

THE AFRICAN
AMERICAN
WELLNESS PROJECT,
a 501(c)(3)
Nonprofit



Empowering
African Americans
to improve health outcomes
and promote wellness.



The challenge

America has structural inequities that make it near impossible for African Americans to advocate for and protect their health.

That's why we need to bring the access directly to the hardest-hitting communities: information, resources, and ***access***.

The African American Wellness Project was formed in 2002 to provide African Americans information and tools to better deal with the health care system.



African Americans have worse health outcomes than White Americans

2.2x

MORE LIKELY TO HAVE
DIABETES

3x

MORE LIKELY TO DIE
FROM ASTHMA

20%

MORE LIKELY TO
HAVE HIGH BLOOD
PRESSURE

10.6%

UNINSURED (VS 5.9% OF
WHITE AMERICANS)

For a data point to sum it all up — the gap in **life expectancy** disparity. All the structural, societal, and health inequities that African Americans face in one data point. A data point so large it influences the life expectancy of a neighborhood.

GAP IN LIFE EXPECTANCY DISPARITY

4 YRS

BEFORE COVID

5.7 YRS

DURING COVID

The AAWP: Helping African Americans Take Charge

Our Vision - African Americans confidently advocate for their health & wellness

What We Provide

Culturally relevant
health information

Tools to get the best
quality healthcare

Promoting
community wellness

Health Education
Programs

All the answers and advice from and access
to a network of physicians our
communities can trust

OUR TEAM

MEET THE FOUNDER



Dr. Michael Lenoir, M.D.

Michael Lenoir M.D. is an Allergist and Pediatrician who has practiced since 1977. He is a graduate of University of Texas, where he received his BA and MD degree. He is board certified by, and a fellow of both, the American Academy of Pediatrics and the American Academy of Allergy, Asthma and Immunology. He has served as the President of the Ethnic Health Institute at Alta Bates Summit Medical Center and Chair of the Board of the African American Wellness Project. He has also served on the board the American Association of Certified Allergist and in 2014 was elected the 114th President of the National Medical Association.

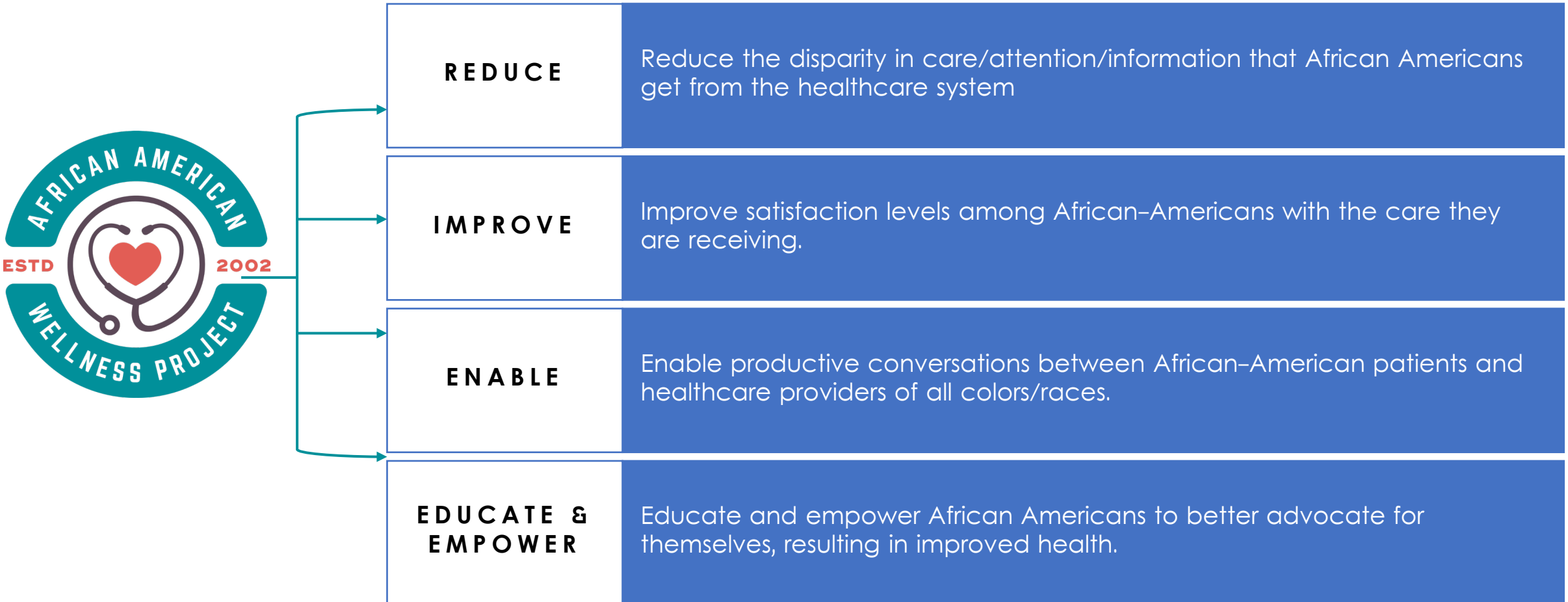
MEET THE Board Chair



Monique Lenoir-Pittman

Mrs. Monique Lenoir-Pittman has a wide array of experience in project management, public relations, branding marketing, fundraising and communications, serving as the National Director of Communications at United Negro College Fund. Lenoir-Pittman is a graduate of Howard University with a master's degree in strategic communications from American University. She has demonstrated a lifelong commitment to improving the health of African Americans and underserved communities through effective communications.

The AAWP's healing-centered approach



We reach over 2M African Americans a year

10

PARTNERSHIPS

Expanding Reach & Impact

- AstraZeneca, National Medical Association, Blackdoctor.org, Healthwise & other like-minded organizations
- Local influencers
- Sponsorship: Alameda Alliance of Health, Merck, CHEST Foundation and more
- Funding from Google.org
- Coalition-building

249+

PSAs ET AL

Becoming a Trusted Voice

- Ongoing PSAs on TV and Radio nationwide
- Regular blog posts, Op-Eds, e-books, whitepapers, and webinars
- Social media posts from AAWP, influencers, and partners for ongoing engagement
- Panels, open forums, and newsletters

12

OUTREACH INITIATIVES

Outreach

- Mentorship of Black Health Professionals
- Faith Groups in the Black Community and respective outreach programs
- African American Elderly Groups
- African American member-focused service organizations
- Integrated organic & paid campaigns

7

ONGOING PROGRAMS

Programming

- Black Doctors Speak Podcast
- African American Health Watch (Facebook Live)
- About Health Radio – on KPFA
- Take a Minute for Health
- About Health – Ethnic Health
- Shareable organic social drip campaigns
- Partner-supported health information & answers via partnership with Healthwise

What your support makes possible



Webinars



Podcasts



Newsletters



Radio PSAs



Television PSAs

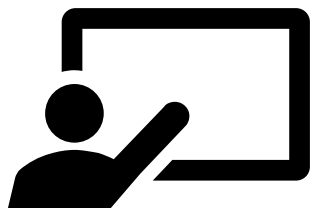
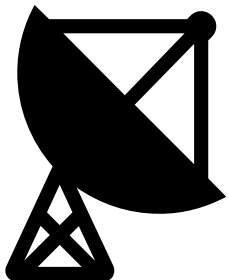


Virtual Health
Conferences



Create Self-Help
Toolkits for our
website visitors





What can AAWP do for you?

Develop and distribute	Develop and distribute PSA's on important topics
Conduct	Conduct Health Preparedness Training for your Employees
Host	Host your content on our Podcast, Facebook Live and Virtual Webinars
Help	Help you access Black Doctors in our database
Connect	Connect to you the Black Community

Our Typical Projects for Partners

- Most projects can be divided into these parts:
 - Developing culturally relevant media and social community materials
 - Physician education
 - Community awareness
 - Research
 - Health Education Consulting for your initiatives



Phi Mu Nu Chapter of Omega Psi Phi Fraternity, Inc presents

VIRTUAL HEALTH FAIR

Moderator **Saturday, February 27th, 2021 10:30 AM EST**

Join us! Hear from medical and mental health experts as we discuss COVID-19, depression, men's health, and other issues that impact AA's and people of color.

Join via Zoom: Meeting ID: 890 7770 9116
Passcode: 912023

Chanda Nicole Holsey

Featuring Medical Expert: Michael LeNoir, M.D.
Founder, African American Wellness Project
Oakland, California
www.aawellnessproject.org

Sherese Jackson, MSW, RCSWI
Jacksonville, Florida

Fatima Conley-Johnson, MS
Registered Mental Health Counselor
Intern, in State of Florida

The Employer Advocate Quarterly Seminar



**COVID-19 VACCINE IS COMING
DC EMPLOYERS, NOW WHAT?**

Live Webinar! Register Now!

Thursday, February 25, 2021 | 12pm - 1 PM EST

with Thomas Martin, Partner, GMP LLP
Dr. Michael LeNoir, Former Pres., National Medical Association

Members are Free!



Non-Members: \$30

Register @ <http://thinklocalfirstdc.org/events/teaseminar/>

Virtual House Call with Dr. Michael LeNoir

February 25th
@ 5:00pm PST



Join to ask your questions about
COVID, vaccines, the new
administrations plan to combat the
virus, and all other health issues!

To Join the Virtual House Call:
<https://us02web.zoom.us/j/2022102470>



save **THE** date

FOR A SPECIAL SCREENING OF
BLACK MEN DON'T CRY
4TH EPISODE OF PROFILE: THE BLACK MAN SERIES

AIRS ON **discovery+**

FROM EXECUTIVE PRODUCER TINA KNOWLES-LAWSON
MARCH 11, 2022 | 5:00PM - 9:00PM PT
OAKLAND, CALIFORNIA

JOIN THE AFRICAN AMERICAN WELLNESS PROJECT (AAMP)
IN THIS VERY IMPORTANT INITIATIVE ON MENTAL HEALTH
AWARENESS IN THE AFRICAN AMERICAN COMMUNITY.

SPACE WILL BE LIMITED DUE TO CDC COVID-19 GUIDELINES.
MORE INFORMATION TO BE ANNOUNCED SOON.

Featuring

MODERATOR AND PANELISTS

F. FRANK WILLIAMS
Filmmaker, Producer, Director, Screenwriter, Executive Producer, and more.
AAMP Board Member

DR. JACOB
FATIM
Executive Director,
Community Health
Outreach

DR. ROBERT
FORD
President/CEO
Hennepin County
Hospital

DR. GEORGE
WILLIAMS
Psychiatrist with
expertise in
Hypertension

TO LEARN MORE ABOUT AAMP AND DONATE TO OUR
MENTAL HEALTH INITIATIVE, VISIT AAMPWELLNESSPROJECT.ORG

We host live and virtual Health Education Events

Our Founder
Dr. Michael
Lenoir's Op-
ed in USA
Today

For unvaccinated, matter of when, not if, you get COVID. What Black America needs to know.

The delta variant is spreading among children, and vaccination could help stem the tide. Doctors must reach young people, counter misinformation.

Dr. Michael LeNoir Opinion contributor

Published 9:00 a.m. ET Aug. 26, 2021



Leaders of the Black community receive COVID-19 vaccinations in Louisville, Ky., on Jan. 20, 2021, to establish trust in the vaccine process. *Jon Cherry/Getty Images*

Dr. Lenoir's
regular
Podcast, "Black
Doctors Speak"

NOW STREAMING



and
YOUR FAVORITE PODCAST PLATFORM!

WWW.BLACKDOCTORSSPEAK.ORG

Our Partners



In Closing

- AAWP is a motivated and passionate health education nonprofit, dedicated to health equity for African Americans
- We seek your partnership in this vital endeavor and invite a conversation for mutual success in our goals
- Please contact our Executive Director, Ms. Monique LeNoir-Pittman for inquiries and we look forward to working with you.
- Contact info: mlenoir@aawellnessproject.org



Dr. Michael LeNoir

Executive Director, AAWP

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QUESTIONS?

THANK YOU!