



Save Our Sons

Program Description

In 2008, The Lorain County Branch of National Urban League in partnership with Community Voices: Healthcare for the Underserved at Morehouse School of Medicine and Pfizer supported the presentation of the Save Ours Sons program with 42 African American males.

Project Goal:

To develop a national, replicable health education model to reduce diabetes and obesity in African-American men, as well as connect program participants with comprehensive primary healthcare providers that may become their medical homes.

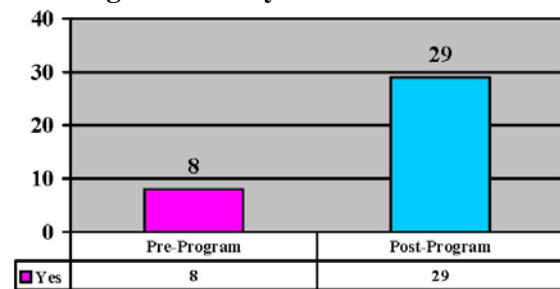
Project Outcomes:

Working in partnership with local community health workers, workshop participants were provided incentives and learned innovative strategies for improving their overall health and wellbeing.

The Save Our Sons program focused on several key outcomes to measure the effectiveness of the program. During the six-week intervention:

- participants dramatically improved their knowledge of curriculum topics
- increased exercise levels (98% exceeded goal of 150 min/week)
- decreased obesity and overweight status by 7%
- decreased hypertension by 23%
- increased health insurance enrollment by more than 58%
- Increased local media attention about African-American men's health by 400%.

Change in Primary Care Provider Utilization



Prior to the intervention, only eight participants indicated having a regular physician. After the intervention, 29 participants had a primary care home. The SOS program increased physician seeking behavior by nearly four-fold.

Additional Resources:

The project collaborators created a community health resource map detailing resources that may be of assistance to not only the participants in the intervention, but other community members throughout the county which included Hospitals, Recreation Centers, Substance Abuse Facilities, Pharmacies, Clinics, Parks, and Government Resources with overlays of the percent African American by census track.

Workshop session topics included:

- **The Power to Prevent Program:** This was an educational program designed to encourage African Americans to become more physically active and eat healthier foods
- **Small Steps Lead to Big Rewards:** This session identified simple ways to prevent diabetes
- **Physical Activity- Get Moving Today:** This session focused on ways to add physical activity to one's daily routine
- **Strategies for Healthy Eating:** This session covered how to incorporate and maintain healthy eating
- **Partner with Your Health Care Provider:** This session covered what to discuss with a physician
- **Celebrate Big Rewards-** This session will describe how small steps result in big rewards, such as weight loss.

About National Urban League

Established in 1910, The Urban League is the nation's oldest and largest community-based movement devoted to empowering African Americans to enter the economic and social mainstream. Today, the National Urban League, headquartered in New York City, spearheads the non-partisan efforts of its local affiliates. There are over 100 local affiliates of the National Urban League located in 35 states and the District of Columbia providing direct services to more than 2 million people nationwide through programs, advocacy and research. The mission of the Urban League movement is to enable African Americans to secure economic self-reliance, parity, power and civil rights.

About Community Voices

Community Voices' mission is to increase enrollment of eligible people into public programs and to improve health care access and quality for the underserved by providing models for change and improvement. Program outcomes must include a greater focus on primary care and prevention, preservation and strengthening of the community health care safety net, implementation of a stronger health care delivery system, and development of best practices for communities to adapt to unique circumstances. Community Voices believes it is not enough to implement programs without establishing a framework for how they operate an evaluation process, and methods to document those findings so that adjustments can be made.

About Pfizer

Founded in 1849, Pfizer is the world's largest research-based pharmaceutical company. Pfizer is taking new approaches to advancing better health as it discovers, develops, manufactures and delivers quality, safe and effective prescription medicines to treat and help prevent disease for both people and animals. Pfizer also partners with healthcare providers, governments and local communities around the world to expand access to medicines and to provide better quality health care and health system support. At Pfizer, approximately 85,000 colleagues in more than 90 countries work every day to help people stay happier and healthier longer and to reduce the human and economic burden of disease worldwide

For More Information:

For more information on this project, or to learn how to participate please contact Starla H. Blanks, Community Voices at Morehouse School of Medicine at (404) 752-1977/sblanks@msm.edu.