



**National  
Urban League**

*The Division of Health  
& Quality of Life*

The National Urban League's evidence-based and scalable signature programs are professionally implemented by local Urban League affiliates to enhance the economic and educational status of our constituents.

# Project Wellness

A SIGNATURE PROGRAM OF THE NATIONAL URBAN LEAGUE

THE URBAN LEAGUE  
**FIGHTS**  
FOR YOU!

## Our Approach.

*Project Wellness* reduces health disparities and promotes health and wellness equity by empowering Urban League affiliates and the communities that they serve to utilize an evidence-based, culturally relevant wellness approach to community health.

## 2.4+ Million

*outreach touches in support  
of the Affordable Care Act  
since 2014*

## 320,000+

*served via Project Wellness  
since 2013*

### 2025 EMPOWERMENT GOAL

Every American has access to quality and affordable health care solutions.

## 50,000

*served through the food  
security and hunger awareness  
campaign since 2014*

## 100,000+

*individuals educated on  
and/or tested for HIV/AIDS  
since 2014*

## National Scope.

As a Champion for Coverage organization, the National Urban League was a federally funded Navigator entity focusing on the equitable engagement of communities of color in the Affordable Care Act (ACA) rollout and implementation. The historic first open enrollment of the Health Insurance Marketplace propelled over 200,000 individuals to be educated at 500+ events organized and run by four Urban League affiliates in Florida, Virginia, and Texas. The media exposure for these events, funded by the National Urban League, produced a targeted reach of 1.5 million. Additionally, since the initial implementation of the Affordable Care Act, the National Urban League has provided innovative support to 38 Urban League affiliates along with a targeted 2017-18 outreach effort in communities of color in order to promote ACA awareness and to combat ACA misinformation.

## Accomplishments.

With the support of Community Health Workers across the Urban League Movement, African Americans and others in cities across the nation are increasing their health literacy, actively participating in their own wellness (prevention and maintenance), and encouraging their family members, neighbors, and friends to be similarly involved. Our effective interventions and sustained impacts have been published in a peer-reviewed biomedical journal.<sup>1</sup>

The National Urban League has partnered with the American Hospital Association to increase the diversity of hospital governance boards and to enhance resources for hospitals to effectively integrate Community Health Workers into their care teams. →

42,000 +  
RECEIVED  
INFORMATION ON  
FOOD RESOURCES =  
through high-impact events in  
Nashville, TN; Jackson, MS;  
and Chicago, IL

1. Addressing obesity and diabetes among African American men: examination of a community-based model of prevention. J Natl Med Assoc. 2010 Sep;102(9):794-802



+ 17,450

= African Americans  
in 2016 who received  
an HIV diagnosis  
in the United States

♂ 12,890  
MEN

♀ 4,560  
WOMEN



## Accomplishments.

Through a multi-year Center for Disease Control (CDC) grant, the National Urban League became a member of Partnering And Communicating Together (PACT), a CDC funded HIV/AIDS multimedia, awareness, dissemination, and activities grant designed to reach hard-hit and often hard-to-reach communities with HIV and AIDS messaging, campaigns, and materials, while also offering testing, treatment, and care. This project has supported efforts in California, Florida, Indiana, South Carolina, and Virginia.

*These funded campaigns currently have had tremendous promotional impact:*

### LET'S STOP HIV TOGETHER

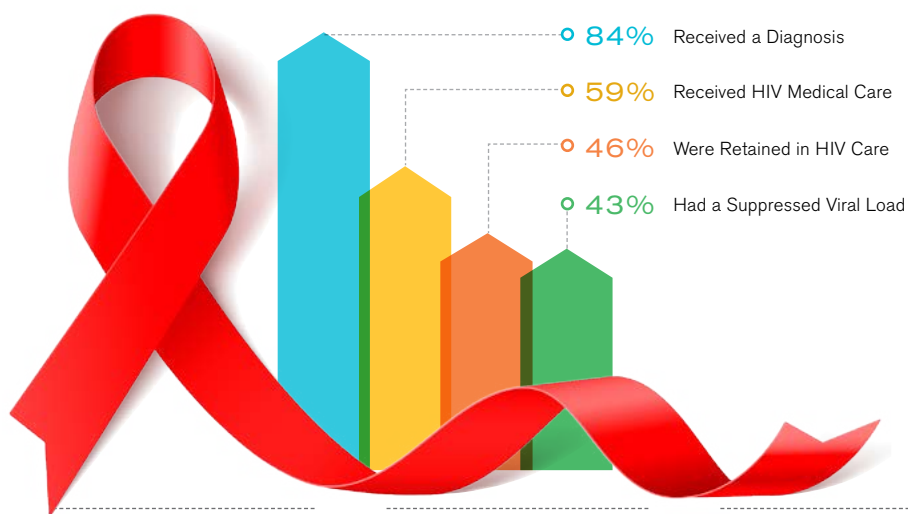
focuses on addressing HIV stigma by telling the stories of people living with HIV and by sharing the experiences of family members, friends, and other loved ones who are supporting those living with HIV. A variety of topics are covered, including, but not limited to, HIV stigma, social support, and viral suppression in the context of healthy relationships.

### START TALKING. STOP HIV.

encourages open conversation about HIV prevention among gay, bisexual, and other men who have sex with men by sharing stories from these communities. Topics such as PrEP (Pre-exposure Prophylaxis), HIV testing, condom use, and HIV status disclosure are addressed in the context of healthy relationships.

### HIV/AIDS QUICK FACTS.

*Among all African Americans living with HIV in 2014:*



*From 2011 to 2015, the number of HIV diagnoses among African American women fell 20%. HIV diagnoses among African American gay and bisexual men remained stable.*

*At the end of 2014, an estimated 471,500 African Americans were living with HIV (43% of everyone living with HIV in the US) and 16% were unaware of their infection.*

*In 2016, African Americans accounted for 44% of HIV diagnoses, though they comprise 12% of the US population.*

## Services.

**THE BEDROCKS OF SUCCESS** for this signature program is the culturally authentic and relevant *Project Wellness* curriculum which supports Urban League affiliates as they build upon and take best advantage of local opportunities to reduce health disparities, advocate for health equity, and address the social determinants of health via the use of trained community health workers as peer advocates, supporters, and assisters.

Prepared in partnership with the Morehouse School of Medicine and adapted from the CDC's Power to Prevent curriculum, *Project Wellness* curricula, services, and supports cover the most prevalent and chronic health issues and diseases found among African Americans, such as heart disease, diabetes, obesity, HIV, and youth violence. *Project Wellness* was specifically designed to align with the standards of the National Prevention Strategy, Healthy People 2020, and the National Culturally & Linguistically Appropriate Services (CLAS). Additionally, *Project Wellness* includes a strong, purpose-centered focus on mental health issues, acknowledging the stress factors of race, urban violence, and poverty in underserved communities writ large.



*Project Wellness is reducing health disparities, advocating for health equity, and addressing the social determinants of health!*

## Success Stories.

**TWINS, DANA B. AND TORI B.,** both college students, found themselves underinsured with their Marketplace coverage. Dana, who is suffering from a chronic illness, could not obtain the medications needed to treat her disease. Thanks to the Urban League of Greater Kansas City—dedicated to reducing health disparities in the African American community through advocacy, health screenings, health promotion, and healthcare enrollment activities—and a host of community organizations, a premiere free public service event was held in July of 2016 where Dana was able to work with an assister that enrolled her in a plan that covered her necessary medications. Also during this event, her sister Tori's Marketplace coverage was reviewed and it was determined that she didn't have to change plans after all.

**THE NATIONAL URBAN LEAGUE** is working with national partners in order to refine and distribute digital smoking cessation and opioid awareness and education content, toolkits, and strategies. Our intent is to help our communities learn about the addictive properties of tobacco and opioids, address prevention, and share risk factors associated with misuse and early identification of misuse and abuse.

+ 15,000

♥ RECEIVED  
INFORMATION  
ON SMOKING  
CESSATION

= 967,000 reached with smoking  
cessation, social, and traditional  
media messages and testimonials

### KERRY STYLE IN HER OWN WORDS...

*"Get Fit Louisville has brought me closer to my son, changed the way I exercise, the way I eat, and the way I make decisions. Most of all, it made a new me who looks better and feels better."*

**THE NATIONAL URBAN LEAGUE'S HEALTH & QUALITY OF LIFE DIVISION** has demonstrated professional acumen via the developed curricula, programs, training modules, and policy expertise in the following areas:

- **AFFORDABLE CARE ACT OUTREACH & ENROLLMENT ASSISTANCE**
- **FOOD INSECURITY**
- **PROJECT WELLNESS: TEEN**
- **MILLION HEARTS INITIATIVE**
- **MENTAL HEALTH & EMOTIONAL WELL-BEING**
- **MULTI-SECTOR INTEGRATED HEALTH & WELLNESS STRATEGIES AND PROGRAMS**
- **SOCIAL DETERMINANTS OF HEALTH**
- **HEALTH EQUITY**
- **HIV & AIDS AWARENESS, PREVENTION, AND SUPPORT**
- **DIABETES PREVENTION & SUPPORT**
- **HEALTH ADVOCACY & POLICY DEVELOPMENT**
- **COMMUNITY & FAMILY ENGAGEMENT**
- **TOBACCO USE PREVENTION & SMOKING CESSATION**
- **COMMUNITY HEALTH WORKER TRAINING, DEPLOYMENT, AND PROFESSIONAL DEVELOPMENT**
- **TRAUMA INFORMED CARE**
- **PREVENTING & REDUCING OPIOID ABUSE**
- **GENDER BASED & CULTURALLY RELEVANT PROGRAM MODELS AND STRATEGIES**
- **INTEGRATED PROGRAM APPROACHES—WORKFORCE DEVELOPMENT, HOUSING COUNSELING, COMMUNITY DEVELOPMENT, AND EDUCATION**



## Success Story.

### **SIXTY-THREE YEAR OLD, TYPE II DIABETIC, JANIS W.,**

an unemployed African American woman, requested health insurance assistance but didn't qualify for the Marketplace and was also turned down for Medicaid. Needing help, Janis attended the "Love Our Seniors Day" event held in November of 2016 at the Metropolitan Baptist Church in Kansas City, MS, and was connected with an assister from the Urban League of Greater Kansas City (ULGKC), who helped Janis to re-apply to Medicaid. In the process, the ULGKC discovered that she had originally completed her paperwork incorrectly and now Janis is covered through State subsidized health insurance. To help more people like Janis, and given the rapid senior population growth in the Greater Kansas City area, the ULGKC has intensified its efforts to help the seniors in their community understand their health and healthcare options.

Updated October 2020