

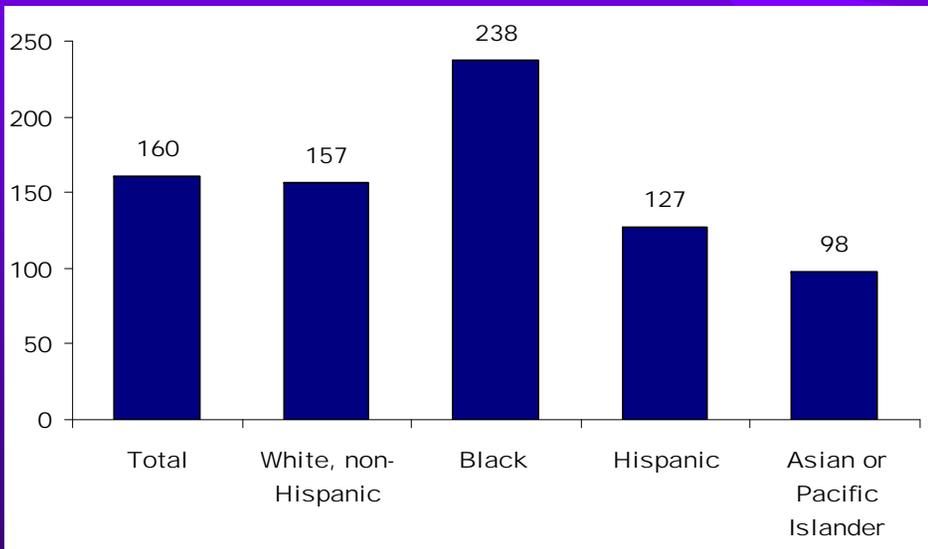
# Project Brotherhood A Black Men's Clinic



# Chart 3-14. Black men are 50 percent more likely to have prostate cancer than whites but are more than twice as likely to die from it.

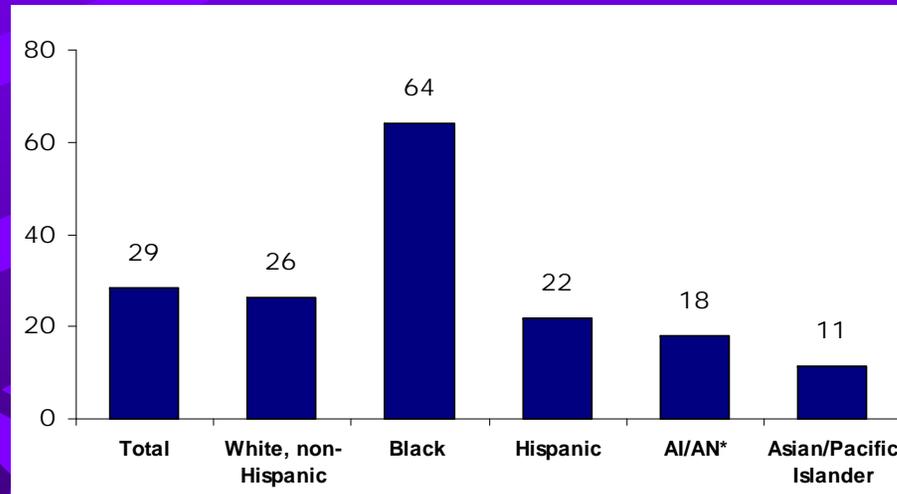
## Incidence

New cases per 100,000 male population, 2003



## Mortality

Deaths per 100,000 male population, 2000–2003



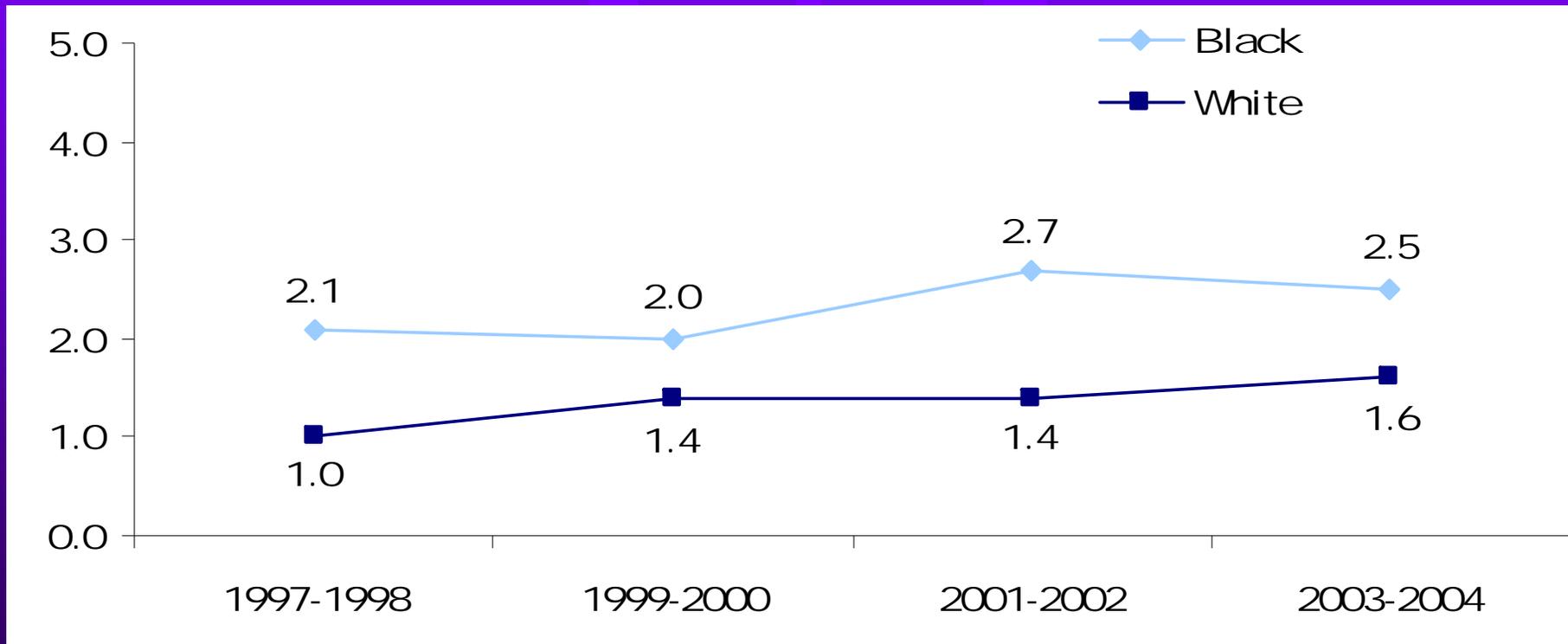
AI/AN = American Indian/Alaska Native.

Note: Data are age adjusted.

Source: National Center for Health Statistics. *Health, United States, 2006: With Chartbook on Trends in the Health of Americans*. 2006.

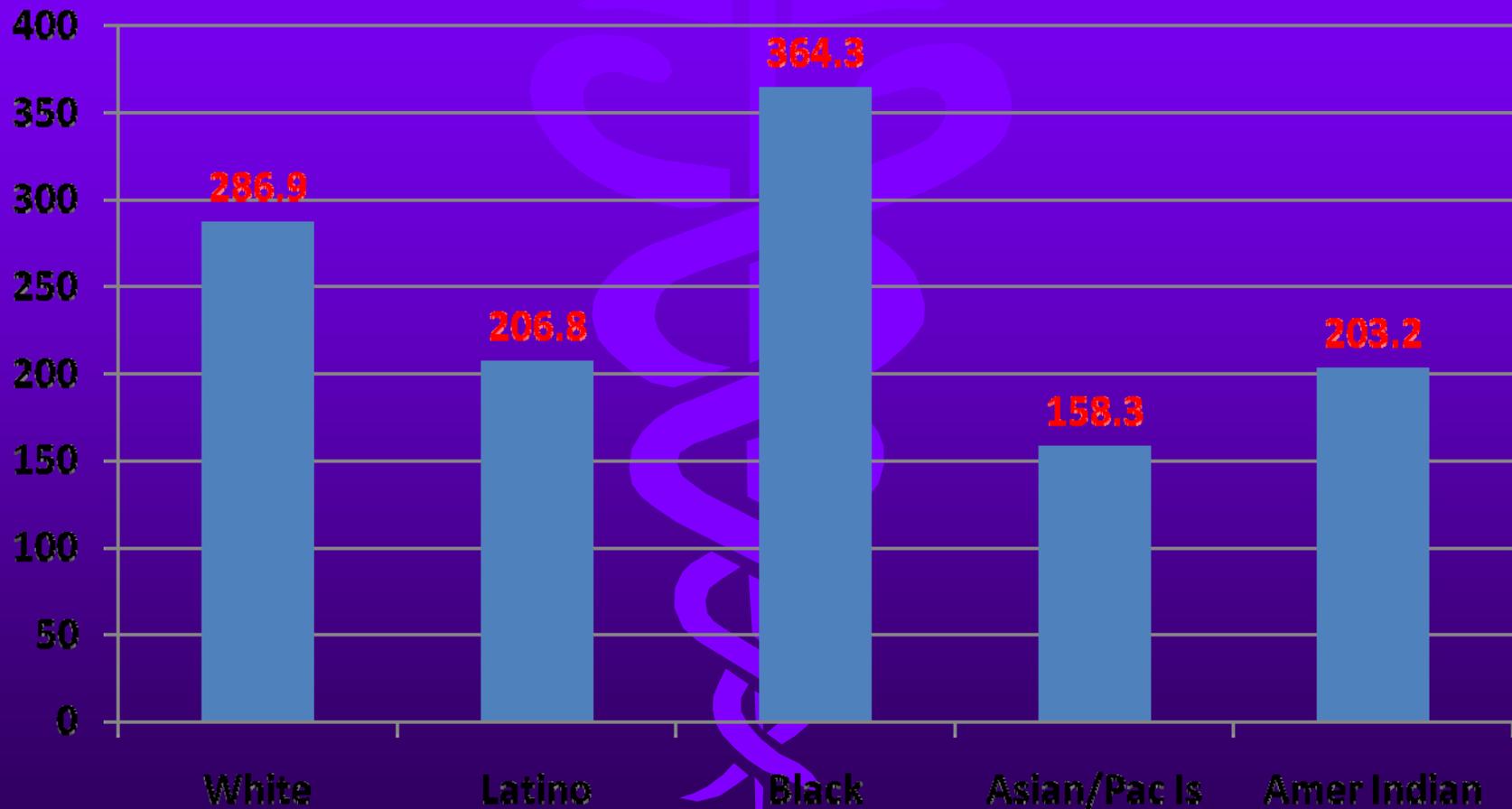
## Chart 6-9. Timeliness: Blacks are more likely than whites to leave the emergency department without being seen.

Percent of emergency department visits in which the patient left without being seen, 1997-2004



# Death rate due to Heart Disease for MEN by Race, Ethnicity 2003

Deaths per 100,000 population



## Leading Causes of Death Black Men 2004

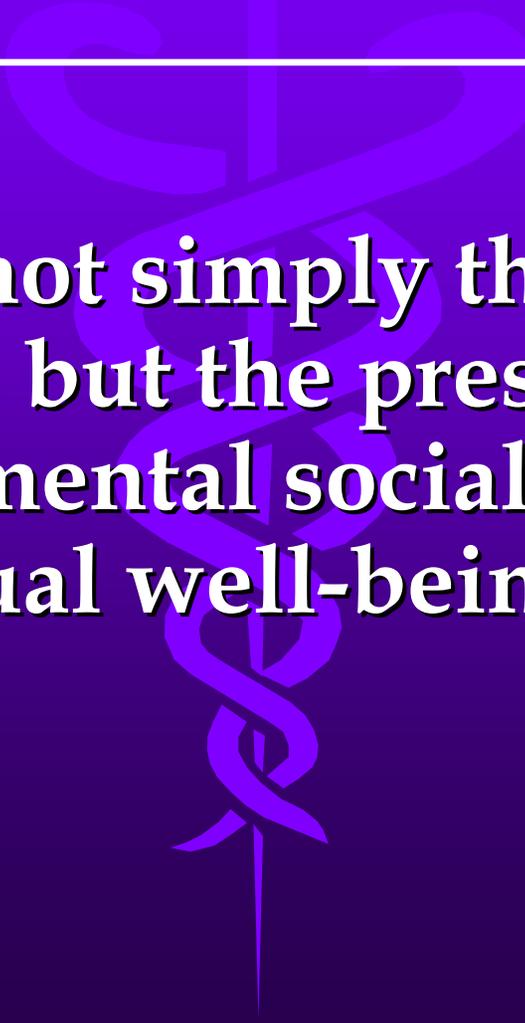
Rank	ALL AGES	15-19	20-24	25-34	35-44	45-54	55-64	65+
1	Heart Disease	Homicide	Homicide	Homicide	Heart Disease	Heart Disease	Cancer	Heart Disease
2	Cancer	Unintentional Injuries	Unintentional Injuries	Unintentional Injuries	HIV disease	Cancer	Heart Disease	Cancer
3	Unintentional Injuries	Suicide	Suicide	Heart Disease	Unintentional Injuries	Unintentional Injuries	Stroke	Stroke
4	Stroke	Heart Disease	Heart Disease	HIV disease	Cancer	HIV disease	Diabetes	Diabetes
5	Homicide	Cancer	Cancer	Suicide	Homicide	Stroke	Unintentional Injuries	Chronic Lower Respiratory Disease
6	Diabetes	Birth Defects	HIV disease	Cancer	Stroke	Diabetes	HIV disease	
7	HIV	Chronic Lower Respiratory Disease	Birth Defects	Diabetes	Diabetes		Chronic Lower Respiratory Disease	

# 10 Leading causes of death, United States: Black men - 2006

Rank	Age Groups										All Ages
	<1	1-4	5-9	10-14	15-24	25-34	35-44	45-54	55-64	65+	
1	Short Gestation 1,071	Unintentional Injury 214	Unintentional Injury 157	Unintentional Injury 138	Homicide 2,982	Homicide 2,346	Heart Disease 1,892	Heart Disease 5,511	Malignant Neoplasms 7,805	Heart Disease 20,283	Heart Disease 36,230
2	Congenital Anomalies 614	Homicide 84	Malignant Neoplasms 41	Homicide 71	Unintentional Injury 1,331	Unintentional Injury 1,503	Unintentional Injury 1,669	Malignant Neoplasms 4,369	Heart Disease 7,568	Malignant Neoplasms 18,855	Malignant Neoplasms 32,556
3	SIDS 391	Congenital Anomalies 42	Homicide 34	Malignant Neoplasms 42	Suicide 358	Heart Disease 663	HIV 1,358	Unintentional Injury 2,055	Cerebrovascular 1,523	Cerebrovascular 4,372	Unintentional Injury 9,605
4	Maternal Pregnancy Comp. 330	Malignant Neoplasms 35	Chronic Low. Respiratory Disease 15	Suicide 30	Heart Disease 183	Suicide 421	Homicide 1,068	HIV 1,646	Diabetes Mellitus 1,306	Diabetes Mellitus 3,145	Homicide 7,677
5	Unintentional Injury 213	Heart Disease 27	Congenital Anomalies 14	Chronic Low. Respiratory Disease 29	Malignant Neoplasms 153	HIV 418	Malignant Neoplasms 980	Cerebrovascular 1,044	Unintentional Injury 1,122	Chronic Low. Respiratory Disease 2,854	Cerebrovascular 7,424
6	Placenta Cord Membranes 209	Influenza & Pneumonia 16	Heart Disease 9	Heart Disease 26	HIV 84	Malignant Neoplasms 272	Suicide 352	Diabetes Mellitus 804	Nephritis 717	Nephritis 2,337	Diabetes Mellitus 5,772
7	Bacterial Sepsis 157	Chronic Low. Respiratory Disease 12	Septicemia 7	Congenital Anomalies 15	Congenital Anomalies 53	Diabetes Mellitus 137	Diabetes Mellitus 346	Homicide 650	HIV 709	Influenza & Pneumonia 1,672	HIV 4,443
8	Respiratory Distress 146	Septicemia 12	Anemias 5	Septicemia 6	Chronic Low. Respiratory Disease 47	Cerebrovascular 75	Cerebrovascular 342	Liver Disease 542	Chronic Low. Respiratory Disease 690	Septicemia 1,550	Chronic Low. Respiratory Disease 4,136
9	Necrotizing Enterocolitis 116	Anemias 9	Cerebrovascular 5	HIV 5	Anemias 37	Chronic Low. Respiratory Disease 61	Nephritis 183	Nephritis 480	Septicemia 534	Hypertension 1,221	Nephritis 3,812
10	Circulatory System Disease 100	Perinatal Period 9	Benign Neoplasms 4	Anemias 4	Diabetes Mellitus 32	Nephritis 57	Liver Disease 155	Septicemia 354	Liver Disease 481	Unintentional Injury 1,199	Perinatal Period 2,811

## **Project Brotherhood's Definition of Health**

**Health is not simply the absence of disease, but the presence of physical, mental social, economical and spiritual well-being.**



# What is health ?

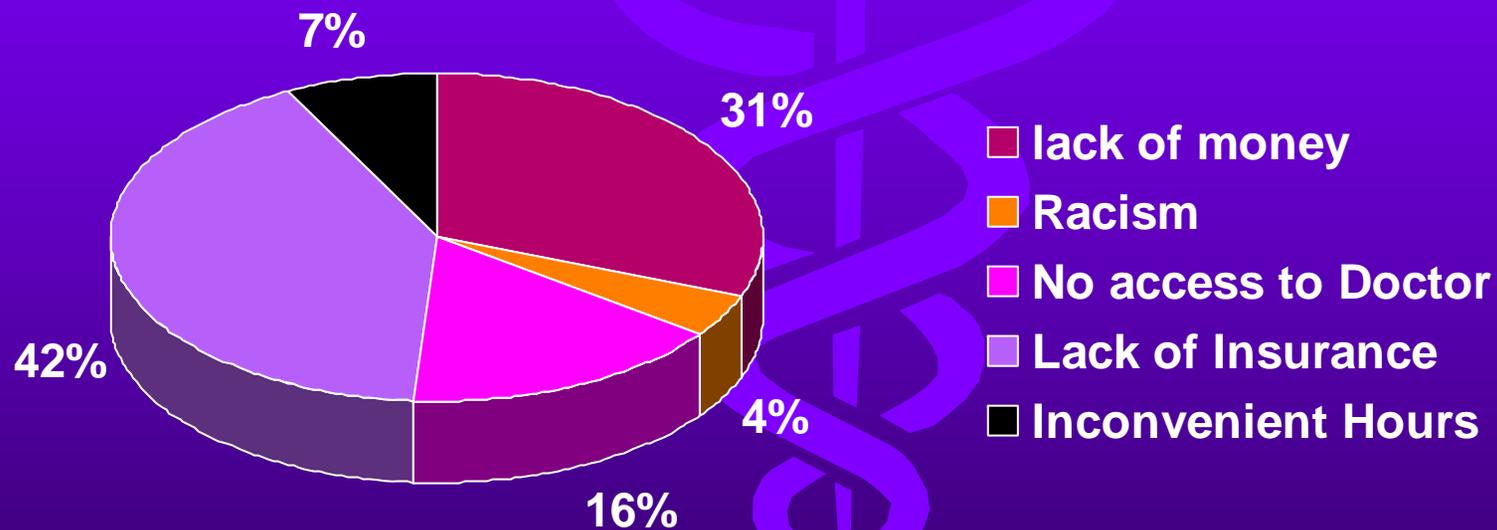
- “ Health is a social, economic and political issue, and above all a fundamental human right. Inequality , poverty, exploitation, violence and injustice are at the root of ill-health and the deaths of poor and marginalized people. Health for all means that powerful interests have to be challenged, that globalization has to be opposed, and that political and economic priorities have to be drastically changed.” *The People’s Charter for Health Preamble Dec. 2000*

**“Of all the forms of inequality,  
injustice in health is the most  
shocking and the most  
inhuman.”**

The Rev. Martin Luther King Jr. : at the second national  
convention of the Medical Committee for Human Rights,  
Chicago. March 25, 1966

# *Are Black Men avoiding Healthcare or Do we run them away?*

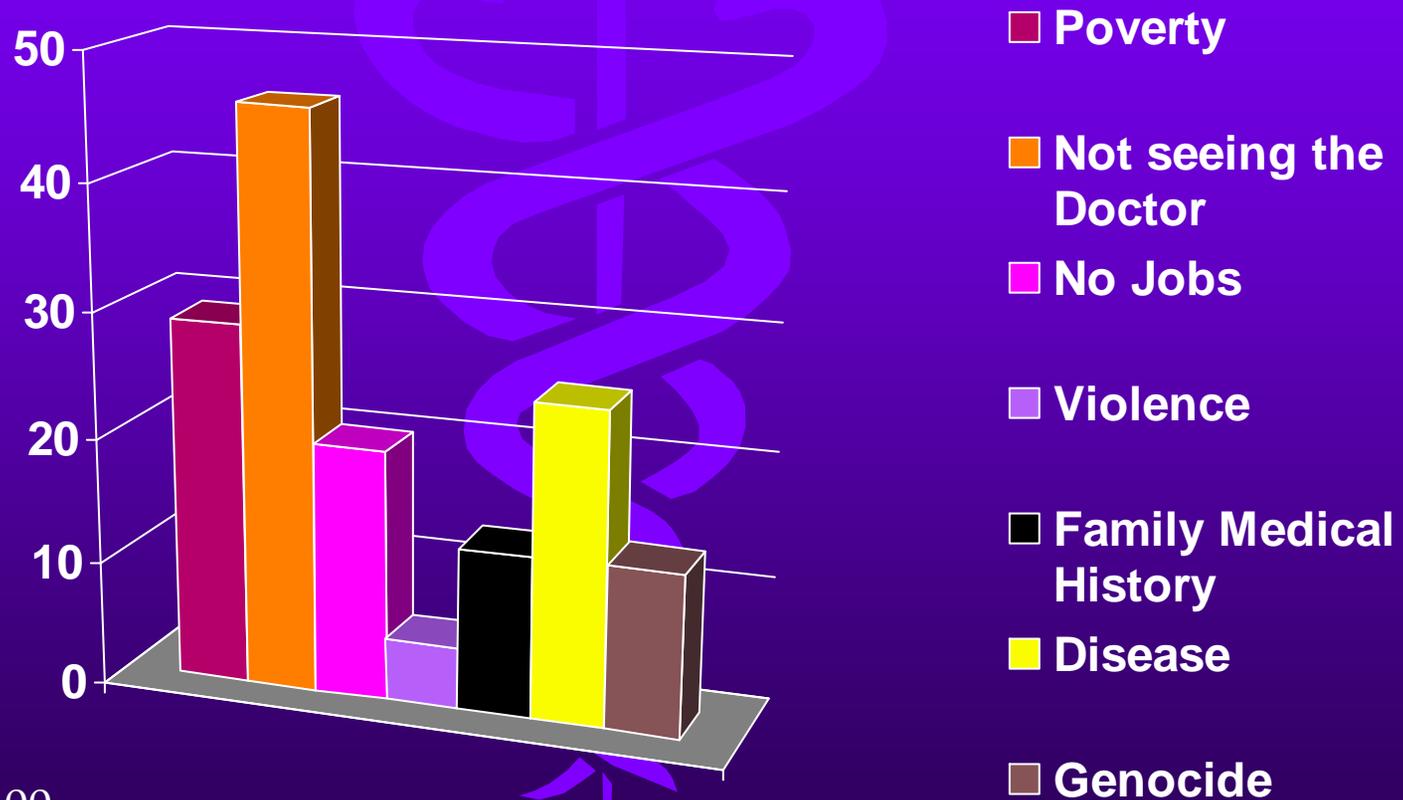
What Factors Keep You from Seeing the Doctor?



N=100

# *Are Black Men avoiding Healthcare or Do we run them away?*

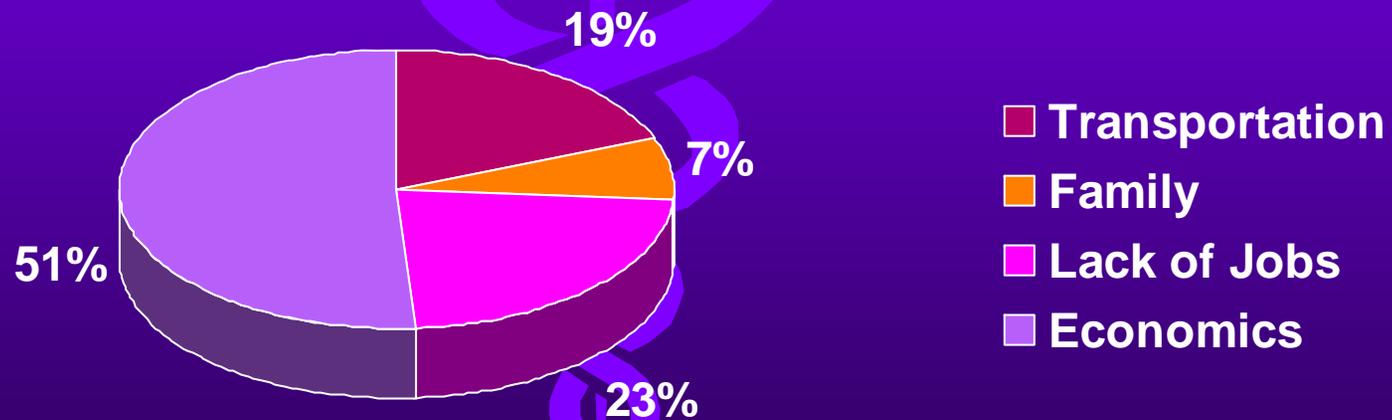
Why Don't Black Men Live Long?



N=100

# *Are Black Men avoiding Healthcare or Do we run them away?*

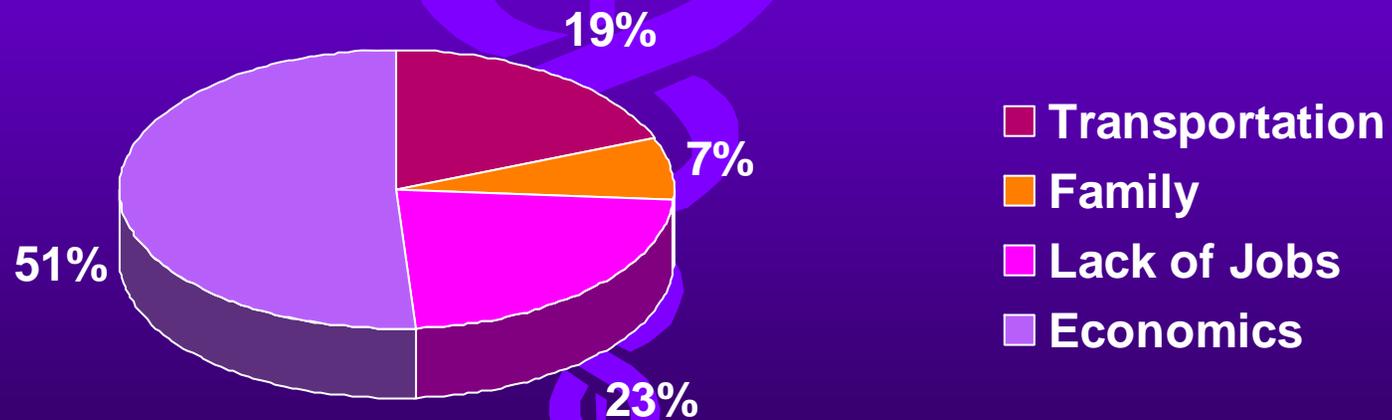
What Factors Contribute to Your Inability to Seeing a Doctor?



N=100

# *Are Black Men avoiding Healthcare or Do we run them away?*

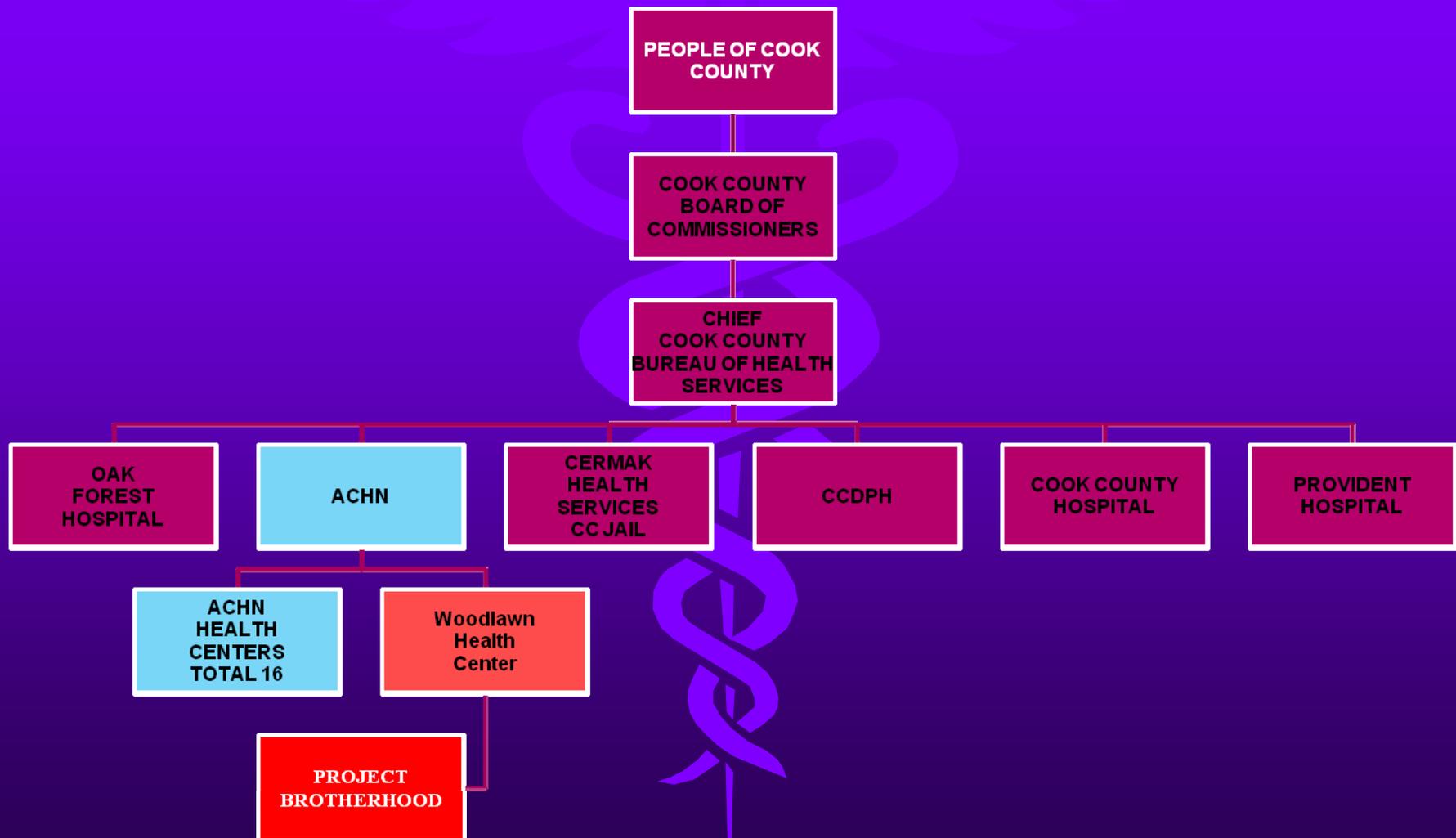
What Factors Contribute to Your Inability to Seeing a Doctor?



N=100

# Organizational Chart

## Cook County Bureau Of Health Services



# Project Brotherhood: The Origin



- Summer of 1997 with \$30,000 funding from the Department of Trauma – Cook County Hospital
- Eleven focus groups were held with Black men of diverse backgrounds and social economic groups

# *Voices of Black Men 1997*

- Racism
- Lack of Respect - dehumanized
- Mistrust
- NO JOBS
- Lack of Insurance
- Lack of affordable housing
- Incarceration of Black Men
- Social and economic disparities
- Broad Definition of Health

# *Goals of Project Brotherhood*

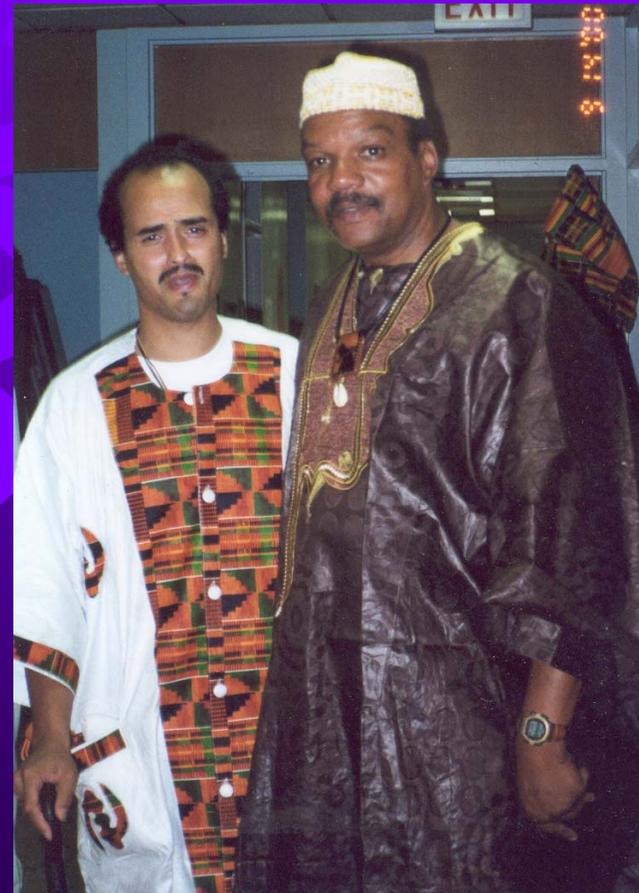
- Male Friendly Place within the health center
- Respect experiences and commonly held beliefs among men
- Abandon the “medical Model” paradigm for services
- Multidisciplinary Approach
- All Black Men



# Array of Services provided by Project Brotherhood



- Counseling;  
Individual & Group
- Manhood  
development and  
Fatherhood classes
- Job Readiness
- Medical services
- Free Hair Cuts !!
- Free Food !!



# Project Brotherhood Logic Model : Brief Overview

## STRATEGIES

- 1.Highlight the impact of the man's role in society has on the health of men of color.
- 2.Expand the range of health care for men of color and abandon the normal "medical model" paradigm.
3. Fully open the health care system to men of color.
4. Build a culturally competent workforce with the majority of PB staff being African American men.
5. Create a safe, respectful, male friendly space.
6. Approach young Black men with respect and programs that are conversant with youth culture.
7. Address the health issues of the most vulnerable men of color.
8. Expand research and data collection on the health of men of color.

## ASSUMPTIONS

- 1.WHO Definition: " Health is a complete state of physical, mental, and social well-being, not merely the absence of disease and infirmity.
2. " Health is a social, economic and political issue and above all a fundamental human right. Inequality, poverty, exploitation, violence and injustice are at the root of ill-health and the deaths of poor and marginalized people. Health for all means that powerful interests have to be challenged, that globalization has to be opposed, and that political and economic priorities have to be drastically changed. "  
(People's Health Charter)

• **Holistic activities that address the above assumptions will lead to healthier individuals and communities.**

## INFLUENTIAL FACTORS

1. Recognition of problems Facing Black men.
2. Organizing Black men to act For Social Justice.
3. Working with community organizations: e.g. churches, and schools.

## PROBLEM OR ISSUE

1. Racism
- 2.Social & economic disparities
3. Poor health status of Black men
4. Health disparities
5. Lack of respect toward Black men by medical Systems.
6. Criminalization of Black youth
7. Incarceration rate of Black men seven times that of whites.
8. Deterioration of public schools
9. Lack of affordable housing.

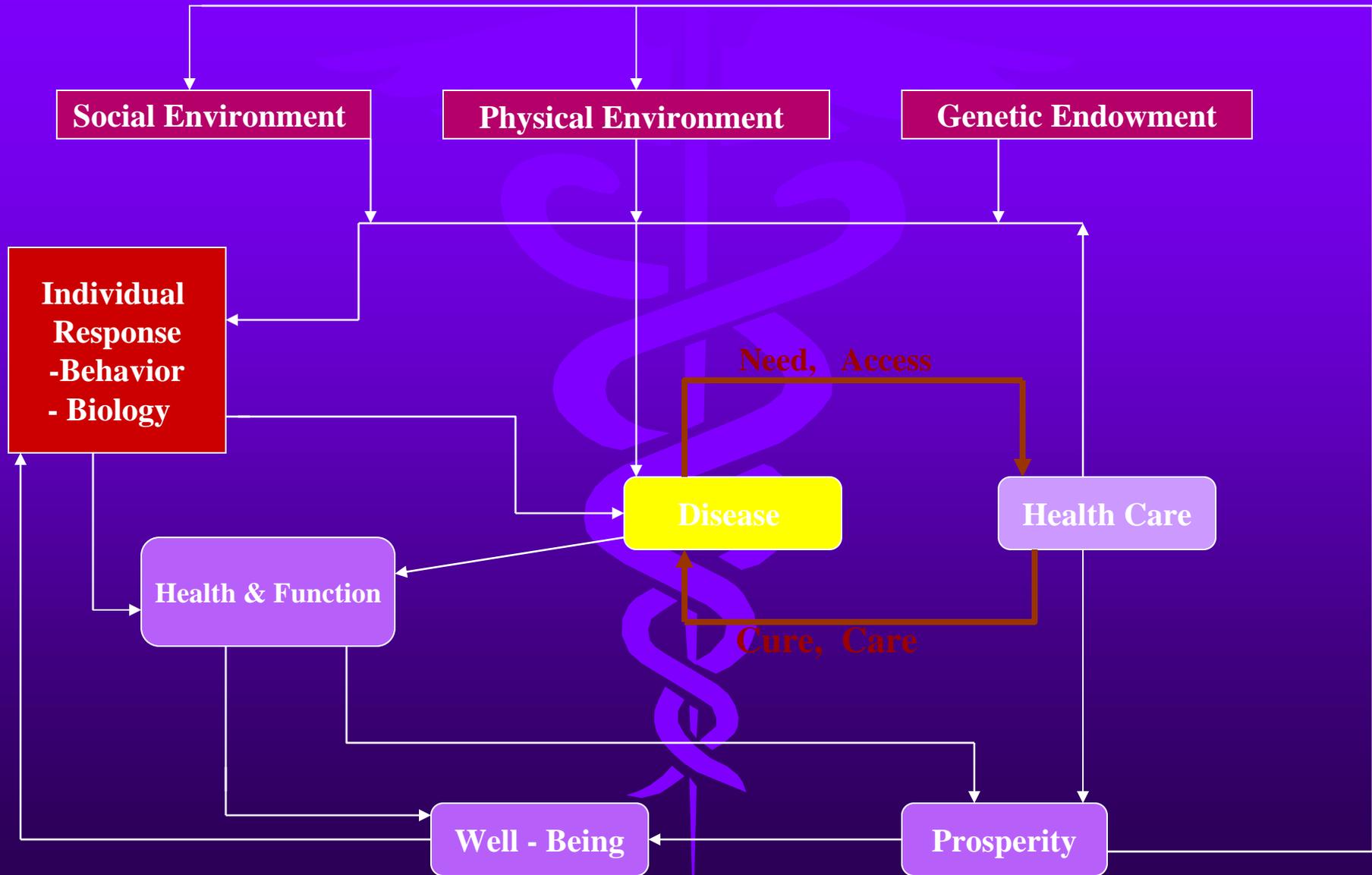
## COMMUNITY NEEDS/ASSETS

- 1.Culturally specific respectful medical services
2. Access to medical services that do not require long appointment lead times.
3. Health education messages that are age and culture appropriate.
4. Black men should design the programs.

## DESIRED RESULTS

- 1.To improve the whole quality of life for African American men in regards to health, economic, spiritual, and social well being.
2. To develop positive self image and esteem that can be modeled in their immediate family and community.
3. Respect of the contributions of Black men to the community.
4. Higher utilization rates for medical services
5. Better understanding of how to prevent the spread of STD/HIV
6. Improved sexual and reproductive health of Black men.
7. Increased respect for Black women
8. Increased respect for people regardless of sexual orientation.
9. Increased presence in the lives of their children.

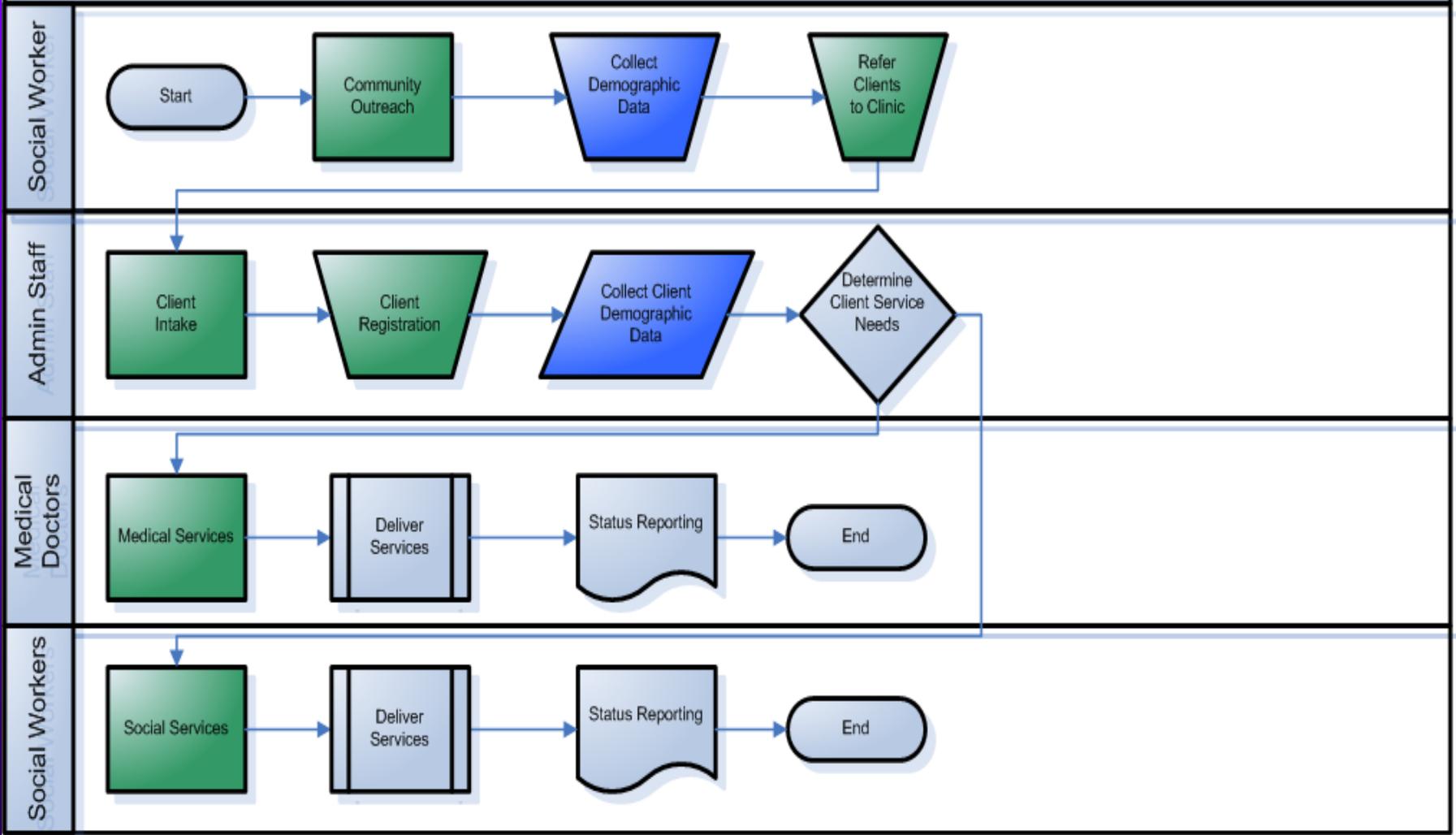
# Social Determinants of Health



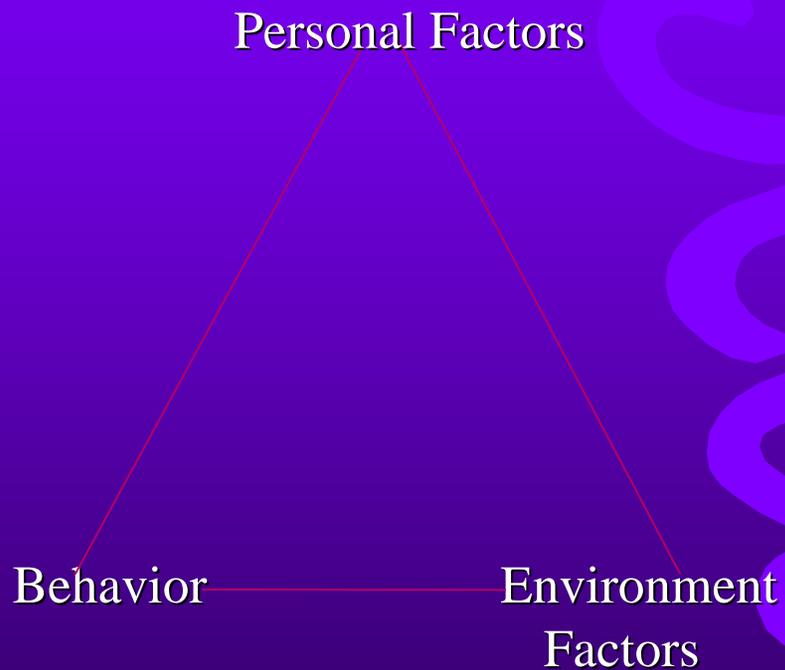
Source: Evans & Stoddart: Why some people are healthy & others not.

# Organizational Process Model

## Project Brotherhood Organizational Process



# Theoretically Based Conceptual Model Social Cognitive Theory



- Psychosocial function in terms of triadic reciprocal causation.
- The causal structure is based on person, behavior, and environment.
- The influence is bidirectional
- Learned behavior through observation of others which influenced behavioral change.

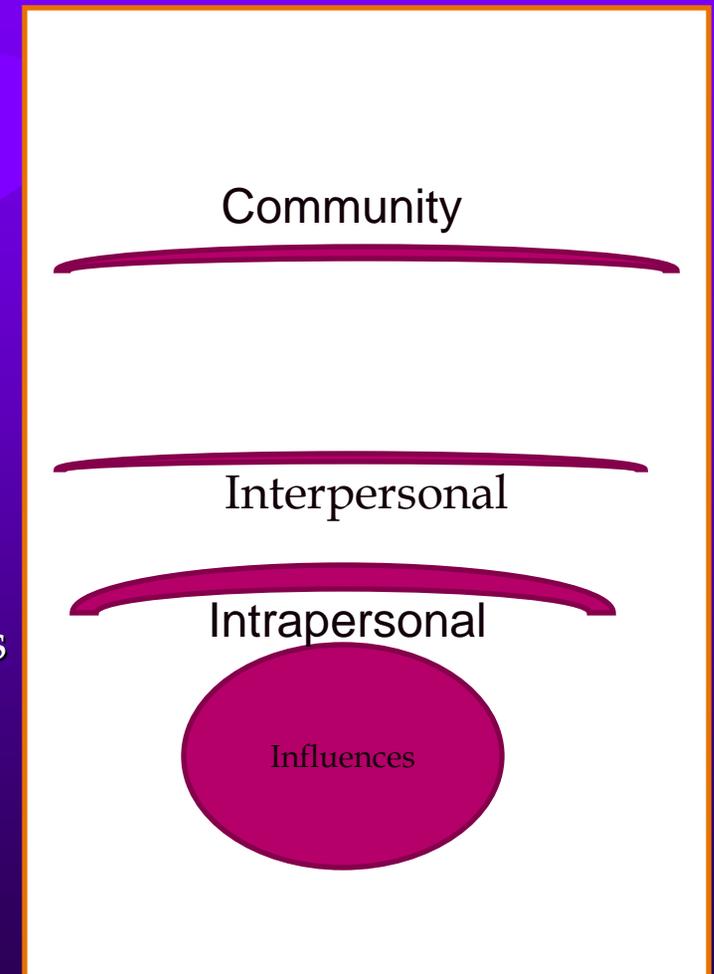
# Conceptual Model Continue

## Social Ecological Theory

- Environment impacts health
- Individuals are influenced by those around them

### Three Levels of influences

- Intrapersonal- influenced characteristics Knowledge Attitudes and beliefs.
- Interpersonal- primary support groups
- Community levels- promotion through policies and informal structures



# Multicultural Perspective



Defining rather than being defined

- Assumes and recognizes that each culture has strengths and limitations.
- As we know, culture is a complex constellation of mores, values, customs, traditions and practices
- Ethnic Pluralism has helped researchers and providers focus on culture-specific models of human nature
- The Ethnic Cultural Perspective served as a corrective step that reduced barriers and inaccurate stereotypes in defining culturally distinct people.

# Programs Classes/Group Sessions



Manhood Development /  
Rites of Passage Classes

Fatherhood Classes

Social Support Groups

Infectious Disease  
Discussion

General Health Discussions

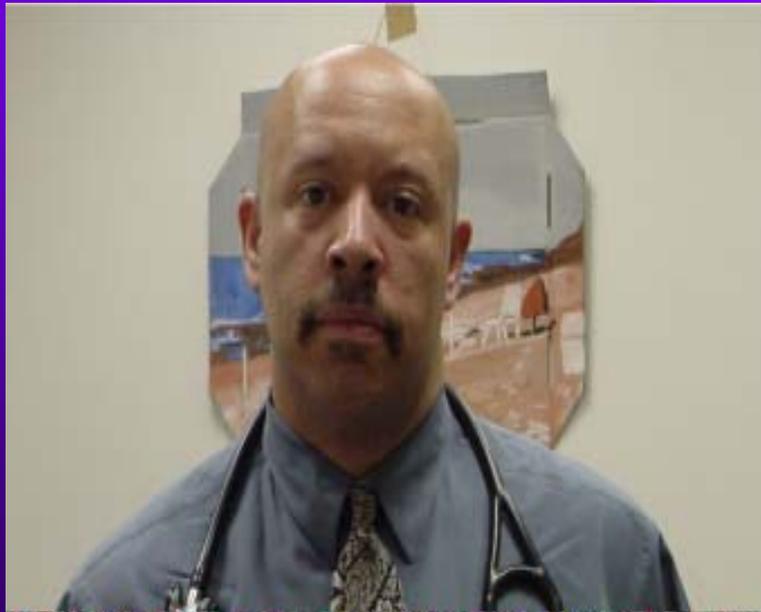
# Social Service Assistance



- Entitlements
- Job readiness
- Individual, group counselling
- Psychosocial support
- Patient education
- Referrals for other services



# Medical Services

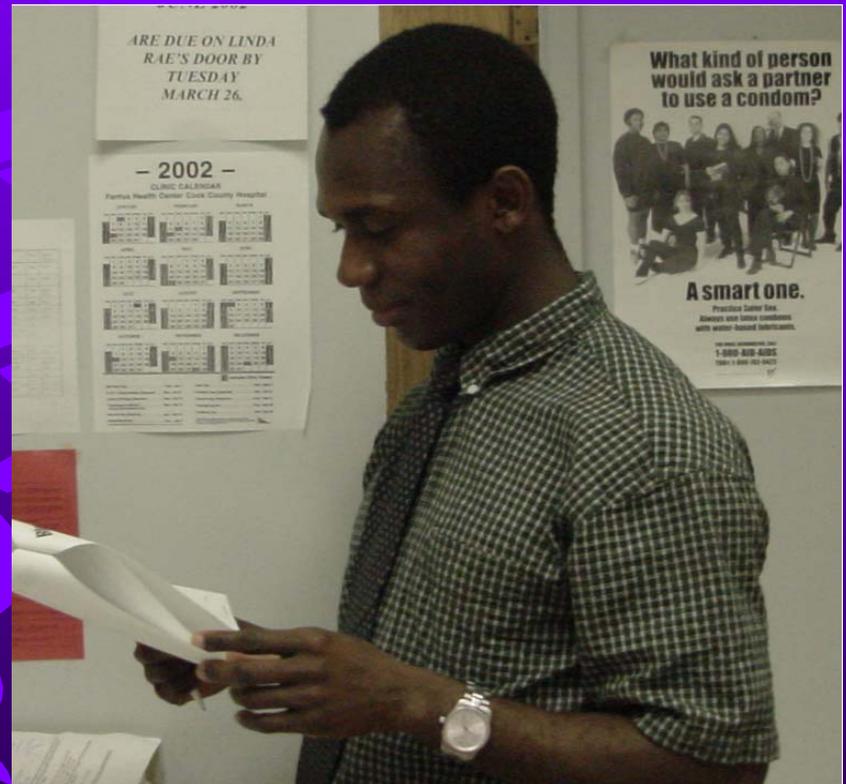


- Ambulatory Community Health Network of Cook County Bureau Health Services
- 5 black male physicians and 1 sister
- Comprehensive primary care services
- HIV counseling and testing
- Group health discussions

# Medical Resident Training



- Learning Comprehensive primary care services
- Cultural competency
- Health Fairs
- Presentations (formal & informal)



# Medical Services



- Real-time appointments and walk-in services
- Free Healthcare
- Holistic approach
- Comprehensive Services (primary and specialty care)

# The Barbershop



- Brother to Brother
- Self-esteem
- Job preparation
- Self expression
- Extension of social support group



# Community Outreach



- Health Fairs
- Chicago Public Schools
- Churches
- Block Clubs
- Local Universities
- Street Canvassing

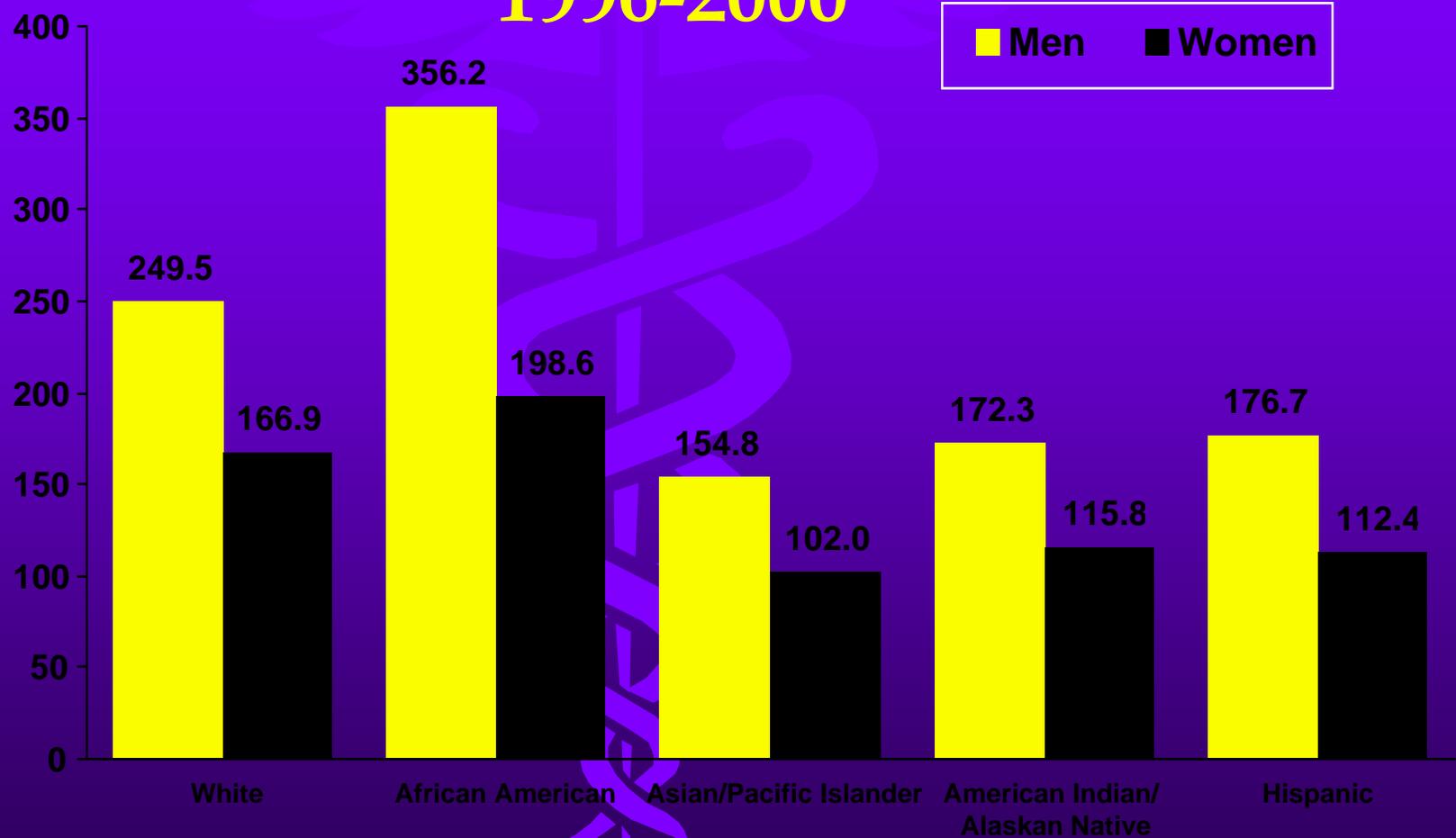


# *Voices of Black Men 2008*

What are some of the factors keeping Black men from seeing the doctor?

- Economy
- Mistrust
- No Insurance
- Lack of Jobs
- Drug abuse lowering self worth
- Fatalistic views
- Fear of the unknown
- Trying to take care of family
- Long waiting times

# Cancer Death Rates\*, by Race and Ethnicity, 1996-2000



\*Per 100,000, age-adjusted to the 2000 US standard population.

† Hispanic is not mutually exclusive from whites, African Americans, Asian/Pacific Islanders, and American Indians.  
Source: Surveillance, Epidemiology, and End Results Program, 1975-2000, Division of Cancer Control and Population Sciences, National Cancer Institute, 2003.

# *Colorectal Cancer*

- Second leading cause of cancer deaths and new cancer cases.
- African Americans have the highest numbers of new cases.
- Decline of CRC, in everyone except *Black Men*.
- African Americans are less likely to receive screenings.

# *Colorectal Cancer Prevention Program Goals*

- Increase the awareness of colon cancer among Black Men in Chicago
- Increase colorectal cancer screening Among Black Men in Chicago
- Barbershop Outreach

# *The Barbershop*

- Cultural comfort level
- Brother to Brother
- Extension of social support group Self-esteem
- Job preparation
- Health education



# Project Brotherhood Logic Model : *Colon Cancer Specific (items in red & italics)*

## STRATEGIES

1. Highlight the impact of the man's role in society has on the health of men of color.
2. Expand the range of health care for men of color and abandon the normal "medical model" paradigm.
3. Fully open the health care system to men of color *by guaranteeing Access to screening and diagnostic follow up.*
4. *Use our culturally competent, predominately Black male workforce to encourage increased screening for colorectal cancer (CRC).*
5. *Use a safe, respectful, male friendly space created by PB to increase awareness about CRC.*
6. *Expand research & data collection on the knowledge, attitudes and Beliefs and screening rates about CRC among Black men.*

## ASSUMPTIONS

1. WHO Definition: " Health is a complete state of physical, mental, and social well-being, not merely the absence of disease and infirmity.
2. " Health is a social, economic and political issue and above all a fundamental human right. Inequality, poverty, exploitation, violence and injustice are at the root of ill-health and the deaths of poor and marginalized people. Health for all means that powerful interests have to be challenged, that globalization has to be opposed, and that political and economic priorities have to be drastically changed. "  
(People's Health Charter)

• **Holistic activities that address the above assumptions will lead to healthier individuals and communities.**

## DESIRED RESULTS

1. To improve the whole quality of life for African American men in regards to health, economic, spiritual, and social well being.
2. To develop positive self image and esteem that can be modeled in their immediate family and community.
3. *Asses the KAB of Black men about CRC*
4. *Produce and distribute culturally and gender specific CRC awareness marketing Materials.*
5. *Educating at least 2000 Black men in general public settings.*
6. *Increased awareness at 12 health stations (8 Barbershops, 3 health providers, and a Community agency) by reaching at least 3,000 Black men.*
7. *Increase rate of FOBT from Woodlawn Health Center and health stations.*

## PROBLEM OR ISSUE

1. Racism
2. Social & economic disparities
3. Poor health status of Black men
4. *Only 30% (compared to 35% for all Americans) of Blacks had FOBT screening in past two years.*
5. *CRC accounts for 10.2% of new cancers and 10.5% of cancer mortality for Black men.*
6. *Lack of access to medical system for screening and follow-up of positive FOBT*
6. Lack of respect toward Black men by the medical Systems.

## COMMUNITY NEEDS/ASSETS

1. Culturally specific respectful medical services
2. Access to medical services *including FOBT screening and needed diagnostic work up in an Integrated medical care system.*
3. *Cultural and gender specific health education messages based on the knowledge, attitudes and beliefs of Black men about CRC .*
4. Black men should design the programs.

## INFLUENTIAL FACTORS

1. Recognition of problems facing Black men.
2. Organizing Black men to act for Justice.
3. Working with community organizations : e.g. churches, and schools.
4. *Emphasis of importance of Screening to health of the family.*
5. *Working with male friendly and trusted institutions: Barbershops*
6. *Use other institutions as "health stations".*



# *Delivery System Design*

## **Goal #1: Increase the Awareness of Colon Cancer among Black Men in Chicago**

- Barbershops (Five Shops)
- Cook County Health Fairs.
- Local Community and Church Events
- Street Outreach
- Project Brotherhood's
  - Fatherhood Class
  - Brotherhood Class
  - Thursday Night Session 4:00- 7:00pm

# *Delivery System Design*

## **GOAL #2: Increase Colorectal Cancer Screening Among Black Men in Chicago**

- Training Barbers to discuss Colon Cancer with clientele while cutting hair, distributing FOBT at barbershops
- Improved and revised the lab tracking methods for the Woodlawn health center
- Posting of visible signs, posters and literature:
  - Lobby area, Waiting Areas
  - Exam rooms
  - Announcements on progress made and reminders to all medical providers at the monthly staff meetings.

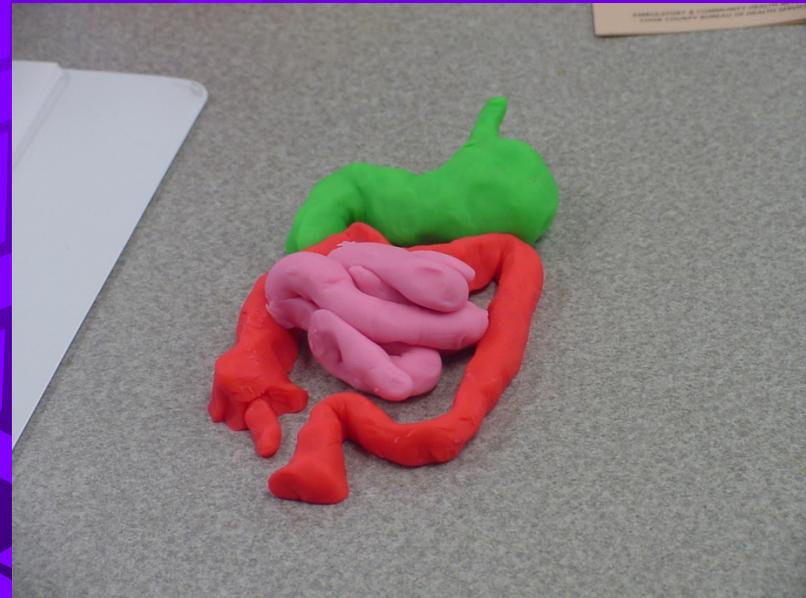
# *Colorectal Cancer Train the Barbers Curriculum*

- Pre-test
- What is Health?
- Determinants of Health
- Project Brotherhood Logic Model
- Health Disparities

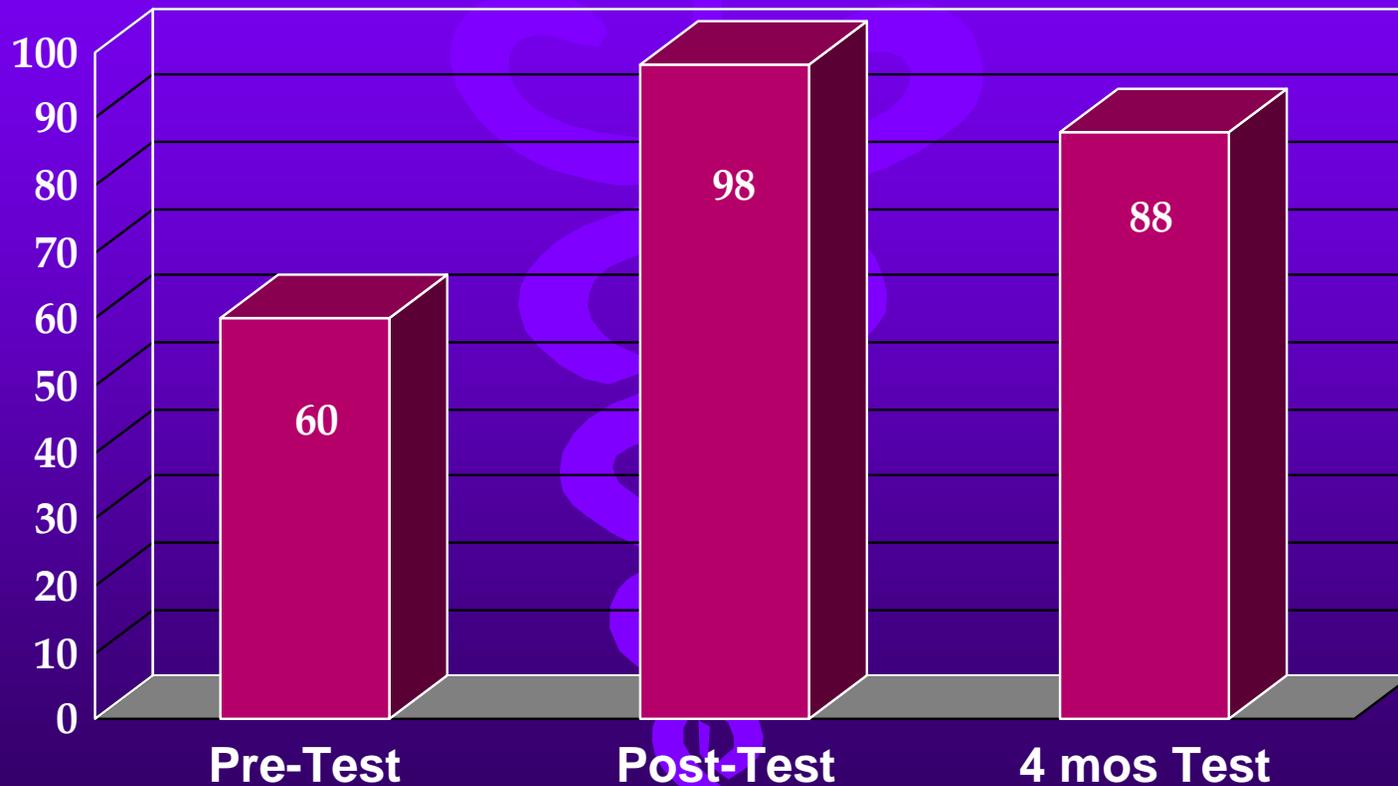


# *Project Brotherhood Colon Cancer Training of the Barbers*

- Anatomy of the Digestive System
- Structure and function
- What is Cancer?
- Colon Cancer Discussion
- Screening Modalities
- Prostate Cancer
- Post-test



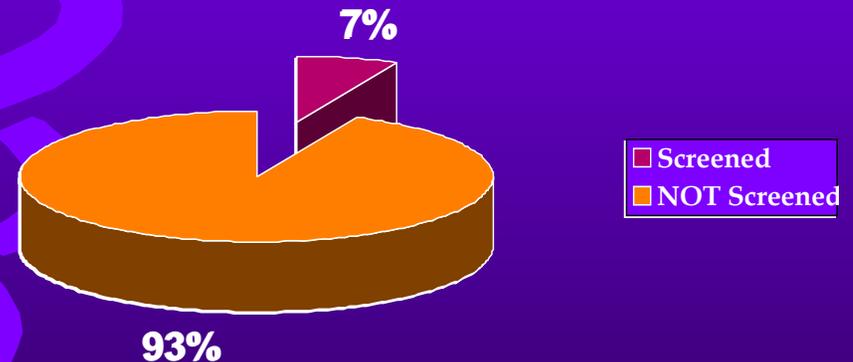
# Barber Training Pre-test/Post-test Evaluation: Percent Correct



# Colorectal Cancer Prevention Program

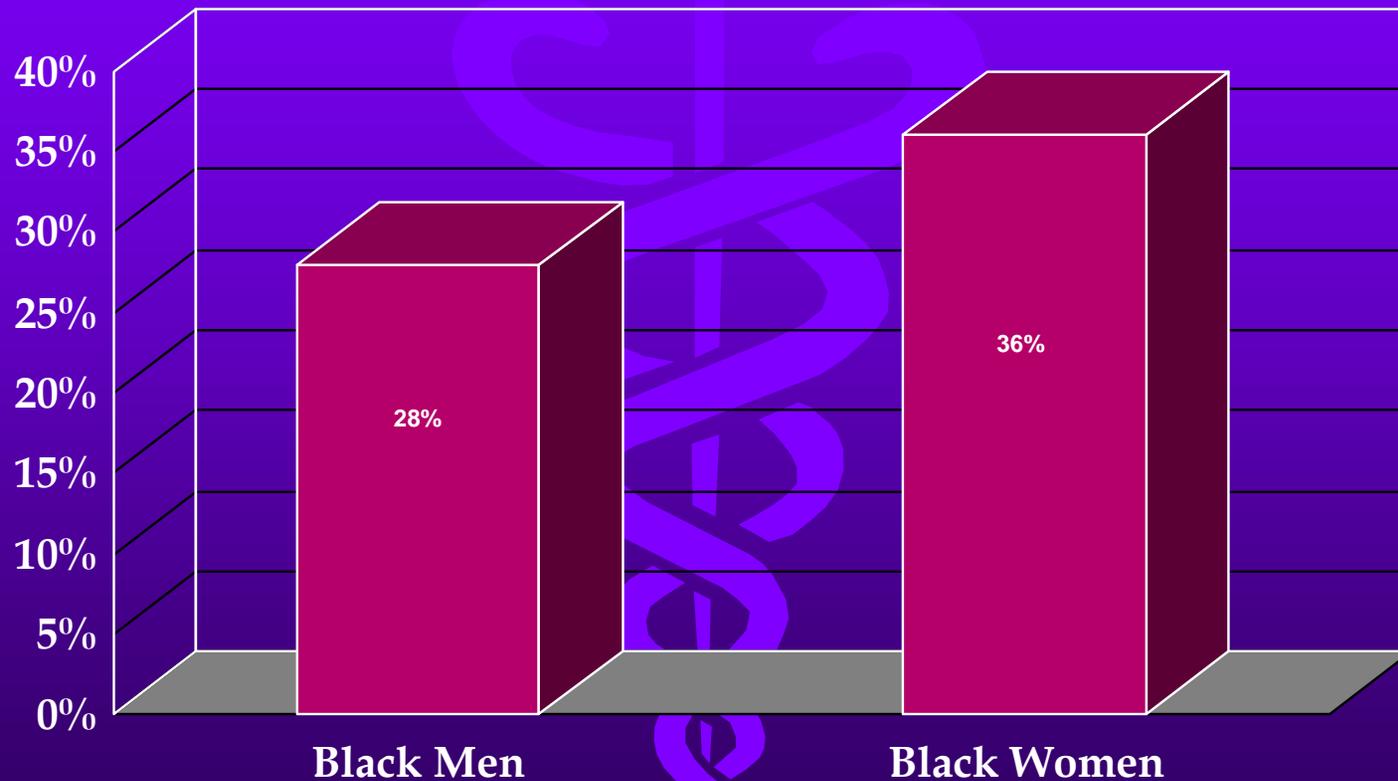
- Objective: Increase screening rate within the Woodlawn Health Center by 25%
- Chart Audit

Woodlawn Health Center Chart Audit  
Overall screening rate N=200



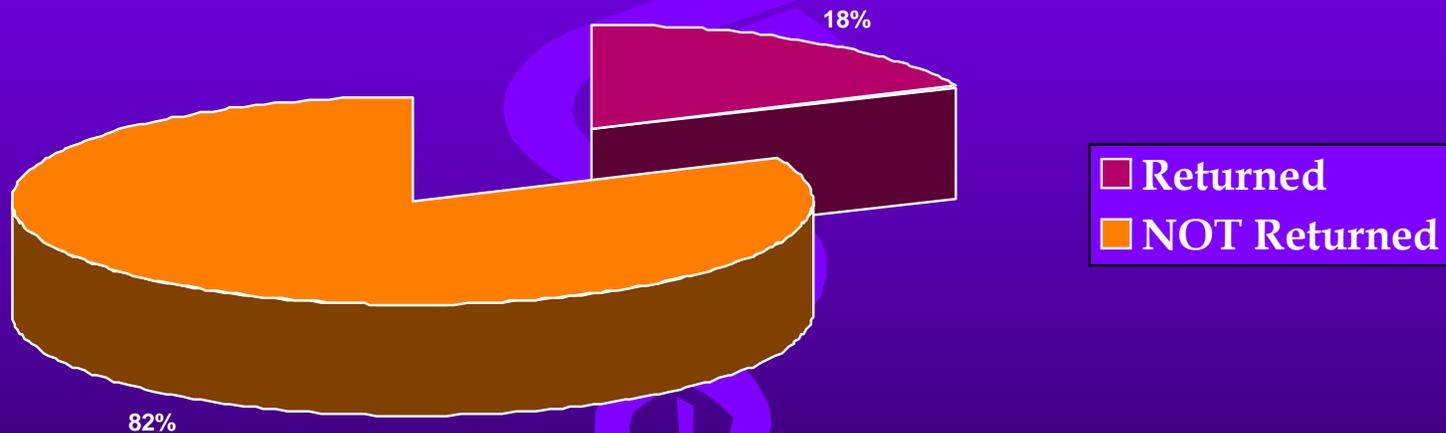
Baseline chart audit: September, 2004

# Woodlawn Health Center Chart Audit : CRC screening offered N=200



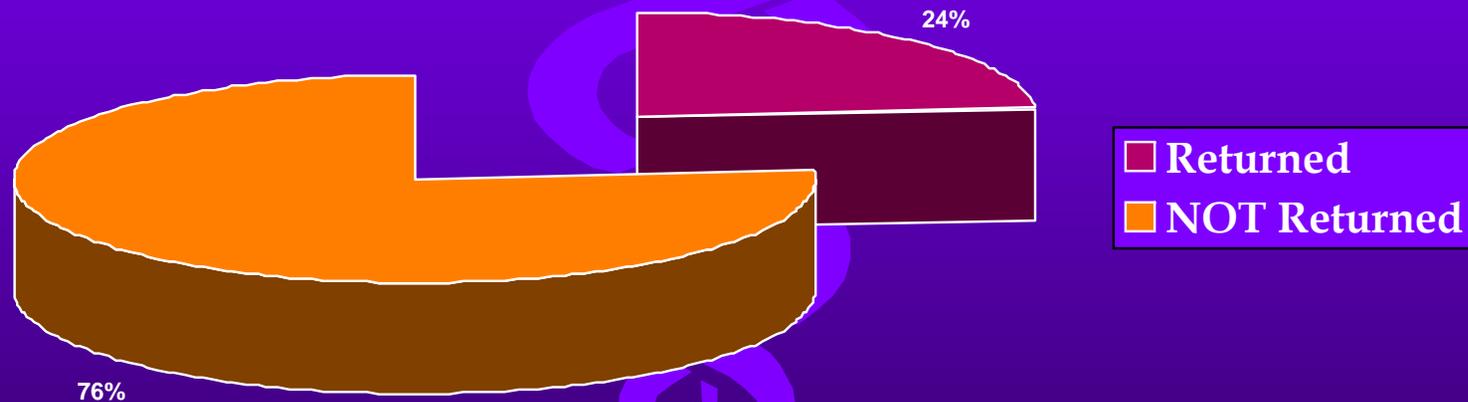
**Baseline chart audit: September, 2004**

# Woodlawn Health Center Chart Audit : CRC screening Compliance rate for hemoccult N=60



**Baseline chart audit: September, 2004**

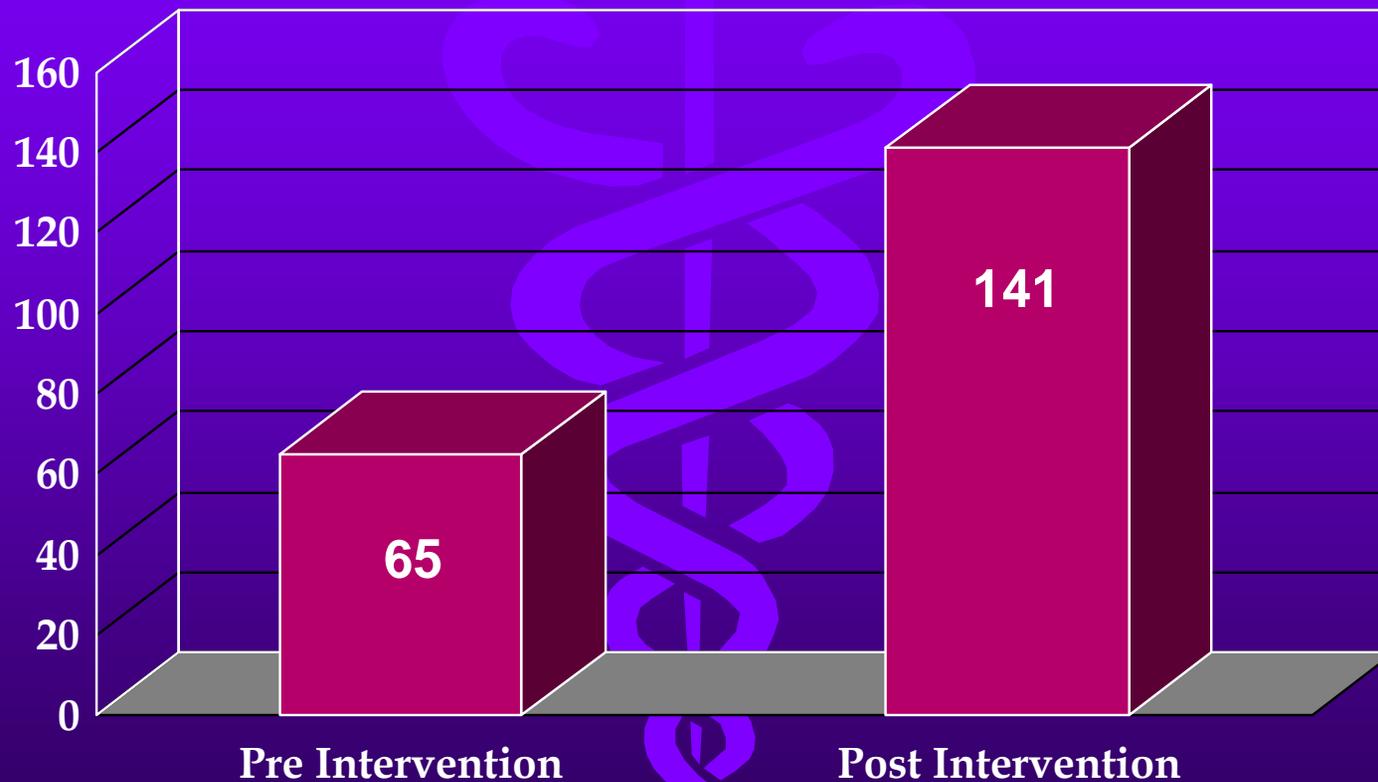
# Community Barbershop: CRC screening Compliance rate for hemocult N=85



Barbershop compliance rate was  
higher than Woodlawn Health Center

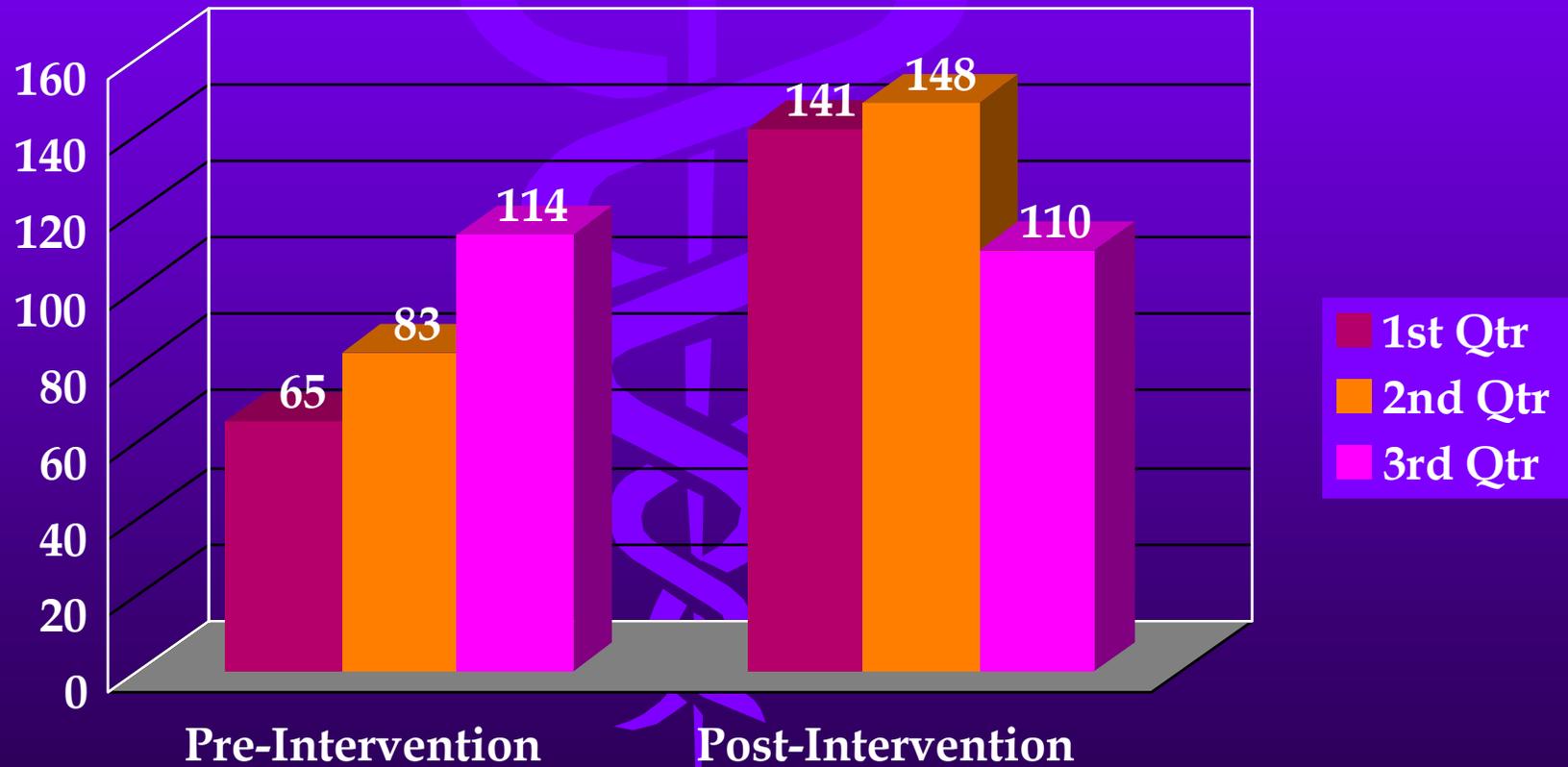
**Barbershop Data: Jan, 2006**

# FOBT Screening Woodlawn Health Center Jan-Mar 2004 vs. Jan-Mar 2005



*There was over a 100% increase in FOBT at Woodlawn during the first quarter after the PB intervention.*

# FOBT Screening Woodlawn Health Center Jan-Sept 2004 vs. Jan-Sept 2005



# The Future of PB and Colorectal Cancer Prevention

- We have extended our outreach efforts to include one of the largest Summer Softball league in Chicago, a community social service program, Dental office, ophthalmology office.
- After a brief period without funding PB has now received a second year of funding from the American Cancer Society.
- PB will push to encourage more men to be screened. Creation of health stations located, where the men are. We will continue to be a positive role model for the community!!



# Conclusion

- Comprehensive Health Logic Model
- Meet the men where they are.
- Efforts to improve the health status of black men require addressing health from a broad perspective, policies must be changed & addressed & requires a strong Culturally Competent Approach
- Follow the Culturally Competent approach follow guidelines already established here in Nova Scotia.
- Model can be adapted by different ethnic groups & cultures.





**Thank you Nova Scotia**

Projectbrotherhood.net

Projectbrotherhood@gmail.com