



Choose Healthy Life™:
The DFA Black Clergy Action Plan
February 2021

Choose Healthy Life™: The DFA Black Clergy Action Plan



“Choose life, so that both thou and thy seed may live...”

Deuteronomy 30:19

Choose Healthy Life™

The DFA Black Clergy Action Plan

- Statement of Need
- The Action Plan
 - Goals and Objectives
 - The Strategy
 - The Action Plan
- Conclusion



Rev. Al Sharpton with Debra Fraser-Howze on *Keepin' It Real* with Rev. Al Sharpton radio show broadcasting live from the Congressional Black Caucus



Rev. Calvin O. Butts, III of the historic Abyssinian Baptist Church in Harlem advocating for HR-1964 on Capitol Hill

Statement of Need

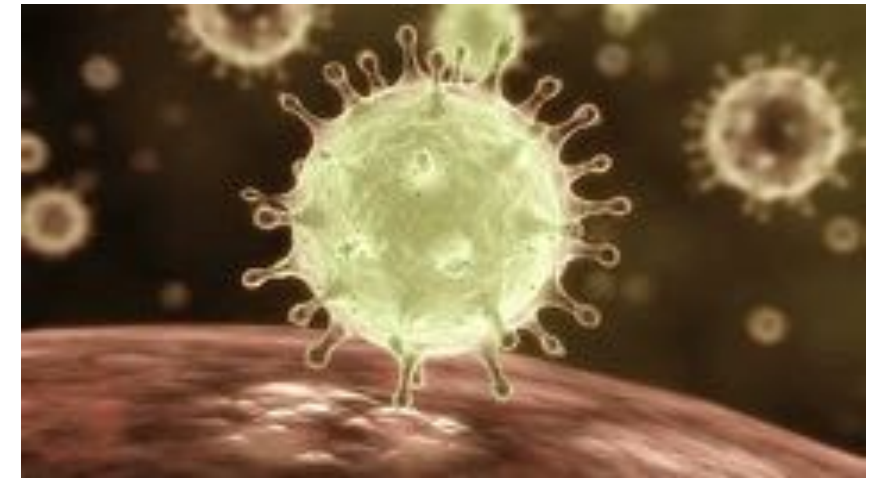


Statement of Need:

COVID-19: Taking Aim at the Black Community

Since January 2020, COVID-19 has spread throughout the United States, and has devastated the Black community

- Black Americans represent 13.4% of the US population (or approximately 42M)
- Black Americans are **four (4) times** more likely to be hospitalized and **three (3) times** more likely to die from COVID-19 compared to White, non-Hispanic persons.¹



¹ <https://www.cdc.gov/coronavirus/2019-ncov/covid-data/investigations-discovery/hospitalization-death-by-race-ethnicity.html>

Statement of Need:

Health Disparities: Taking Aim at the Black Community

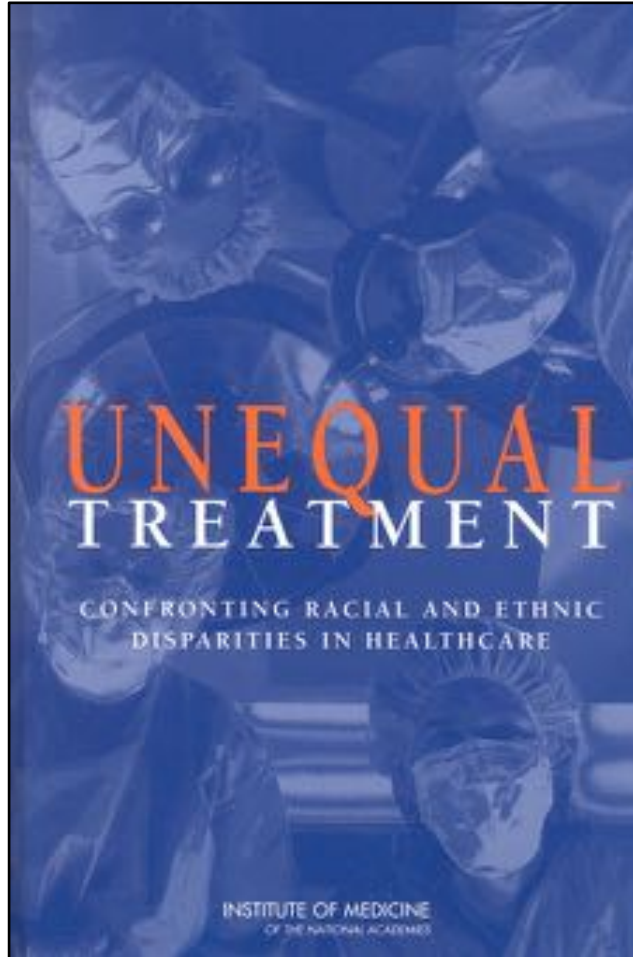
“When White America gets a cold, Black America catches pneumonia.”

**Unequal social determinants → Racial health disparities → Deadly outcomes
...but why?**

- Long, established distrust for the public health system
- Lack of healthcare access, proper education, diet, exercise and smoking cessation create preexisting conditions which supports the worst outcomes for COVID-19
- Black Americans often work in jobs that involve crowded conditions or high contact with other people
- Unvalidated but equally harmful, are rampant conspiracy theories that are being propagated around COVID-19

Statement of Need:

Health Disparities: Taking Aim at the Black Community



“The conditions that thrust Black communities into a vulnerable state are rooted in a healthcare system that mirrors the systemic and structural inequalities in American society... they have led to racial disparities in morbidity and mortality rates from chronic illness for decades.”

Statement of Need:

Critical Impact of Economies Reopening

Weighing the desire to open the economy versus adequate testing and contact tracing

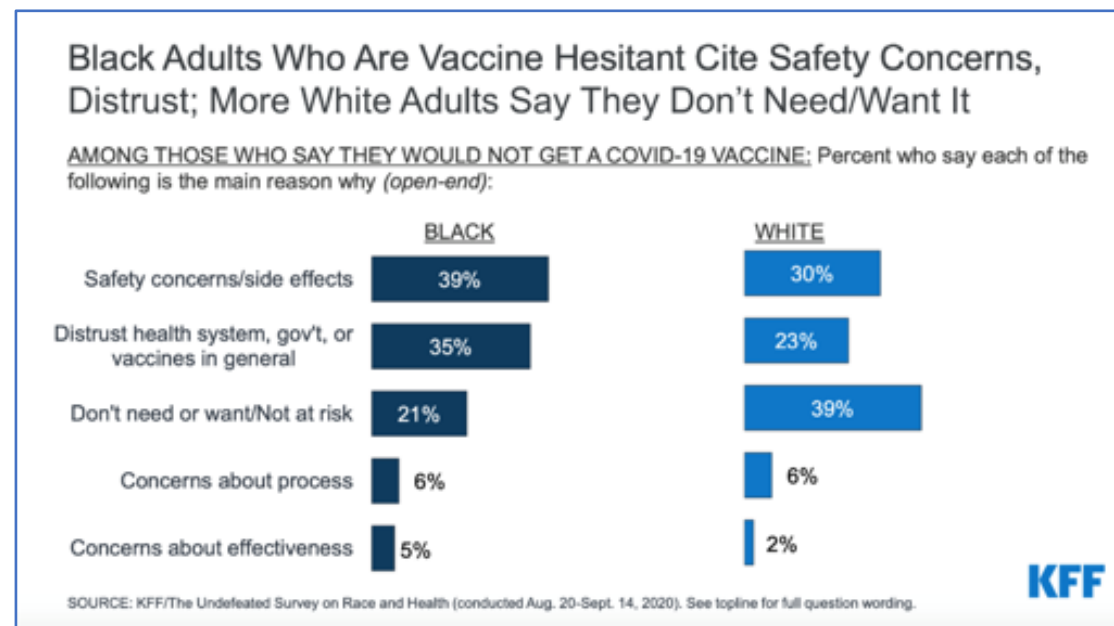
- The populations most vulnerable are being put at a significantly higher risk
- Vaccine distribution is slow and will most likely be unavailable to the Black community until mid 2021
- Creates a **gap** that **requires urgent and aggressive action**



Vaccine Distribution and the Black Community

Once available, safety concerns, lack of trust will hamper distribution

- Half of Black adults said that they would probably or definitely not get the vaccine even if it were deemed safe and effective (49%)
 - Safety concerns/side effects listed as the first reason (39%)
 - Distrust in the health system, gov't., or vaccines in general (35%) as second
- One-third (33%) of Black adults are not confident at all that the vaccine will be distributed fairly



Addressing the Pandemic in the Black Community

Prioritize COVID-19 testing, care and contact tracing while establishing a trusted infrastructure for vaccination

- ~ 90 percent covered through private insurance, public health (Medicare, Medicaid), and/or “safety net” programs
- Focus on the ~10 percent (**4 million**) that have no coverage¹ or access to COVID-19 testing with a goal of testing 400,000 in one year
- Aggressively communicate to entire population the need for COVID-19 precautions (masks, social distancing, etc.), testing and ultimately vaccinations

“Unfortunately, before we see February [2021], we could be close to 450,000 Americans have died from this virus.” – U.S. Centers for Disease Control and Prevention, Dec. 2, 2020

¹<https://www.kff.org/disparities-policy/issue-brief/changes-in-health-coverage-by-race-and-ethnicity-since-the-aca-2010-2018/>

The Action Plan

The logo consists of the words "CHOOSE HEALTHY LIFE" in a dark blue, sans-serif font. The word "CHOOSE" is on the top line, "HEALTHY" is on the bottom line, and "LIFE" is on the right side, spanning both lines. To the left of "CHOOSE" is a golden laurel wreath. Above the letter "I" in "LIFE" is a lit candle with a golden flame.

CHOOSE
HEALTHY LIFE

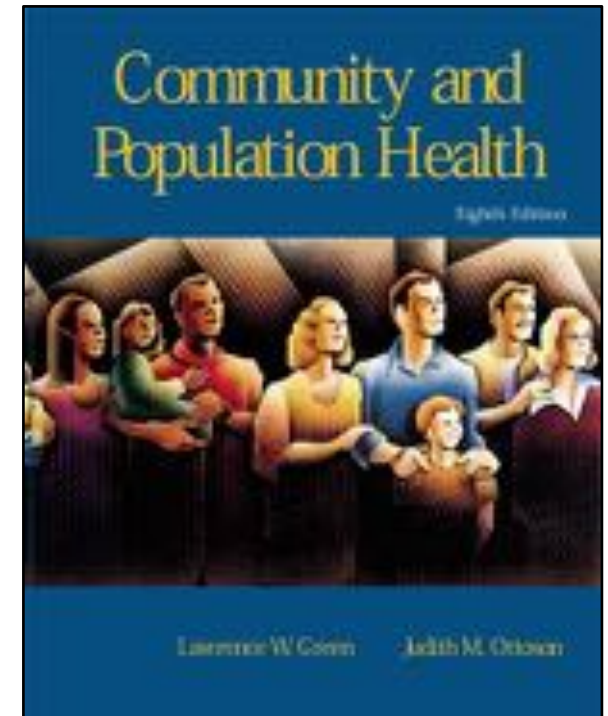
Proposal:

COVID-19: Leveraging Proven Strategies

Build upon the successful public health approach in the Black Community to address the HIV/AIDS Epidemic

The basic tenets for interventions in communities in crisis⁵ are as follows:

- Ensure the initiative is owned and trusted
- Use of specific influencers can mitigate prohibitive conspiracy theories
- The community invests in the program's success, and they can see a positive long-term outcome to continue the actions and behaviors necessary



⁵Community and Population Health. Green, Lawrence W., and Judith M. Ottoson. WCB/McGraw-Hill, 1999.

Reshaping the Future of Health in Black America

We intend to achieve the following key objectives:

- **Awareness and Education** – raise awareness and educate the Black community on COVID-19 and other health disparities
- **Testing and Vaccination** – proactively engage the community in a COVID-19 campaign to reduce the spread of the virus and save lives
- **Trusted Infrastructure** – establish in our churches an infrastructure of trusted health navigators to support their respective communities working in tandem with United Way
- **Scale** – establish a sustainable model that can expand to address a multitude of health disparities and be replicated in other communities

Reshaping the Future of Health in Black America

The Pilot focuses on five (5) major U.S. cities over 12 months

- New York, Newark, Atlanta, Detroit, and Washington, D.C.
- Establish a trusted network of 50 churches across five cities to conduct testing and vaccine distribution – putting in place a permanent infrastructure to address health disparities
- Execute in partnership with United Way, Resolve to Save Lives and Quest Diagnostics
- Conduct data research and evaluation

The Strategy:

Engaging the Community Through the Black Church

Choose Healthy Life: The DFA Black Clergy Action Plan

- The Black church is the oldest and most trusted institution in the Black community – has the power to influence and drive change
- Serves as the proving ground to incubate local community organizations to educate and deliver health support services
- Debra Fraser-Howze hosted the Black Church Conclave of 2008 to Address the HIV/AIDS Epidemic



The Action Plan:

National Black Clergy Health Leadership Council

National Co-Chairs



Rev. Al Sharpton
National Action Network



Rev. Calvin O. Butts, III
Abyssinian Baptist Church

New York City



Rev. Jacques DeGraff
Canaan Baptist Church

Detroit



Rev. Horace Sheffield
New Destiny Christian Fellowship

Atlanta



Rev. Raphael Warnock
Ebenezer Baptist Church

Washington DC



Rev. Frank D. Tucker
First Baptist Church

Newark NJ



Rev. David Jefferson
Metropolitan Baptist Church

Black Clergy Health Leadership Conclave

January 18, 2021

Latest

DEC 17, 2020, 17:40 ET

Leading Black Clergy Meet with Dr. Fauci and Nation's Top Doctors in Historic Summit to Address COVID-19 in the Black Community

Choose Healthy Life Black Clergy Action Plan, a group of the nation's leading Black clergy led by Rev. Al Sharpton and Rev. Calvin O. Butts, III,...



Dr. ANTHONY FAUCI
NIH, Allergy and Infectious Diseases



Dr. MARCELLA NUNEZ-SMITH
Co-Chair, President-elect Biden COVID-19 Task Force

Plan and Develop – Operations Infrastructure

Creating a new workforce in partnership with the Black Church

- On the local level, recruit Black Church Public Health Navigator (BCPHN)
 - Trained and certified on COVID-19 precautions and testing protocols
 - Work with clergy to establish testing dates and maintain standardized logs
 - Conduct church outreach ministry to raise community awareness
- Establish Black Church Public Health Navigator Supervisors (HNS)
 - Establish and manage the BCPHN medical activities
 - Educate and train local BCPHN on standard contact tracing protocols
 - 1 FTE per 10 church clusters

Put in place a trusted infrastructure within the Black Church to address vaccine distribution, diabetes, stroke, cancer and other health disparities

NYC Testing Deserts and Mapping

BRONX COUNCIL DISTRICT 11

COUNCIL DISTRICT PROFILE (2010-2019) SEP, 2020

NEIGHBORHOODS:

BEDFORD PARK / KINGSBRIDGE / RIVERDALE / NORWOOD / VAN CORTLANDT VILLAGE / WAKEFIELD / WOODLAWN

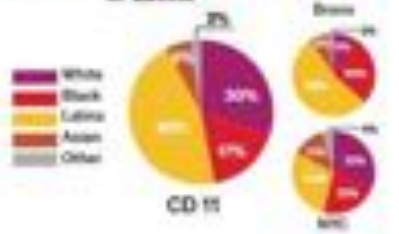
COUNCIL MEMBER:

ANDREW COHEN

Total population
157,546

RACE & ETHNICITY

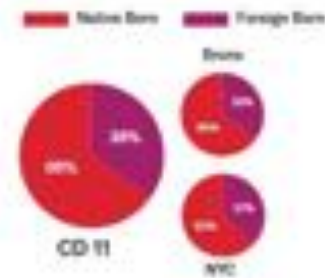
62% of residents identify as Black or Latinx



TOP SPOKEN LANGUAGES

- Spanish
- African
- Indo-European languages
- Indic languages
- French
- Chinese
- Tamil
- Russian
- Korean
- Arabic

FOREIGN BORN



MEDIAN HOUSEHOLD INCOME

\$59,805 for an average household size of 2.5 people
18% of households live below the poverty line



Choose Healthy Life

Website, Social Media, Owned Media

Choosehealthylife.org



Choose Healthy Life

Earned Media



Black clergy and other leaders unite in a community-based fight against Covid-19.



NEW YORK STATE

The Black clergy takes on the virus

How leaders of faith are banding together to spread the word on COVID-19 safety and the vaccine.

[Link to story here](#)



Speaking at the Choose Healthy Life Black Clergy Conclave, Fauci maintained that the “proper, scientifically validated approach” for both the Pfizer/BioNTech and Moderna vaccines is to receive a full dose, followed 21 and 28 days later, respectively, by another full dose.

[Link to story here](#)



New York Daily News - Saving Black lives from COVID: Churches’ new testing and vaccination push
<https://www.nydailynews.com/opinion/ny-oped-saving-black-lives-from-covid-20210211-e6nkigyv5jggfan2ncsxfd23zy-story.html>

Wall Street Journal – Biden’s Covid-19 Vaccination Aims: Speeding the Rollout and Addressing Racial Disparities
<https://t.co/56EeCdEnw4?amp=1>

Atlanta Journal Constitution – Opinion: Outreach key to boosting vaccination rate
<https://www.ajc.com/opinion/opinion-outreach-key-to-boosting-vaccination-rate/LLULBGJWPFBWRMEI76CONGE7JY/>

Forbes – Black People Will Accept Covid-19 Vaccines But Crave Trusted Health Information
<https://www.forbes.com/sites/lisafitzpatrick/2021/01/22/black-people-will-accept-covid-19-vaccines-but-crave-trusted-information/?sh=4e9fe7094d12>

City and State Magazine - The Black clergy takes on the virus
<https://www.cityandstateny.com/articles/politics/new-york-state/black-clergy-takes-virus.html>

White people are getting vaccinated at higher rates than Black and Latino Americans
<https://www.cnn.com/2021/01/26/us/vaccination-disparities-rollout/index.html>

Morehouse dean takes vaccine on TV to remove the stigma as some Black Americans remain hesitant to get the shot
<https://www.cnn.com/2020/12/18/us/vaccine-campaign-black-community/index.html>

Launch in Newark, NJ – Feb. 15th



NEWARK'S LEADING BLACK CLERGY, MAYOR BARAKA COLLECTIVELY AND PUBLICLY TAKE COVID-19 VACCINE TO RAISE CONFIDENCE AND CALL FOR MORE VACCINE FOR NEWARK'S BLACK COMMUNITY

Metropolitan Baptist Church's Willing Heart Community Center expects to offer COVID-19 vaccines in collaboration with Saint James Health every Wednesday

WCBS – Newark Vaccine Awareness

<https://newyork.cbslocal.com/live/cbsn-new-york/video/9040076-20210216215400-nearly-a-dozen-churches-in-newark-partnering-up-in-an-effort-to-encourage-more-members-of-the-black-community-to-get-the-vaccine/>

NBC4 - Pastors Push for Vaccine Confidence in Newark

<https://www.nbcnewyork.com/news/coronavirus/pastors-push-for-vaccine-confidence-in-newark/2889949/>

News12 - 10 Newark church leaders receive COVID-19 vaccine in effort to boost confidence among residents

<https://newjersey.news12.com/10-newark-church-leaders-receive-covid-19-vaccine-in-effort-to-boost-confidence-among-residents>

WPIX - Newark faith leaders roll up their sleeves against COVID-19

<https://www.pix11.com/news/coronavirus/newark-faith-leaders-roll-up-their-sleeves-against-covid-19>

WMBC – Faith-based vaccination center in Newark

<https://wmbctv.com/faith-based-vaccination-center/>

“The Fierce Urgency of NOW”

– Rev. Dr. Martin Luther King

