

OUR HEALTH, PRIORITY, ZIP CODES, COMMUNITY.

OFFICE OF HEALTH EQUITY
COMMUNITY ENGAGEMENT

FY 2023
ANNUAL
REPORT



MECKLENBURG COUNTY
North Carolina

Public Health

A Decade of Equity Together

The Office of Health Equity - Community Engagement
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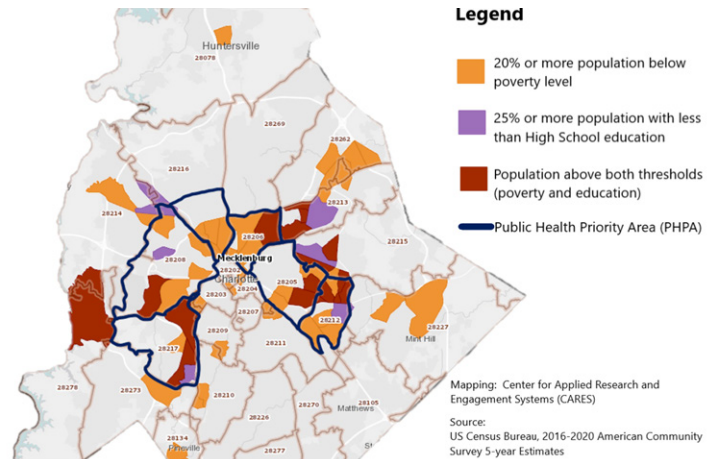
Mecklenburg County Public Health’s (MCPH Office of Health Equity (OHE) is pleased to share our annual report to highlight the impact of our work to close health disparities gaps and address inequities impacting priority populations.

OHE supported and strengthened the health of Mecklenburg County communities through collaboration with our core partners including healthcare systems, community based organizations, Village HeartB.E.A.T. (Building Education and Accountability Together, and faith-based organizations (FBOs.

Collaboration emphasized programs and initiatives focused on awareness, education, and prevention of chronic diseases in Mecklenburg County’s priority zip codes.

For more information about the OHE, visit <https://health.mecknc.gov/population-health/office-health-equity>.

**Mecklenburg County Public Health Priority Areas and Vulnerable Population Footprint
 US Census, ACS 2016-2020 Data**



**OUR
 TEAM**

OPENNESS TO LEARNING: Change takes time. We are committed to continually learning from and evaluating our work together, reflecting on and sharing both our successes and failures to grow as individuals, partnerships, and communities.

COMMITMENT TO ACT: We aspire to make a positive difference in our community by sharing and acting on our knowledge to contribute to the greater social good.

RECIPROCITY: From design, to participation, to the outcomes of a project, we strive to work together for mutual benefit.

CONTINUITY: Acknowledging that different communities work on different timelines and schedules, we strive to consider both the short and long-term implications of our work together.

PARTNERSHIPS: OHE relies heavily on internal and external organizations, health care systems, FBO and grass root organizations, and individuals to achieve MCPH’s vision to Promote, Protect and Provide high quality services.



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What is Village HeartB.E.A.T?

The Village HeartB.E.A.T. (Building Education & Accountability Together) program is a collaborative program organized to reduce risk factors associated with chronic disease through FBOs in Mecklenburg County. The overarching goal is to invest in FBOs as mutual business partners to adopt effective and sustainable policy, systems and environmental change (PSE) strategies to enhance healthier lifestyle choices, develop tobacco-free sites, and implement sustainable physical activities and healthy food options.

OUR COMPONENTS

Competition Challenge

16-week team competition encouraging healthy lifestyles tracked through pre and post biometrics

Thereasa Clark Elder Community Health Leadership Academy (TC Elder Academy)

Training and education center emphasizing health education, certification, and professional development

FBO HUB Expansion Program

Funding to support expansion of community health initiatives

Capacity Building

Technical support to enhance business, organizational, and fiscal management skills



The Results are In...

Three new teams were recruited for the Season 10 Competition for a total of **43 teams** including **547 participants**. The data below reflects Season 10 Competition results. For a complete list of Season 10 winners and to view the complete Season 10 gallery, visit <https://villagehb.org>.

- 227 participants lost weight
- 207 participants had a lower BMI
- 196 participants had a smaller waist circumference
- 260 participants had a lower A1C score
- 207 participants had a lower cholesterol ratio
- 223 participants had a lower systolic blood pressure
- 230 participants had a lower diastolic blood pressure
- 384 participants had a change in at least one outcome (including weight, BMI, waist circumference, A1C score, cholesterol ratio, and blood pressure (systolic and diastolic))

Fitness Memberships

Participants received access to free membership options at (4) YMCA locations and (11) Mecklenburg County Fitness and Aquatic Centers to support their health and wellness journey.

Participants were also offered free subscriptions to the Sworkit mobile fitness and wellness app which provides users with over 900 customizable strength training, cardio, yoga, and stretching workouts that can be done without equipment at home.

SWORKIT MOBILE APP UTILIZATION

- 240 active Sworkit accounts
- 102 active Sworkit participants
- 3,624 total Sworkit workouts completed
- 155,859 (Nearly 260 hours) active workout minutes
- 49,593,601 (over 20K miles) total steps



“ My overall experience was a 10 out of 10! I was able to meet new people and fellowship with other teams. I would not change a thing. This year’s program really changed my life. ”

Darryl Pharr won first place for the greatest percentage of body weight loss. Darryl lost 19.1% of his body weight (or 63lbs)!



VHB Season 10 Kickoff at Park Road Park

Health Coaching

The Season 10 Competition featured a new individual and group Health Coaching program. Coaches provided structured, weekly lessons developed to provide support to Team Captains. Topics included: Physical Activity; Nutrition; Water & Sugary Drinks; Meal Prep; Exercise; Fats 101; Food Labels; Goals/Challenges; Stress Management; Resiliency; Sleep; Brain Health; Salt & Sodium; Chronic Disease; and Maintenance.

Mental Health and Wellness Support

As a result of Health Coaching sessions, mental health and wellness emerged as a priority topic for participants. Staff collaborated with TriFit Health and Wellness Group, PLLC to bring three mental health informational sessions to Team Captains during biweekly Team Captain meetings. Team Captains shared this information with their team participants. Topics included: Mental Health and You; Burnout; and The Impact of Exercise and Nutrition on Mental Health.



The Thereasea Clark Elder Community Health Leadership Academy

Advancing Community Health Through Education

Certification Programs

The new T.C. Elder Academy logo was developed into a wearable badge that recognizes participants who commit to building their health promotion and leadership skills. In Season 10, the following badges were awarded:



17

CERTIFIED CAPTAIN badges to Team Captains who completed all training leading up to the VHB Competition season

7

HEALTH PROMOTER badges to participants who completed Atrium Health’s Faith Community Health Promoter training

21

MENTAL HEALTH FIRST AID badges to participants who completed Adult Mental Health First Aid training

18

FIRST AID CPR AED badges to participants who completed Heartsaver® First Aid CPR AED training

Workshops

A new partnership was launched with Novant Health’s Physician Ambassador program to offer workshops on heart disease prevention, race/ethnicity and chronic disease, and nutrition. Additional workshops were offered by Health Coach Raven Jones, Atrium Health’s Levine Cancer Institute, and Humana, reaching **73 VHB participants**. Cooking demonstrations were offered in partnership with the American Heart Association, reaching **45 VHB Captains**.

Tobacco Education and Cessation

MCPH’s Tobacco Prevention and Control team offered a “Tobacco and Your Health” workshop and the “Freedom from Smoking” (FFS) tobacco cessation program. In total, **4 VHB participants** attended FFS and **1 quit tobacco use**. In addition, **10 VHB churches** participated in the No Menthol Sunday campaign.

Evidence-Based Programs

VHB participants were referred to two evidence-based programs: **11 VHB participants** completed the 12-week YMCA EMPOWER program, and **8 VHB participants** completed the 6-week Living Healthy program, offered in collaboration with Atrium Health and Centralina Area Agency on Aging.



Adult Mental Health First Aid Training

COVID-19 Village Talks

The T.C. Elder Academy supported Village Heartbeat, Inc.’s Village Talks COVID-19 conversation series, which aimed to raise awareness of and access to COVID-19 resources, as well as understand vaccine hesitancy in African American and Hispanic faith communities. Popular topics were related to how the pandemic affected physical health (long-COVID, healthy eating, connection to chronic disease), and mental health (post-pandemic stress, coping with caregiving and loss). A total of **21 Village Talks** were completed, with an average of **21 attendees** each. One Village Talk was completed in Spanish.

For more information about the TC Elder Academy, visit <https://villagehb.org/tc-elders-academy>.

Faith and Health Latino Coalition

In FY23, Mecklenburg County officially welcomed the Faith and Health Latino Coalition (FHLC) as a vendor. Staff worked with the FHLC Board of Directors throughout the year to help them understand the process for applying for grant funding and overseeing grant-related activities and supported FHLC in updating their marketing materials, social media accounts, and building a new website (<https://feysaludnc.org>).

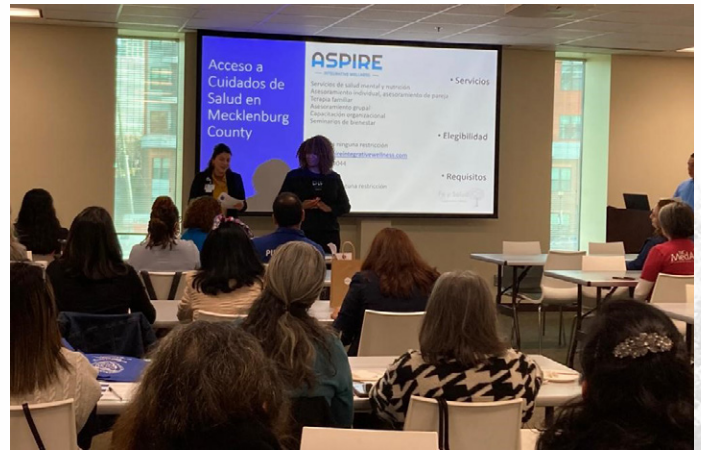


Faith and Health Latino Coalition Leadership Training

Additionally, staff supported the work of the FHLC's Holistic Health Committee and congregational health promoters (CHPs) to build their knowledge of existing resources and their capacity to promote health. The following training opportunities were sponsored:

- 64** CHPs attended healthcare resources access event
- 33** CHPs attended health insurance plans event
- 36** CHPs completed Faith Community Health Promoter training through Atrium Health
- 19** CHPs completed leadership training through Crossway Consulting

Collectively, these training opportunities led to six additional FBOs joining the FHLC membership base, bringing their membership to **24 congregations**.



Healthcare Resources Access Event

Latin American Coalition

In August 2022, Mecklenburg County experienced a significant uptick in migrant populations. The Latin American Coalition (LAC) led local efforts to coordinate support services for newcomers with complex needs, including housing, employment, food, and clothing. The LAC requested assistance to implement health and resource fairs for newcomers.

In response, Community Engagement staff collaborated with MCPH peers to offer COVID-19 vaccinations and boosters, test kits, HIV/STI testing and education, and educational sessions to discuss county services like food security resources, clinical services, and immunizations. Community Engagement staff also connected the LAC with Novant Health to offer mobile health screenings at events.

396

Spanish-speaking newcomers were reached through LAC's health and resource fairs

Health Disparities Grassroots and Faith-Based Organization Grant Initiative 2023

In the program's third year, **33 grantees** were awarded a total of **\$447,933 in funding** to address health disparities and chronic disease prevention and education and to support PSE.



Iglesia Cristana Puerto Nuevo/ Steel Creek YMCA Community Garden

Three community gardens were created to expand access to fresh fruits and vegetables in priority communities. Grant funding also provided transportation access for **65 seniors** to the Uptown Farmer's Market. Food distribution/pantry programs provided food access to over **13,643 County residents**.



Rockwell AME Zion Church's outdoor fitness area



Trips for Kids Saturday Bike Riding Event.

Eight grantees organized in-person and virtual healthy cooking demonstrations for **816 participants**. Other grantees facilitated physical activity classes which included yoga, line dancing, cross-fit, boxing classes, aerobics, walking clubs, and mental health first-aid classes.



AAA Therapeutic Yoga Class

Additionally, grantees implemented chronic disease prevention and education efforts such as diabetes education classes, CPR/First Aid trainings, mental health first aid classes, walking trail construction, exercise and bicycle equipment purchases, healthy meal preparation support, mobile services for unhoused residents, and more!

For more information about grant opportunities, visit <https://health.mecknc.gov/population-health/office-health-equity/health-equity-grants-program>.



Friendship Missionary Baptist Church CPR/First Aid Certification

GRANT RECIPIENTS

- AAA Therapeutic Solutions
- Anuvia Prevention and Recovery Center
- Cannon Pharmacy
- Charlotte Rescue Mission
- Church on the Grow
- CLT Public Relations, LLC
- Factors of the Seven
- Faith CME Church
- Friendship Missionary Baptist Church
- Greater Bethel AME Church
- Greater Salem Church
- Greenville Memorial AME Zion Church
- Harmony Health Therapeutic
- Harvesting Humanity, LLC
- Home4Me
- Iglesia Cristana Puerto Nuevo
- Kika's House
- Latin American Coalition
- Learning Help Centers
- Life Changing Church
- Life Project of North Carolina
- Moore's Sanctuary AME Zion Church
- Rockwell AME Zion Church
- Shiloh Institutional Baptist Church
- St. Luke Missionary Baptist Church
- Taylor Soloff Memorial Endowment
- The Bulb Gallery
- The Heights Ministries
- The Park Church
- The Park Community Development Corporation
- Trips for Kids
- Uptown Farmer's Market
- Young Explorers Enrichment Center

FY23 grant cycle supported over **863** chronic disease prevention and health education activities impacting over **23,073** residents of Mecklenburg County to move better, eat better, and live better!

Thank you

We would like to extend a heartfelt thank you to the following community partners for supporting and strengthening communities in Mecklenburg County.

American Heart Association

American Red Cross

Annie Pagan

Archwell Health

Atrium Health Faith Community Health Ministry

Atrium Health Levine Cancer Institute

Career Match Solutions

Centralina Area Agency on Aging

Common Good Data, LLC.

Harmony Health

Humana

Mecklenburg County Park and Recreation

MCPH Tobacco Prevention and Control

Mental Health America

Novant Health Community Engagement

Raven Jones

Sworakit Health

TriFit Health and Wellness Group, PLLC

YMCA of Greater Charlotte

Zuri Creative Services