



Black Health Awareness Month (BHAM)

June 2015

California Department of Public Health
Nutrition Education & Obesity Prevention Branch



Concept

- In June, participating Local Health Departments (LHD) will launch Black Health Awareness Month (BHAM), a month-long health observation designed to raise awareness among African Americans about health disparities that put them at greater risk of obesity, type 2 diabetes, heart disease, stroke and certain types of cancer.
- LHDs will partner with community-based organizations, youth and senior centers, faith-based institutions, or cultural and civic organizations to do events like sponsoring health education booths at Juneteenth celebrations, participating in neighborhood health fairs, or collaborating on special health promotions at churches. BHAM activities will promote healthy living among African Americans.

Theme for 2015

“ Making Positive Change Happen ”

Goal & Objectives

Goal

- To educate African-American youth and adults about the importance of increasing the consumption of fruits and vegetables and daily physical activity, and reducing the amount of deep-fried foods and fried snacks that African Americans consume.

Objectives

- Increase LHDs participation in BHAM by 10%
- Assist LHDs with obtaining media coverage that showcases their BHAM events
- Increase opportunities to identify and recruit African-American Champions for Change
- Develop and extend critical Champions for Change partnerships in key communities throughout the state

Target Audiences

- Low-income African-American families in California
- Local, regional and state-wide African-American and general market media outlets including print, broadcast, online and bloggers
- Reminder – NEOPB has cultural PR consultants to help with outreach to the African American community.

Tips for Promoting BHAM

- Work with faith-based institutions to commit to creating a series of healthy meals and snacks that are either served to adult members before or after service, at other church events, or with young people attending Sunday school.
- Work with organizations that have already begun planning events to celebrate Juneteenth.

Tips for Promoting BHAM

- Sponsor a series of community-wide family walk/runs by partnering with churches, community-based health organizations, senior centers, or a local chapter of Black Girls Run! – who are dedicated to encouraging African-American women to make fitness and healthy living a priority.
- Work with food banks or a well-known community-based food retailer to host a Juneteenth booth where healthy food demonstrations and tastings are presented. A display of fried snacks could also show the number of calories and the amount of sodium contained in each.
- Use social media for both promoting and capturing events.



CHAMPIONS
for CHANGE™

Template Media Materials

Messages



What is Black Health Awareness Month (BHAM) and why is it important?

- **BHAM** is a month-long health observation held in June and sponsored by [LHD] and [ORGANIZATION NAME]. In [CITY], **BHAM** events will be held on [DATES] at [LOCATIONS] at [TIMES].
- **BHAM** is designed to raise awareness among African Americans about the serious health disparities that put them at greater risk of obesity and other health problems like type 2 diabetes, heart disease, stroke and certain types of cancer.
- **BHAM** is important because in California, more than 73 percent of African Americans are overweight with almost 37 percent reaching obesity. Obesity can contribute to chronic diseases like Type 2 diabetes, heart disease, and certain types of cancer. African Americans suffer disproportionately from these conditions. By changing unhealthy traditions like eating deep fried foods and drinking sugary beverages, African Americans can create healthier traditions for their families.
- Some ways African Americans can begin to make healthy changes include increasing daily amounts of fruits, vegetables, eating fewer fried foods, and engaging in 30 minutes of physical activity each day.

Messages



How can African Americans make healthy change happen?

- African-American families can take charge of their health, and the health of our families by making small, but important changes. For example, in a recent survey, 25 percent of African-American adults in California reported eating deep fried foods the day before. By reducing the amount of deep-fried foods eaten, and remembering to make half of plates fruits and vegetables, African-Americans can begin to create a legacy of health for their families.
 - Consumption of deep fried foods Trends 1993-2011. California Dietary Practices Survey Table 58. California Department of Public Health. Published 2014. Accessed April 2, 2014.
- Pick healthier options like baked chicken or fish, instead of fried.
- Look at the nutrition label to find out how much sodium (salt) is in your food. Try to eat no more than 1500 mg of sodium per day (half of a teaspoon is about 1200 mg). Buy canned or frozen vegetables with no added salt. Try using herbs, lemon juice or natural spices and seasonings to add more flavors.

Messages



How can African Americans make healthy change happen?

- When you eat out, you can still eat right. Set a goal to limit the number of times your family eats out each week. This will save on calories and money. Pick lower calorie options on the menu. The amount of calories in each food item should be posted on the menu. If not, ask the restaurant for the information.
- Avoid buffets. But if you do go the all-you-can-eat route, eat a large salad with a little low fat dressing first. It will fill you up so you won't overdo it.
- Stay away from fried and fatty food at quick service restaurants. Instead, order grilled items and a salad or fruit on the side.
- Tools and resources like the Soulful Recipes: Building Healthy Traditions Cookbook are available that can help African Americans prepare traditional foods that not only taste good but are healthy too. For recipes and tips on healthy living, visit www.CaChampionsForChange.net.
- For more information, recipes and healthy tips, visit www.CaChampionsForChange.net.

Messages



How can healthy eating become more affordable?

- Putting healthy foods on the table can be hard. According to a recent report, more than 46 percent of low-income African-American adults in California cannot afford enough food. CalFresh is a way for families to stretch their food budgets and put healthy food on their table. To find out how you can stretch your healthy food dollars, visit www.calfresh.ca.gov.
 - California Health Interview Survey. CHIS 2011-2012. Adult Public Use File. Los Angeles, CA: UCLA Center for Health Policy Research. <http://www.healthpolicy.ucla.edu/chis/pages/default.aspx>. Published 2012. Accessed April 3, 2014.

Calendar Advisory



[CITY/AREA] Community invited to “Making Positive Change Happen”

[CITY/ LHD NAME] and [ORGANIZATION NAME] Join Forces to Celebrate Black Health Awareness Month in Order to Empower African-American Families to Adopt Healthier Lifestyles

WHAT: During June’s **Black Health Awareness Month (BHAM)**, African-American families in [INSERT NAME OF COUNTY OR CITY] will create a new legacy of health for their families and communities thanks to [INSERT LHD NAME] and [INSERT ORGANIZATION NAME(S)] who will present a series of health-related activities to increase the awareness about the serious health disparities African Americans face.

BACKGROUND

BHAM is part of the ongoing statewide Champions for Change campaign developed by the California Department of Public Health’s Nutrition Education and Obesity Prevention Branch (NEOPB) to improve the health of families and communities in California that are at greater risk of obesity and nutrition-related health problems. During this month-long health observation, [INSERT LHD NAME] and partnering organizations will communicate important nutrition and physical activity messages to African-American families that will equip them with the tools they need to adopt healthier lifestyles.

WHERE: [EVENT NAME] will be held at [LOCATION] located at [STREET ADDRESS]

WHEN: [DATE] [TIME]

WHY: In California, an estimated 60 percent of adults are overweight with 25 percent reaching the obese level.ⁱ More than 73 percent of African Americans are overweight with almost 37 percent reaching obesity,ⁱⁱ which can contribute to chronic diseases like Type 2 diabetes, heart disease, stroke and certain types of cancer.ⁱⁱⁱ African Americans suffer disproportionately from these conditions. Decreasing the consumption of fried foods and sugary beverages and increasing the daily amounts of fruits and vegetables and physical activity can lead to big improvements in health. [INSERT LHD NAME] partners with community organizations to help empower residents to make healthy changes that may help reduce the risk of developing serious health problems.

CONTACT: [NAME], [ORGANIZATION] [PHONE] or [EMAIL]



Media Advisory



“WHEN POSITIVE CHANGE HAPPENS”

[CITY's] Local Health Department and [INSERT ORGANIZATION NAME] Join Forces to Celebrate Black Health Awareness Month to Empower African-American Families to Adopt Healthier Lifestyles

WHAT: During June's **Black Health Awareness Month (BHAM)**, African-American families in [INSERT NAME OF COUNTY OR CITY] will create a new legacy of health for their families and communities thanks to [INSERT LHD NAME] and [INSERT ORGANIZATION NAME(S)] who will present a series of health-related activities to increase the awareness about the serious health disparities African Americans face.

BACKGROUND: BHAM is part of the ongoing statewide Champions for Change campaign developed by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch (NEOPB) to improve the health of families and communities in California that are at greater risk of obesity and nutrition-related health problems. During this month-long health observation, [INSERT LHD NAME] and partnering organizations will communicate important nutrition and physical activity messages to African-American families that will equip them with the tools they need to adopt healthier lifestyles.

WHEN: [EVENT DATE]
[TIME]

WHERE: [NAME]
[LOCATION/STREET ADDRESS]
[CITY/ZIP and PARKING INFORMATION]

WHO: [INSERT LIST OF THOSE AVAILABLE TO BE INTERVIEWED AT THE SITES, INCLUDING SPEAKER/ORGANIZATION, LHD SPOKESPERSON, HEALTH ADVOCATES, LOCAL CHAMPION FOR CHANGE, ETC.]

WHY: In California, an estimated 60 percent of adults are overweight with 25 percent reaching the obese level.ⁱ More than 73 percent of African Americans are overweight with almost 37 percent reaching obesity,ⁱⁱ which can contribute to chronic diseases like Type 2 diabetes, heart disease, stroke and certain types of cancer.ⁱⁱⁱ African Americans suffer disproportionately from these conditions. Decreasing the consumption of fried foods and sugary beverages and increasing the daily amounts of fruits and vegetables and physical activity can lead to big improvements in health. [INSERT LHD NAME] partners with community organizations to help empower residents to make healthy changes that may help reduce the risk of developing serious health problems.



Dignitary Invitation Letter



[DATE]

Dear [NAME],

[LHD] is joining forces with [ORGANIZATION NAME] to host a series of health-related activities to increase the awareness about the serious health disparities African Americans face in [CITY], and we would like to extend a special invitation to you to join us as our VIP guest at one of the upcoming events.

Black Health Awareness Month (BHAM) is part of the ongoing statewide Champions for Change campaign developed by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch (NEOPB) to improve the health of families and communities in California that are at greater risk of obesity and nutrition-related health problems. During this month-long health observation, [INSERT LHD NAME] and partnering organizations will communicate important nutrition and physical activity messages to African-American families that will equip them with the tools they need to adopt healthier lifestyles.

BHAM events are free to the public and include many educational and fun activities designed to and host health-related activities that will encourage African-American families to increase the consumption of fruits and vegetables and the amount of daily physical activity and empowering African-American families to make healthy, active living a priority for generations to come.

As a leader in our community, you help inspire action. We hope your schedule allows you to join us for the event listed below. We'll be inviting media and anticipate many families and community partners will attend this event. **Black Health Awareness Month** is a great opportunity for you to showcase your commitment to the community's health.

The event details are as follows:

[DATE]

[ADDRESS]

[START TIME] to [END TIME]

We'd also like to invite you to address [EVENT NAME] attendees. Your words will help empower the community to make healthy, active living a priority. (NOTE: This is for events with formal speaking opportunities)

Additionally, as a VIP guest at the event, you also will have the opportunity to:



Press Release



FOR IMMEDIATE RELEASE
[DATE]

CONTACT: [NAME]
[MOBILE]
[EMAIL]



[CITY] "MAKING POSITIVE CHANGE HAPPEN"

[INSERT LHD NAME] and [INSERT ORGANIZATION NAME(S)]

Celebrate Black Health Awareness Month

A Month-long Celebration Raises Awareness Among African-American Families About Serious Health Disparities They Face

[CITY], CA [DATE] – During June's **Black Health Awareness Month (BHAM)**, African-American families in [INSERT NAME OF COUNTY OR CITY] will create a new legacy of health for their families and communities thanks to [INSERT LHD NAME] and [INSERT ORGANIZATION NAME(S)] who will present a series of health-related activities to increase the awareness about the serious health disparities African Americans face.

BHAM is part of the ongoing statewide Champions for Change campaign developed by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch (NEOPB) to improve the health of families and communities in California that are at greater risk of obesity and nutrition-related health problems. During this month-long health observation, [INSERT LHD NAME] and partnering organizations will communicate important nutrition and physical activity messages to African-American families that will equip them with the tools they need to adopt healthier lifestyles.

"African-American adults suffer disproportionately from preventable diseases including type 2 diabetes, heart disease, stroke, and certain types of cancer," says [INSERT LHD SPOKESPERSON NAME], [INSERT TITLE]. "Unfortunately, the situation is no better for young people, as 59 percent of low-income African-American teens are overweight or obese.¹ During June, our goal is to partner with local organizations and host health-related activities that will encourage African-American families to increase the consumption of fruits and vegetables and the amount of daily physical activity and empowering African-American families to make healthy, active living a priority for generations to come," added [INSERT LHD SPOKESPERSON LAST NAME].

According to [INSERT LHD SPOKESPERSON NAME], some of the activities planned during the BHAM celebration include [ADD DETAIL SPECIFIC TO THE EVENT, ESPECIALLY UNIQUE EVENTS OR ONE FOR KIDS].

For event information, healthy recipes and tips, visit CaChampionsForChange.net.



Social Posts



#CACHampionsForChange #BHAM

CHANNEL	POST
FACEBOOK/ INSTAGRAM	Join us this Saturday at [INSERT EVENT]! A part of Black Health Awareness Month, [INSERT CITY or COUNTY] and [INSERT ORGANIZATION] will host a [INSERT EVENT and LOCATION] from [INSERT TIMEFRAME]. The day will include, [INSERT ACTIVITIES].
	Let's all celebrate Black Health Awareness Month in June! It's a great time to create healthier traditions for you and your family. Start by increasing the amount of your physical activity – try walking, biking or dancing! Try to get 30 minutes of physical activity every day. You'll be glad you did! For healthy traditional recipes and other tips, visit CaChampionsForChange.net .
	Members from the community of [INSERT CITY] came together today to celebrate Black Health Awareness Month! Visit www.CaChampionsForChange.net to get great tips and healthy soulful recipes. [INSERT RELEVANT EVENT PHOTO]
	African-Americans suffer disproportionately from obesity and many preventable diseases. Let's reverse the trend by making simple changes to our daily routines like eating more fruits and vegetables and getting at least 30 minutes of physical activity per day. June – which is Black Health Awareness Month – is the perfect time to begin healthy changes. For healthy traditional recipes and other tips, visit CaChampionsForChange.net .
	June is Black Health Awareness Month! Let's create a legacy of health for our families by making healthy changes. Fill half your plate with fruits and vegetables and begin to eat fewer fried foods in order to reduce preventable diseases like obesity, type 2 diabetes and high blood pressure which disproportionately affect the African-American community. For healthy traditional recipes and other tips, visit CaChampionsForChange.net .
TWITTER	June is Black Health Awareness Month! Join us at [INSERT ADDRESS] to celebrate! #BHAM #CACHampionsForChange
	It's Black Health Awareness Month. What kinds of healthy changes are you making for yourself, your family, and your community? For healthy traditional recipes and other tips, visit CaChampionsForChange.net . #BHAM #CACHampionsForChange
	Visit CaChampionsForChange.net for tips on how to make healthy soulful recipes! #BHAM #CACHampionsForChange

Champion Recruitment

Don't forget to bring information about how to become a Champion!

- Information Packet
- Recruitment Booth



Next Steps



TASK	DUE WEEK OF
NEOPB hosts webinar and distributes template materials to TRCs/LHDs	May 6
BHAM Begins	June 1

More Information/Assistance

Please contact:

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Questions

