HEALTH AND RESILIENCE: A YEAR OF PROGRESS

2024 ANNUAL REPORT

Council on Black Health™

Reimagining Black Health™

OUR STRATEGIC PRIORITIES FOR 2024 – 2026

Establish a new narrative around Black health through storytelling

Identify the policies positively and negatively impacting Black health to share with the field

Launch Council on Black Health chapters to localize and diversify our approach

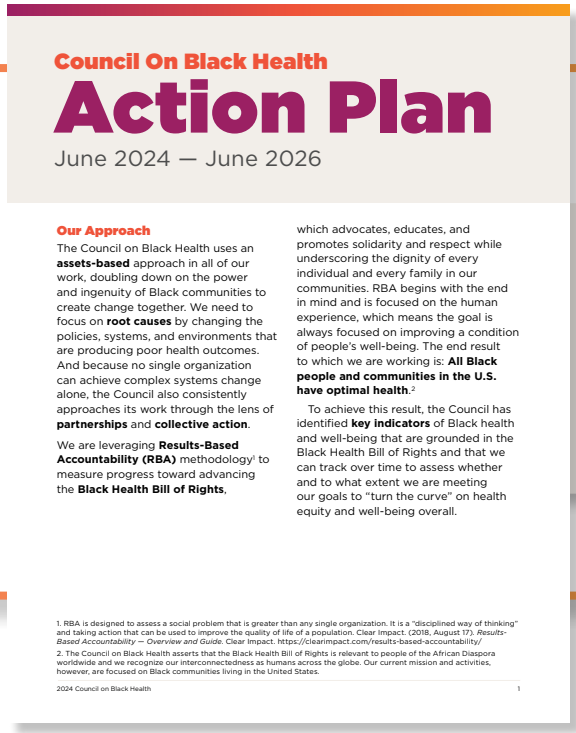
OUR MISSION

To develop and promote solutions that achieve optimal health in Black communities

OUR VISION

Realizing healthy Black communities

Develop and train Black leaders of all ages and experience levels



Council On Black Health

Action Plan

June 2024 — June 2026

Our Approach

The Council on Black Health uses an **assets-based** approach in all of our work, doubling down on the power and ingenuity of Black communities to create change together. We need to focus on **root causes** by changing the policies, systems, and environments that are producing poor health outcomes. And because no single organization can achieve complex systems change alone, the Council also consistently approaches its work through the lens of **partnerships** and **collective action**.

We are leveraging **Results-Based Accountability (RBA)** methodology[1] to measure progress toward advancing the **Black Health Bill of Rights**, which advocates, educates, and promotes solidarity and respect while underscoring the dignity of every individual and every family in our communities. RBA begins with the end in mind and is focused on the human experience, which means the goal is always focused on improving a condition of people's well-being. The end result to which we are working is: **All Black people and communities in the U.S. have optimal health.**[2]

To achieve this result, the Council has identified **key indicators** of Black health and well-being that are grounded in the Black Health Bill of Rights and that we can track over time to assess whether and to what extent we are meeting our goals to "turn the curve" on health equity and well-being overall.

1. RBA is designed to assess a social problem that is greater than any single organization. It is a "disciplined way of thinking" and taking action that can be used to improve the quality of life of a population. Clear Impact. (2018, August 17). *Results-Based Accountability — Overview and Guide.* Clear Impact. https://clearimpact.com/results-based-accountability/

2. The Council on Black Health asserts that the Black Health Bill of Rights is relevant to people of the African Diaspora worldwide and we recognize our interconnectedness as humans across the globe. Our current mission and activities, however, are focused on Black communities living in the United States.

2024 Council on Black Health 1

CLICK TO DOWNLOAD:
THE 2024 – 2026
ACTION PLAN

LETTER FROM THE EXECUTIVE DIRECTOR

DEAR FRIENDS AND PARTNERS,

On behalf of the Council on Black Health, thank you for your partnership in reimagining what Black health can be. In 2024, we expanded our reach, deepened our impact, and strengthened the systems that support Black health equity—through community, evidence, and collective leadership.

Guided by the Black Health Bill of Rights and our 2024 – 2026 Action Plan, we focused on dismantling systemic barriers and creating scalable, community-rooted solutions. Now, more than ever, we need to double down on this important work to ensure that we continue to make strides to eliminate disparities in health.

This 2024 annual report highlights our progress in research, policy, and practice—the three pillars that power our mission. Together, we are shifting narratives, advocating for change, and building healthier futures. Thank you for your continued support and belief in this movement.

In partnership,

Melicia Whitt-Glover, PhD
Chief Executive Officer

This annual report highlights our progress in research, policy, and practice... Together, we are shifting narratives, advocating for change, and building healthier futures.

THREE PILLARS THAT POWER OUR MISSION

RESEARCH
We learn from and contribute to academic research and community-led solutions.

PRACTICE
We unite people across sectors to ensure those closest to the work inform the solutions.

POLICY
We create and monitor policies that impact Black community partners to fill the pipeline with positive disruptors.

OUR IMPACT BY THE NUMBERS

20+
national events attended

300+
trained/engaged through workshops/webinars

$40,000
raised during Giving Tuesday

70+
organizations reached through Collaborative for Anti-Racism and Equity (CARE)

3.1 M
social media impressions

7
CHWs trained

4
Employed as CHWs

8
research or policy publications produced

RESEARCH HIGHLIGHTS

Getting to Equity in Obesity Prevention (GTE) Toolkit

Developed by Dr. Shiriki Kumanyika, the Getting to Equity in Obesity Prevention (GTE) Toolkit equips users with practical tools to apply a policies, systems, and environmental lens to public health interventions. This year, we've hosted online webinars and in person presentations to provide guidance on how to use the interactive toolkit.

To date, the paper describing the GTE framework has been cited 177 times, including 76 times in the last 2 years.

CLICK TO DOWNLOAD: GETTING TO EQUITY IN OBESITY PREVENTION (GTE) TOOLKIT

CLICK HERE READ THE ORIGINAL PAPER DESCRIBING THE FRAMEWORK

The results are in!

Operation Good Food & Beverages (OGF&B), a youth-driven online social marketing campaign designed to challenge marketing norms and promote healthier food and beverage choices to Black youth and communities, was a hit!

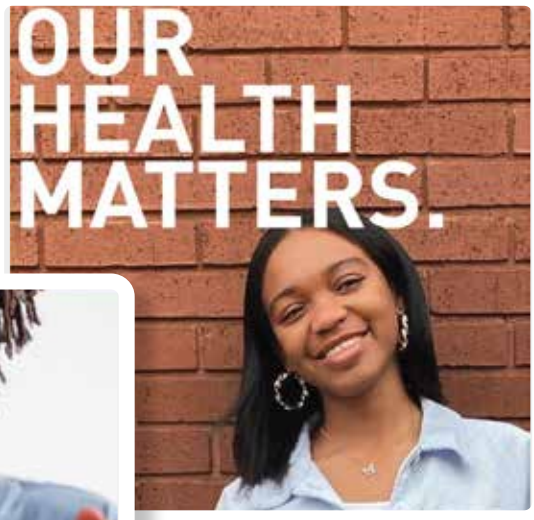
Led by Drs. Kumanyika and Tiffany Eaton, the online campaign launched on Instagram and TikTok in 2022 and garnered:

3.1M+
social impressions

3,800+
unique website visits

1,000+
petition signatures advocating for better marketing practices

CLICK HERE TO READ THE STUDY FINDINGS



POLICY HIGHLIGHTS

CBH Policy Roundtable

The Policy Roundtable unites the voices and influence of esteemed national Black organizations. Together, we are harnessing our collective strength to create lasting change. Partners:

PARTNERS:

- Council on Black Health
- 100 Black Men of America
- Black Women's Health Imperative
- Delta Sigma Theta Sorority, Incorporated
- NAACP
- National Black Child Development Institute
- National Council of Negro Women, Inc.

2024 Policy Roundtable Highlights:

EMPOWERING COMMUNITIES: Supported the creation and dissemination of resources, such as the NAACP's Hands Off Our Health Care Toolkit, to promote informed action in priority areas.

ADVOCATING FOR CHANGE: Met with government agencies, including the Centers for Medicare and Medicaid Services, the U.S. Department of Housing and Urban Development, and the Environmental Protection Agency.

AMPLIFYING THE MESSAGE: We co-authored op-eds and policy briefs to elevate critical health issues and drive public discourse.

Civics in Color Webinar Series

In September we partnered with the GrassROOTS Community Foundation to host Civics in Color. **Over 300 attendees explored local, state, and federal civic engagement**. From demystifying government structures to providing step-by-step guidance on political engagement, the series served as a powerful platform for inspiring active participation in government.

PRACTICE HIGHLIGHTS

This year, 7 new Chicago CHWs completed 100 hours of instruction and an 80 hour practicum

Trusted Health Navigator Training

We continued our ongoing partnership with the Chicago Housing Authority's Workforce Development Program to coordinate community health worker training.

THANKS TO OUR PARTNERS — Charlotte Area Fund, Chicago Housing Authority, and Humana!

Graduates of the program are now part of the Council's growing Community Health Worker Alumni Network, which connects nearly 30 CHWs from both Charlotte and Chicago. This network fosters relationship building and provides additional training and workforce development opportunities to support their ongoing professional growth.

Congratulations to Council CHW Alumni who continue to do big things!

Charlotte graduate **Arthur "AJ" Johns** shared his journey as a CHW trainee during an interview with StoryCorps, crediting the Council for helping shape his success.

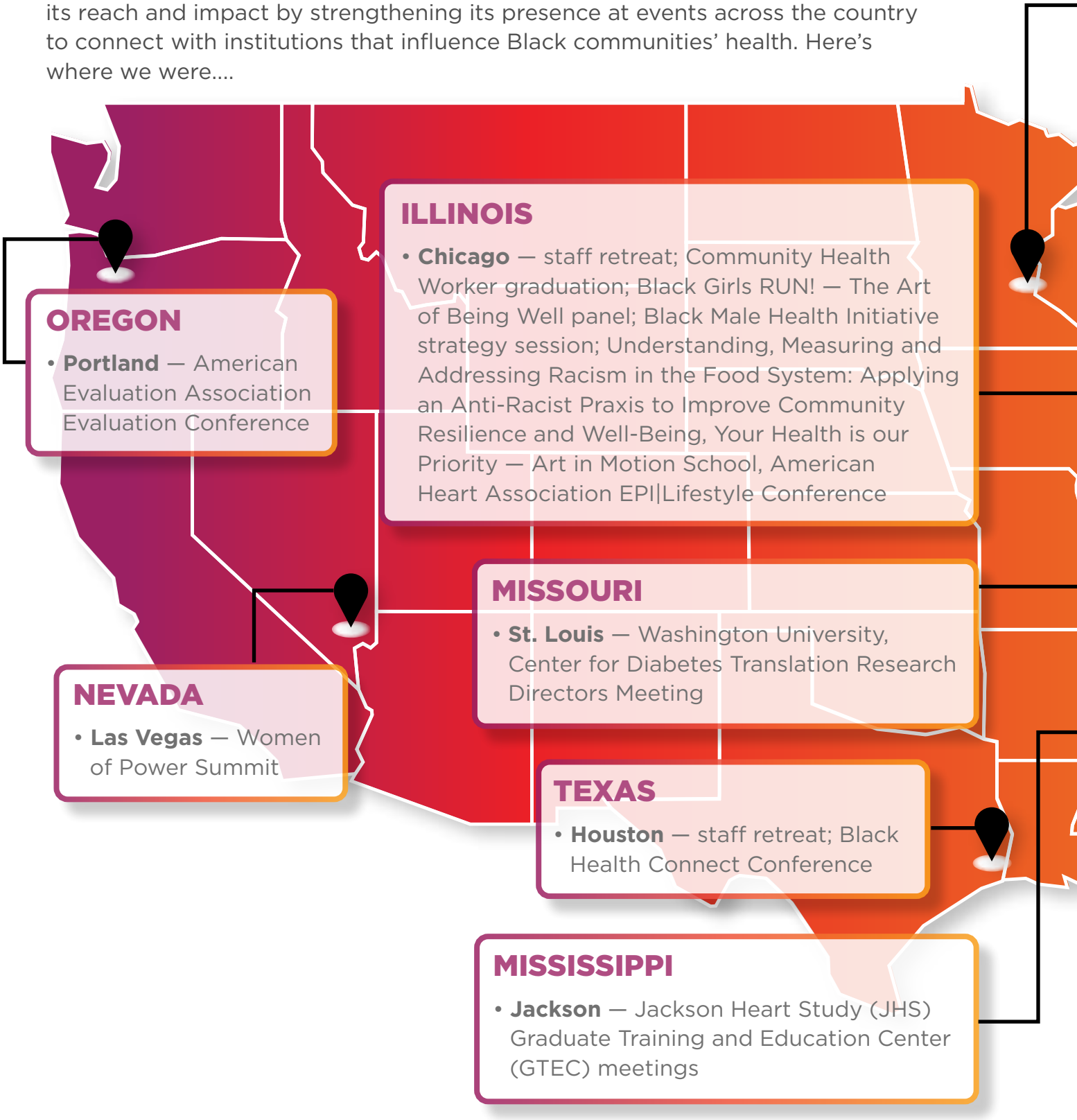
Charlotte graduate Pastor **Donna Lee Reed** was recognized out of 10,000 nominees as a top five semifinalist for Nexstar's Remarkable Women award for her work supporting youth aging out of foster care. She was featured on The Jennifer Hudson Show.

Black Male Health Initiative

The Black Male Health Initiative (BMHI) is dedicated to improving the holistic well-being and quality of life for Black males. In 2024, we partnered with Art in Motion school in Chicago to provide school physicals and collaborated with The Common Ground Foundation to address youth mental health.

WHERE WE WERE

The Council team was on the move in 2024. This year, the Council expanded its reach and impact by strengthening its presence at events across the country to connect with institutions that influence Black communities' health. Here's where we were....



OREGON

- **Portland** — American Evaluation Association Evaluation Conference

ILLINOIS

- **Chicago** — staff retreat; Community Health Worker graduation; Black Girls RUN! — The Art of Being Well panel; Black Male Health Initiative strategy session; Understanding, Measuring and Addressing Racism in the Food System: Applying an Anti-Racist Praxis to Improve Community Resilience and Well-Being, Your Health is our Priority — Art in Motion School, American Heart Association EPI|Lifestyle Conference

MISSOURI

- **St. Louis** — Washington University, Center for Diabetes Translation Research Directors Meeting

NEVADA

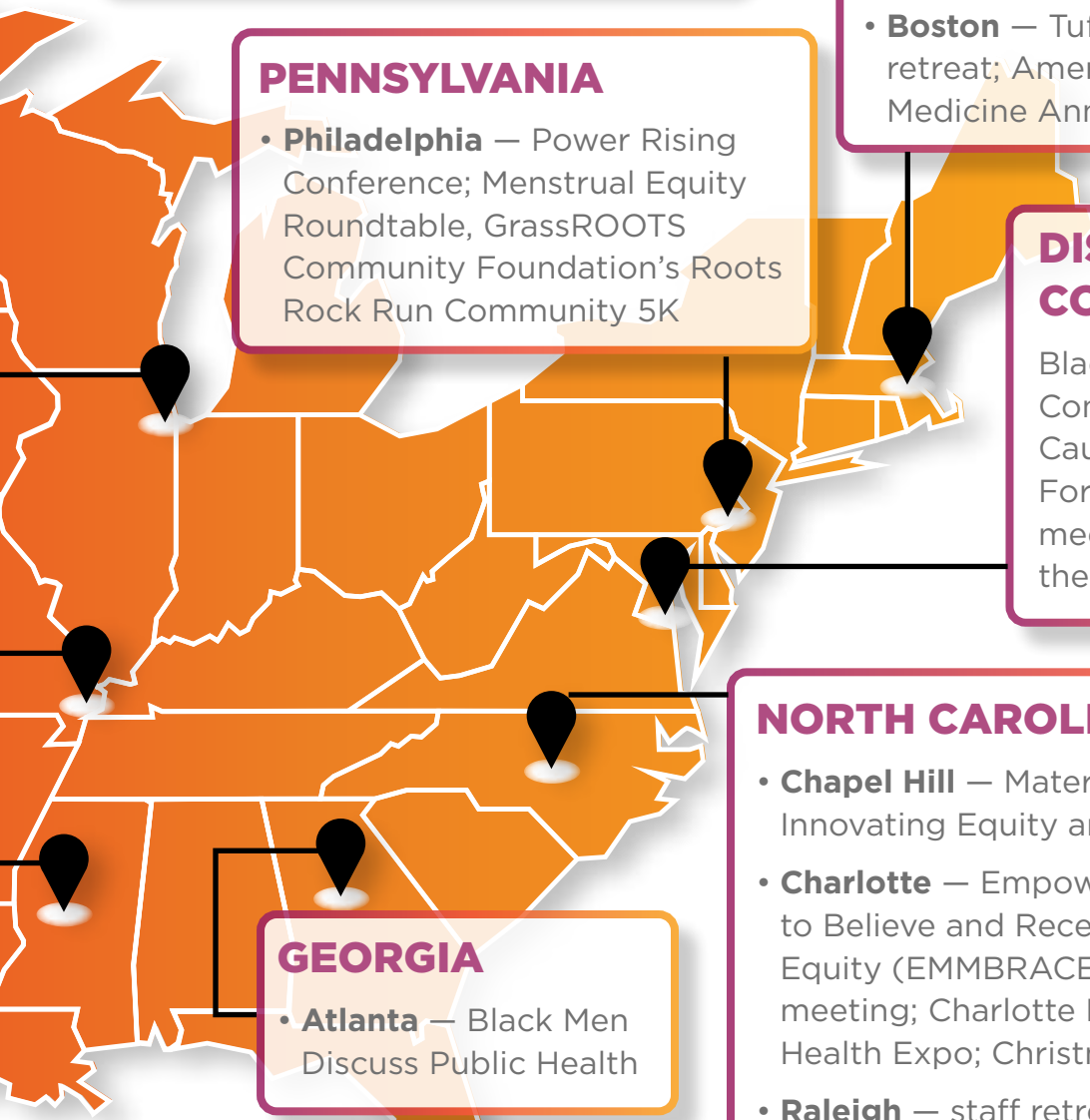
- **Las Vegas** — Women of Power Summit

TEXAS

- **Houston** — staff retreat; Black Health Connect Conference

MISSISSIPPI

- **Jackson** — Jackson Heart Study (JHS) Graduate Training and Education Center (GTEC) meetings



MINNESOTA

- **Minneapolis** — American Public Health Association Annual Meeting and Expo
- **St. Paul** — National Association of County and City Health Officials

PENNSYLVANIA

- **Philadelphia** — Power Rising Conference; Menstrual Equity Roundtable, GrassROOTS Community Foundation's Roots Rock Run Community 5K

MASSACHUSETTS

- **Boston** — Tufts University writing retreat; American College of Sports Medicine Annual Meeting

DISTRICT OF COLUMBIA

Black Health Connect; Congressional Black Caucus; HHS Black Health Forum; NIH/NIDDK meeting; Delta Days in the Nation's Capital

NORTH CAROLINA

- **Chapel Hill** — Maternal Health Forward: Innovating Equity and Action Conference
- **Charlotte** — Empowering Minority Mothers to Believe and Receive Access to Care Equity (EMMBRACE) Evaluators planning meeting; Charlotte Kappa Alpha Psi Heart Health Expo; Christmas Senior Luncheon
- **Raleigh** — staff retreat; National Pan-Hellenic Council of Greater Raleigh monthly meeting
- **Greensboro** — North Carolina A&T State University Health and Human Sciences Week Research Showcase

GEORGIA

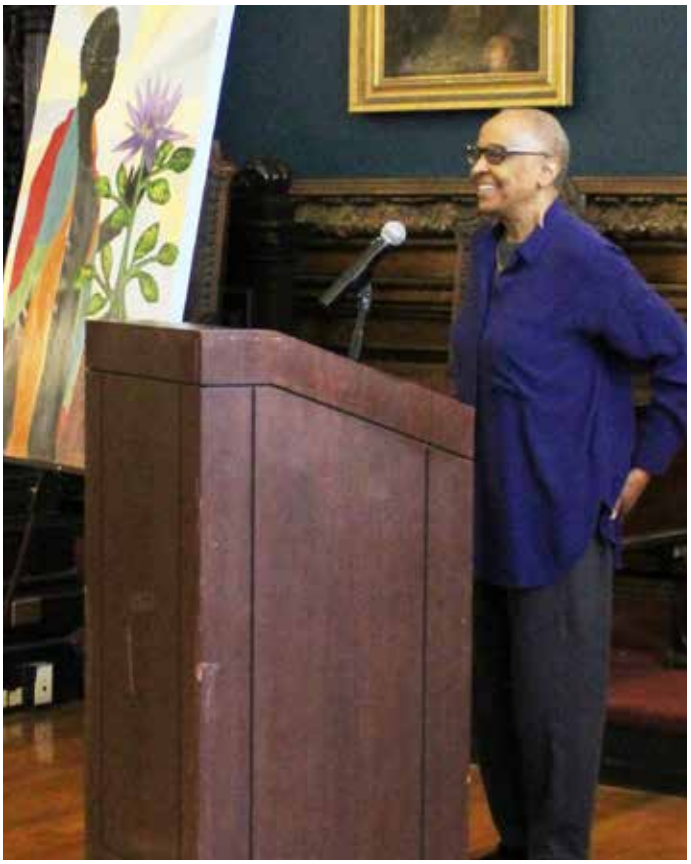
- **Atlanta** — Black Men Discuss Public Health

FLORIDA

- **Miami** — Data for Black Lives

SHIRIKI KUMANYIKA CAREER SALUTE

Just before this report went to press, the Council on Black Health and friends from around the country had the opportunity to express our gratitude to Shiriki Kumanyika, PhD, MPH, RD, Founding Chair of the Council on Black Health. A lifelong advocate for health equity, Dr. Kumanyika's legacy continues to guide our work.



Advice to those coming after me, please read from my story that

A: *taking calculated risks can pay off;*

B: *pathways to success are probably not linear;*

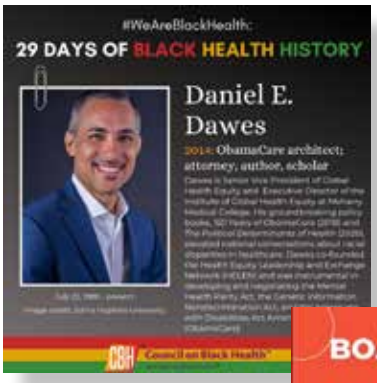
C: *influential people can open doors for you...*

D: *wherever you are ... get a helicopter view... understand the game, and find your best fit.*

— **DR. KUMANYIKA,** from "*A Black American Nutrition Scholar and Advocate: My Journey*," published in the Annual Review of Nutrition. https://pubmed.ncbi.nlm.nih.gov/38603557/

We launched a new strategy in 2024 to normalize reimagined Black health through bold storytelling.

MARKETING AND COMMUNICATIONS

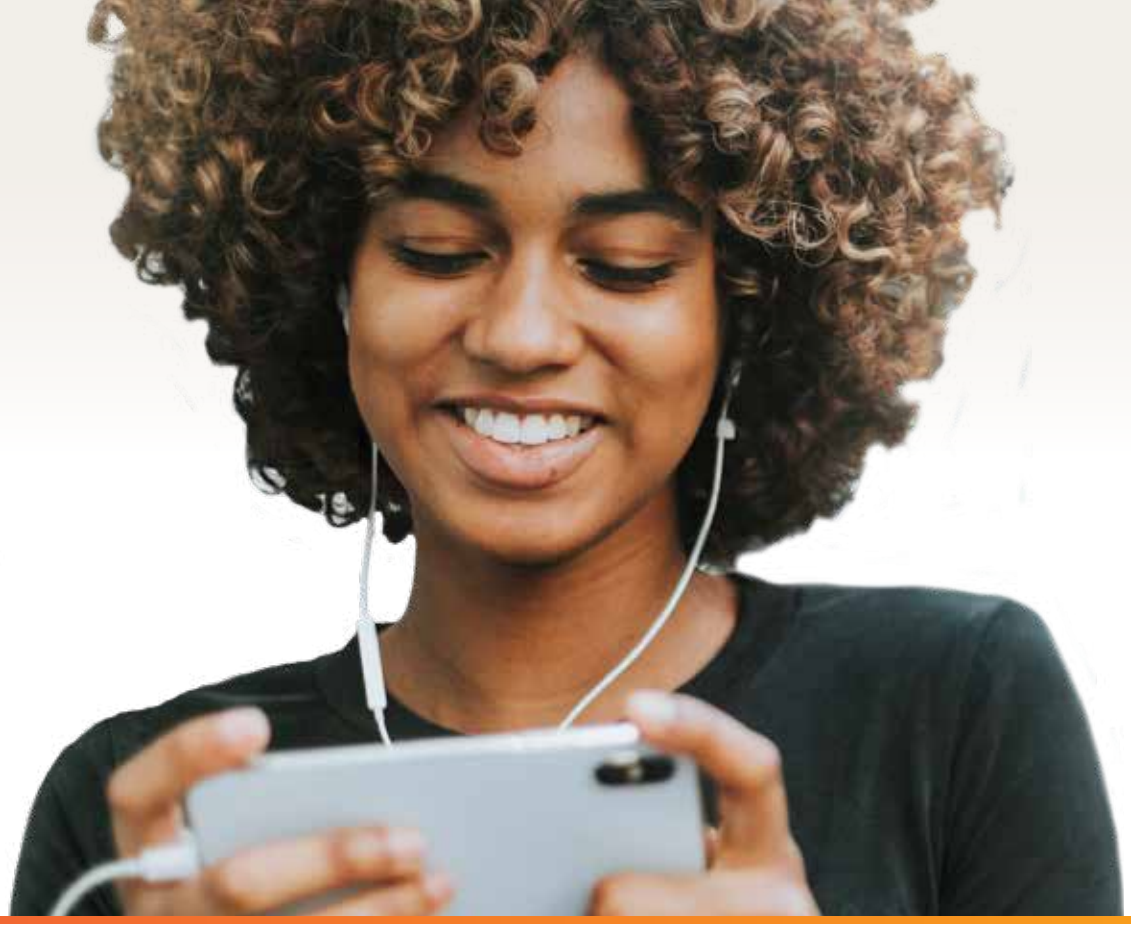


29 Days of Black Health History

Board Member Spotlight Series

Midyear and Annual Reports

Giving Tuesday Campaign



SOCIAL MEDIA REACH

LINKEDIN

201 posts

1,423 Followers

Top post

Al B. Sure!, 10/3/2024

FACEBOOK

201 posts

564 Followers

Top post

Holiday Post, 12/20/24

INSTAGRAM

206 posts

508 Followers

Top post

Youth Advocacy Training Program Interns, 6/19/24

Join the Movement

JOIN OR RENEW AS A MEMBER AND STAY CONNECTED TO OUR NATIONAL WORK

CLICK HERE TO BECOME A MEMBER OF COUNCIL ON BLACK HEALTH

CLICK HERE TO RENEW YOUR MEMBERSHIP TO COUNCIL ON BLACK HEALTH

DONATE to fuel evidence-based, community-driven action

Together, we can reimagine and transform Black health

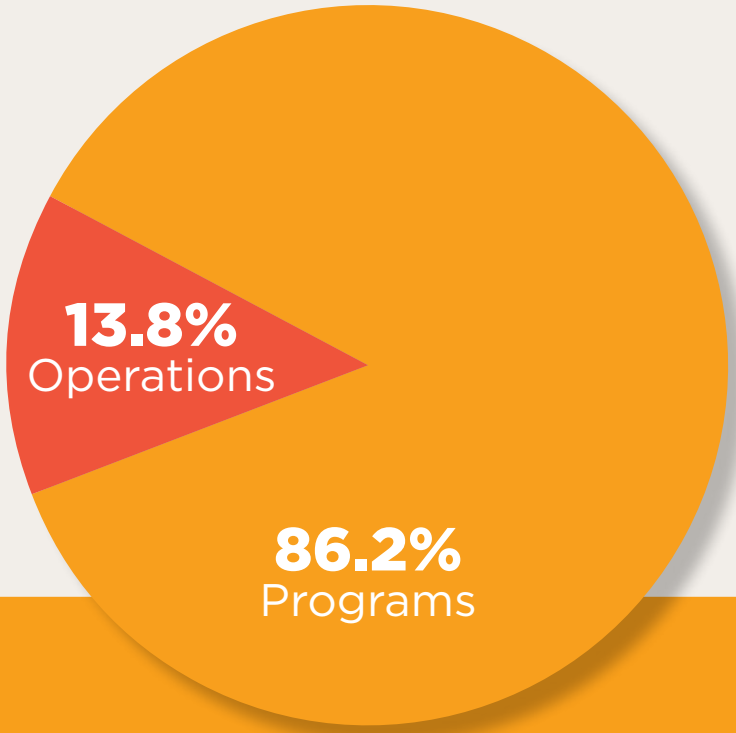
CLICK HERE TO MAKE A DONATION

CLICK HERE TO ENDORSE THE BLACK HEALTH BILL OF RIGHTS

Council on Black Health

PERCENT OF SPENDING — CATEGORY

January – December 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

Council on Black Health

STATEMENT OF FINANCIAL POSITION

As of December 31, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Primary Checking	$439,437.30
Reserves Account	$258,477.87
Total Bank Accounts	**$697,915.17**
Accounts Receivable	
Accounts Receivable (A/R)	$0.00
Total Accounts Receivable	**$0.00**
Other Current Assets	
Undeposited Funds	$0.00
Prepaid Expenditures	$0.0
Total Other Current Assets	**$0.00**
Total Current Assests	**$697,915.17**
TOTAL ASSETS	**$697,915.17**
LIABILITIES AND EQUITY	
Liabilities	-$14,131.34
Equity	
Retained Earnings	$885,361.08
Net Revenue	-$173,314.57
Total Equity	**$712,046.51**
TOTAL LIABILITIES AND EQUITY	**$697,915.17**

Council on Black Health

STATEMENT OF ACTIVITY

January – December 2024

	TOTAL		
Revenue			
Donations	$16,272.97		
Grants	$1,111,501.48		
Membership Dues	$2,611.57		
Contract Services	$199,673.83		
Interest Earned	$7,545.82		
Total Revenue	**$1,337,605.67**		
Gross Profit	**1337605.67**		
Expenditures		**Operations**	**Programs**
Personnel	$770,535.41	$115,580.31	$654,955.10
Training and Development	$8,129.00	$8,129.00	$0.00
Insurance	$5,934.59	$5,934.59	$0.00
Legal & Professional Fees	$13,288.00	$13,288.00	$0.00
Accounting & Audit	$32,400.00	$32,400.00	$0.00
Office Expenditures	$13,608.51	$13,608.51	$0.00
Advertising & Promotion	$10,835.73	$423.41	$10,412.32
Software Services (SAAS)	$70,435.78	$5,808.57	$64,627.21
Contractors and Consultants	$501,164.79	$0.00	$501,164.79
Conference Registration	$608.60	$608.60	$0.00
Travel	$83,979.83	$12,596.97	$71,382.86
Total Expenditures	**$1,510,920.24**	**$208,377.96**	**$1,302,542.28**
Net Operating Revenue	**-$173,314.57**		
Net Revenue	**-$173,314.57**		

> ***Thank you for your partnership in reimagining what Black health can be.***
>
> — **MELICIA WHITT-GLOVER,** PhD, Chief Executive Officer Council on Black Health

ACKNOWLEDGMENTS

As we work tirelessly to develop and promote solutions for healthy Black communities, we deeply appreciate our board members, donors, partners, and the communities we serve. Your dedication drives our vision of health equity, reimagined Black health, and a future where all Black people thrive in safety, health, and happiness.

2024 BOARD MEMBERS AND STAFF

FOUNDER:
Shiriki Kumanyika, PhD, MPH, RD

BOARD MEMBERS:
Ricky Bluthenthal, PhD
Vanessa Briggs, MBA, RD
Ailton Santonio Coleman, PhD, MPH
Sheree Crute, MA
Michelle S. Davis, PhD
Janice Johnson Dias, PhD
Dustin Duncan, ScD
Martinus Evans, MA, MS
Jennifer Fassbender, MS
Shani W. Hosten, MBA
Michael P. Lischke, EdD, MPH
Sheila Payton, DC
Maren Turner, PhD
Tamika Walters, JD
Mary-Frances Winters, MBA

STAFF:

Melicia Whitt-Glover, PhD, Chief Executive Officer

Olivia Affuso, PhD, Director of Strategic Leadership Initiatives

Tiffany Eaton, DrPH, Associate Director of Practice and Research, Women's Health

Amina Bility, MHA, PMP, Program Manager

Hailey Morrison, Program Manager

Jerica Robinson, MPH, CPH, Program Manager

CONSULTANTS:

Shavon L. Arline-Bradley, MPH, MDiv, Strategic Advisor

Jameta Nicole Barlow, PhD, MPH, Strategic Advisor

Cheryl S. Emanuel, MPH, North Carolina Community Engagement and Outreach Coordinator

Kristie Lancaster, PhD, RD, Strategic Advisor

Clif Morgan, Black Male Health Initiative

Marcus Murray, Black Male Health Initiative

Bobbi Russell, Human Resources Representative

Kyle Salazar, MPA, Fractional Chief Financial Officer

Council on Black Health™

Reimagining Black Health™