

## African American Wellness Project Portfolio



Founded in 2002, the African American Wellness Project (AAWP) **was formed to respond to health disparities in the African American community** and is dedicated to health equity and better health outcomes for people of color, by serving as a megaphone for trusted knowledge and information and providing guides and resources that enable and encourage African Americans to advocate for themselves and receive improved care, regardless of insurance or circumstances.

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## Introduction

Thanks to a generous support from our partners, we have been able to launch campaigns that focus on several health issues that disproportionately impact the African American Community.

**The issues we have identified as key health related problems include:**

- Wellness
- Tools to Assist Consumers Navigate the Health Care Systems
- Disease Related Conditions
- Heart Disease and Hypertension
- Diabetes
- COPD
- Asthma
- Prostate Cancer
- Vaccinations

**Each campaign involves:**

- Consumer Education
- Provider Education Provider
- Consumer Education with On the Ground Partners
- Research

We have included audience impact and outcome. Our team has a commitment to improving health equity not only for African Americans but for all American's who for whatever fail to achieve health equity. We hope to continue our partnership with your organization for years to come.

**Sincerely,**

*Michael Lenoir*

**Michael Lenoir MD**  
**President and Board Chair**  
**AAWP**

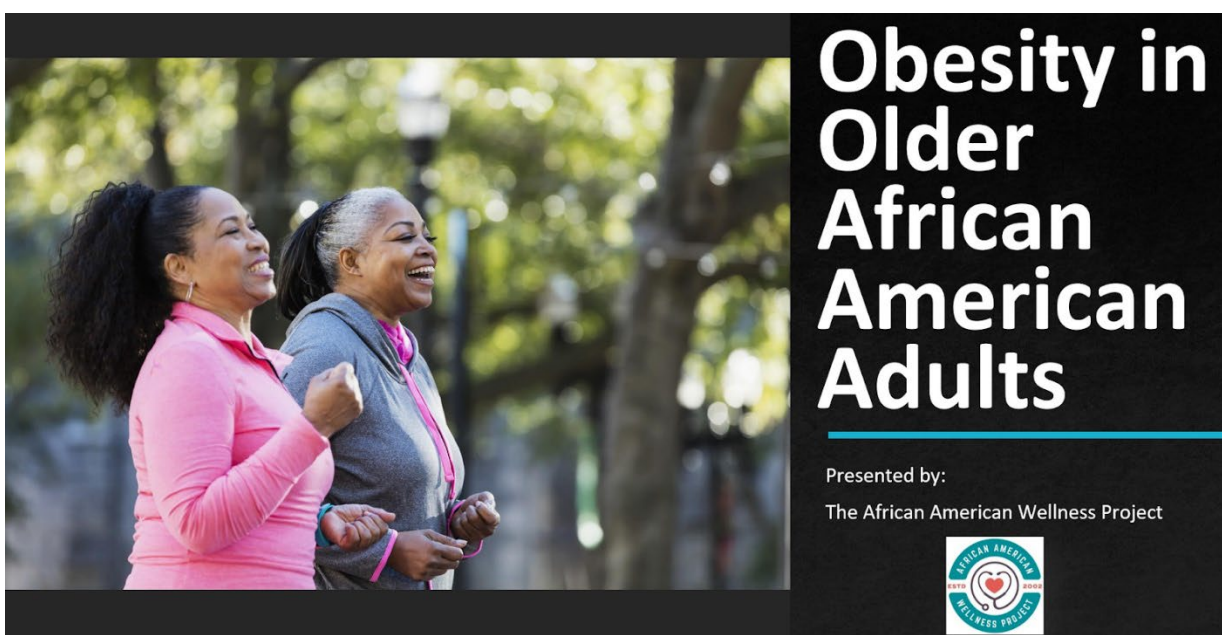
*Monique Lenoir*

**Monique Lenoir**  
**Executive Director**  
**AAWP**

## Our Programming, Initiatives and Reach

Thanks to our partnerships with **Google** for Nonprofits and **Microsoft** for Nonprofits the AAWP's **content in 2023 reached over 200,000 impressions a month** and receives **10,000-12,000 unique clicks a month to our website every month**, and this is separate from our social media presence where we have an aggregate of **20,000 followers** across all platforms and our **newsletters** reach 20,000 readers every month.

## Development of Culturally Competent Health Educational Materials



The African American Wellness Project (AAWP) has developed culturally appropriate health education materials on the importance of cardiovascular disease prevention and actions to improve heart health in the elderly. Obesity and Heart Disease is the focus of our grant.,

Specifically, the presentation focuses on obesity and heart health, nutrition, the benefits of physical activity, resources, and a call to action. The materials were shared with the AAWP network.

**View Course we created on Obesity in African American Adults : [Link Here](#)**



The AAWP also creates and distributes content on a regular basis to our audience on a variety of subjects including the graphic here on ***How to Navigate an Asthma Attack***, giving simple but comprehensive instructions to the reader about self-monitoring, knowing when and how to seek the right help for their health emergencies.

In addition, we created informative and shareable health materials to be shared on social media and housed on our website, sent through our newsletter, covering the important topics of the day such as obesity, heart disease, asthma, vaccinations and more.

[Link to resource: Asthma Action Plan](#)

## How We Do Campaigns

We launch campaigns that are forever. No one offs. Through our “And Black America”, process we have utilized:

**A. Social Media:** AAWP has worked hard to develop engaging content, be it text, graphic or video, paired with engaging social media and traditional media distribution strategies with our primary focus, the African America community.

Thanks to our partnerships with Google for Nonprofits and Microsoft for Nonprofits the AAWP’s content reaches over 100,000 impressions a month and receives 10,000-12,000 unique clicks a month to our website every month, and this is separate from our social media presence where we have an aggregate of 20,000 followers across all platforms and our newsletters reach 20,000 readers every month.

**B. We produce a range of digital media initiatives including:**

**Wellness Watch**, a weekly Facebook Live event and Podcast in partnership with BlackDoctor.org. In the past 12 months three of our livestreams which were in partnership with AstraZeneca about Asthma reached an average of 15,000-20,000 viewers per show, with a reach of as high as 35,000 people in some shows.

**C. Partnerships.** We also understand that it’s important to work both online and, on the ground, so we have developed key partnerships to this effect to reach people in their communities with each of our initiatives:

- Heart Disease - 100 Black Men
- Hypertension - The Ethnic Health Institute at Samuel Merritt University
- Diabetes and Obesity - Healing Our Village
- COPD – The Chest Foundation
- Obesity - Private Weight Loss Program
- Asthma – The Asthma and Allergy Network and Allergy Section of National Medical Association
- Vaccinations – The National Council of Negro Woman
- Prostate Cancer – Prostate Cancer Foundation

**D. Finally, feedback** is key, so we have captured metrics on all our content and efforts to optimize our approach and incorporate the great suggestions of our focus group and survey participants.



## We Produce a Range of Digital Media Initiatives

**Wellness Watch**, a weekly Facebook Live event and Podcast in partnership with BlackDoctor.org. In the past 12 months three of our livestreams which were in partnership with AstraZeneca about Asthma reached an average of **15,000-20,000** viewers per show, with a reach of as high as 35,000 people in some shows.

*(\*\*\*Livestream hence link not available)*

The banner is for a Facebook Live Webinar Event. At the top left is the Facebook logo. To its right, it says "LIVE WEBINAR EVENT". The main title is "THE CURRENT MIS-PERCEPTION OF ASTHMA CONTROL". Below the title is the subtitle: "Using Evidence-based Tools to Advance the Identification and Management of Uncontrolled Asthma Across Disease Severities". Below the subtitle are the date and time: "DATE: THU MAY 25 2023" and "TIME: 3:30PM-4:30PM PT". In the center is a circular portrait of Deborah Simmons. To the left of the portrait is the logo for the "AFRICAN AMERICAN WELLNESS PROJECT" which includes "ESTD 2002". To the right of the portrait is the "BlackDoctor.org" logo. Below the portrait, it says "SPEAKER: DEBORAH SIMMONS, MSN, CRNP, NP-C" and "Pulmonary Nurse Practitioner".

## Covid-19 Vaccination PSA with celebrated Actor Delroy Lindo

([IMDB Link](#))



Link to Video here: [Delroy PSA](#)



Wellness Watch Program on Hypertension: [Link here](#)

## Beating Hypertension Together: Unveiling New Paths to Heart Health in the African American Community

Did you know? African Americans are disproportionately affected by hypertension, with nearly 45% of non-Hispanic black men and women diagnosed with high blood pressure. This rate is one of the highest in the world. Our community faces unique challenges, but together, we can turn the tide on this silent killer. [CDC, 2023]

Join us for an eye-opening episode of the AAWP Wellness Watch, featuring special guest Carmen Ward-Sullivan, PhD, RN, and AAWP Founder, Michael LeNoir, MD. Dive deep into the causes, impacts, and solutions surrounding hypertension within our community.

Don't miss this vital conversation. It's time to take control of our health and pave the way for a healthier future.



Wellness Watch Program on Heart Disease: [Link Here](#)



**THE WELLNESS  
WATCH**  
AFRICAN AMERICAN WELLNESS PROJECT

**WHY BLACK AMERICANS DIE MORE OFTEN  
FROM HEART DISEASE**  
**"WHERE CAN WE PLACE THE BLAME"**

  
**FORMER ABC HEALTH  
NEWS REPORTER**

  
**ALDEN MCDONALD MD  
CARDIOLOGIST**

  
**COYNESS ENNIX MD  
CARDIAC SURGEON**

## Radio and Podcasts



Our regular podcast, ***Black Doctors Speak*** is available on Apple Podcasts and all other Podcast Platforms.

This Podcast is a leading podcast in the space for African American Health, where leading health experts weigh in with deep insight on the key issues affecting the health of African Americans today.

[Link to Episode on African American Heart Health](#)

[Link to Episode on Asthma](#)

We also have an ongoing radio partnership with KPFA 94.1 Radio in the Bay Area

[Link to our latest shows here](#)

## Newsletters



<https://aawellnessproject.org/>

We produce two monthly newsletters, including ***Dr. Mike's Ethnic Health Report***, reaching 20,000 readers every month.

In addition, we also have a presence on radio, and we reach **400,000 African American Listeners**, mostly located in the San Francisco Bay Area and other parts of California regionally.

## Health Tip of The Day

Finally, we have a 30 second to 1 minute engaging weekly content called ***“Health Tip of the Day”***([Link Here](#))

### Dr. Mike's 30-second Health Tip of the Week



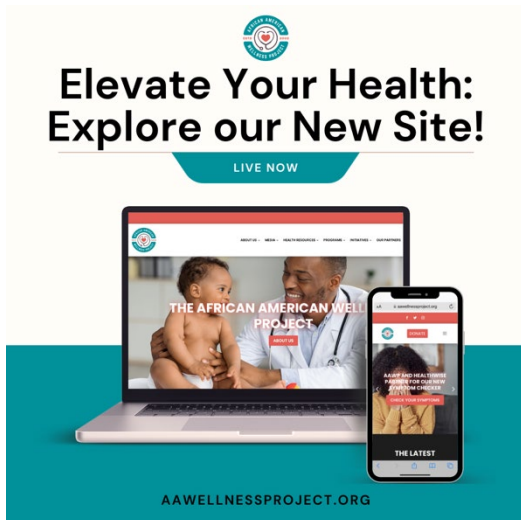
This content is highly engaging short information on a simple health or wellness topic in short bite format.

We have received warm encouragement and feedback on this format and continue to optimize it for our audiences.

Black Women have the highest rates of maternal mortality. Hypertension is a factor. Know your risks and watch Dr. LeNoir's 30 second Health Tip of the Day for more information or visit: [Dr. Mike's Corner - African American Wellness Project \(aawellnessproject.org\)](#)

### Asthma Awareness Month - Health Tip of The Day – [Video Link](#)

## New Website



AAWP launched a brand-new website, <https://www.aawellnessproject.org>, which we believe will enhance the user experience and provide our target audience with valuable information, tools, and resources to advocate for and protect their health. Partnering with Healthwise we created a more user-friendly, informative, and visually appealing website that reflects our commitment to excellence and our broader mission. We have also collaborated to improve the Healthwise Symptom Checker which is one of the biggest draws to our site. Some of the key features you will find on our new website:

- Updated Comprehensive Symptom Checker
- Health Tips and Resources
- Information about Our Entire Team
- Key Initiatives
- Black Doctors Speak Podcast
- Infographics and Tips related to our Priority Health Pillars
- News You Can Use

## Social Media Campaign: Reached over 400,000 audience members.

AAWP partnered with fitness experts to provide virtual aerobic activities that could be done in the comfort of their home, which could be viewed at any time and encourage older adults to get active.



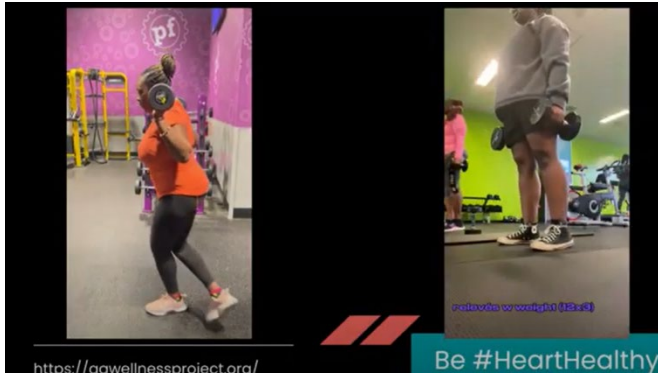
These videos were also broadcasted on our Facebook channel from **April to July 2023**. This Healthy Living Exercise Series included:

- *April 19:* Push-ups, flutter kicks, heel touches, crunches and "mountain climbers"
- *May 17:* Walking/Jogging/Running in-place, Jumping Jax, Bouncing or Hopping, "Mountain Climbers", Jabs and Crosses
- *June 7:* Arm circles, dumbbell punches, lateral raises, "skull crushers" (not as bad as it sounds!), presses
- *July 19:* Standing heel toe raises, Reverse leg kicks, Side leg lifts, Knee ups, Donkey kicks

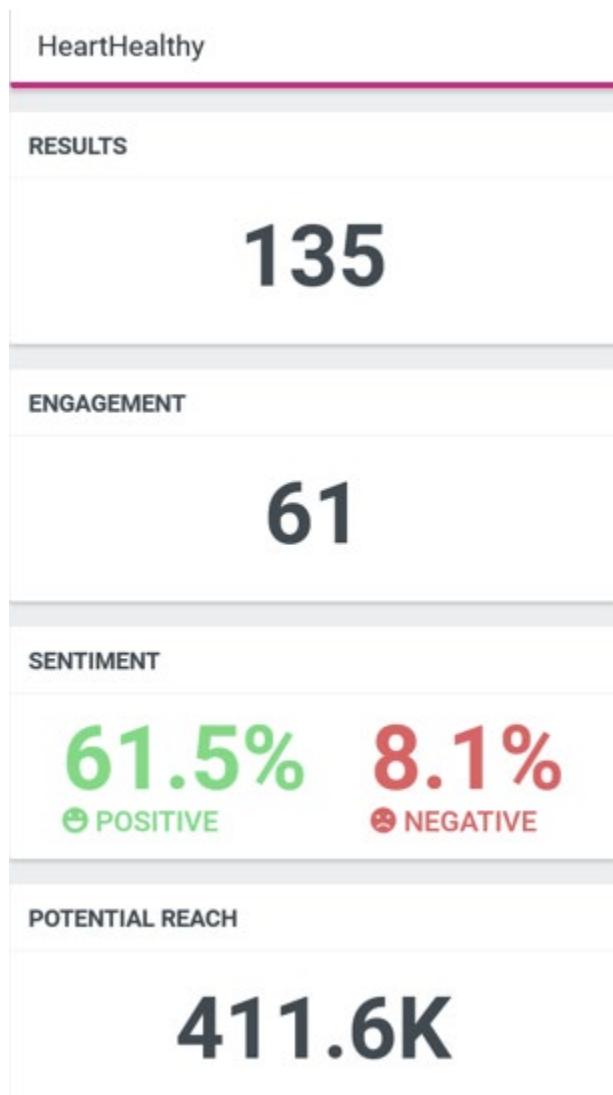
In addition to the aerobic activities, AAWP created a **social media campaign** to further encourage physical activity to improve heart health. Participants were asked to submit a photo or a 30 second video clip doing exercise and use one of the identified hashtags (#HeartHealthy; #QualityLife; #JoinMe; #AAWP4HeartHealth).



## Final exercise video compilation



We were delighted to see our audience get involved in the campaign, follow the social media trends and hashtags, and post their videos. Submissions were used to create a compilation video and shared with the AAWP Network. [Click here](#) to view the final video compilation, which includes submissions of participants doing low impact exercises to stay healthy.



We also measured the **impact of our contact and engagement on the audience** through measuring the reach and engagement levels of the social media campaign and their sentiment was overwhelmingly positive, **cumulatively reaching over 400,000 audience members.**

## Comprehensive Online Health and Wellness Resources on our Website

### SYMPTOM CHECKER



The AAWP – Healthwise Symptom Checker is designed with a body map to help you understand what your medical symptoms could mean, and provide you with the trusted information.

**Who has the problem?**

Just click on the button below – choose either the man, woman or child and follow the prompts and answer the questions .

**SYMPTOM CHECKER**

We have partnered with **Healthwise ([LINK](#))** to create a ready to use online toolkit, housed on our website. It has a **free symptom checker** that our audiences can utilize to understand their health conditions better.



**YOUR FREE HEALTH INFORMATION--  
CLICK HERE**

### Need Answers About Your Health?

**We have them...**

AAWP is proud to offer the Healthwise Medical Knowledgebase, with doctor-recommended content and tools that help prepare patients for their appointments and show them how to better manage their medical care. Trusted, high quality, unbiased health information.

Resources include:

- [Health Topics A-Z](#)
- [Family Health Answers](#)
- [Medication Information](#)
- [Medical Tests Information](#)
- [Health Decision Help](#)
- [Interactive Health Tools](#)

In addition we have launched a **vast health and wellness encyclopedia ([LINK](#))** to look up various health conditions - their causes, symptoms, treatments and more.

We also have developed toolkits housed on our site for our audience to

download and educate themselves on how to self-advocate to healthcare providers and receive better care, overcoming unconscious bias that may exist in the healthcare sector.

## On-the-Ground Work:

### 1. Hypertension Sunday



Church/Mosque	Hypertension / Total Screened	Percentage	# Crisis
Saint Benedict	10 / 18	56%	0
Downs United Methodist Church	5 / 10	50%	0
Parks Chapel AME	10 / 20	50%	0
Allen Temple	13 / 27	48%	4
East Bay Church of Religious Science	9 / 20	45%	0
Glad Tidings COGIC	9 / 21	43%	0
Lighthouse Mosque	10 / 25	40%	1
St. Columba	16 / 44	36%	3
Center of Hope Community Church	2 / 7	29%	0
Saint James AME Zion Church	1 / 10	10%	0
<b>TOTAL</b>	<b>85 / 202</b>	<b>42%</b>	<b>8</b>

*Number of the attendees that took the hypertension free screenings.*

On the ground, during **February 2023** we partnered with **Samuel Merritt College** in the San Francisco Bay Area to conduct “**Hypertension Sunday**”, where across tens of locations, hundreds of residents learned about blood pressure and heart disease and received free health checkups to learn how their heart health is progressing.

This event has been occurring for over 6 years now (since 2017) and was previously endorsed or collaborated with Stanford University.

The event was multifaceted, connected with people of color in their own communities utilizing a network of community organizations to get the word out.

*Hypertension Sunday* was highly educational, and people attended in-person seminars, discussions, and other social situations with health experts present, receiving courteous care and most importantly a free screening for hypertension and blood pressure related concerns. They also received educational materials for further self-learning on the issue.

## 2. Heart and Blood Pressure in-person screening, Oct. 2023



HeartSense · Follow

October 19 · 🌐

We're thrilled to announce our first-ever HeartSense screening event in California! Join us this Saturday in Oakland for our no-cost/no-insurance heart screenings, blood pressure checks, & heart health education to share with your friends and family!

Date: Saturday, October 21, 2023

Time: 1:00 - 4:00 PM PT

Location: Greater St. Paul Baptist Church,  
1827 Martin Luther King Jr. Way, Oakland, CA 94612

A special thank you to 100 Black Men of the Bay Area, Eko Health, the African American Wellness Project and the Bay Area Black Nurses Association.

Let's make Oakland's heart healthier, together!

[100 Black Men of the Bay Area](#)

[Eko Health](#)

[African American Wellness Project](#)

[Bay Area Black Nurses Association \(BABNA\)](#)

# FREE Heart & Blood Pressure Screening

Hosted by  
HeartSense

**Saturday, October 21, 2023**  
**1:00 PM – 4:00 PM PT**

**Greater St. Paul Baptist Church**  
1827 Martin Luther King Jr. Way  
Oakland, CA 94612

### Take ownership of your heart wellness today!

- On-site heart disease screenings
- Identify undiagnosed heart disease
- Evaluations using portable artificial intelligence technology
- On-site blood pressure screenings
- Heart health education & resources

Sponsored By:



The AAWP was proud to partner with HeartSense, 100 Black Men of the Bay Area, Eko Health and the Bay Area Black Nurses Association (BABNA) to provide FREE heart and blood pressure screenings in Oakland, CA at the Greater St. Paul Baptist Church. The event was well attended and received excellent feedback from participants. We thank our partners for supporting this much-needed resource and hope to provide it again in the future.



### 3. AAWP at the National Medical Association July 2023



AAWP had a huge presence at the National Medical Association Annual Convention this Summer in New Orleans. **Dr. Michael LeNoir delivered a powerful address at the NMA AAI Section on July 31, 2023**, in New Orleans during the Floyd Malveaux Symposium. His focus was on "Addressing Vaccination Barriers in Children and Adults: A Public Health and Policy Approach." Dr. LeNoir emphasized the impact of AAI on the African American community, shedding light on the health disparities they face. By highlighting the crucial role of vaccinations in bridging these gaps, he underscored the urgent need for targeted public health initiatives and policy changes to ensure equitable access to healthcare and promote better health outcomes for all.

**Monday, July 31<sup>st</sup>**  
AFTERNOON  
1:00 PM – 3:00 PM CT

**FLOYD MALVEAUX SYMPOSIUM**

The Annual Floyd Malveaux Symposium is named in honor of our Section founder, the late allergist, Dr. Malveaux. This is our initiative where we discuss medical issues from a policy and public health perspective. This seminar will address ways to effectively address vaccine resistance, discuss potential policy interventions, and investigate the public health implications that decreased immunization rates have on our communities of color and other vulnerable populations.

This educational session is supported in part by Merck and the African American Wellness Project.

**Addressing Vaccination Barriers in Children and Adults**  
A PUBLIC HEALTH AND POLICY APPROACH

**MODERATOR**  
**Michael LeNoir, M.D., FAAP, FAAAAI**  
Associate Professor  
University of California-San Francisco  
Comprehensive Allergy Services  
San Francisco, CA

**LEARNING OBJECTIVES**  
After participating in this learning activity, learners should be able to:

- >> Understand that physicians represent the best opportunity to influence the vaccine-hesitant.
- >> Demonstrate a willingness to listen respectfully, encourage questions, and acknowledge parental and individual concerns about immunizations.
- >> Explore the role individual biases and beliefs about the COVID-19 vaccination plays in uptake of routine child and adult vaccinations.
- >> Address routine vaccine misinformation.
- >> Explain the community-wide risks and benefits of vaccinations.
- >> Articulate how using public health surveillance systems to collect, analyze, and interpret data can ensure the dissemination of timely, accurate health information for effective health policy decision-making.
- >> Explore therapeutic, policy, and public health considerations to help increase routine vaccination rates in children and adults.

**1:00 PM – 1:05 PM** **Welcome**  
Michael LeNoir, M.D.

**1:05 PM – 1:25 PM** **Understanding Vaccinations**  
Thomas A. Scott, M.D., MMM  
Medical Director of Optum Health  
Utilization Management Division  
Birmingham, AL

**1:25 PM – 1:30 PM** **Questions and Answers/Audience Interaction**

**1:30 PM – 1:50 PM** **Vaccines: A Focus on the Black Community**  
Michael LeNoir, M.D.  
African American Wellness Project  
President and Chairman of the Board  
Oakland, CA

**1:50 PM – 1:55 PM** **Questions and Answers/Audience Interaction**

**1:55 PM – 2:15 PM** **Vaccinations: From Policy to Practice**  
Cheryl Walker-McGill, M.D., MBA  
Founder, Health2Progress  
Adjunct Professor, Wingate Graduate School  
of Business  
Consultant, AIC Medical Board  
Past Chair, Federation of State Medical Boards  
Wake Forest, NC

**2:15 PM – 2:20 PM** **Questions and Answers/Audience Interaction**

**2:20 PM – 2:40 PM** **Vaccinations: Still Our Most Powerful Primary Prevention Tool We Have**  
Pamela Payne-Foster, M.D.  
Professor, Community Medicine/Population Health  
The University of Alabama School of Medicine  
Tuscaloosa Regional Campus  
Tuscaloosa, AL

**2:40 PM – 2:45 PM** **Questions and Answers/Audience Interaction**

**2:45 PM – 2:55 PM** **Final Q&A**

**2:55 PM – 3:00 PM** **Presentation of Annual Floyd Malveaux Award**  
Anne Matland, M.D., Ph.D.  
2023 Recipient

**3:00 PM CT** **AAI Section Business Meeting**  
Immediately Following the Session

AAWP also hosted the **Past President's Council** that holds a paramount role within the organization, leveraging its expert knowledge and experience to guide and shape the future. In their recent Annual Leadership Forum in New Orleans, Dr. LeNoir and the Council underscored the importance of leadership and action amidst the evolving medical landscape.

## Focus Groups

The AAWP wanted to know the impact our work was having, both online, on radio and in-person. To that end, **we conducted two virtual focus groups** with our audience members over two sessions during Summer 2023, consisting of African Americans and people of color, to understand how our messages, particularly digital and online content, impact them and what they look for when seeking health information online, **and to understand how we can encourage more physical activity among older adults.**

### Common themes from these sessions:

1. Social media videos should be short and direct to the point to keep the attention of the viewer.
2. The use of social media plays a major role in health and wellness.
3. Seeing these social media campaigns can encourage the target population of older adults to incorporate these activities into their everyday lives, which is positive feedback.
4. When discussing the best ways to reach older adults and encourage them to exercise at home, participants can use items found around the house when they do not have exercise equipment.
5. Through this example, we were able to learn that participants found the video helpful and understood the importance of physical activity, even from home.
6. Another participant highlighted the importance of well-being in addition to physician health. This participant stated,  
*"I think the main point of the video captures general well-being because it's not just always about going to the gym. You could do exercises...you could take a walk around the park...You could just walk with your dog and then like you're actually doing something for yourself, and it clears the mind."*

This observation speaks to the importance of caring for your mental health in addition to your physical health. The participant also understood the various ways that someone could stay active.



## Lessons Learned and Moving Forward

The AAWP and our audience – both online numbers and geographically— have grown tremendously in the past 12 months, reaching larger audience numbers and engagement levels, receiving positive feedback, and optimizing our digital content strategies, redoubling our efforts to provide timely health and wellness education to our audience.

Providing accurate health information while creating a space for health care providers to continue these conversations was considered successful. In terms of accessing impact and developing a social media campaign with hashtags, we received positive feedback, which indicated there is value in older adults seeing their peers model their participation in exercises.

With the AAWP's untiring efforts to not only develop culturally competent materials and programs for our audience, reaching them where they are and really connecting on a human, authentic level, we realize that despite the success in reaching strong numbers of people and connecting with them, there is always room to grow. We are constantly improving content quality, audience targeting to really deliver the health information and insight they need and at the time they need it, in convenient and easy to use formats.

*Most importantly, we will continue incorporating real voices of real people of color to tell their stories on health and wellness, modeling for their peers how to live more vibrant lives.*

In the end, the continual improvement in the health and wellness of our audience is the greatest success for our organization.

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