TAKING OUR PULSE: PROGRESS AND PRIORITIES AT THE MID-YEAR MARK

Council on Black Health™
Reimagining Black Health™

MISSION

TO DEVELOP AND PROMOTE SOLUTIONS THAT ACHIEVE HEALTHY BLACK COMMUNITIES

LETTER FROM THE EXECUTIVE DIRECTOR

AS WE REFLECT ON THE FIRST SIX MONTHS OF 2024, I am filled with immense pride for the incredible work accomplished by our dedicated staff, Board, partners, and supporters. Together, we have made significant strides toward developing and promoting solutions that realize healthy Black communities.

I am excited about our 2024 – 2026 action plan, in which we have identified four key priority strategies that will guide our activities through June 2026. These priority areas are grounded in the Black Health Bill of Rights and align with the steps in the Results-Based Accountability process. You can view the action plan on our website. Our four priority areas are:

1. Normalize "reimagined" Black health through storytelling

2. Understand positive and negative policies impacting Black health

3. Implement a Council on Black Health chapter model

4. Develop and train Black leaders of all ages and experience levels

This mid-year report highlights some of our key achievements in redefining and reimagining a new vision for health equity — where all Black people live safe, healthy, and happy lives. These successes include creating a data dashboard that tracks the Council's wins and successes, launching the Black Male Health Initiative, and the continued success of the community health worker training program.

These achievements would not be possible without your unwavering support. Looking ahead, we are excited to continue to create solutions, build partnerships, and develop innovative programs that will build a healthier future for all Black people. Thank you for being a part of our work.

Melicia Whitt-Glover, PhD, Executive Director

DATA-DRIVEN ORGANIZATION

THE COUNCIL ON BLACK HEALTH is a data-driven organization. We use data to evaluate and enhance the impact of our work. Our ambitious yet achievable objectives ensure that our work aligns with our mission. We use robust metrics and indicators to measure our success. Our data strategy ensures that our initiatives align with the Black Health Bill of Rights and primary focus areas — research, policy and practice.

In March 2024, the Council launched a public-facing interactive data dashboard. The dashboard enables the Council to publicize wins and successes, quantify impact, identify areas for improvement, and ensure that programs align with the Council's strategic vision.

Go to Data Dashboard

HEALTHY PEOPLE 2030

THE COUNCIL IS ALSO A HEALTHY PEOPLE 2030 CHAMPION. The Healthy People 2030 initiative includes a list of more than 350 federal public health objectives. This partnership ensures that the Council's strategy aligns with these data-driven national health objectives to improve health and well-being over the next decade.

Go to Healthy People 2030

Council on Black Health Strategy Map

Reduce the **burden of chronic conditions** that disproportionately impact Black communities	Promote **health-related behaviors** that improve health outcomes and quality of life in Black communities	Improve **health communications and health literacy** with and in Black communities	Increase access to **comprehensive high-quality health care services**	**Increase access to neighborhoods and environments that promote health**
Increase the proportion of adults with **prediabetes** who are adopting strategies to prevent conversion to diabetes	Increase the proportion of **adults who meet nutrition and physical activity guidelines**	Decrease the proportion of adults who report **poor communication with their health care provider**	Reduce the proportion of persons who are **unable to obtain** or who are delayed in obtaining necessary medical care	Increase **greenspace equity** and access to innovative greenspace
Reduce the **risk of diabetes complications** for people who are diagnosed with diabetes	Increase the proportion of **children and adolescents who meet nutrition and physical activity guidelines**	Increase the **health literacy of the population**	Increase the ability of primary care and behavioral health professionals to provide **more high-quality care** to patients who need it	Reduce household **food insecurity** and hunger
Increase the proportion of adults with **high blood pressure** who have their blood pressure under control	Increase the proportion of eligible persons completing **evidence-based lifestyle change programs**	Increase the proportion of persons with diagnosed diabetes who receive **formal diabetes education**		Increase **public locations for multiple generations and multiple ethnic groups to gather**
Improve **cardiovascular health** in adults	Increase the proportion of adults who receive recommended **evidence-based preventive health care**	Increase the proportion of adults who **talk to friends or family about their health**		
Reduce the proportion of **adults with obesity**				
Reduce the proportion of **children and adolescents with obesity**				

Improve the use of policy to prevent disease and improve health

Increase the Council's **community, organizational and institutional partnerships**	Increase the proportion of voting-age **citizens who vote**

Develop **actionable policies** that improve health and address social determinants in Black communities

PROJECT HIGHLIGHTS

POLICY

THE NATIONAL BLACK ORGANIZATION POLICY ROUNDTABLE is a group of national, Black-led organizations dedicated to improving health outcomes in Black communities through collective action and collaboration. This partnership enables the Council to advocate for systems-based change and policies that improve Black health. The Roundtable members comprise the following respected organizations:

- The Council on Black Health
- 100 Black Men of America
- Black Women's Health Imperative (BWHI)
- Delta Sigma Theta Sorority, Incorporated
- The National Association for the Advancement of Colored People (NAACP)
- National Black Child Development Institute (NBCDI)
- National Council of Negro Women (NCNW)

This year, the NBO Policy Roundtable created a 2024 action plan. The plan prioritizes:

- Environmental justice
- Healthcare access
- Nutrition security
- Reproductive rights

NBO Policy Roundtable strategic planning meeting in Washington, D.C.

NBO Policy Roundtable members enjoy dinner after a day of action planning.

To advance this work, the Roundtable has:

- Written white papers and op-eds
- Met with content experts
- Presented action plan priority areas at partner organizations' member meetings
- Supported the development and dissemination of toolkits related to action plan priority areas
- Requested meetings with government agencies, including the Centers for Medicare & Medicaid Services, the Department of Housing and Urban Development, and the Environmental Protection Agency

In May 2024, the roundtable introduced a federal bill-tracking dashboard to provide education about bills that could impact the health outcomes of Black Americans.

Black Women's Health Imperative · Council on Black Health™ Reimagining Black Health™ · NAACP · ncnw commitment | unity | self reliance · NBCDI National Black Child Development Institute · Delta Sigma Theta Sorority, Inc. A Service Sorority Founded in 1913 · 100 Black Men of America, Inc.

BY THE NUMBERS

15 EXPANDING REACH THROUGH COLLABORATION
Partnerships

POLICY

THE YOUTH ADVOCACY TRAINING PROGRAM was created in partnership with 100 Black Men of America. The Council worked with two interns over the past two semesters to develop the program. The goal of the program is to teach young people how to advocate for policies and environmental changes that improve the lives of Black people. This program was inspired by Council founder Dr. Shiriki Kumanyika's previous work on Operation Good Food & Beverages. OGF&B is a campaign by and for Black youth to spark a good food revolution.

Using a community-based participatory process, Dr. Olivia Affuso, Director of Strategic Leadership Initiatives, trained the interns on all aspects of the program development process. The interns performed a literature review, created a curriculum outline, led focus groups with 14 college students to review the curriculum components, summarized the focus group themes, and developed a logic model. In May, a letter of inquiry was submitted to the William T. Grant Foundation to fund the pilot testing and implementation of this program at the 100 Black Men of America's collegiate chapters.

BY THE NUMBERS

FINANCIAL SUSTAINABILITY

$945,534

Raised to Support the Council's Work

Marcus Murray, left, with Dion Steele, principal of Chicago's Art in Motion.

PRACTICE

THE BLACK MALE HEALTH INITIATIVE is dedicated to enhancing Black males' holistic well-being and quality of life. BMHI's strategy encompasses mental, physical, social, economic, and spiritual wellness, extending beyond just the absence of disease. It focuses on imparting knowledge, raising awareness, delivering effective programs, and advocating for transformative policies. By empowering Black males in culturally relevant education and advocacy, BMHI aims to increase their lifespan and improve their overall well-being. The initiative aligns with the Council's goal of creating a culture of health in Black communities.

In the first six months of 2024, BMHI collaborated with Art in Motion school in Chicago to provide school physicals. BMHI also collaborated with The Common Ground Foundation to address youth mental health in Chicago. In June 2024, BMHI implemented a week-long social media campaign during National Men's Health Week to launch National Black Male Health Day.

For the remainder of 2024, BMHI is focusing on branding and raising awareness, aligning itself with the four pillars of the Council's strategic plan by:

- Sharing Black males' stories
- Understanding polices that impact Black males' health
- Identifying areas of interest specific to Black males as the Council establishes chapters
- Ensuring more Black male representation in leadership positions

10 **THOUGHT LEADERSHIP**

Webinars and Speaking Engagements

PRACTICE

THE COMMUNITY HEALTH WORKER TRAINING PROGRAM was implemented in Chicago in Winter 2023 and Spring 2024, in collaboration with the Chicago Housing Authority's Workforce Development Program. The Council enrolled 10 community health worker trainees in a nationally recognized certification program. The trainees received five weeks (100 hours) of classroom training, followed by 80 hours of a community-based practicum.

The practicum included training on community asset mapping provided by Morehouse School of Medicine, Health Messaging 101, and placements at three community sites: Art in Motion school in Chicago, UCAN youth behavioral health, and TCA Health clinics. Seven of the 10 trainees successfully completed the program, and an in-person graduation was held at the Chicago Housing Authority's offices. As of June 2024, three CHW graduates gained full-time employment.

Lorne Green, Director, Workforce Opportunities, Chicago Housing Authority, left and Dr. Olivia Affuso, right, with CHW graduates.

BY THE NUMBERS

7 HEALTH LITERACY AND COMMUNITY EMPOWERMENT
Community Health Workers Trained

The training program graduates are now members of the Council's Community Health Worker Alumni network, which includes an additional 14 CHWs in Charlotte and Chicago who previously participated in training facilitated by the Council. The purpose of the network is to encourage relationship building and provide additional training and workforce development opportunities.

CHW training graduates continue to contribute to the health and wellbeing of their communities. Charlotte CHW training program alumni Arthur "AJ" Johns was interviewed by StoryCorps and credited the Council for part of his success as a health advocate in his community. In recognition for her work supporting youth aging out of foster care, Pastor Donna Lee Reed was chosen, out of 10,000 women across the U.S., as one of the top five semifinalists for Nexstar's "Remarkable Women" award. Pastor Reed's work was highlighted on the Jennifer Hudson Show.

See a video of Donna Reed on the Jennifer Hudson show

30 REACH AND VISIBILITY

Events Attended or Hosted by the Council

People Reached: 1,200+

Jerica Robinson at a CARE workshop at the 2023 American Public Health Association annual meeting

PRACTICE

THE COLLABORATIVE FOR ANTI-RACISM & EQUITY (CARE) helps advance health equity and anti-racism work at a systems level by strengthening collective efforts to address racism as a public health crisis. CARE is one of eight collective action teams outlined in Dr. Camara Jones' paper, "Toward the Science and Practice of Anti-Racism: Launching a National Campaign Against Racism."

CARE leads implementation of anti-racism in public health practices in five focus areas:

- Collaboration
- Communication
- Community
- Policy
- Research

The Council supports CARE by:

- Providing logistical support, including the creation of a manual of operations, to guide CARE's activities
- Organizing trainings and workshops to share resources that help individuals and communities take informed action. In the first six months of 2024, CARE's training has reached 83 + people and 50+ organizations.

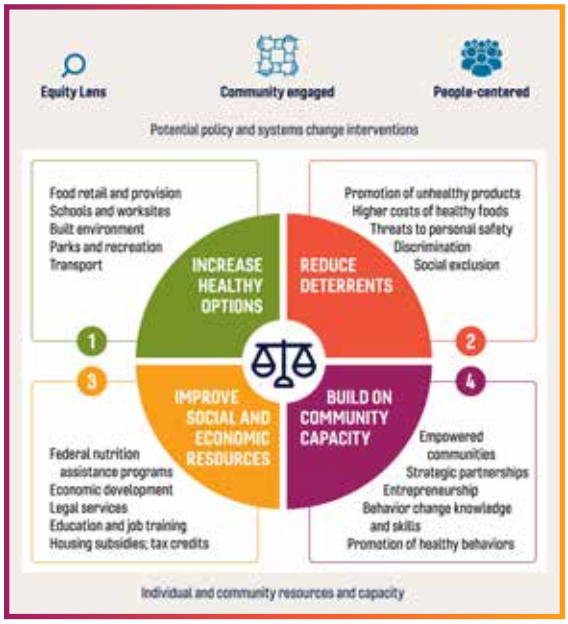
The Council's support of CARE is funded, in part, by a gift from Universal Music Group.

CARE Partner Members

APHA American Public Health Association
astho
bmsg
CEO Action for Racial Equity
ChangeLab Solutions
National Association of Chronic Disease Directors
Council on Black Health
Big Cities Health Coalition
IHJE The Institute for Healing Justice & Equity
The Network for Public Health Law
Public Health Law Center at Mitchell Hamline School of Law
Salud America!
the praxis project

RESEARCH

THE SOLUTIONS TO DIABETES IN BLACK AMERICANS (SDBA) CORE is part of the Center for Diabetes Translation Research (CDTR) at Washington University in St. Louis. The SDBA Core works to advance the field of diabetes and obesity research in Black Americans. SDBA consults with researchers on how social determinants of health, historical oppression and structural racism affect the success and sustainability of diabetes and obesity interventions.



As part of its SDBA work, in April, Dr. Shiriki Kumanyika and the Council launched the Getting to Equity (GTE) in Obesity Prevention Toolkit. The GTE toolkit is an interactive, web-based tool that provides resources on how to incorporate an equity lens in policy, systems, and environmental change approaches and interventions. The toolkit was developed based on the GTE framework, which has been applied to programs and policies that focus on nutrition, access to healthy foods, and food environments. The goal of the toolkit is to provide users with the tools needed to apply a health equity lens to initiatives aimed at addressing obesity disparities.

BY THE NUMBERS

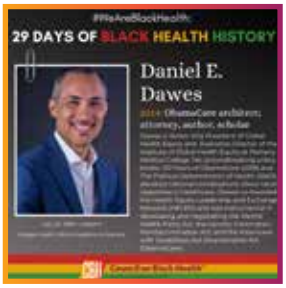
26 ADVANCING HEALTH EQUITY THROUGH RESEARCH

Members of the Solutions to Diabetes in Black Americans Core (SBDA)

IMPACT OF SOCIAL MEDIA

THE COUNCIL'S SOCIAL MEDIA EXPANSION has been remarkable, particularly on LinkedIn and Instagram. LinkedIn has emerged as the organization's primary platform, solidifying the Council's reputation as a leader in public health discourse. Introducing Instagram in late 2023 was a strategic move to connect with a younger audience, including aspiring public health professionals and other target audiences, reflecting the Council's commitment to engaging diverse demographics across social media channels.

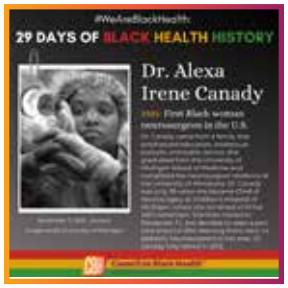
Our growth from January 1 to June 30, 2024 versus the same period last year:



LINKEDIN

- **Total posts, up 140%** (125 total posts so far this year; 52 same period in 2023)
- Top posts:
  - — Daniel E. Dawes, February 19, 2024
  - — Dr. Alexa Irene Canady, February 8, 2024
  - — Dr. Camara Jones, February 16, 2024
- **Fans and followers, up 94%** (1003 followers, 486 new in 2024)

Source: Hootsuite Analytics



TWITTER

- **Total posts, up 41.9%** (122 total posts so far this year; 86 same period in 2023)
- Top posts:
  - — Dr. James Derham, February 11, 2024
  - — National Black Male Health Day, June 14, 2024 (Practice Self-Forgiveness; gold)
  - — National Black Male Health Day, June 7, 2024 (calendar countdown art)
- **Fans and followers, up 4.1%** (961 followers, 29 new in 2024)

Source: Hootsuite Analytics

INSTAGRAM

- **Total posts, 106** (*no 2023 comparison)*
- Top posts:
  - — CHW Interns, June 19, 2024
  - — National Black Male Health Day, June 10, 2024 (man stretching for run)
  - — National Black Male Health Day, June 7, 2024 (calendar countdown art)
- **Fans and followers, 342** (*no 2023 comparison)*

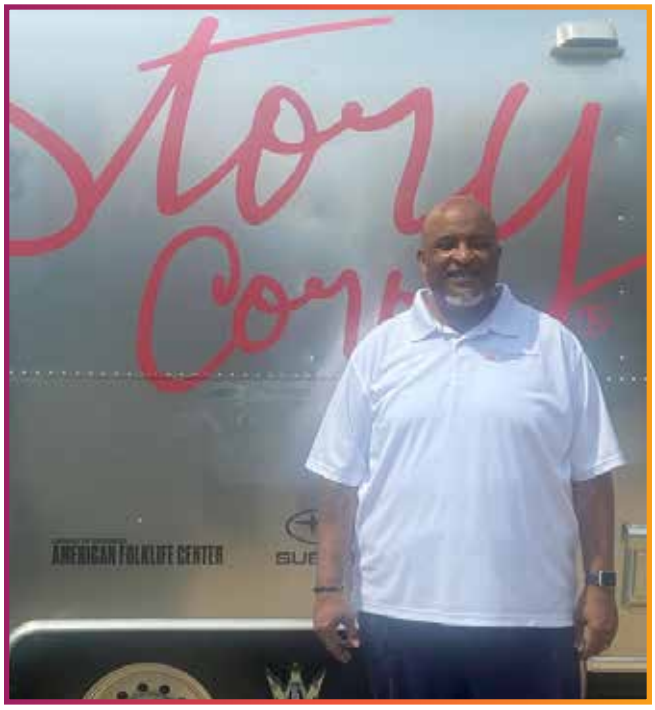
Source: Meta

FACEBOOK

- **Total posts, 120** (*no 2023 comparison)*
- Top posts:
  - — CHW Interns, June 19, 2024
  - — Dr. Camara Jones, February 16, 2024
  - — Dr. Linda Rae Murray, February 23, 2024
- **Fans and followers, 540** (*lifetime, since 2021*)

Source: Meta

COMMUNITY ENGAGEMENT AND VISIBILITY



Arthur "A.J." Johns is a Charlotte CHW training program graduate.

THE COUNCIL CONTINUES to strengthen its community presence. Over the past six months, the Council team has spoken on panels, hosted community events, attended conferences and more, all with the goal of expanding the Council's reach and increasing the organization's visibility. Council staff and representatives attended, presented at, or hosted 28 events between January 1 and June 30, 2024.

In February, the Women's Health Equity Institute hosted a table at a health expo led by the Charlotte chapter of Kappa Alpha Psi Fraternity, Inc. That same month, the Black Male Health Initiative (BMHI) and the Black Man Lab co-hosted a Public Health and Nutrition event in Atlanta. More than 100 Black men attended the event, and BMHI's Marcus Murray spoke on a panel about the intersection between public health and policy. BMHI also attended the 100 Black Men of America's quarterly business meeting in New Orleans. Dr. Melicia Whitt-Glover spoke at four events, including the National Council of Negro Women's Policy Summit and North Carolina A&T State University's inaugural Health and Human Sciences Week research showcase.

The Council partnered with the GrassROOTS Community Foundation, led by Board member Dr. Janice Johnson Dias, to advance global knowledge, provide menstrual supplies, and advocate for legislation to end period poverty. On May 31, Drs. Whitt-Glover and Johnson Dias co-led a community panel on menstrual equity. On June 1, members of the Council joined GrassROOTS supporters for a 5K fundraiser to support this work — in-person in Philadelphia and virtually from locations around the world.

Women's Health Equity Institute participants in the Roots, Rock Run Virtual run/walks in Charlotte.

The Council will continue to increase its visibility and be present in communities at a grassroots level. This dedication to community engagement will foster long-term growth and solidify the organization's reputation as a trusted partner and thought leader.

Council on Black Health

STATEMENT OF FINANCIAL POSITION

As of June 30, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
101 Truist 9151	62,876.66
102 Truist 4321	316.19
103 Truist 4348	0.00
104 PayPal Bank	400.00
105 Mechanics & Farmers	255,578.82
Total bank Accounts	**$319,171.67**
Accounts Receivable	
110 Accounts Receivable (a/r)	0.00
Total Accounts Receivable	**$0.00**
Other Current Assets	
120 Undeposited Funds	0.00
140 Prepaid Expenditures	1,448.60
Total Other Current Assets	**$1,448.60**
Total Current Assets	**$320,620.27**
TOTAL ASSETS	**$320,620.27**

Council on Black Health

STATEMENT OF FINANCIAL POSITION (continued)

As of June 30, 2024

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
210 Visa Card 1493 - 3	0.00
211 Visa Card 1884 - 3	442.64
Total Credit Cards	**$442.64**
Other Current Liabilities	
220 Payroll Tax Liability	76.50
Total Other Current Liabilities	**$76.50**
Total Current Liabilities	**$519.14**
Total Liabilities	**$519.14**
Equity	
310 Retained Earnings	**885,361.08**
Net revenue	**-565,259.95**
Total Equity	**$320,101.13**
TOTAL LIABILITIES AND EQUITY	**$320,620.27**

Council on Black Health

STATEMENT OF ACTIVITY

January – June 2024

	TOTAL
REVENUE	
400 Donations	
400B Individual Donation — Unrestricted	4,410.43
Total 400 Donations	**4,410.43**
405 Grants — Private	55,956.46
420 Contract Services	41,500.00
440 Interest Earned	4,646.77
Total Revenue	**$106,513.66**
GROSS PROFIT	**$106,513.66**
Expenditures	
500 Personnel	
501 Salary and wages	315,649.35
502 Payroll Tax Expenses	27,966.19
503 Benefits	34,107.89
Total 500 Personnel	**377,723.43**
504 Training and Development	8,129.00
511 Bank Charges	145.15
512 PayPal Fees	38.79
Total 511 Bank Charges	**183.94**
514 Legal & Professional Fees	4,184.00
515 Accounting & Audit	11,700.00
520 Office Expenditures	55.95
522 Office supplies	2,749.13
523 Rent or Lease	3,000.00
525 Postage & Delivery	554.96

Council on Black Health

STATEMENT OF ACTIVITY (continued)

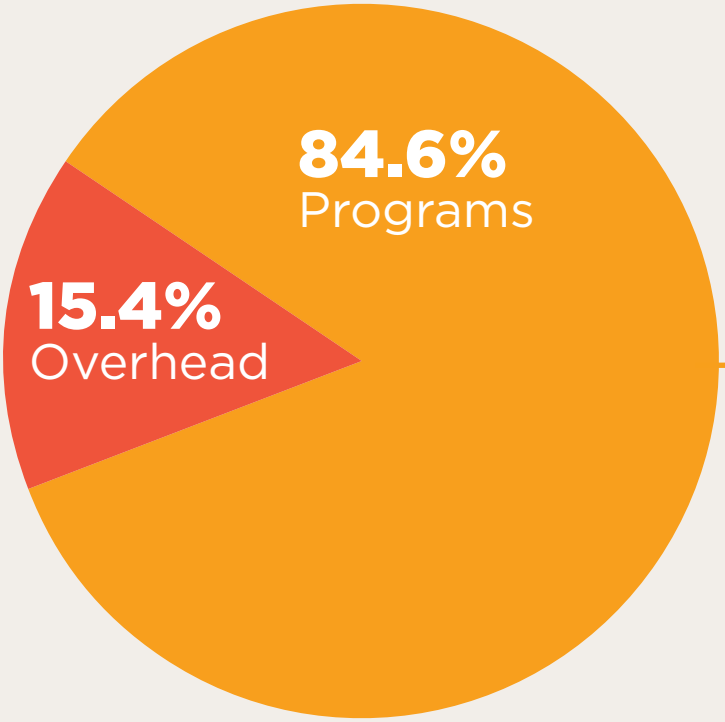
January – June 2024

	TOTAL
Total 520 Office Expenditures	**6,360.04**
540 Advertising & Promotion	18.73
562 Sponsorship	763.00
Total 540 Advertising & Promotion	**781.73**
541 Website and Email	6,797.54
544 Software Services (SAAS)	13,693.00
545 Payroll Processing Fees	458.90
550 Contractors and Consultants	197,685.11
559 Conference Registration	608.60
560 Travel	39,770.65
561 Meals	3,175.90
564 Dues & Subscriptions	310.77
566 State Taxes	211.00
Total Expenditures	**$671,773.61**
NET OPERATING REVENUE	**$ -565,259.95**
NET REVENUE	**$ -565,259.95**

Council on Black Health

PERCENT OF SPENDING — CATEGORY

January – June 2024



Programs:

- Black Male Health Initiative
- Women's Health Equity Institute
- Youth Advocacy Training Program
  - — Operation Good Food & Beverages
- Community Health Worker Training
  - — CHW Post-training Support
  - — CHW Alumni Network
  - — CHW Community Education Initiatives
- Well for the Journey
- EMMBRACE
- 29 Days of Black Health History
- Learning and Developing Individual Exercise Skills (LADIES) for a Better Life
- Jackson Heart Study Graduate Training and Education Center
- NovoNordisk - Medication Coverage Education & Advocacy
- Solutions to Diabetes in Black Americans Core
- National Black Organization Policy Roundtable
- General Community Health Education

FOUNDER

Shiriki K Kumanyika, PhD, MPH, RD

BOARD MEMBERS

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Maren Turner, PhD

Tamika Walters, JD

Mary-Frances Winters, MBA

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Jerica Robinson, MPH, Program Manager

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Clif Morgan, Black Male Health Initiative

Marcus Murray, Black Male Health Initiative

Kyle Salazar, MPA, Fractional Chief Financial Officer

ACKNOWLEDGMENTS

IN THE STEADFAST PURSUIT OF OUR MISSION to develop and promote solutions that realize healthy Black communities, we extend our deepest gratitude to our Board members, donors, partners, and the communities that we serve. Your unwavering commitment fuels our vision of achieving health equity, reimagining Black health, and creating a world where all Black people live safe, healthy, and happy lives.

CBH™ Council on Black Health™
Reimagining Black Health™