



# BRAIN HEALTH FOR AFRICAN AMERICANS



*The National Brain Health Center for African-Americans is a program of The Balm In Gilead*

*Funded By A Cooperative Agreement Of The Centers for Disease Control and Prevention's Healthy Brain Initiative*

1



## Mission of The Balm In Gilead

Celebrating 28 years of service, the mission of The Balm In Gilead is to prevent diseases and to improve the health status of people of the African Diaspora by providing support to faith and other institutions in areas of program design, implementation and evaluation which strengthens their capacity to deliver programs and services that contribute to the elimination of health disparities.

Our work specifically regarding HIV, expands six African countries and the Eastern Caribbean.

2



## The National Brain Health Center for African Americans



### OBJECTIVES #1

Raise awareness of the issues affecting cognitive health among African Americans *via* the capacity development of African Americans congregations to become an integral partner in prevention, disease management, caregiving and engagement in clinical studies

3



## The National Brain Health Center for African Americans

### OBJECTIVES #2

Train health professionals regarding issues affecting cognitive health among African Americans *via* a partnership with the **National Black Nurses Association** and National Medical Association.



4



## The National Brain Health Center for African Americans

### Objective #3

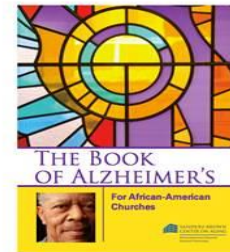
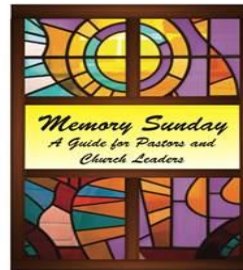
Utilize The Balm's **Faith Based Community Mobilization Model**, recognized by CDC and PEPFAR for its successful engagement of Faith Institutions in public health initiatives in the USA and Africa:

Model Steps:

- a. Create Awareness
- b. Engage Faith Institutions
- c. Develop Capacity
- d. Mobilize Community
- e. Promote Advocacy
- f. Measure Outcomes

### MEMORY SUNDAY

3<sup>rd</sup> Sunday in June



In partnership with the Sanders Brown Center of the Aging of the University of Kentucky



## Healthy Churches 2020 National Conference November 15-18, 2016

[www.HealthyChurches2020.org](http://www.HealthyChurches2020.org)



[www.balmingilead.org](http://www.balmingilead.org)



**Continue the conversation with us!**



National Brain Health Center for  
African Americans



@brainhealthaa

**Visit our website and submit your local  
Cognitive Health events!**

<http://brainhealthcenterforafricanamericans.org>