



Bull City Strong Community Health Promoter Program



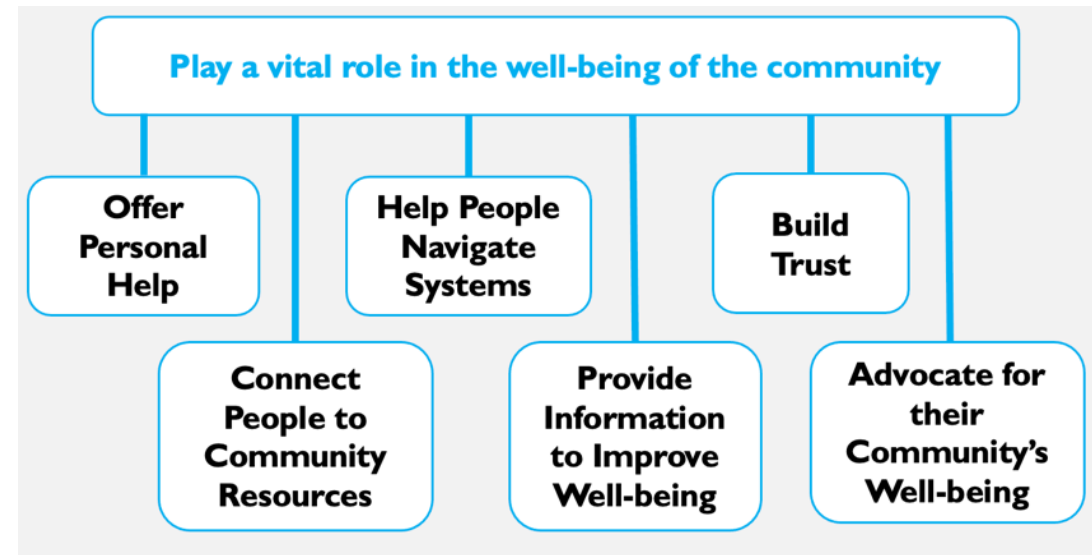
About Us

- Edeia Lynch (left)
 - Community Health Worker Coordinator
 - Durham roots
- Kiara Tompkins (right)
 - Projects Coordinator
 - S.C. native, recent UNC-CH grad, living in Durham/Triangle for 3 years



Bull City Strong & Community Health Workers

- A community health worker (CHW) is a **frontline public health worker** who is a **trusted** member or has a particularly **good understanding of the community served**. A CHW serves as a **liaison between health and social services and the community** to facilitate access to services and to improve the **quality and cultural competence** of service delivery.



What is Bull City Strong ?

- June 2021- June 2024, Office of Minority Health-funded project
- Collective: Be connected Durham, NCCU, LATIN19, Pilar Consulting and Durham County Department of Public Health
- Project has 2 overall goals: (1) increase health literacy and (2) decrease COVID-19 vaccine hesitation in Black and Latino populations



Let's reflect

- Think of a time where you had difficulty understanding or learning something.
- Tell us why you found it difficult ?



What do we mean by health literacy?

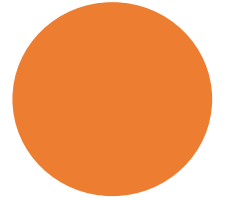
Healthy People 2020: “the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.”

The new definitions:

- Emphasize people’s ability to *use* health information rather than just understand it
- Focus on the ability to make “well-informed” decisions rather than “appropriate” ones
- Acknowledge that organizations have a responsibility to address health literacy
- Incorporate a public health perspective

A lot of health information is...

- Not linguistically appropriate
- Not culturally specific
- Lacks relevant issues or concerns of the population
- Has too much medical jargon





BULL CITY STRONG

The Community Health Promoters Program

Culturally affirming health literacy program that aims to train CHWs, community leaders and advocates on COVID19 and other relevant health topics

How do we do it



5 weeks



1-1.5 hrs



10 virtual
sessions

- 3 core topics:
 - Introduction to health literacy
 - Misinformation
 - Teach back
- Identify other subjects based on the community's health priorities and current events

Expectations



Participants share weekly forms that tell us what they are hearing in the community



Continue to share health info



Stay the entire duration of the 5 weeks



Complete course evaluations

Benefits

- \$500 total for the 5 weeks
- Sponsorships for the community health worker course at Durham tech



Successes



Trained 53 community health promoters to date



10 people have enrolled in the Durham Tech course



1 person has found a job placement because of being in the program



Reach of over 6,000 people in Durham County with health information




Improved the health literacy of participants by 18%



We want you
to share !

Funding is limited so preference will go to individuals who are apart of Community Based Organizations or advocate for themselves who are:

- CHWs
 - Community Advocates
 - Community Leaders
- 



Combine your interest in working with the community and improving health in Durham! You can be trained as a **Bull City Strong Community Health Promoter!**



BULL CITY STRONG

You Will Receive:

- A total of **\$500** for completing the 5-week training
- Opportunity to attend the Community Health Worker (CHW) Certification Course at Durham Tech for **FREE!**



Scan to Register

Bull City Strong is a community-based program to improve health literacy in Durham by furthering an equitable community response to COVID-19 and other chronic disease.

For more information, contact Edeia Lynch (elynch@dconc.gov) or Kiara Tompkins (kitompkins@dconc.gov)

Next cohort

- September 26th
- Interest forms close Monday, September 18th at 5pm

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Questions