

Black Women's Health Movement

designed to engage and empower African American women across the socioeconomic spectrum of our community to live healthier lives – body and mind.

our mission

To lead the efforts to eliminate racial and ethnic health disparities in Greater Cincinnati through advocacy, education, and community outreach.



The mission of the Black Women's Health Movement (BWHM) is the same as the Health Gap's.

what we did

- Conducted a national, state and local research and literature review examining:
 - Women's health issues and initiatives
 - Black women's health issues and initiatives
 - Prevalent health diseases within the African American community
 - Socioeconomic impacts on health in general and among African American families
 - African American habits and practices relating to health
 - Mental health issues and initiatives among women, Black women, and African Americans in general

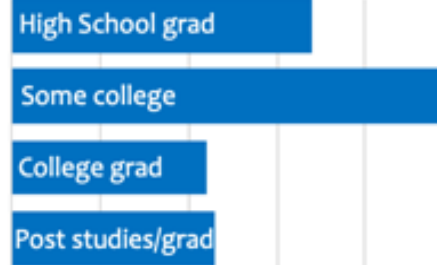
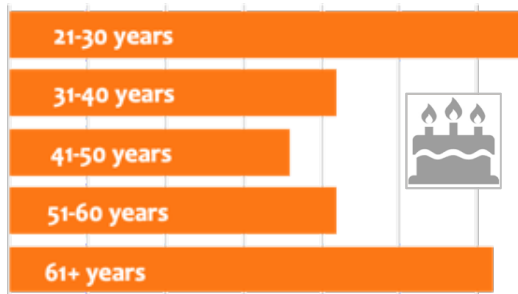


- Conducted qualitative and quantitative research among 114 Black women in Cincinnati, across socioeconomic factors.
 - Nine Focus Group discussions with with an average of seven women per group
 - In-depth interviews with 17 women
 - Quantitative surveys in-person and online

27

neighborhoods &
municipalities represented

Avondale . Bond Hill . Colerain . College Hill
. Columbia Tusculum . Covington .
Evanston . Fairfield . Golf Manor . Kennedy
Heights . Lincoln Heights . Madisonville .
Mt. Airy . Mt. Auburn . Mt. Healthy . North
Avondale . North College Hill . Northside
OTR . Price Hill . Roselawn . Sharonville
Springfield . Walnut Hills . West End
Westwood . Wyoming



- Initial focus groups
- Analysis and ideation
- Perspective from thought leaders
- Literature review
- In-depth qualitative interviews
- More perspective from thought leaders
- Evolvment committee meetings
- Additional perspective with community leaders



what we learned a review



1. Black women want to live healthier lives.

- Most of the women in our research know or assume there are health disparities between White and Black Americans, but talking about disparities is not a source of motivation.
- Socioeconomics divide, but Black women know they face the same issues despite income and education levels.

what we learned

1. Black women want to live healthier lives.

"We manage stress with a spoon and fork." - Ellie, 54



- The women in our research know they should and need to “do better” but admit eating as usual (less healthy) is the default.
 - There is an attitude of *I deserve this* with food. Food is a reward, in addition to being a source of replenishment.

“Black women die of preventable diseases every year because we refuse to recognize that convenience and unhealthy foods ruins our body and ultimately shortens our lifespan.”

- Donna, age 47

what we learned

1. Black women want to live healthier lives.

National research studies in 2011 and 2015 found:

- More than 60% of African American adults do not meet recommendations for moderate physical activity.
 - 67% agree exercising is important
 - 56% agree overweight increases disease risks
 - 85% agree on necessity of exercise and health
- Reported barriers are similar to local barriers: time, motivation, fatigue, not being sure how much activity is enough, and hair (*ruining style*).



"We tend to want to do better, we just don't know how [to start, to find the time, to be consistent, to not let other things get in the way]."

- Karen, 29

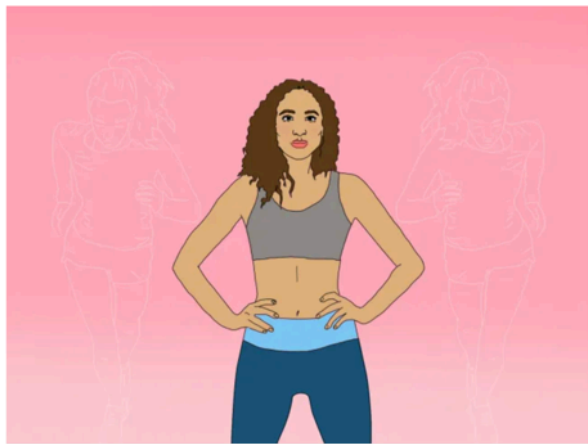


The struggles of working out with black hair

 **Natalie Morris** Monday 12 Nov 2018 4:14 pm



39
SHARES

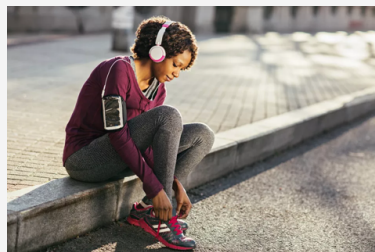


ESSENCE

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HOME · HAIR

9 Hairstyles for The Gym and Women With Natural Hair



Hair Is A Major Obstacle To Exercise For Black Women — But We Ran A 10K Anyway

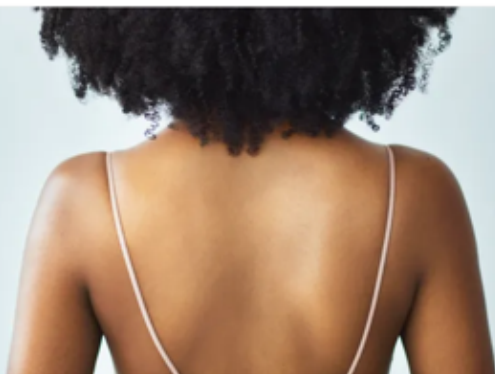
[ARIANNA DAVIS](#), [CHANNING HARGROVE](#)

AUGUST 21, 2018, 10:00 AM



About 40 percent of Black women avoid exercising because of their hair — and the two of us are among them. For many Black women, the costs and time associated with style upkeep is an ever-looming excuse to avoid the gym. But this March, while training for a 10K, we challenged ourselves to find hair solutions that would allow us to run on the regular, putting our exercise routine before our grooming rituals for a change.

 **PAPER** FASHION BEAUTY ENTERTAINMENT  BREAK THE INTERNET  CARE  [SUBSCRIBE](#)



BEAUTY

When Black Women Avoid Working Out Because of Their Hair

by Asia Millia Ware | 13 December 2018

Hair-Saving Gym Tricks for African-American Women

By Jené Luciani



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BLACK VOICES 12/18/2012 08:00 am ET | Updated Feb 17, 2013

Black Women Avoiding Exercise To Maintain Hairstyles: Study

[www.reuters.com](#) [www.reuters.com](#)

2. For the majority of the women we talked to, physical health is measured by the absence or how well major diseases are managed (high blood pressure, high cholesterol, diabetes, etc.).
 - Feeling healthy and the ability to function without hinderance = healthy.
 - Nationally, 51% of adult African Americans agree it is possible to be overweight and healthy (41% don't).



3. The most concerning health issues that emerged during our research are in line with the top national health issues and disparities.

in order of importance



DIABETES

mortality per 100,000
black women 32.2
white women 14.9



MENTAL HEALTH

50% fewer blacks receive
treatment &
prescription drugs



BREAST CANCER

incidence similar.
mortality rate per 100,000
black women 30
white women 22.5
(OH 30.8 v 20.8)



OBESITY

US 39.8%
black 46.8%,
white 37.9%



HEART DISEASE

mortality per 100,000
black women 277.4
white women 200.5



MATERNAL

mortality per 100,000
live births
black women 42.8
white women 13



“I hate having to think about if it’s racism or just rudeness. I have to check with my family – am I tripping or is this real?”

- Kelly, age 34

4. All agreed that all women overall face a multitude of life stressors that affect their health; and they believe that stress is a *major* health issue and risk for Black women.



- Being marginalized, dealing with racial, gender microaggressions and instances of overt racism negatively impact self-esteem and causes significant stress overtime.

“Racism is a part of life. I try not to let discourage it me. It won’t stop me.”

- Paula, 61

4. Life Stressors



- The women noted a common tendency across generations to have a “lack of regard for self” due to trying to balance the responsibilities within their many social roles. Often leading to:
 - acceptance of poor personal relationships
 - discomfort with ethnicity/racial identity
 - poor self-concept
 - lack of resources to adequately take care of personal and family responsibilities
 - constantly striving to be the “strong one” in the family who takes care of everyone
 - a sense of being overwhelmed by life demands.

5. The stigma of mental health in the Black community is prevalent, but getting better.
- Many believe mental health counseling has merit and would recommend it for others, but it's not necessarily for herself. *"I will figure it out."*



"I wish we could make it more acceptable to talk about this and seek help and care."

- BST, age 32

US OFFICE OF MINORITY HEALTH MENTAL HEALTH

- African Americans are 20% more likely to experience serious mental health problems than the general population.
- The rate of African-American adults who receive treatment/counseling is half the rate of White adults (including psychotropic prescription medications).
- Most low-income African-Americans who suffer from mental health issues only access treatment when they are incarcerated, hospitalized or homeless.

6. Across age groups and socioeconomic factors, help is needed to navigate healthcare barriers.
- Many report feeling disconnected, not listened to or/and dismissed at doctor's offices.
 - Want relevant information from trusted, *community-verified* sources.
 - Most know they need to own their healthcare; it is sometimes difficult to balance being direct and avoiding the perception of 'the angry Black woman' stereotype.
 - Faces of color are often preferred, but culturally competent practitioners are more than sufficient.



"I have a good OB/GYN female doctor (white, young) that I like. I would prefer to have a black female OB/GYN, but they are hard to find and get into, especially with my insurance." – Mila, 46

*"I know I represent all of us in their eyes. So, I try not be that person or make that stigma a reality."
- Jaime, 37*

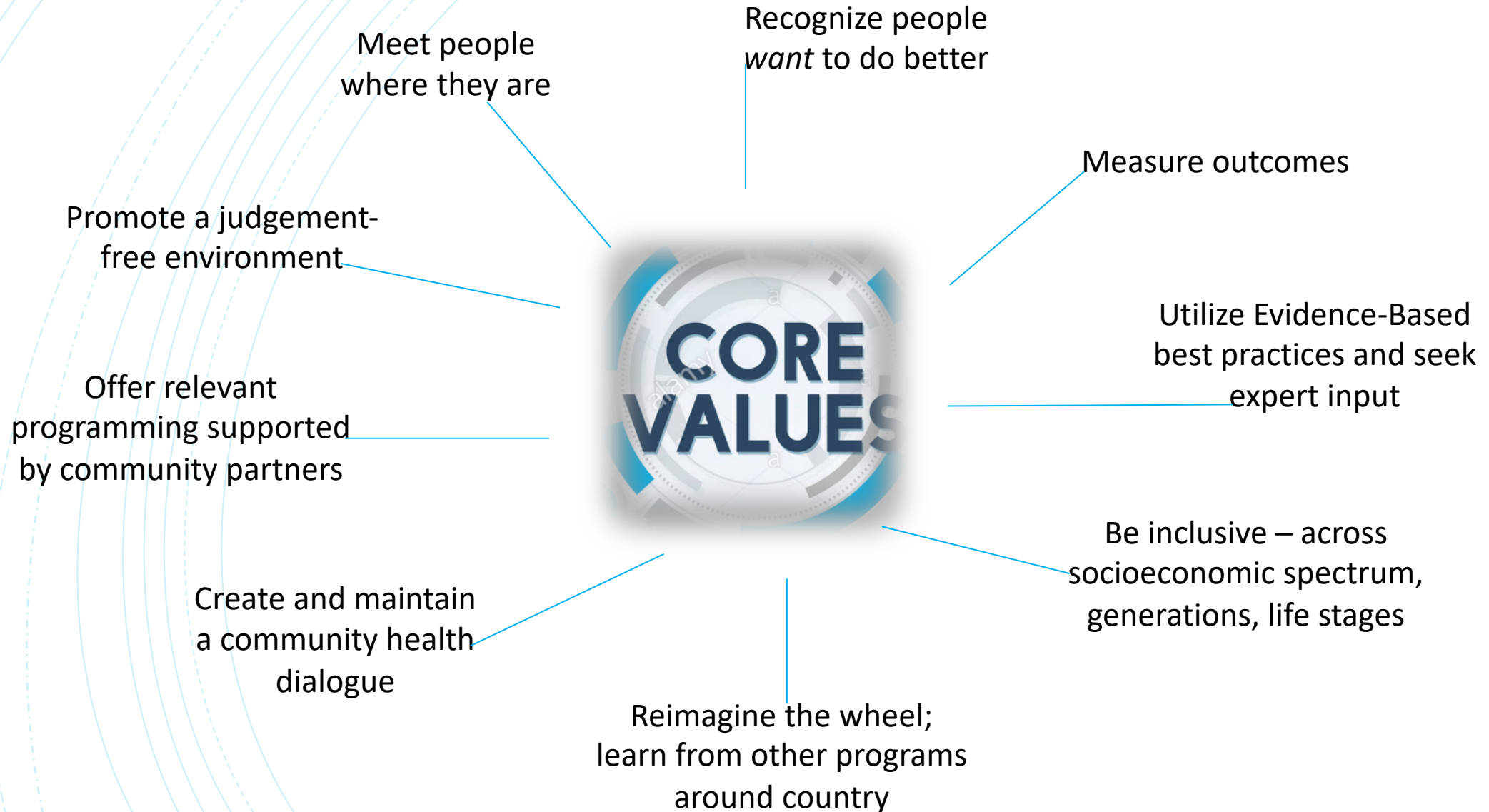
7. Focusing on Black women is focusing on African American families.

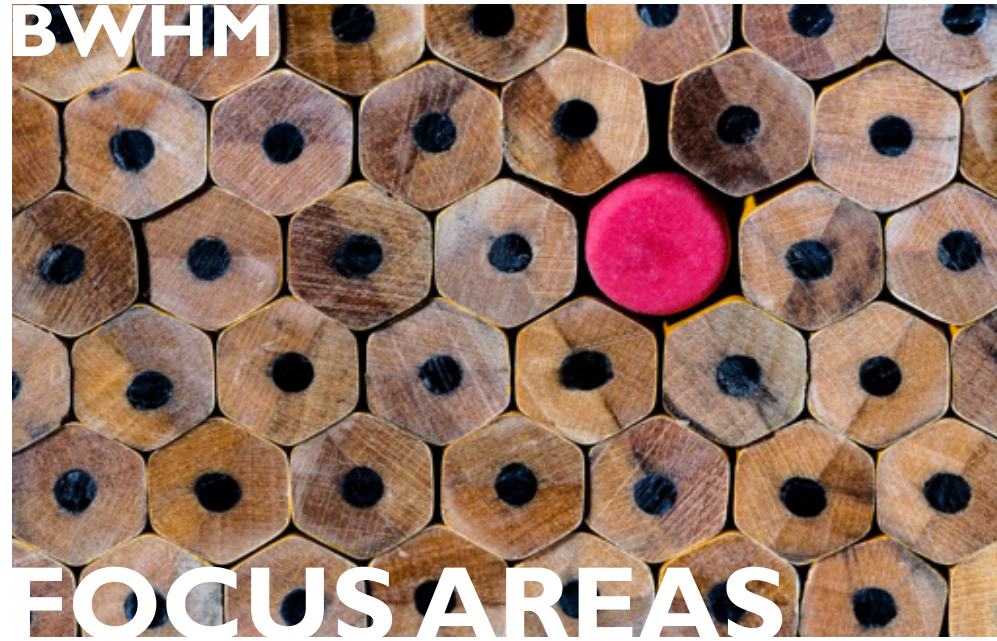
- Healthcare, homecare, food shopping and preparation, childcare are typically the responsibility of mother in both single and two-parent families.



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PHYSICAL HEALTH



MINDFUL HEALTH



ECONOMIC HEALTH



COMMUNITY HEALTH

PHYSICAL HEALTH



Living with Chronic Disease

- Diabetes
- Breast Cancer
- High Blood Pressure/Heart Disease
- Reproductive Health
- Maternal Health

Eating Your Way

- In the Kitchen Circles
- Eating Mindfully

Move Your Way

- Neighborhood Walking Groups
- Partnerships with area exercise centers
- Expert plan designed for you

Greater Cincinnati Greenbook

Community Resource Guide



MINDFUL HEALTH

Restore & Uplift

- Together We Rise Group
- My Half of the Relationship
- Within my Control
- Reclaiming Me [sexual abuse]
- The Weight of My Weight
- Self-Care without Sacrifice

ECONOMIC HEALTH



- Do More with your Finances
- Supporting AA businesses
- Negotiation skills at Work
- Financial Basics for Adolescents/ Young Adults

- Systematic/Institutional Navigation & Action
- Supporting AA businesses
- Real Options After High School
- Mentorships
- The Arts – Telling our Story

COMMUNITY HEALTH



Fact: Health disparities remain the same.

Today we are working
in silos, limiting the
potential success of
our efforts.



The catalyst for change in Greater Cincinnati.

Our experience impacting
over 365,000 people
regional uniquely enables
us to mobilize this
movement of individuals,
organizations, businesses
and providers.

Goal: Realize our potential.

Black Women's Health Movement

THE BWHM EVOLVEMENT COMMITTEE

Claudia Abercrombie
Nadine Allen
Daphne Baines
Karen Bankston
Karen Bankston
Annette Bell
Allie Bickett
Janine Boyd
JUANITA Brent
Dr. Latonya Brown-Puryear
Dr. Kathy Burlew
Stephanie Byrd
Erica C. Crawley
Angela Crew
Dr. Nzingha Dalila
Faith Daniels
Twinkle Dawson
Kersha Deibel
Tamaya Dennard
Sedrick Denson
Dr. Estrilita Dixon Powell
Jasmine Dreyer
Nikki Drye
Dianne Ebbs
Yvonne Edmonds-West
Melanie Ervin-Denson
Ashley FORTE
Tavia Galonski
Jessica Gassett
Jill Gassett
Anna Ghee
Yvonne Gray

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Lauren Hardin
Renee Harris
Ruby Hemphill
Reva Henderson
Paula Hicks-Hudson
Valda Hilton
Stephanie Howse
Catherine D. Ingram
Stephanie Jackson
Olivia James
Mina Jefferson
Shelly Jefferson Halmer
Andrea Johnson
Andrea Johnson
Lesley Jones
Ebony Jones
Lesley Jones
Diane Jordan
Bernadine Kennedy Kent
Eloide Killins
Christie Kuhns
Paula Lampley
Jenny Laster
Jan Michele Lemon Kearney
Kathye Lewis
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Kim Miginnis
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Dr. Lisa Newton
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Morgan Owens
Tia Patterson
Kelli Prather
Alicia Reese
Daphne Robinson
Jasmine Ruff
Annie Ruth
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Yvette Simpson
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Phyllis Sloan
Meredith Smith
Bonita Smith
Margo Springs
Trazana Staples
Victoria Straughn
Emilia Strong Sykes
Alicia Townsead
Janaya Trotter
Daniyel Walker
Carol Walker
Jamilia Walker
Vanessa White
Arnetta Whitehead
Verna Williams
Elaysha Wright
Kathy Wright
Cathy Wright
Kim Yates
Cathy Young

a special thank you



Original design by Annie Ruth



Join the Movement.

Text **BWHM** to # **33777**

then follow the instructions!



JANUARY

- △ Emailing individuals and organizations to provide ways to engage.

FEBRUARY/MARCH

- △ Meetings of the Minds
 - Mindful Health 2/29/2020
 - Physical Health 3/7/2020
 - Economic Health 3/14/2020
 - Community Health 3/21/2020
- △ BWHM Symposium – date and location forthcoming.



WHICH ARE YOU MOST PASSIONATE ABOUT? & WHY?



thank you,



HEALTH | GAP



appendix

work to do

Define consistent and simple, measures and protocols across movement elements to gauge how we are moving the needle to improve the quality of lives – body and mind.



What does *do better* mean?

1. Preparing foods with less fat and salt, and flavor
2. Exercising in way that fits her lifestyle and her spirit
3. Regular medical health assessment with the right practitioners
4. Redefine our social networks
5. Having the time, mindspace and resources (*financial means, adequate health coverage) to do 1-4.

“We tend to want to do better, we just don’t know how.”
Krystal, 29 yrs. old

**The significant disparity in income of AA women inherently influences food choices and increases the subsequent risk of chronic disease morbidity and mortality.*

sources

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