

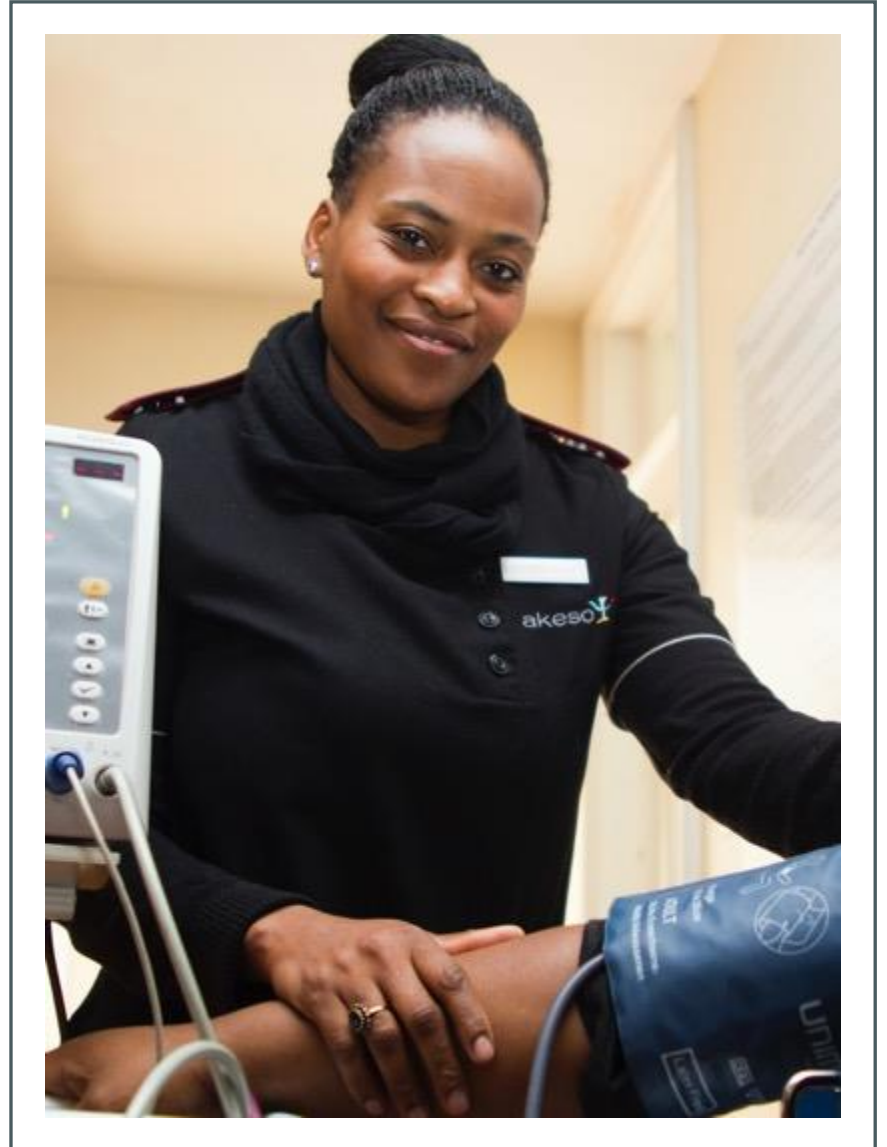


Bull City Strong –  
Community Health Promoters (CHP) Recruitment

---

## Introduction to 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

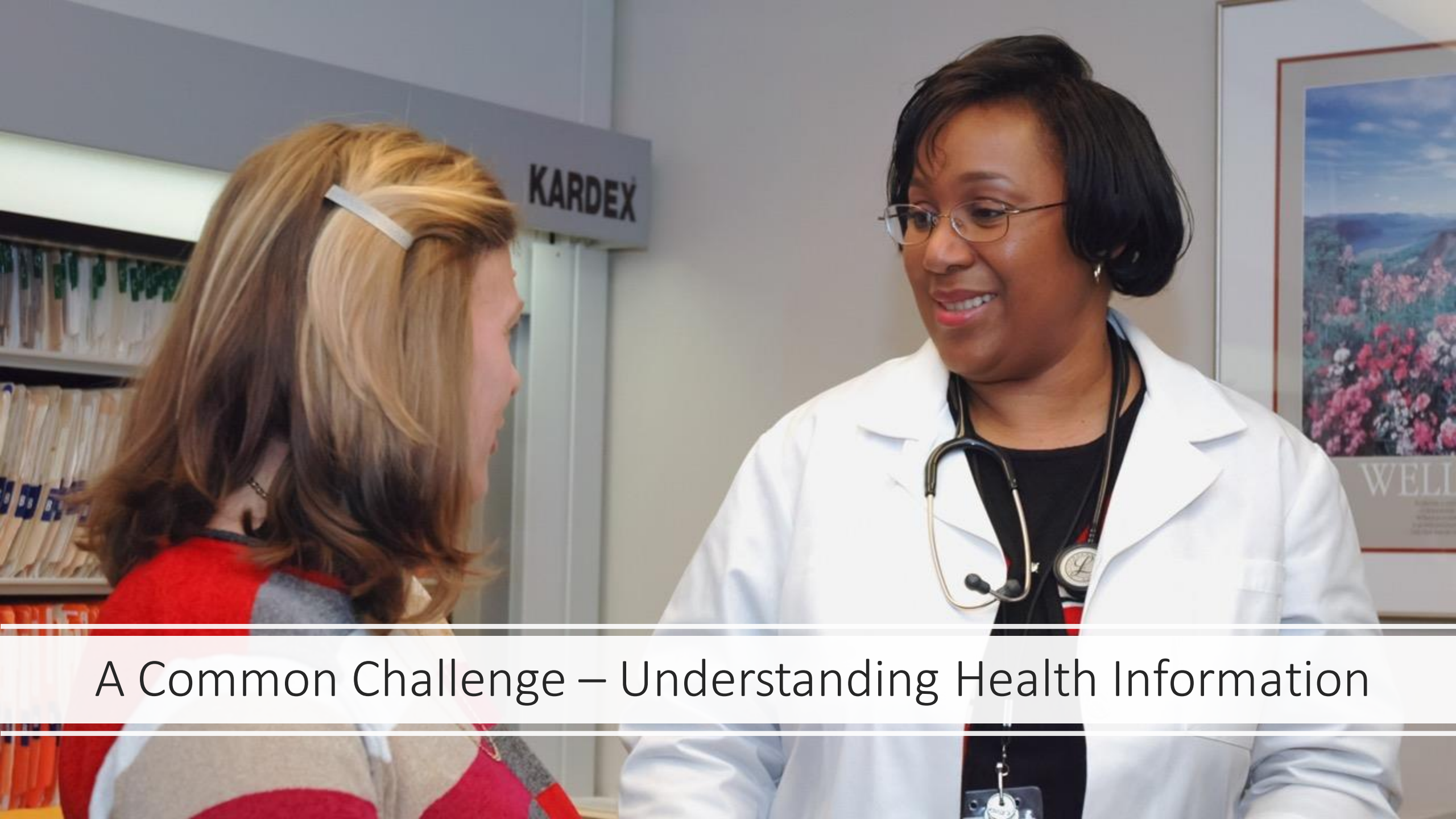




## Community Health Worker Coordinator

- Facilitate collaboration of Community Health Promoters (CHPs) and Community Health Workers (CHWs)
- Advocate for support of CHPs and CHWs
- Build relationships with a diverse group of partners within Durham County





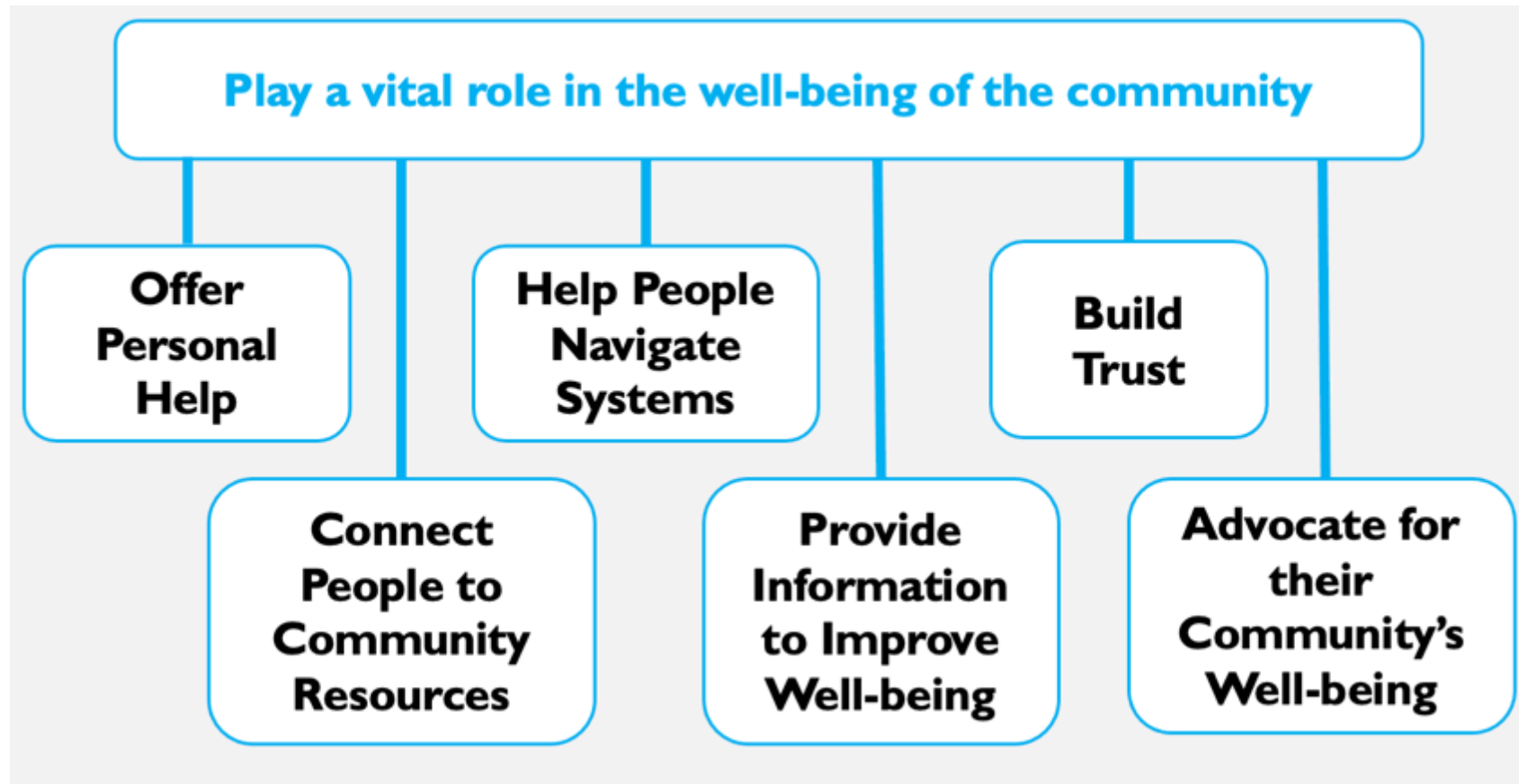
A Common Challenge – Understanding Health Information

## Health Literacy – Definition and Concept

- Health information should be given so that we can make informed decisions
- Health literacy is our ability to use health information
- Health literacy is not solely about education or socio-economic levels



# Community Health Promoters & Community Health Workers





## Community of Health Promoters – Role in Bull City Strong

### 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



## Who's right for the CHP Trainings ?

- Retired individuals
- Volunteers with CBOs
- Clients of CBOs
- Faith based Organizations
- Individuals who live in public housing
- Young adults 18+





## Expectations for CHPs in This Project

- Serve as CHP for your community
- Complete Bull City Strong's health literacy training
- Use health literacy skills and collect info from community
- Participate in biweekly peer-to-peer learning sessions



# Trainings to be Provided

- Health literacy
- “Teach-Back” communication method
- Ethical communication and confidentiality
- Implicit bias & cultural intelligence
- How to identify misinformation
- COVID-19 vaccination guidance
- Compassion fatigue
- Managing our own health & chronic conditions
- How community shapes our health

## How We will Work with You



Continuous 2-way  
communication & feedback



Respond to emerging community  
priorities



Regular updates about project  
timeline and other activities



## Support Available to Community Health Promoters (CHPs)



\$100 bi-weekly stipend



Tuition to Community Health Worker certification course



## How to Join Us

1. Complete the CHP “tell us more about yourself” form
2. If you need support in completing the form, please contact Shelisa (English-speakers only) at 919-808-1993
3. Get ready for the upcoming health literacy training



Edeia Lynch, Community Health Worker Coordinator: (919) 560-0501

Shelisa Howard-Martinez, Project Support: (919) 808-1993