Faith Based Health Education

ADDRESSING HEALTH DISPARITIES
Goals

To understand the leading causes of health disparities as it relates to breast cancer, prostate cancer and colorectal cancer in Nassau County Develop strategies to improve the health status in those areas.

Objective:

To expand the delivery of health education to Nassau County churches/places of worship by four additional churches by the close of each calendar year.

Strategies:

1. Update church list spreadsheet
2. Promote the Interfaith Health Ministry work through media sources
3. New branding and marketing materials
4. Create a monthly schedule of topics
5. Facilitate “interest group” meetings and recruit spiritual health champions to support the work
6. Create a working "Toolkit" that churches can borrow and share.
7. Facilitate training to educate leaders on the toolkit and how to provide health education to church members

Partners: Interfaith Health Ministry team
HEALTH DISPARITIES ARE FOUND IN BREAST CANCER, PROSTATE CANCER, COLORECTAL

Overall White: decline since 2007
Overall Non-White over 43% increase from 2012-14 to 2014-16

**Breast cancer:**
2013-15 non-Whites rate was twice the rate for Nassau White. Higher rate continued into 2014-16

**Prostate cancer:**
Non-White was nearly 4.5 times higher than the mortality rate among Nassau Whites in 2014-16.

**Colorectal cancer:**

**Stroke:**
Non-White rate more than doubled the rate for White in 2011-2013. Continued higher rate than that of Whites in 2014-16.

**Diabetes** Non-Whites higher than Whites in 2014-16.

Health Disparities
2019-2020 Community Health Improvement Plan findings
Prostate cancer:
Non-White was nearly 4.5 times higher than the mortality rate among Nassau Whites in 2014-16.

Non-White over 43% increase from 2012-14 to 2014-16.

Colorectal cancer:
Non-White rate more than twice the rate for Whites Nassau & FL and FL non-Whites.

POPULATION MORTALITY RATES

Prostate cancer:
Non-White was nearly 4.5 times higher than the mortality rate among Nassau Whites in 2014-16.
Our partners who are creating a Healthier Nassau County

A) Faith-based community:
We help faith-based groups identify and address the health needs of their congregation. Close attention to health disparities.

B) Workplaces:
We establish/revamp work place wellness programs according to meet employee needs.

C) Community at large - including food pantries, housing communities, community centers, agencies and non-profits:
- Health education programs / Workshops
- Community events promoting healthy choices.

D) County Government and Municipalities
2019 Healthy Community Champions

• Health is created by a multitude of factors beyond healthcare and the scope of traditional public health activities.

• The local governments of Florida’s counties, cities and towns play an important role in improving the health of communities. They carry out a variety of policies that can empower people to increase their physical activity, improve nutrition, livability and many other determinants of health.

• Each year, FDOH invites communities to share their stories and best practices for a chance to be honored through the Healthy Community Champions Recognition Program.

• Nassau County Government and the Town of Hilliard were among the 33 communities recognized as 2019 Healthy Community Champions.

• Comprehensive Planning /Health in All Policies (HiAP) → improve public health

• The HiAP approach identifying gaps in achieving health equity.
• Physical Environment – less than 12% of residents live within a 10-minute walk of a safe place to exercise.
• Medical Professional Shortage continues with growing community.
• Life Expectancy varies (location)

ENVIRONMENT

Obesity is never actually the starting point of someone’s health indicators. Obesity is in part a by-product of not being healthy or not having access to healthy food, free or affordable gyms, outdoor places to exercise and other wellness related programs.

<table>
<thead>
<tr>
<th>Causes of Death</th>
<th>Deaths</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL CAUSES</td>
<td>948</td>
</tr>
<tr>
<td>CANCER</td>
<td>258</td>
</tr>
<tr>
<td>HEART DISEASE</td>
<td>187</td>
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<tr>
<td>CHRONIC LOWER RESPIRATORY DISEASE</td>
<td>61</td>
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<tr>
<td>UNINTENTIONAL INJURY</td>
<td>59</td>
</tr>
<tr>
<td>STROKE</td>
<td>51</td>
</tr>
</tbody>
</table>
Goals for this work

Engaging people
Establishing trust
Building relationships in communities and across sectors, to establish direct and indirect approaches to addressing health disparities

Health Promotion
Addressing health disparities by reaching out to citizens who attend churches and other faith based organizations, business
Attention to Obesity Prevention
Evidence for the obesity-cancer connection is growing as thick as America’s waistline
Creating Champion along the way
Progress over past year

- Church contacts being updated
- New marketing materials
- Created monthly schedule of topics
- Facilitated “interest group” meetings/conversations
- Recruited spiritual health champions to support the work
- Created a working "Toolkit" that churches can borrow and share
- Activities held or planned at:
  a. Council on Aging – Fernandina Beach and Hilliard
  b. Conviva
  c. Journey Church and Callahan Food Distribution
  d. Macedonia AME Church
  e. Prince Chapel AME Church
  f. Legacy Church
  g. First Baptist Church of Yulee
  h. Chamber of Commerce
  i. Brandy Branch Church – Bryceville
  j. Churches and Community in Evergreen
  k. February Heart Health Month long activities

Feb 29th: Heart and Sole Bike/Walk/Run Virtual Event
Enjoy the leap day in February to “wrap up” the Heart Health Month

"Heart and Sole” Virtual Bike/Walk/Run

What is a Virtual Event? A virtual event is a real event, but participants DO NOT gather at one single location.

Event Details:
Date: February 29th, 2020
Time: The time you pick to do it
Location: Where you pick to safely complete your activity
Activity: Walk, Bike, or Run
Length: One that you can safely challenge yourself to complete
Ages: All Ages

And...
You get to choose who walks/bikes/runs next to you: family, neighbors, co-workers, members of your church/club, or go solo!

Your individual event becomes part of a larger event: A collection of individual efforts taking place all over the county, and even other parts of Florida and the US... coming together with common goal: Support heart health.

Participating is simple:
• Once you decided on your participation please send an email or text to the contact below indicating your name and age and what challenge you plan on completing. Names of participants and supporting workplaces will be posted on Partnership for a Healthier Nassau Facebook.
• Consider making a creative “Bib”. This a fun wellness activity for workplaces to support employee participation.

Contact Barbara Baptista, FL Dept. of Health – Nassau County Health Education Coordinator: barbara.baptista@flhealth.gov, 904-753-1258

After the event:
Email her a picture of your event taking place for a chance to win a gift card. Share your #virtual event pics on social media hash tagging #NassauHeartMonth, #virtual4health. We might feature you on Partnership for a Healthier Nassau Facebook: https://www.facebook.com/phnchip/. You can post it yourself as well.
February 2020

**29 Days Towards a Healthier Heart**

You’re never too young or too old to start heart-healthy living.

**MAKE A PROMISE TO YOUR HEART AND THE HEART OF YOUR FAMILY**

**Sunday:**
- Make a heart healthy snack for the Big Super Bowl Game
- Make a commitment to drink 8–8 oz cups of water or other healthy fluids for 30 days
- Scout your course for the Virtual Event on the 29th (turn page for info)

**Monday:**
- Phone a friend or neighbor and go for a walk together
- Add a daily stretch break to your week to increase flexibility

**Tuesday:**
- Water is now the second most popular drink in the US. Aim to drink 8 oz 8 times a day
- Watch Getting Heart Healthy: The missing ingredient by James Beckerman

**Wednesday:**
- Fiber up! High-fiber foods may help you lose weight. You feel full on fewer calories
- Schedule bedtime to get 8 hrs of sleep

**Thursday:**
- Practice deep breathing: 4 in and 4 out counts for 5 min.
- Learn what should be your Target Heart Rates at rest, for Exercise, and Health! Start monitoring

**Friday:**
- Sign up to receive healthy living tips and be Healthy for Good
- Exercise during TV commercial breaks or at intervals set by your phone

**Saturday:**
- Make today a salt free day. Use herbs for flavor instead
- CPR saves life! Take a class.

**1:** Come up with 3 ideas to exercise today as a family.

**2:** Build a daily exercise routine you will stick with. Start it today

**3:** Go shopping so you can eat fruits or vegetables for 7 days

**4:** Take a Heart Risk quiz and learn about your personal risk for heart disease

**5:** Learn which eating habits can help reduce heart disease

**6:** Complete your Bike/Walk/Run Virtual Event*

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*Worth Watching:
1) https://www.youtube.com/watch?v=K1aoq1GUKM

Share images/comments on social media: #NassauHeartMonth #hearthealthy #virtual4health

Email pictures to: barbara.baptista@flhealth.gov for a chance to win a $25 Mustard Seed Cafe gift card

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These messages and “Heart and Sole” Bike/Walk/Run Virtual Event are sponsored by your

**Florida Health Nassau County**

and

**Baptist Health**
Needs from the community – volunteers, promotion, attendance (how do you want the community to help with the issue area you are addressing?)

- “Get involved with obesity prevention initiatives”
- Involve your Church, Business, interest group or neighborhood
- “Let’s do something to let all citizens have an opportunity to be healthy.”

Get energized to promote change!