Village HeartBEAT
Building Education & Accountability Together
A Mecklenburg County Initiative
PEOPLE, PARTNERSHIPS, PRIDE, AND PROGRESS

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We oversee and participate in all data collection, analysis, and dissemination of the work presented.

Any relevant financial relationships? No.

We agree to comply with APHA Conflict of Interest Guidelines
Overview

- Background
- VHB Purpose
- Framework
- Methods
- Conclusion
• Identify the components of a successful faith-based collaborative to improve health policies.

• Recognize the critical role of faith-based organizations in addressing racial and ethnic disparities in cardiovascular diseases.
BACKGROUND

Public Health Priority Areas (PHPA)

Source: Mecklenburg County GIS Mapping
BACKGROUND

Historical Timeline

Builds off prior collaborative health equity community engagement activities
(Racial Ethnic Approaches to Community Health (REACH 2010); Partners in Eliminating Health Disparities (PEHD); Factors of the Seven; Community Health Ambassadors Program (CHAP))

2000-2007
- REACH 2010 Funding

2005-2012
- NC Office of Minority Health and Health Disparities (NCOMHHD)
- Community Focus for Eliminating Health Disparities Grant
- NCOMHHD/Community Health Ambassador Program (CHAP)
- Board of County Commissioners (BOCC) Declared Health Disparities Priority
- Partners in Eliminating Health Disparities Strategic Action Plan/Community Health Research Academy PEHD/CHLA
- Factors of the Seven - Bronx REACH Grant
- Regional Health Equity Council (RHEC-Region IV)

2012-2015
- Village HeartBEAT Initiative (VHB) - ‘The Competition Challenge’
- Department of Health and Human Services (DHSS) Region IV – Faith-based Recognition Best Practice Model
GUIDING PRINCIPLES:
Our Health, Our Priority, Our Community

Community Engagement
Capacity Building
Community Building
Always Leaving Something Behind

Trust

“Go to the people. Live with them. Learn from them. Love them. Start with what they know.” – Lao Tzu
A collaborative partnership approach involving churches in program design and delivery to increase African Americans and Hispanic/Latino access to prevention, risk reduction, and chronic disease management resources to reduce health disparities in the highest risk (defined by high priority rates) of Mecklenburg County.
BUILDING the capacity of African American and Latino adults to address their own health needs and the capacity of the faith community to initiate and sustain needed lifestyle changes;

EDUCATION on chronic diseases prevention, treatment and control;

ACCOUNTABILITY for success in every aspect of the program, including monitoring both individual and partner adherence to program objectives; and

TOGETHER - collaboratively working to problem solve, with strong participant input in program design and execution.
Community Health Leadership Academy
“Peer-led Coaching”

Key Domains:
- Pastor Roundtable
- Congregational Assessments
- Biometric Screenings
- Health Ambassador Training
- Joint Use Agreements (system and environmental policies)
- Policy Environmental Systems (PES)
- County’s Vendor Application
- National Heart, Lung, Blood Institute

With Every Heartbeat is Life Curriculum

Trained Community Health Ambassadors
CVD Risk-Management Challenge

Pre-Competition Season (12 Weeks)
- Recruitment
- Media Campaigns
- Partnership Coordination
- Orientation Sessions
- Group Activities

Competition-Season (16 weeks)
- 10-member team
- Pre and post bio-metric screenings
- Medical referral counseling
- Individual and group wellness activities
- Smoking Cessation Program
- Field Day
- Hearts of Champion Gala
12-Lesson Course on Heart Health

- Heart Disease
- Physical Activity
- Blood Pressure
- Cholesterol
- Diabetes
- Weight Management
- Healthy Eating and Spending
- Tobacco
Metrics based on both a quantitative and qualitative data collection and analysis:

- Biometrics Screenings
- Photo journaling and photo voice
- Focus groups
- Joint Use Agreements (systems and environmental changes)
  - Tobacco Policy
  - Nutrition
  - Physical Activity
## Preliminary Data Analysis

### Results

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<tr>
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<tbody>
<tr>
<td><strong>Baseline Values</strong></td>
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<tr>
<td>Number of Participants</td>
<td>62</td>
<td>140</td>
<td>177</td>
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<tr>
<td>Number of Churches</td>
<td>6</td>
<td>14</td>
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<tr>
<td>Mean Weight (lbs.)</td>
<td>210.5</td>
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<td>203.0</td>
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<tr>
<td>Mean Body Mass Index (BMI)</td>
<td>35</td>
<td>34</td>
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<tr>
<td>Mean Systolic Blood Pressure (SBP) (mmHg)</td>
<td>144</td>
<td>137</td>
<td>132</td>
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<tr>
<td>Mean Diastolic Blood Pressure (DBP) (mmHg)</td>
<td>89</td>
<td>85</td>
<td>82</td>
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<tr>
<td><strong>Post-Challenge Values</strong> (Improved in one CVD risk factor)</td>
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<tr>
<td>Number of Activities/Health Promotion Events</td>
<td>60</td>
<td>122</td>
<td>152</td>
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<tr>
<td>Total Weight Lost (lbs.)</td>
<td>-172</td>
<td>-337</td>
<td>-364</td>
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<td>Mean Weight Lost per Person</td>
<td>-3.8</td>
<td>-4.2</td>
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<tr>
<td>Mean Change in BMI</td>
<td>-1.1</td>
<td>-0.4</td>
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<tr>
<td>Mean Change in SBP (mmHg)</td>
<td>-14.2</td>
<td>-11.3</td>
<td>-1.8</td>
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<tr>
<td>Mean Change in DBP (mmHg)</td>
<td>-10.3</td>
<td>-3.3</td>
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<tr>
<td>% That Increased Fruit, Vegetable, or Fiber Intake/Week</td>
<td>41%</td>
<td>26%</td>
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<tr>
<td>% That Increased Physical Activity</td>
<td>34%</td>
<td>37%</td>
<td>38%</td>
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Lessons Learned:

• Selecting intentional partners
• Shared leadership and collaborative governance electing
• Increased motivation and growth among participants
• Collaborative partnerships with various cultures
• Identified solutions to care system barriers
• Improved community outreach among churches by jointly sharing resources

Next Steps:

• Standardize operations and data procedures
• Dissemination of information
# ACKNOWLEDGEMENTS

## FAITH-BASED VILLAGE HEARTBEAT PARTNERS

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<tr>
<th>AME Zion</th>
<th>Faith CME Church</th>
<th>Grier Heights</th>
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<tr>
<td>Bishop George Battle, Sr.</td>
<td>Pastor Laura Wilson</td>
<td>Presbyterian Church</td>
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<td>15th Street Church of God</td>
<td>First Baptist West Church</td>
<td>Pastor Larry James</td>
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<td>Bishop Wade H. Ferguson, III</td>
<td>Rev. Dr. Ricky A. Woods</td>
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<td>Ben Salem Presbyterian Church</td>
<td>First Mt. Zion Baptist Church</td>
<td>New Covenant</td>
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<td>Rev. Damiko Faulkner</td>
<td>Interim Pastor</td>
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<td>Camino Ministries</td>
<td>Friendship Missionary Baptist Church</td>
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<td>Pastor Russell Price</td>
<td>Dr. Clifford Jones, Sr.</td>
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<td>Casita De Amor</td>
<td>Greater Salem Church</td>
<td>New Life Fellowship Center</td>
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<td>Caldwell Presbyterian Church</td>
<td>Bishop Alan G. Porter</td>
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<td>Senior Pastor John Craighorn</td>
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<td>Pastor Everdith Landrau</td>
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<td>City Dive Outreach</td>
<td>Greenville AME Zion Church</td>
<td>New Shiloh Institutional Baptist Church</td>
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<td>Pastor Hamani Fisher</td>
<td>Rev. Dr. Sheldon Shipman</td>
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<td>Community Partners &amp; Volunteers</td>
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<td>American Heart Association</td>
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<td>McCrorey Family YMCA</td>
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MARCH 3, 2015
www.qcitymetro.com

Donald Faulkner: A smoker no more

By Ashante Bullock

This article is part of a continuing series celebrating local residents who have made a decision to get healthier by enrolling in Village HeartBEAT, a 16-week wellness program designed to reduce risk factors, especially in the African American and Latino communities. The program, now in its third year, is sponsored by the Mecklenburg County Health Department and works primarily with local churches.

Name: Donald Faulkner
Church: Ben Salem Presbyterian Church

Health Factors: COPD and emphysema, due to smoking. His story: After nearly 40 years of smoking, Donald Faulkner decided to quit — cold turkey — on Thanksgiving Day 2014. (Photo: Ashante Bullock for QCityMetro.com) After nearly 40 years of smoking, Donald Faulkner, 64, decided to quit — cold turkey — on Thanksgiving Day 2014. For questions email: Cheryl E. Emanuel at Cheryl.Emanuel@mecklenburgcounyqc.gov.

In addition to giving up cigarettes, Faulkner said he’s also eating less often and eating smaller portions. He’s moved from fried foods to baked foods, and to more vegetables instead of meat.

“My team, Ben Salem’s team, has been my biggest support,” he said. “I’ve been feeling real good.”

He credits his success to: “I just want them to know how good it feels to not be a smoker. Because I’m sure at one point in their life they wanted to be off cigarettes, and when they succeed in that, it feels so good.”

Closing thoughts: “I feel more better mentally than I do physically. Just to know that I’m in the process of this accomplishment, and I’ve been wanting to be in this process for so long, and I’m here. I’m it.”

For questions email: Cheryl E. Emanuel at Cheryl.Emanuel@mecklenburgcounyqc.gov.
MEDIA COVERAGE

Read articles at www.qcitymetro.com and www.villagehb.org

A 'second birthday' for Henrietta McClain
By Adriana Buxton

March 16, 2015
www.qcitymetro.com

After three years on dialysis, Henrietta McClain says she is now living life thanks to a donor kidney. The experience has given her a new lease on life. (Photo: Glenn M. Burkins, Qcitymetro.com)

This article is part of a series celebrating local people who have made a decision to get healthier by enrolling in Village HeartBEAT, a 10-week wellness program designed to reduce risk factors, especially in the African American and Latino communities. The program, now in its third year, is sponsored by the Mecklenburg County Health Department and works primarily with local churches.

Name: Henrietta McClain
Church: First Baptist Church-West
Risk factors: Kidney failure due to high blood pressure

Her Story: Almost every weekday, Henrietta McClain can be found somewhere getting in her exercise, often at the Johnson C. Smith University HealthPlex, where fitness instructors know her by name.

McClain has a good reason for her focus on health. In August 2006, she underwent a kidney transplant — an event she now marks as her second birthday.

McClain said she developed high blood pressure in her 20s, which led to kidney failure. The transplant, she says, was like a miracle.

She had been on dialysis for three years. Instead of receiving dialysis in a medical center, McClain chose to go through the treatments in her home. This required inserting a tube into her abdomen every night to flush out the toxins in her blood. She said her children, her church and her job kept her going through those difficult years.

This year marks her second year as a Village HeartBEAT participant. McClain says her blood pressure is now at a normal level and her kidneys work “great.” To stay fit, she follows a fitness regimen that includes cardio exercises, circuit training, line dancing and healthy eating.

Her advice: “Take medicine. I think that’s very important because I have to take mine for the rest of my life to prevent my body from rejecting the kidney. People are surprised about the number and quantity of drugs that an organ transplant patient must take everyday. And keep active. If you can get in any programs that can help you, keep active, do that.”

Importance of donors: “Organ donors can give the gift of life and love. Someone donated a kidney to me, so I feel really strong on that. I am an organ donor, and I advise my children to do so. You don’t realize the importance of it until you get sick.”

A family commits to healthier living
By Adriana Buxton

May 26, 2015
www.qcitymetro.com

For Sylvia and Melvin Austin, losing weight and adopting a healthy lifestyle has become a family goal. (Photo: Adriana Buxton, Qcitymetro.com)

Health Factors: Obesity, medication for blood pressure and a desire to become fit

Their story: For Melvin Austin, it began as a need to get in shape and get well. For Sylvia Austin, it began as a choice to support her husband of 14 years, who is battling obesity and taking blood pressure and water pills. In the year since the couple joined the Village HeartBEAT program at their church, they’ve experienced some changes, both individually and as a family.

Mr. Austin, who has gone from 339 pounds to 270 pounds, said the hardest part for him has been finding time to exercise. As a truck driver, he doesn’t work a 9-to-5 schedule, so he walks whenever he can. He said his favorite thing is sleeping after a workout.

Mrs. Austin, who won the “biggest loser” competition at her church with a loss of 20-25 pounds, said the hardest thing for her has been eating right. Before the program, she often ate just one large meal a day. They both agreed that the program has forced them to spread out their meals, to actually put things on plates and ensure proper serving sizes.

Their advice: “You’ve got to stick with it, and be consistent and trying to be self-motivated, that’s the hardest thing. When you start off with a team and others go another way, you’ve got to lend for yourself, so you’ve really got to have that motivation.”

Quote: “You have about a million dollars around your belly. You don’t get it over night, so you’ve got a big investment that you’re trying to get rid of, so it’s gonna take a little time.”

For questions email Cheryl E. Emanuel at Cheryl.Emanuel@mecklenburgcountync.gov

Or visit www.villagehb.org for more details
MEDIA COVERAGE

Read articles at www.qcitymetro.com and www.villagehb.org

For Karen Rockhead, getting fit is a gradual process
By Adrienne Barwick

History of diabetes
Her Story: As a nurse in the Charlotte area, Karen Rockhead has seen how diabetes, heart disease and stroke are all associated with obesity and inactivity. So three years ago, to help improve her own health, she joined the Village HeartBEAT program at her church. Diabetes runs in Rockhead’s family, and in recent years she’s been battling to lose weight. By joining in with others at her church, she figured she’d stand a better chance of success.

Her advice: “Don’t give up, be consistent and don’t expect quick changes, because one or two pounds a week is a healthy weight loss. Just make small changes, and then you will see the bigger picture.”

Amelia Smith: Finding time in her busy schedule to exercise
By Adrienne Barwick

Interest in Village HeartBEAT: Fitness and learning about potential health risks
Her story: Smith joined Village HeartBEAT, a 16-week wellness program designed to reduce risk factors, especially in the African American and Latino communities. The program, now in its third year, is sponsored by the Mecklenburg County Health Department and works primarily with local churches.

The most difficult part so far has been finding time for exercise. She sometimes walks on her lunch breaks or after work. She also has exercise equipment at home, and when she wants a cardio workout, she pops in a tape. Sometimes her four children join her in walks, a game of basketball or even a race to the car when they’re out and about.

Rockhead says the easiest change has been making better food choices. She uses a portion-control plate and salad bowl to measure her intake, and she’s learned healthier ways to cook by attending cooking demonstrations. Turkey chops are now a favorite on the menu. And to avoid empty calories, she’s drinking more water instead of sweet drinks.

Gradually, Rockhead has seen weight loss and an increase in energy. Her biggest source of support has been her Village HeartBEAT church members who are always looking out for each other and holding one another accountable.

Her advice: “Don’t give up, be consistent and don’t expect quick changes, because one or two pounds a week is a healthy weight loss. Just make small changes, and then you will see the bigger picture.”
MEDIA COVERAGE

http://www.villagehb.org/#!vhb-news/crvn

http://www.charlotteobserver.com/living/health-family/article9124109.html

http://www.qcitymetro.com/health/articles/donald_faulkner_a_smoker_no_more110611191.cfm

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http://www.qcitymetro.com/health/articles/a_second_birthday_for_henrietta_mccain090916928.cfm
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