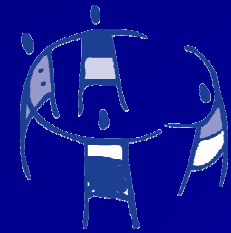


# “Engaging The Community in Health Education & Outreach”



**NC IOM Task Force on Chronic Kidney Disease**  
May 30, 2007

*Barbara Pullen-Smith, Director*  
**Office of Minority Health and Health Disparities (OMHHD)**  
**North Carolina Department of Health and Human Services**

# OMHHD & MHAC

- Established in 1992 by House Bill 1340, Part 24-Section 165-166
- 15 Member Minority Health Advisory Council
  - Advise Governor & Cabinet Secretary
  - Influence Policy & Legislation

# **Our Vision**

*All North Carolinians  
will enjoy good health  
regardless of their  
race/ethnicity, disability  
or socioeconomic status*

## **Our Mission...**

*To promote and advocate for the elimination of health disparities among all racial and ethnic minorities and other underserved populations in North Carolina.*

# Our Focus Areas...

## Capacity Building (State & Local)

- Research and Data
- Culture and Language
- Policy and Legislation
- Communications
- Partnership Development



# **One Strategy To Engage Communities:** **Community Health Ambassador Program**

*Goal ...*

*To Build the Capacity Of Communities to:*

- Prevent Illness and Prevent Complications
- Recognize Early Warning Signs
- Increase Access To Health and Human Services and Resources.

# Community Health Ambassador Program Participants Are...



- **Trusted leaders**
- **Volunteers In Community**
- **“Advocates” not Experts**
- **“Bridge Builders”**

# Community Health Ambassador Program Major Components...

- Curriculum = 20 Classroom Hours
- Approved for 2.0 CEU s
- Focus Areas = Diabetes, Cancer
- Requirements:
  - Test (80%) \*
  - Resource Directory
  - 100 Encounters in Year 1
  - Sign MOA ( Healthy Lifestyles)
  - Continuing Education Session (1/year)

# Community Health Ambassador Program Major Components con t...

- Stipend For Course Completion

- Vest (NC CHA)

- Active Partners:

  - Statewide Coordinator

  - 3 Instructors

  - FBO s & CBO s

  - NC Community College System

  - ONSMS

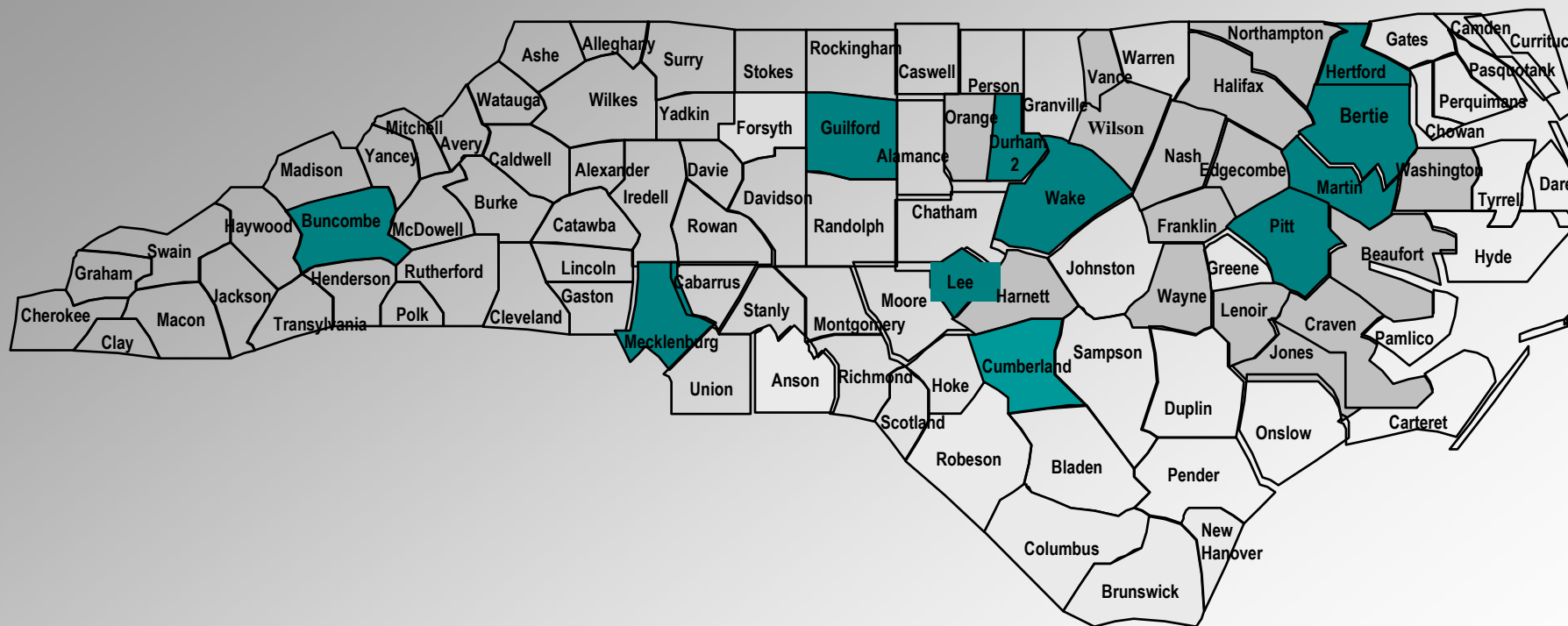
  - Local Health Departments

  - DHHS ( ORH & )

# Community Health Ambassador Program ...

- Pilot in Spring 2006
- 34 Faith-Based & Community Based Organizations
- 10 Training Sessions Completed
- 300+ CHA

# Community Health Ambassador Program's Outreach 2006- 2007



# Office of Minority Health and Health Disparities' Call To Action Model

*Source: NC Office of Minority Health and Health Disparities 2003*

**Integrated Approach to Eliminating Health Disparities**

**Develop Partnerships**

**Engage Communities**

**Influence Policy**

**Equip Staff  
& Volunteers**

# Develop Partnerships For CHAP

- **34 FBOs and CBOs Identified as Collaborators**
- **Roles of Partners:**
  - ✓ **Recruitment**
  - ✓ **Retention**
  - ✓ **Leadership**
  - ✓ **Evaluation**

# **Engage Communities For CHAP**

- ✓ Identified Stakeholders & Introduced Program Concept**
- ✓ Conducted Community Needs Assessment**
- ✓ Prioritized & Addressed Their Felt Needs**
- ✓ Participated in Community Activities**

# Equip Staff/Volunteers for CHAP

- Investment (Financial and Human)
- Curriculum
- Training
- Ongoing Consultation/ TA
- Planning, Implementation & Evaluation
- Vests
- Linkages With Community  
College System



# Influence Policy

- ✓ **Curriculum Approved by NC Community College**  
(58 campuses)
- ✓ **CHA s Advocate For EHD Legislation**
- ✓ **Program Introduced To Local Boards of Health, County Commissioners, & Private Sector Leaders**

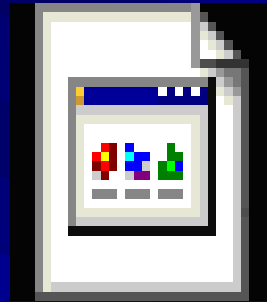


**“Knowing what to do is not enough,  
People need support to be healthy.”**

**Barbara Pullen-Smith, OMHHD Director**



# “Listen to the People”



Dennis .mp3

**On Behalf of the OMHHD**  
**Thank You for Being a Partner in the**  
**Fight to Eliminate Health Disparities!**



**Office of Minority Health and Health Disparities**  
NC Department of Health and Human Services

1110 Navaho Drive

1906 Mail Service Center

Raleigh, NC 27699-1906

(919) 431-1613

[www.ncminorityhealth.org](http://www.ncminorityhealth.org)