

***Creating Healthier Communities and  
Congregations:  
How Faith and Community Groups  
Promote Health Equity***



“Instead of driving us apart, our varied beliefs can bring us together to feed the hungry and comfort the afflicted; to make peace where there is strife and rebuild what has broken; to lift up those who have fallen on hard times.”

*-President Barack Obama  
2009 National Prayer Breakfast*



“I’m reminded that faith and values play an enormous role in motivating us to solve some of our most urgent problems, in keeping us going when we suffer setbacks, and opening our minds and our hearts to the needs of others.

*-President Barack Obama  
2012 National Prayer Breakfast*

## The HHS Partnership Center

The Partnership Center **leads** the Department of Health and Human Services' efforts to **build and support partnerships** with faith-based and community organizations in order to **better serve** individuals, families and communities in need.



# Center Priorities

The Partnership Center works alongside faith-based and community partners to:

Educate and Engage Communities on the Affordable Care Act

Reduce Health Disparities

Connect Health Systems and Community Partners

Increase Awareness of Behavioral Health Issues

Partner on Men's Health

Engage Communities on the My Brother's Keeper Initiative



Engaging Communities on the Affordable Care Act

# Health Insurance Marketplace



# The Health Insurance Marketplace

Get the latest resources to help people apply, enroll, and get coverage at Marketplace.cms.gov

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**CMS.gov** | Health Insurance Marketplace  
Centers for Medicare & Medicaid Services

Type search term here Search

Get email updates

## Health Insurance Marketplace

Welcome to the official Marketplace information source for assisters and outreach partners.

On this site, you'll find information about assister programs and tools to help existing and new Health Insurance Marketplace consumers.

[Applications, Forms, & Notices](#) > [Technical Assistance Resources](#) [Outreach & Education](#) >

**Spotlight**  
Open for Business: get the fillable outreach poster

**About Assister Programs**  
Get the latest guidance on Assister and Champions Programs, and apply

**Training**  
Get training for navigators, agents, brokers and other assisters

# 4 Ways to Get Marketplace Coverage

## Online

Visit **HealthCare.gov** to apply and enroll on the web. This is the fastest way to get covered.



## Over the phone

Call the Marketplace Call Center at **1-800-318-2596**. TTY users should call **1-855-889-4325**. A customer service representative can help you apply and enroll over the phone.



## In-person help

Get help from people in your community trained to help you apply and enroll in the Marketplace. Visit **Localhelp.HealthCare.gov**



## Paper application

Fill out and mail in a paper application. You'll get eligibility results in the mail within 2 weeks.

# How Faith and Community Leaders Can Help People Get Coverage

**Encourage community members** to visit [HealthCare.gov](https://www.healthcare.gov) and sign up for email updates about the Marketplace.

Go to [www.hhs.gov/partnerships](https://www.hhs.gov/partnerships) to get information on webinars and toolkits and bulletin inserts

**Call the HealthCare.gov Call Center** 24/7 at **1-800-318-2596**. TTY users can call 1-855-889-4325.

**Download** fact sheets, PowerPoint presentations, brochures, posters, and web badges in multiple languages from [Marketplace.cms.gov](https://www.marketplace.cms.gov).





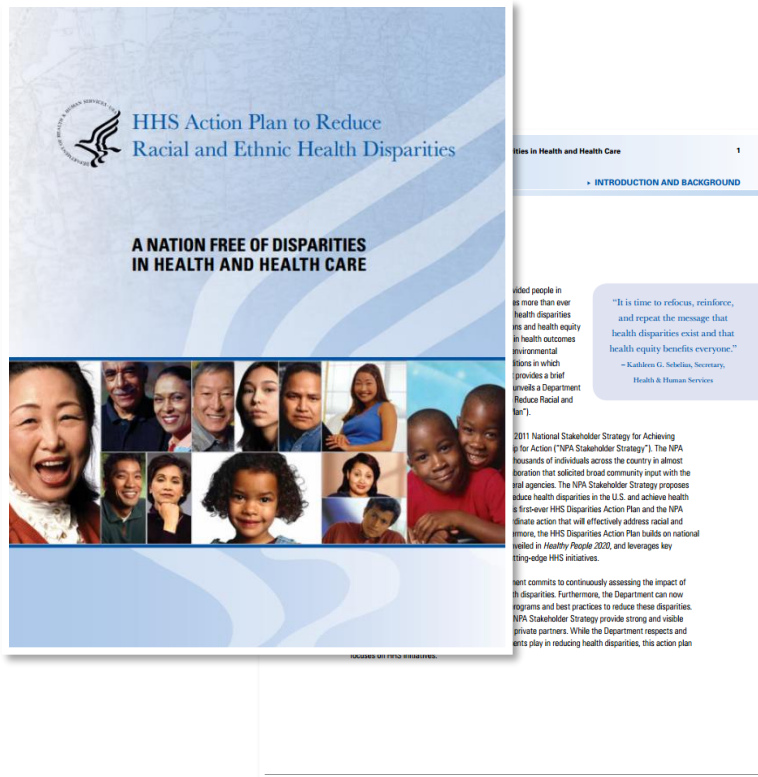
## Case Study on ACA: The National Baptist Convention USA, Inc

The National Baptist Convention USA, Inc has partnered with HHS for three Open Enrollment periods. During last year's Open Enrollment, the denomination, sponsored 300 enrollment events; published blog posts and op-eds on the ACA; participated in Ladies Wear Blue for Men's Health; and disseminated the Partnership Center ACA toolkit through their social media networks.



*Director Acacia Bamberg Salatti and the HOPE team.*

# Reducing Health Disparities



The Partnership Center focuses on health disparities in minority communities through our efforts to:

- Address the importance of seasonal flu immunization
- Promote heart health
- Fight chronic health conditions.

HHS Action Plan to Reduce Racial and Ethnic Disparities



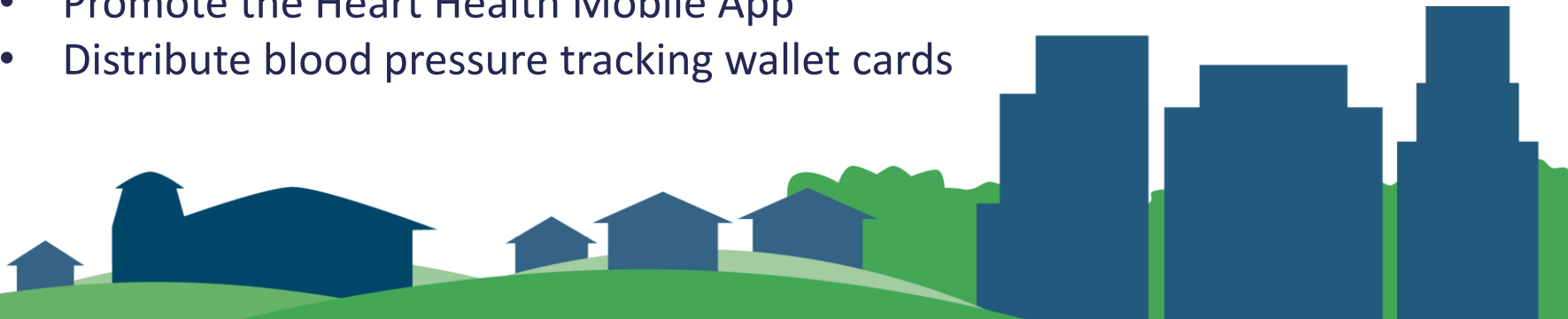


## 100 Congregations for Million Hearts

**Million Hearts® is a national initiative to prevent one million heart attacks and strokes by 2017. *100 Congregations for Million Hearts* is a faith-based initiative to increase awareness and action around high blood pressure and heart disease prevention.**

Congregations in Baltimore, Chicago, Philadelphia, San Diego and Tulsa, Oklahoma designated as Million Hearts Advocates commit to two of the following heart health activities:

- Establish and/or strengthen relationships with community health workers
- Distribute messages about high blood pressure control
- Promote the Heart Health Mobile App
- Distribute blood pressure tracking wallet cards



# Case Study: Combatting Seasonal Flu Through the Interfaith Health Program

“The Center’s work with IHP, the Office of Minority Health, and the flu outreach initiative with Walgreens expertly leveraged national public and private resources and efforts so that they were accessible to local communities and families most in need.”

*-Mimi Kiser*

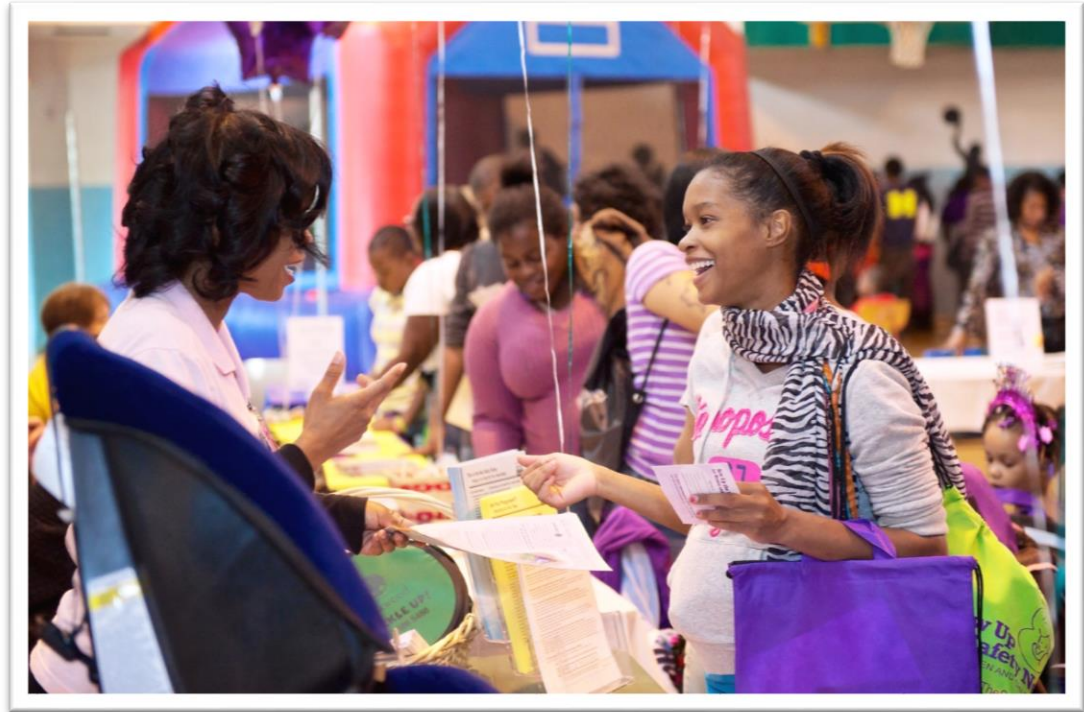
*Interfaith Health Program*



# Helping Health Systems Connect to Community Partners

Through the HHS-facilitated Health Systems Learning Group, over 450 nonprofit hospitals from around the country are working together to

- Make a positive impact on population health and
- Deal concretely with factors driving up healthcare costs.





# Case Study: The Health Systems Learning Group

“The Office has listened to the faith-based and neighborhood-based healthcare organizations and ... linked us to other government expertise such as the Surgeon General's office and regional HHS leadership, as well as technical insight from IT and CMS Innovation.”

*-Reverend Gary Gunderson, Secretary, HSLG  
Wake Forest Baptist Medical Center*



HSLG Meeting, Henry Ford Health System, Detroit, October 2012



# Partnering on Men's Health: Ladies Wear Blue

**#wearblue4men**



Whether they are our fathers or sons or neighbors or even faith leaders, men's health is a critical issue in our communities. Women serve as trusted voices and influencers to the men in their lives on a variety of issues, including their health. To support the good health of men in your communities and congregations, post a picture on social media using the hashtag **#LadiesWearBlue**.



# The President's My Brother's Keeper Initiative

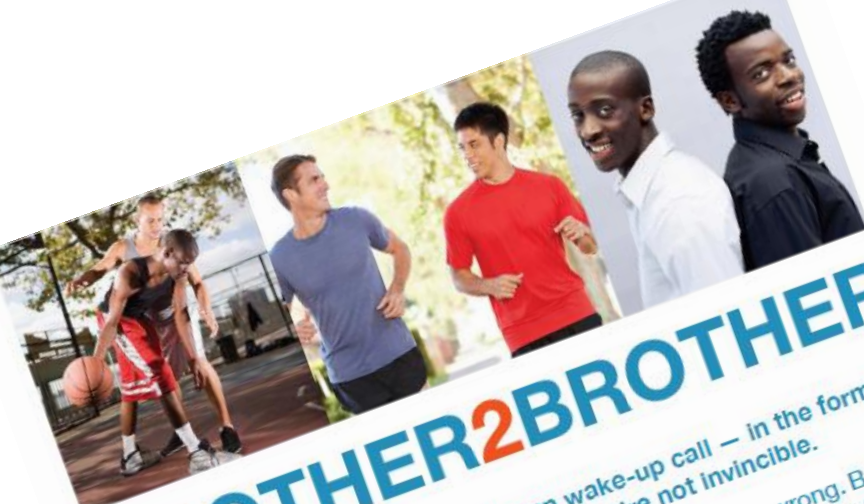


My Brother's Keeper is a national effort to address persistent opportunity gaps faced by boys and young men of color and ensure that all young people can reach their full potential.

Through the President's My Brother's Keeper initiative, we are encouraging faith-based and community groups to take important steps to connect young people to mentoring, support networks, and the skills they need to find a good job or go to college.







# BROTHER<sup>2</sup>BROTHER

For too many of us, it takes a sudden wake-up call — in the form of a health crisis — to make us realize that we're not invincible.

A lot of us don't talk about our health until something goes wrong. But times are changing and we can change too. The availability of new, affordable health care coverage can invest not only in your own health, but in the health of our families and communities. Let's start talking with each other about our health, **BROTHER<sup>2</sup>BROTHER**.

## HERE ARE 3 QUESTIONS YOU CAN ASK YOURSELF AND THE MEN IN YOUR LIFE TO GET THE CONVERSATION STARTED.

1. When was your most recent doctor's visit? What was it like?
2. What is the best reason you have to care about your health and to be healthy?
3. What can you do today to start living a healthier life?

You have the power to take health care into your own hands.

To learn about how to get affordable health care coverage, visit [www.HealthCare.gov](http://www.HealthCare.gov). Together, let's create a brighter and healthier future for us all — **BROTHER<sup>2</sup>BROTHER**.

 **The Partnership Center**  
Center for Faith-based and Neighborhood Partnerships  
U.S. Department of Health and Human Services

[HealthCare.gov](http://HealthCare.gov)

# 5 THINGS EVERY MAN NEEDS TO KNOW ABOUT STAYING HEALTHY

## Don't eat your heart out.

Heart disease is the number 1 killer of men. Eating right is one way to fight back, so make half your plate fruits and veggies.



## Get fit.

Men live 5 years less than women on average. Just 2½ hours of exercise each week may help you live longer.

## Play it safe.

Each year, injuries land 1 in 7 men ages 18 to 45 in the ER. Be careful on the playing field, at work, and on the road—and make sure you have health insurance for when you do trip up.



## Team up with your doc.

Men are 24% less likely than women to have seen a doctor in the past year. Get the checkups and tests you need to live longer and stronger.

## Save on the costs.

Health insurance can get flu shots, blood pressure and stop-smoking programs at no cost. Visit [www.HealthCare.gov](http://www.HealthCare.gov) to learn more about how to get the coverage you need.



[HealthCare.gov](http://HealthCare.gov)

# Increasing Awareness of Mental Health Issues



Mental health is an essential element of health and well-being. When individuals and families experience mental illness, many turn to trusted friends and faith leaders. A movement is growing of faith, community, and health leaders working together to create a health system that meets the needs of are adding value by creating environments of trust, healing, and safety during times of mental illness or extreme stress.

# How Faith and Community Leaders Can Support Individuals Experiencing Mental Health Problems

**Learn the basic signs** of mental illnesses and other facts about mental health. Understand that people can and do recover from mental health challenges and that help is available and effective.

**Connect individuals and families** within your community to mental health treatment and support if they or a loved one needs help.

**Build a safe and supportive environment** in your congregation or civic organization where people can openly talk about mental health issues.

**Promote awareness** by educating your congregations and communities about mental health issues through educational forums and other opportunities. You can invite local mental health experts – including those who have experienced mental illness – to speak with your congregation or at community gatherings.



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

**— Dr. Martin Luther King, Jr. in a  
speech to the Medical Committee  
for Human Rights, 1966**





# Health Care Resources

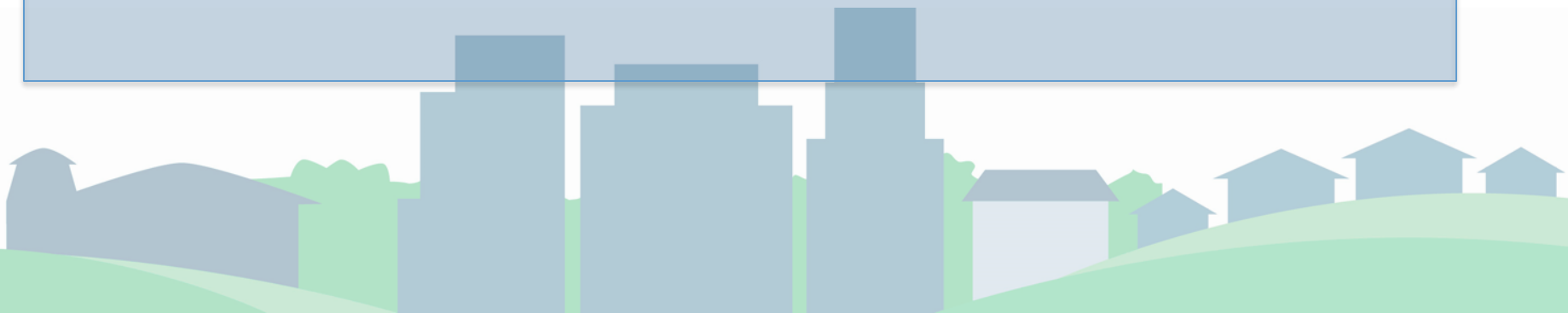
## Health Insurance Marketplace

Get answers to your questions by **exploring [HealthCare.gov](https://www.healthcare.gov)**, clicking on the Individuals and Families tab and other pages. Sign up for email updates about the Marketplace on **[HealthCare.gov](https://www.healthcare.gov)**.

Call the Call Center 24/7 at **1-800-318-2596**, TTY users should call 1-855-889-4325

Explore **social media tools such as videos, Twitter, and Facebook.**

Go to the Marketplace at **[HealthCare.gov](https://www.healthcare.gov)** and apply for health insurance coverage, compare all of your options and enroll in a plan.



# Health and Wellness Resources

## Communities on the Move! Resources and Success Stories

This site offers resources, community practices, curricula and other ideas to help your community make healthy choices the easy choices! It includes helpful links to federal resources to help guide efforts on wellness leadership, healthy eating, access to healthy, affordable food, and physical activity.

[HHS.gov/partnerships/letsmove](https://www.hhs.gov/partnerships/letsmove)

## 100 Congregations for Million Hearts

Become a Congregation for Million Hearts by e-mailing [MillionHearts@cms.hhs.gov](mailto:MillionHearts@cms.hhs.gov). Explore [MillionHearts.hhs.gov](https://www.millionhearts.gov) for more information on the Million Hearts Initiative.



# Mental Health Resources

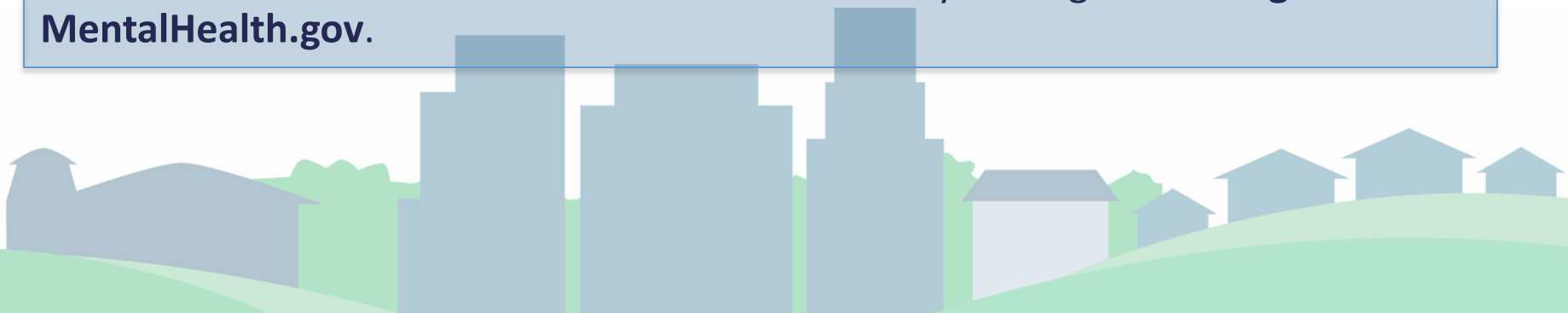
## Emergency

If the situation is potentially life-threatening, get immediate emergency assistance by calling **911**, available 24 hours a day.

If you or someone you know are suicidal or in emotional distress, contact the **National Suicide Prevention Lifeline at 1-800-273-TALK (8255)**. Trained crisis workers are available to talk 24 hours a day, 7 days a week.

To find help in your community, contact the Substance Abuse and Mental Health Services Administration's (SAMHSA's) **Treatment Referral Line at 1-800-662-HELP (4357)**, available Monday through Friday from 8 a.m. to 8 p.m. EST.

You can also access the **Treatment Locator** online by visiting **SAMHSA.gov** or **MentalHealth.gov**.



# Get Connected!

Twitter

@PartnersforGood

Website

[www.hhs.gov/partnerships](http://www.hhs.gov/partnerships)

Partnerships Newsletter  
[www.hhs.gov/partnerships](http://www.hhs.gov/partnerships)

ACA Stakeholder Updates  
[ACA101@hhs.gov](mailto:ACA101@hhs.gov)



Partnerships for the Common Good: A Partnership Guide for Faith-based and Neighborhood Organizations



# Federal Office and Centers for Faith-based and Neighborhood Partnerships



Corporation for  
**NATIONAL &  
COMMUNITY  
SERVICE** 



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