Partners in Health. Engaging Faith Communities in Diabetes Prevention and Control

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Welcome and Introductions

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Goals

• Identify effective strategies for engaging faith communities in diabetes activities.
• Explore the benefits of partnerships with faith communities.
• Identify resources to support faith based partnerships for health.
Faith communities can make a difference in diabetes by:

• Raising awareness of diabetes.
• Conducting diabetes prevention and management activities.
• Creating a healthy church environment.
Rev. Michel Faulkner

REACHING THE FAITH COMMUNITY

The Institute For Leadership
Creating a Better Tomorrow By Making Better Leaders Today
Faith Fights Diabetes Initiative

• The IFL’s *Faith Fights Diabetes Initiative’s* mission is to identify people at “high-risk” for diabetes in partnership with local places of worship and those living with diabetes and providing them with the necessary tools to live healthier and longer lives.

• Only program of this type that has been scaled statewide (NY) and will be scaled nationally.
What We Have Accomplished

Over the past 3 years:

- Engaged 4,425 places of worship
  - More than 900,000 people joined initiative
- Identified 9,426 people at high-risk for diabetes and who did not know it using the American Diabetes Association’s Risk Assessment Survey.
  - Data indicates 61 percent of church goers are at high-risk for diabetes.
- Trained more than 250 Community Health Workers statewide.
- IFL implemented its 6-week Defy Diabetes programs at more than 160 communities statewide
  - 49: Number of programs that have done more than one 6-week program.
- Program participants totaled more than 2,700
  - 2,200 participants have completed the program
  - 1,700 were identified through the program at high-risk for diabetes and who did not know it
  - 500 that are living with diabetes
- 81 percent of the participants that attended the first class completed the entire six-week program.
4 Key Best Practices

1. Identifying and partnering with faith community ambassadors
2. Identify and training program facilitators (Community Health Workers)
3. Participant recruitment and program start date one in the same
4. Quality “touches”
#1. Identifying Faith Community Ambassadors

- Point 1: Find those that are passionate about health and wellness
- Point 2: Enlist community power brokers
- Point 3: Find those that are already doing something
#2. Identify and Train Program Facilitators (CHWs)

- Ability to facilitate a must
- A member of the faith community
- People person
- Health conscious
- Administrative and organizational skills a must
#3. Participant Recruitment and Program Start Date

- Major lesson learned
  - Importance of having the recruitment event and class one on the same day.
  - Attrition rate was hovering around 60% when the recruitment and class one were on separate days.
  - Once we decided programmatically to have class one right after the recruitment event the rate of attrition dropped from 60% to 20%.
#4. Quality “Touches”

- Designated Wednesdays as Community Health Worker (“CHW”) day.
  - Every Wednesday a program facilitator had the option of calling our office for assistance, trouble-shooting, or coaching as well as the option of stopping by our office to make copies, pick up supplies or just chat with their program associate.
  - When a program facilitator did not speak with their designated program associate for 2-4 weeks stretches the likelihood of being able to resolve a simple matter in real time diminished.

- It is paramount to monitor evaluation paperwork of the facilitator and actually pick up the paperwork at the first and last class to avoid delays and or potential misplacement or loss of paperwork.
  - The probability of not receiving completed evaluation paperwork increases with each day that you do not have the paperwork in-hand after the conclusion of the program.
Mandilyn J. Hart

FAITH AND COMMUNITY WORKING TOGETHER FOR A MORE HEALTHY APPALACHIA
Highest Diabetes Rates in the Nation

Appalachian communities in diabetes belt

Also in the Bible Belt

The importance of faith and spirituality in rural Appalachian populations, how it compares to the rest of the country.
Faith in Appalachia

- Fatalism in Appalachia – the crutch
- Building trust and relationships
- Appalachia is part of America, vulnerable and misunderstood
- Culture impacts beliefs and behaviors throughout the world
Diabetes is a huge problem in Appalachian communities

• AppaPhil’s multiple strategies
  o Vulnerable Populations Program
  o Healthy Kids Campaign
  o AppaCUPS/CARES/KIDS
  o Celebrate Appalachia
  o Turtle Challenge
  o Promising Futures
  o Linkages
Opportunities

• Opportunities to inform both Faith and Community Members about health problems and the myriad tools available to create interventions for their churches, schools and communities
Faith and Community Together

• Strategies to inform a collective audience
• Creating neutral platforms for learning
• Building bridges between faith and community
• Tools and resources for interventions – being the gatekeeper for a learning community
Education is Critical

Inform & Connect

Strengthening Communities

To prevent Diabetes in Appalachia
Networking and Collaboration

• Partnerships – Key to Success
• Engaging Diverse Stakeholder Groups
• Providing Learning Opportunities
• Building Bridges
• Creating Synergy
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PROJECT POWER -
LIVE EMPOWERED PROGRAM
Mission

Association's targeted approach among African Americans to increase awareness of the seriousness of diabetes and the importance of making healthy lifestyle choices such as moving more and eating healthier.
Unmet Community Need

High diabetes burden in African American communities
Dissemination Strategy: Top 10 African American Markets

32.3% of African Americans live in 10 markets

- New York
- Chicago
- Washington, DC
- Atlanta
- Philadelphia
- Dallas
- Detroit
- Los Angeles
- Houston
- Baltimore
Faith-Based: The Project POWER Movement

Diabetes Day Awareness
Power Over Diabetes
Fit and Faithful in Body and Soul
O Taste & See
A Clean Heart
Train Up A Child

Announcement to Congregation
Management, Prevention & Treatment
Physical Activity
Healthy Eating
Heart Disease & Health Risk
Youth & Diabetes
Faith-Based: Why the Black Church?

- Approximately 13 million A-A households can be reached directly or indirectly through the church.
- Typical Black Church has an average attendance that is about 50% greater than non black churches.
- Trusted source of information.
Integrated Community and Faith-based Program

What is ID Day?

- Rally AA community to Stop Diabetes.
- Day of action to support diabetes education.
- Diabetes education activities leading up to I Decide to Stop Diabetes Day (ID Day).
- Fosters “Live Empowered” churches.
Community: Your Diabetes Total Wellness Adult Toolkit

- Self-Management
- Smoking
- Oral Health
- Sexual Dysfunction
- Mental Health
Women: Targeted Outreach

Choose to Live
Sisters Strong Together™

Implementation Guide

www.diabetes.org
1-800-DIABETES (1-800-342-2383)

For more information on diabetes, contact the American Diabetes Association:
1-800-DIABETES (1-800-342-2383)
Visit us online at www.diabetes.org/eemp-powered

The Story of Mother Love

Women are the keepers of our children, families, and communities. My sisters, we need to take the best possible care of ourselves to be able to care for those we love.

For years I have struggled with diabetes. I sometimes feel like giving up, and I realize that I am not alone. Together we can help one another to live empowered and supported.

Therapy can be very helpful in managing diabetes, and exercise is important. Let’s take care of ourselves and our loved ones. Together we can make a difference.
Diabetes is occurring in epidemic proportions in African Americans.

Implementation of programs such as Project Power help:
- Stem the tide of diabetes.
- Reduce health care costs.

To better assess effectiveness, need greater number of participants to:
- Complete pre/post questionnaires.
- Follow-up phone calls.
Please send us your questions through the chat box or by phone

QUESTIONS?
Additional comments or questions?

Please contact:
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Presenters’ Information

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Special offer for today’s participants.

• Free The Road to Health Toolkits.
• Send an email to awilliams15@cdc.gov with your name, mailing address, and number of toolkits needed.
Thank you!

NDEP National Diabetes Education Program
A program of the National Institutes of Health and the Centers for Disease Control and Prevention

www.YourDiabetesInfo.org

1-888-693-NDEP (1-888-693-6337)

TTY: 1-866-569-1162