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Empowering the African-American Community To Live Well
“Meeting People Where They Are”

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The Center for African American Health
Empowering the Community to Live Well!
CENTER FOR AFRICAN AMERICAN HEALTH
FOCUS ON DIABETES
Overview

- Participant Engagement
- Organizational Transition
- Lessons Learned
KEY OBJECTIVES

• Present 6 week curriculum
• Utilize African American Faculty
• Conduct physical activities each session
• Provide hands-on cooking class
STRATEGIES

• Present materials at 4-5th grade level
• Provide transportation to class
• Allow hands on examples
• Demonstrate
• Reinforce and encourage
PARTICIPANT INVOLVEMENT

Barriers

• Low literacy level
• Lack of transportation
• Not used to exercising
• Lack of instruction from primary care provider
• Not understanding seriousness of disease
Addressing Barriers

• Identification
• Applying Trans Theoretical Model
• Revision of Curriculum
• Individual Attention
Transition and Outcomes

• The Center for African American Health Emerges from the Metro Denver Black Church Initiative

• Health Focus
LESSONS LEARNED

- Lack of knowledge about the cause
- The impact of low health literacy on health outcomes is significant
- Obesity and inactivity disproportionately affect diseases in African Americans
- Approximately 40% of blacks have literacy problems
Lessons learned:

• There is need to address preventable causes of health disparities among blacks at the community level;

• African Americans need a trusted source of health information;

• A strong voice is needed to advocate for health needs of African Americans

• The CAA-Health is uniquely qualified to do this work in partnership with black churches