



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

POPULATION MORTALITY RATES

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:

Significant spikes for non whites in 2008-10 & again in 2014-16. Non-White rate more than twice the rate for Nassau Whites, Florida Whites, and FL non-Whites.

Stroke:

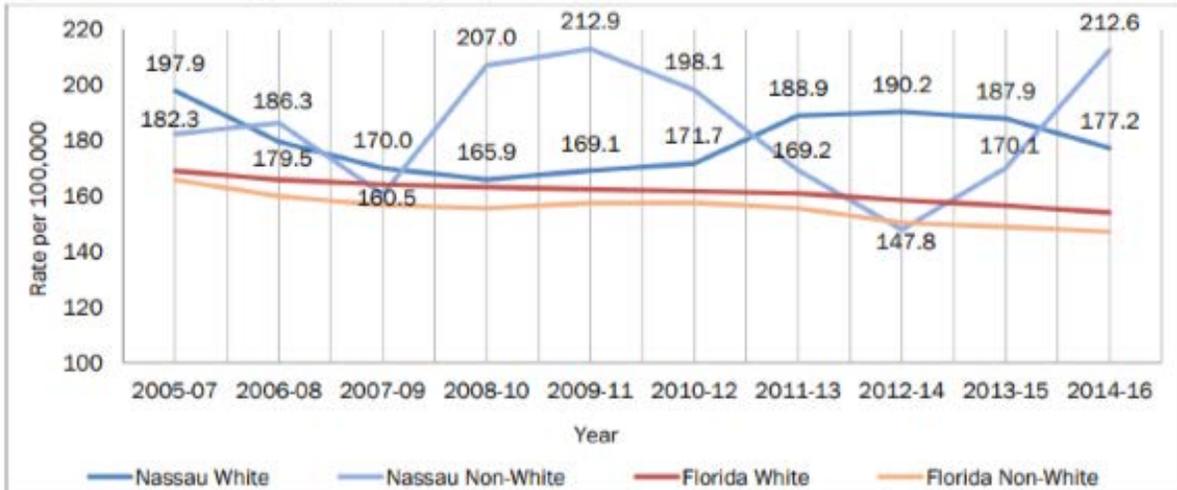
Non-White rate more than doubled the rate for White in 2011-2013. Continued higher rate than that of Whites in 2014-16.

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

Health Disparities

2019-2020 Community Health Improvement Plan findings

Cancer Mortality Rate by Race, Age-Adjusted, 2005-2016

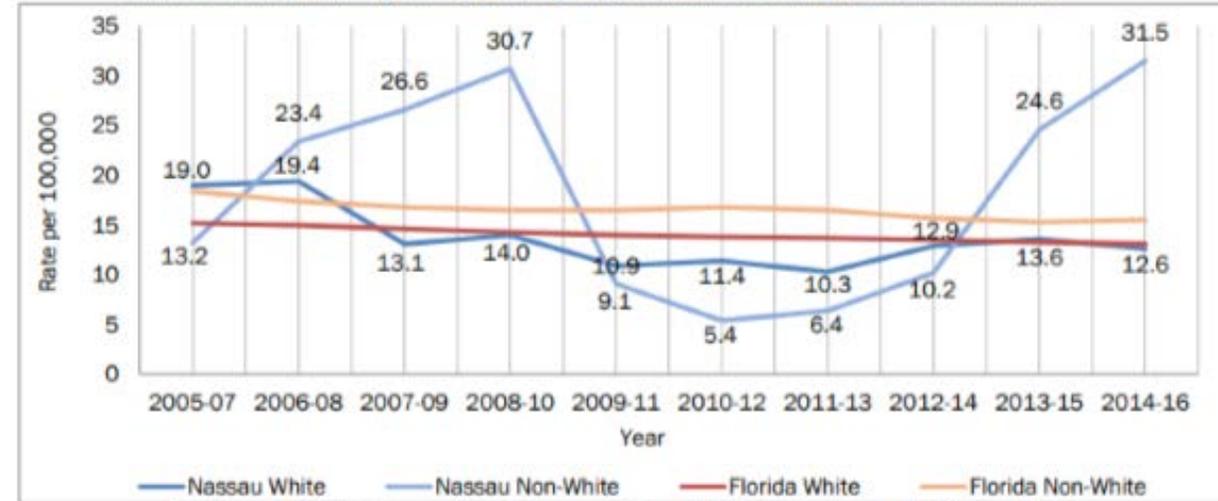


Overall White : decline since 2007.
 Non-White over 43% increase from 2012-14 to 2014-16

Colorectal cancer:

Non-whites: Significant spikes 2008-10 & 2014-16.
 Non-White rate more than twice the rate for Whites Nassau & FL and FL non-Whites.

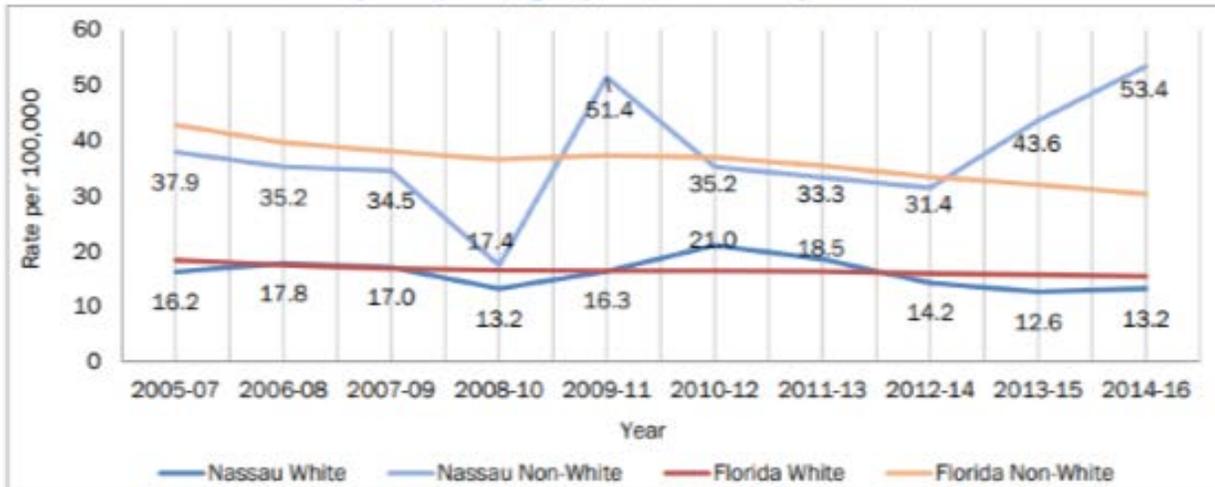
Colorectal Cancer Mortality Rate by Race, Age-Adjusted, Nassau County & Florida, 2005-2016



Data Source: FL Health Charts, www.flhealthcharts.com | Prepared by Health Planning Council of Northeast Florida

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

Prostate Cancer Mortality Rate by Race, Age-Adjusted, Nassau County & Florida, 2005-2016



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POPULATION MORTALITY RATES

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)

Forces	Threats Posed	Opportunities Created
Adult/Childhood obesity	<ul style="list-style-type: none"> • Obesity, Increased BMI • Negative impact on personal and family health • Increase in health care and employer costs 	<ul style="list-style-type: none"> • Greater focus on wellness programs • Local and state government participation in efforts
Built environment	<ul style="list-style-type: none"> • Lack of walkways discourages physical activity • Lack of access to healthy food 	<ul style="list-style-type: none"> • Creation of spaces that encourage active lifestyles • Greater focus on providing walking and biking trails
Food deserts	<ul style="list-style-type: none"> • Grocery stores without healthy food options • Price of healthy food vs. unhealthy food 	<ul style="list-style-type: none"> • Potential to increase access to healthier food • Increase in number of farmer's markets

Causes of Death	Deaths
ALL CAUSES	948
CANCER	258
HEART DISEASE	187
CHRONIC LOWER RESPIRATORY DISEASE	61
UNINTENTIONAL INJURY	59
STROKE	51

Relationship to Obesity

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 **healthful food, free or affordable gyms, outdoor places to exercise and other wellness related programs.**

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:

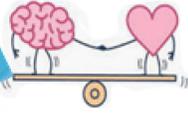
Email her a picture of your event taking place for a chance to win a gift card

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.

We invite you to participate

February 2020

LOVE YOUR HEART



29 Days Towards a Healthier Heart

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



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26  2 Make a heart healthy snack for the Big Super Bowl Game	27 3 Phone a friend or neighbor and go for a walk together	28  4 Walk or bike an extra 15 minutes today	29 5 Make today a salt free day. Use herbs for flavor instead	30  6 CPR saves life! Take a class.	31 7 WEAR RED for the heart of the women you love!	1  Come up with 3 ideas to exercise today as a family.
9 Clean your refrigerator, and remove all expired and unhealthy food	10 Give out a few bags with toothpaste/Toothbrush Tongue Scraper & Dental Floss	11 Fiber up! High-fiber foods may help you lose weight. You feel full on fewer calories	12 Schedule bedtime to get 8 hrs. of sleep 	13 Learn how poor mouth Health is connected with Heart Diseases.	14 MAKE YOUR  PROMISE	15 Go shopping so you can eat fruits dessert for 7 days 
16 Make a commitment to drink 8-8 oz cups of water or other healthy fluids for 30 days	17 Add a daily stretch break to your week to increase flexibility	18 Practice deep breathing: 4 in and 4 out counts for 5 min.	19 Learn what should be your Target Heart Rates at rest, for Exercise, and Health! Start monitoring	20 Take a Heart Risk quiz and learn about your personal risk for heart disease	21 Pay close attention to food and how it makes your body feel That can help you make better	22 Facing heart disease or caring for someone who is? Get support or offer it.
23 Scout your course for the Virtual Event on the 29TH (turn page for info)	24 Water is now the second most popular drink in the US. Aim to drink 8 oz 8 times a day	25 Watch <i>Getting Heart Healthy: The missing ingredient</i> , by James Beckerman	26 Sign up to receive healthy living tips and be Healthy for Good	27 Exercise during TV commercial breaks or at intervals set by your phone	28 Learn which eating habits can help reduce heart disease	29 Complete your Bike/Walk/Run Virtual Event *



Worth Watching:

1) <https://www.youtube.com/watch?v=K1aolq1GUKM> 2) <https://www.mayoclinic.org/healthy-lifestyle/adult-health/expert-answers/heart-disease-prevention/faq-20057986>

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

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

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



and



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!