



Overcoming Initial Barriers In Implementing Faith-Based Health Promotion And Disease Prevention Programs

Insights from the B.E.A.M. Initiative

Jun. 30, 2021

Louisiana's Health Initiative

Alzheimer's & Brain Awareness Month

- Principals for a Dignified Diagnosis

- https://www.alz.org/national/documents/brochure_dignified_diagnosis.pdf
- Hear directly from patients diagnosed with Alzheimer's disease on what they need from their healthcare provider(s)

- Alzheimer's Association resources for providers

- <https://www.alz.org/professionals/health-systems-clinicians>
- Includes a Cognitive Assessment, Care Planning, Clinical Trial Recruiting and other tools



Presenters

- Reotta Pierce

- Heart Disease Manager
- Well-Ahead Louisiana

- Larry Proctor, Ph.D.

- Assistant Professor/Coordinator of Kinesiology
 - Grambling State University
- Owner, B.E.A.M., LLC Initiative



Learning Objectives

- Understand Community-Clinical Linkages
- Understand the Role of Providers in Community-Based Programs, specifically Community-Based Blood Pressure Monitoring Programs
- Describe B.E.A.M., LLC Initiative and New Living Word's experience as a Community-Based Blood Pressure Monitoring Program provider



Community-Clinical Linkages

- A connection between community and clinical settings
- Improve patients' access to preventive and chronic care services
- Reduce preventive diseases in your community
- Well-Ahead can provide the connection between a community-based organization and your practice
- Community residents are made aware of healthcare risks outside of a clinical setting then referred to you for care
- Reaches those who might be adverse to going to a clinic or hospital



Community-Based Blood Pressure Monitoring Programs

- Community-based organizations provide onsite blood pressure screenings for community members they serve
 - Churches
 - Barbershops and beauty shops
 - Libraries
 - Pharmacies
- The organization provides community members with referral information to medical services to ensure follow-up care
- Targets individuals with uncontrolled hypertension who may not be under the care of a medical provider



The B.E.A.M., LLC Initiative



The B.E.A.M., LLC Initiative

- A Health Disparity Initiative
- Designed to protect health status by providing an early detection system through fitness challenges and Health Awareness Sessions.



B.E.A.M. Wellness Initiative

- Our presence in communities gives us a unique opportunity to provide access to affordable preventive healthcare to hundreds and maybe thousands of people, but we need trained associates in order to do so
- As our health and wellness strategy continues to evolve, BEAM, LLC will play a critical role in preparing our associates across the state for opportunities to enhance the health of Louisiana's residents



B.E.A.M. SMBP Program

- The Fitness Challenge is our method of testing and measuring blood pressure and a host of other health metrics of participants in the program. It consists of a Pretest or initial assessment to establish a baseline for comparison to the Post-test or final assessment
- Once we have identified a person in need of additional assistance, we refer them to one of two local health care agencies that provide health care to indigent individuals who we have partnered with called NEDHSA and the Health Hut



Benefits of Participating

Why Is Measuring Blood Pressure Important

- Hypertension (HTN) is the leading cause of death and disability on the planet and it affects 29% of US adults. Blood pressure monitoring is a tool we use to help identify if a person is at risk for heart disease or stroke.
- Keep in mind, it's not the only tool, and it doesn't necessarily indicate that a person will or won't have heart disease, but it does help doctors in the management of their patients' care. Doctors are primarily checking for hypertension, hypotension, or other heart conditions.



SMBP Challenges

- Barriers to proper blood pressure measurement are related to staff knowledge and behavior (inadequate knowledge, training, and feedback)
- Workflow constraints (need to multitask, inadequate time)
- Equipment issues (BP monitors, seating).
- Patient characteristics and behavior also affected blood pressure measurement



The B.E.A.M., LLC Initiative

- The results of the Community Encouragers' experiences were compiled and summarized
- These themes regarding effective program implementation were as follows
 - (Community Encourager's) position in the church and length of church membership



The B.E.A.M., LLC Initiative

- Presence of an active health ministry
- Culture of wellness within the church
- Marketing and Prom. Process (Fitness Ch.)
- Pastor involvement
- Space for fitness assessments
- To be a part of church programming
- To be included in the church budget



The B.E.A.M., LLC Initiative

- From the decade of excellence in FBHP&DP programs, we are developing an E-Notebook to educate those willing to go through the training to serve the Community/Worksite Health and Wellness needs.
- Well-Ahead Louisiana
 - Grambling State University: Level Two WellSpot
 - New Living Word Ministries: Level One WellSpot, Featured on Well-Ahead Social Media November 2019



The B.E.A.M., LLC Initiative

- These best practices for overcoming barriers will become a FBHP&DP Instructor Training Program (ITP) that will provide churches with the tools and resources needed to create a sustainable wellness program or improve an existing program



Benefits of Participating

- A complete health assessment of their organization to define existing needs, interests and the capacity of their church for specific health interventions to address those needs
- Professional training via a blended delivery model to learn how to develop a FBHP&DP health intervention plan to meet individual congregation needs



Benefits of Participating

- Technical assistance and community support resources aimed at giving Community Encouragers/Employers what they need to sustain the church/worksites health promotion interventions
- The careful monitoring of participants' progress in implementing their worksite health interventions by professional church/worksites health trainers and on-going availability of technical assistance



Benefits of Participating

- An on-going opportunity to expand their network by linking to and partnering with other churches and organizations with a focus on health in their community
- A culturally relevant program
- Certification and recognition of church community encouragers being Fit To Serve the health and wellness needs of the church membership/worksite



New Living Word Ministries



QUESTIONS?



Contact Information

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Thank You for Joining Us!



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