtual Round-table discussions with Community leaders to educate and strategize community engagement initiatives.
 - In person Townhall meetings focus upon specific topics concerning Health Disparities and health equity solutions.
 - Online Podcast Interviews to expand reach on health and wellness.
- Provides a network of faith-based organizations distributing health information, providing facilities for outreach activities, building strategic partnerships and promoting Community Health and Wellness as a priority for minority communities.

Clinical Trial Knowledge and Awareness Project



Workshops

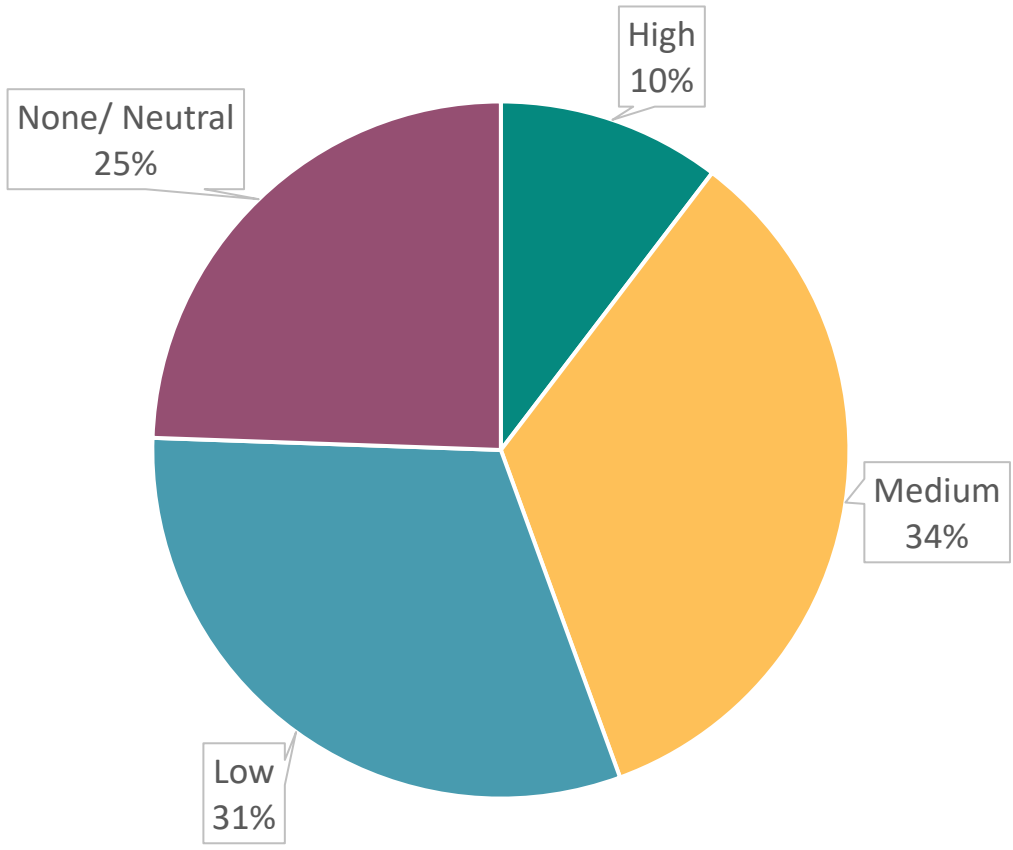
1. Trusted messengers conducted several Small Group workshops utilizing the training materials provided during the messenger training sessions.
 - Brian Shobe – Shiloh MBC
 - Shiloh MBC – 3
 - Greater St Mark – 1
 - Greater Mt Calvary – 1
 - Living Word - 1
 - Bruce Farr
 - Overcoming Church -2
 - Barney Houser
 - Mt Pisgah MBC -2
 - David Bacon
 - New Vision MBC -1
2. **135 Participants** completed Pre and Post Surveys to assess their current attitudes and the effectiveness of information presented to transform attitudes and potential behavior modification.

Basic Knowledge About Clinical Trails

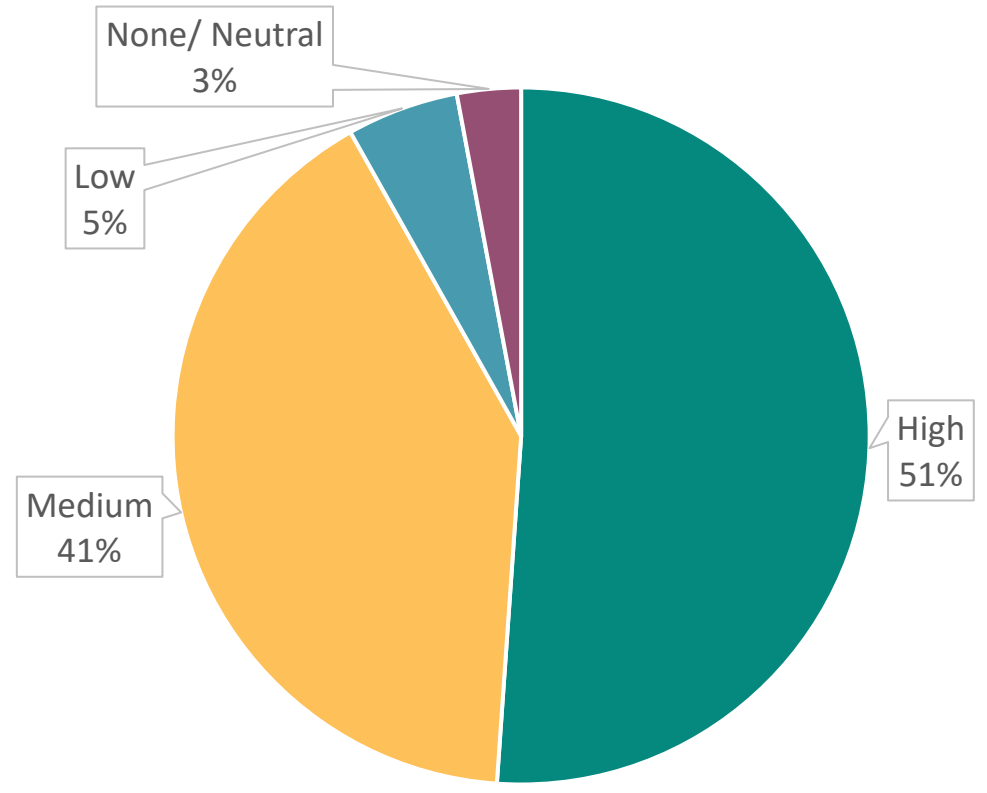
Faith Leader – Community Workshop Survey Results

Significant improvement in knowledge levels

PRE- WORKSHOP



POST- WORKSHOP



■ High ■ Medium ■ Low ■ None/ Neutral

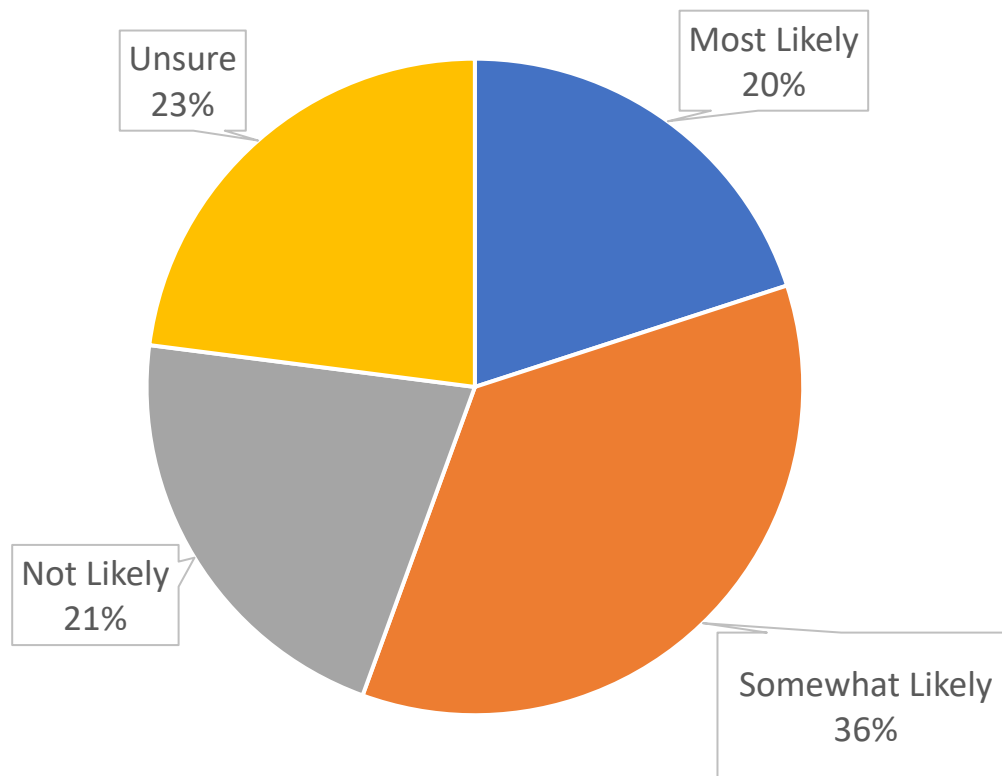
■ High ■ Medium ■ Low ■ None/ Neutral

Consideration to Participate in Clinical Trial

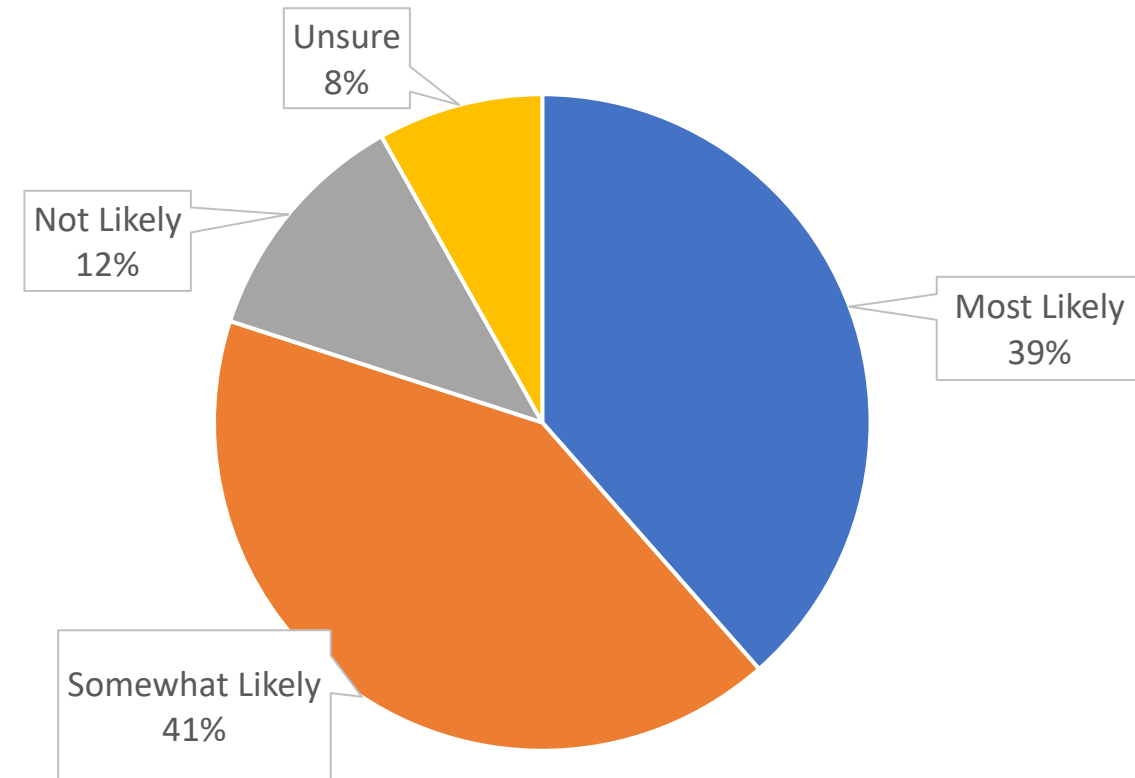
Faith Leader – Community Workshop Survey Results

There is a significant improvement in attitude toward participation in clinical trials.

PRE- WORKSHOP



POST-WORKSHOP



■ Most ■ Somewhat ■ Not Likely ■ Unsure

■ Most ■ Somewhat ■ Not Likely ■ Unsure

Not Likely and Unsure drop from 44% to 20% in Pre to Post survey for community workshops

Most Likely and Somewhat Likely, increase from 55% to 80% in Pre to Post survey for community workshops

Clinical Trial Knowledge and Awareness Project Conclusions



Conclusions

1. The “Trusted Messenger” knowledge and awareness project demonstrated that providing information in a cultural and relevant forum will influence attitudes and perceptions of participation in clinical trials.
2. These workshops and townhalls should be reinforced with continued engagement with social media, literature, flyers, and community conversations to maintain and reinforce attitude change over time.
3. Incentives such as food or gift cards and are very important to gaining the attention/attendance of the target audience.

Audience Q&A

