

Text for Community Health Promoters - Session 1 Introduction to Bull City Strong & Health Literacy

Welcome/Opening:

Suggested Meeting Ground Rules:

- Contribute to meeting goals
- Think before speaking
- Use “I” statements
- Listen with an open mind and to understand
- Be respectful when speaking and let everyone participate
- Don’t be afraid to speak up. It’s fine to ask for clarification
- Understand everyone is in a different place. Offer each other grace and meet the person where they are
- Maintain confidentiality. What we share in the sessions, should stay in the sessions

Introductions & Icebreaker:

- Name, organization and what was your favorite thing you did this summer?

Overview of Bull City Strong:

- 2 years, June 2021- June 2023, Office of Minority Health-funded project
- Durham County Department of Public Health is the lead agency
- Project has 2 overall goals: (1). increase health literacy and (2). decrease COVID-19 vaccine hesitation

Role of Community Health Promoters (CHPs):

- Use health literacy to improve community members’ communication with healthcare providers
- Share Information on how to access primary care in Durham and manage chronic conditions
- Provide the most recent information about COVID-19 and COVID-19 vaccinations

Expectations for CHPs in This Project:

- Serve as CHP for your community
- Participate in Community Health Promoters' sessions over the next 10 weeks
- Dedicate 1-2 hours each week to share skills, knowledge and information gained from learning sessions with community members
- Share data with Bull City Strong about the number of people you have engaged every 2 weeks and feedback that you or they have about what you share

Training Sessions and Calendar:

- After this group has finished our 10-week program, a new set of Community Health Promoters will start the same program in mid-October
- There will be a third group of Community Health Promoters in 2023
- We plan to have a networking session between this group and the second group in early 2023 and to bring all 3 groups together next spring
- There will be a project wrap-up and celebration in June 2023

Compensation:

- You will receive \$50 per week for 10 weeks for a total of \$500
- The stipend will be gift cards
- It is important that you complete the interest form so that we can have your name and contact information
- You will also be expected to complete the biweekly data reports in order to be paid

Process for Collecting Gift Cards and Printed Materials:

- We will do our best to have materials available to you weekly
- If you want hard copies of the materials, you can pick them up at Project Access' office each Friday. The office's address is 4206 N. Roxboro St., Suite 100
- You can also pick your gift card at the Project Access office
- If you need for us to mail your gift card and materials to you, please let Edeia after this session

What is Health Literacy and Why is it Important?

- Literacy is reading and writing

- Individual health literacy - An individual's ability to find, understand and use health care information to take care of their health
- Organizational health literacy - An organization's capacity to remove barriers to understanding and enable patients to find understand and use health care information with the skills they have

Individual Health Literacy – Why?

- Little background knowledge of medical topics and a clear understanding of the body
- No previous exposure to the information—it's all new
- Fears, pain, and stress related to being sick that make it harder to process information
- Potential barriers of language, culture, poverty and literacy
- Only about 12% of U.S. adults are highly skilled when it comes to health literacy

Organizational Health Literacy- why?

- Highly specialized medical knowledge
- Ability to understand numerical ideas like risk
- Ability to navigate complicated insurance plans
- High level literacy skills
- More “self-care” on the part of the patient
- Health care systems are difficult for 88% of the people they serve

National Health Literacy Data Map:

- Link to National Health Literacy Data Map - <http://healthliteracymap.unc.edu>
- Data map shows that North Carolina has many areas that have low health literacy
- The map for Durham shows that this community also has low health literacy
- This is why Community Health Promoters are so important

Youtube Video about Health Literacy:

- Link to video - <https://www.youtube.com/watch?v=ubPkdpGHWAQ>

Debrief of Health Literacy:

- What do you think about what has been shared about health literacy?
- What are some barriers that you have experienced or witnessed about individual-level health literacy?
- What are some barriers that you have experienced or witnessed about organizational-level health literacy?

Wrap-up and Closing:

- Our next session is on Thursday, August 18th at 10am
- We will use the same Zoom link and passcode throughout our program
- Our next topic is an update about COVID-19 in Durham. Savannah Carrico, Epidemiologist from the Durham County Department of Public Health will be joining us
- Please bring questions that you want to ask about what is happening with COVID-19 currently
- Also remember to complete and return your interest form to Edeia if you have not
- Be on the lookout for information about printed materials and gift cards. This is coming and we hope to have more info over the next week for you