



October 2, 2005

Colleagues,

We are most pleased that you made the decision to attend the 2nd National Center's Symposium on Health Behavioral Change: Disease Prevention & Health Promotion. Hopefully, you will participate in the full Symposium for the content is going to be revealing, helpful, informative, behaviorally and intellectually challenging.

The format for the Symposium utilizes the "Market Place Concept" adopted from Plato's Academy and its scholar's practice of daily visiting the local market place and engaging in discourse on philosophical and theoretical notions with clusters of people Engaged in the marketing process. This methodology ensures relevancy of the theory and notions developed for they will influence events and behavioral norms of the day. Hence, the process ensures that the scholars' work is grounded in reality. The market place process, therefore, becomes the ultimate "referee" process and filter through which the National Center's scholarly and information dissemination work will flow.

This Symposium, therefore, is organized as a "market place" where we have invited health professionals and community based organizations; people that are engaged in drug abuse recovery and/ or HIV, hypertension, cardio-vascular disease and related health issues to participate. Hence, this dynamic mix includes scholars, theory builders and practitioners involved in primary, secondary and tertiary prevention and interventions on behaviorally related issues whereas a dynamic discourse will take place.

Please remain cognizant of the fact that approximately 96% of the morbidity and mortality rates experienced in our community are preventable and we should therefore do all in our collective power to prevent disease and promote health.

This audience represents a true two directional exchange of knowledge and insights. Some time for the discourse is reflected in the schedule and informal opportunities are also available. We are seeking both verbal input as well as written comments from the ensuing discourse.

The aim is to strengthen all of the Symposium presentations which subsequently will be published by the National Center for Health Behavioral change in books, monographs, occasional paper series and other formats as indicated. Further, all of the presentations will be made available through an electronic data base, emails and through our web-site at www.nchbc.org. As our Symposium participant you are vital to the success of this total effort. Please remain cognizant of the fact that approximately 96% of the morbidity and mortality rates experienced in our community are preventable and we should therefore do all in our collective power to prevent disease and promote health.

Again, we deeply appreciate your involvement, input and energy as we continue to push the envelope even further toward achieving optimal health and expanding community based practice. With warmest regards,

Jay Carrington Chunn, Ph.D
Director/ Principal Investigator
National Center for Health Behavioral Change

This three day Symposium will provide a Market Place Exchange for public health practitioners, psychiatrists, psychologists, social workers, counselors, community-based organizations, the afflicted and affected as well as other public and community health professionals. These experts will present cutting edge research, exchange ideas and developments in public health prevention and engage in dialogue which will impact the state of health behavioral change in our communities. This hopefully will have a significant impact on the under served, high-risk populations and the general public. The Symposium's Objectives are as follows:

To ultimately reduce the morbidity and mortality rates of African Americans and People of Color from preventable disease and to educate the public to become aware of optimal health and the role that prevention plays in impacting wellness outcomes. Further goals are as follows:

1. To assemble top scholars and practitioners from the health behavioral and social science fields coupled with persons from community CBO's along with the afflicted and affected to constitute the "market place" upon and through which our presentations and subsequent publications can be heard, reacted to and refined in a true market place discourse.
2. To produce subsequent to the Symposium books, monographs, occasional papers, electronic database retrieval materials and similar products for national distribution to schools of Public Health, medicine, psychology, social work and related health and social science disciplines as well as to the general public and community based organizations.
3. To assist in closing the gap and disconnect between knowledge and ways people behave in regards to health and health related issues with the advancements of theoretical and practical notions, strategies and tactics designed to carryout the same. This goal should impact individuals, groups and public policy as well.
4. To impact high-risk and under served communities along with people of color in special ways while making our products also ultimately consumable by the enlightened general public in search of innovative and enriching new directions in health behavioral change. The ultimate impact will be on knowledge, strategies and outcomes to assist in closing the gap in health disparities and moving the community toward optimal health.

We're bringing together many of best minds in health, social and behavioral sciences and community based organizations regarding change in a "Market Place" format with keynote speakers & panelists with discourse & dialogue using "Plato's Academy" format. All of the presentations will be subsequently published and/or disseminated to insure ongoing impact and knowledge development.

The National Center for Health Behavioral Change is primarily funded by the Kellogg Foundation.
The National Center's Goals are as follows;

1. To develop health behavioral change curricula materials including advanced learning modules, monographs, and occasional papers for use by schools of public health, psychiatry, psychology and other health related disciplines,
2. To identify the most pressing research needs regarding health behavioral change and commission research and also submit proposals to agencies and foundations to conduct research on health behavioral change areas. The research will be conducted under the leadership of the National Center for Health Behavioral Change,
3. To develop training materials for practitioners of public health and related disciplines on cultural competence as practiced in cross-cultural behavioral change in partnership with the Multi-Cultural Task Force of the American Counseling Association,
4. To provide technical assistance to schools of public health and related disciplines in developing health behavioral change curriculum and to integrate cultural competence content into their course work including epidemiology, bio-statistics, health policy, health education and other areas of the curriculum, and
5. To convene many of the best minds nationally in the health behavioral change field including psychiatry, psychology, social work, nursing, counseling, public policy and other health related discipline to further identify advance theoretical notions and further health behavioral change.
6. To identify and further develop scholarship of application to foster community based practice within new practice constructs and conduct practice focused research with the objective of validating community based practice. Emphasis will be placed on disseminating findings through consultations, curriculum materials, monographs and through multi-media methodology including distance learning-web based programs, CD ROMS, video tapes and other readily accessible means.

This Symposium helps to accomplish several of the above goals especially regarding developing articles, books, monograms, training manuals and similar materials. The symposium also impacts public policy through engagement of key policy makers in government and the private sector.

The National Center is thankful for the involvement of our Senior Fellows and volunteers that give of their valuable time to help achieve the goals of the Center. Please come and join us in our quest to positively impact the quality of life of those in need of health awareness.

Symposium Schedule & Presenters

The 2nd Annual National Symposium on Health Behavioral Change: Disease Prevention & Health Promotion

Sunday, October 2, 2005

6:00 pm - 7:00 pm Networking Reception

7:00 pm - 9:00 pm *Dinner - Evening Program*

Dr. Elaine McDowell, General Service Board of Alcoholics Anonymous Former Director, Center for Substance Abuse Prevention

Invocation

Rev. Dr. Lucy Perez, Director of Health Division
National Association for the Advancement of
Colored People, (Sr. Fellow)

Welcoming Remarks:

Ms. Vivian Jones, Sr. Vice President for Operations,
Bon Secours Health System, Baltimore, MD.

Dr. T. Joan Robinson, Provost and Vice President for Academic
Affairs, Morgan State University

Dr. Patricia Welch, Dean, School of Education and Urban Studies,
Morgan State University & President, Baltimore City School
Commission

Mr. Israel Cason, CEO, Commentary and Update "I Can't, We Can",
Community Drug Treatment Agency

The Occasion

Dr. Jay Carrington Chunn, Director/Principal Investigator
National Center for Health Behavioral Change

Dinner

Keynote Speaker

The Honorable John Conyers, Jr.
Congressman-Detroit, Michigan

*Presentation of The John Chissell Life Time Achievement
Award - Dr. Anna McPhatter, Chairperson, Awards Committee and
Chair, Social Work Department (BSW, MSW, Ph.D) Morgan
State University*

Monday, October 3, 2005

8:00 am - 9:00 am Continental Breakfast

White Oak Room

The National Health & Civil Rights Forum

9:00 am Opening Remarks & Introduction of Moderator,
Dr. Jay Carrington Chunn, Director/Principal Investigator

9:15 am - 9:30 am Dr. Lucy Perez, Director of Health Division
**National Association for the Advancement of
Colored People, Moderator**
Remarks and Introductions

9:30 am - 10:00 am **Keynote Speaker**
Atty Dennis Hayes, Esq. Chief Legal Counsel, NAACP

Discussant Panel

10:00 am - 10:10 am Dr. Barbara Krimgold, Sr Program Director, Center for Health
Policy, Washington, DC. (Sr. Fellow)

10:10 am - 10:20 am Dr. Rena Boss-Victoria, Coordinator of Internships, Morgan
State University School of Public Health

10:20 am - 10:30 am Mr. John Milton Wesley, Marketing Consultant,
Columbia, MD. (Sr. Fellow)

10:30 am - 10:45 am **Discourse**

10:45 am - 11:10 am **Keynote Speaker**
*Dr. Donna Christensen, Chairperson,
Congressional Black Caucus Health Brain Trust*

Discussant Panel

11:10 am - 11:20 am Ms. Laurie Nsiah-Jefferson, Post-Doctoral Fellow
Center for Health Policy, Washington DC.

11:20 am - 11:30 am Dr. Gail C. Christopher, Director Health Policy Program
Joint Center for Political & Economic Studies,
Washington, DC. (Sr. Fellow)

11:30 am - 11:45 am **Call to Action -**
Dr. Jay Carrington Chunn, Director/Principal Investigator

12:00 pm - 12:15 pm

Discourse

12:15 pm - 1:30 pm

Working Lunch

Dr. Gwendolyn Prater, Presiding (Sr. Fellow)
Dean, School of Public Service, Jackson State University
Jackson, MS.

Invocation

Ms. Angela Jackson, HIV Pediatric Program

Dr. Allan Noonan, Dean, Morgan State University
School of Public Health

Commentary

Luncheon Speaker

Dr. Carl C. Bell, Psychiatrist, CEO and President
Community Mental Health Council
Chicago, IL (Sr. Fellow)

The Sanity of Survival

Discourse

Panel 1

Dr. Anna McPhatter, Chairperson, Social Work Department
Morgan State University (Sr. Fellow)
Facilitator

1:40 pm - 2:00 pm

Ms. Erma Perry, Rehabilitation Counseling, CEO, Morgan and
Associates (Sr. Fellow)

**Wisdom Coaching-Optimal Healthcare
and Weight Management**

2:00 pm - 2:20 pm

Dr. Marilyn Gaston, Co-Director, Gaston and Porter Health
Institute,(Formerly Assistant Surgeon General, US Public
Health Service)

**Health of Black Women: Prime Time and Health
Related Issues**

2:20 pm - 2:40 pm

Dr. Gillian Barclay, Director of Evaluation, Health Division,
The Kellogg Foundation, Battle Creek, Michigan

Obesity and Black Women: What is Your Social Value?

- 2:40 pm - 3:00 pm Dr. Annelle Primm, Director of Minority and National Affairs (Sr. Fellow) American Psychiatric Association & Ms. Tracee Bryant, Executive Director, Black Mental Health Alliance (Sr. Fellow)
Depression and Emotional Issues Regarding Obesity & Weight Management of Black Women
- 3:00 pm - 3:20 pm Dr. Daniel Castro, Director of Residency Training, Family Practice, UCLA and Dr. Raquel Soto Professor, Family Practice, Los Angeles, CA. (Sr. Fellows)
Health Disparities: Health Promotion, Nutrition, Exercise
- 3: 20 pm - 3:40 pm **Discourse**
- Panel 2** Dr. Roosevelt Jacobs, Professor of Psychiatry / Charles Drew University MLK of Medicine and Sciences, Los Angeles, California (Sr. Fellow)
Facilitator / Community Commentary, Mr. George Laney, Rehabilitation Counselor
- 3:45 pm - 4:05 pm Dr. Mercedes Martinez, Consulting Psychiatrist, Mercy Hospital Chicago, IL. (Sr. Fellow)
Postpartum Depression: Detection, Diagnosis, and Treatment Updates
- 4:05 pm - 4:25 pm Dr. Rena Boss-Victoria, Coordinator of Internships, Morgan State University School of Public Health (Sr. Fellow)
The R.A.R.E Project Research Methodology and Analyses
- 4:25 pm - 4:45 pm Dr. Rueben Warren, CDC and Interdenominational Theological Center, Atlanta, GA. (Sr. Fellow)
The Impact of Horizontal and Vertical Dimensions of Faith On Health and Health Care
- 4:45 pm - 5:05 pm Dr. Kirk Henny, Fellow, Center for Disease Control and Prevention (CDC) Atlanta, GA. (Sr. Fellow)
Violence Among Unstably Housed Adults Living With HIV: Preliminary Analysis
- 5:05 pm - 5:25 pm Dr. Obie Clayton, Professor and Chair of Sociology Department and Executive Director, Morehouse Research Institute, Atlanta, GA
Correlates of Youth Homicide
- 5:25 pm - 5:50 pm **Discourse**

6:10 pm - 7:30 pm

Reception - Informal Discourse Opportunity and Networking

7:30 pm

Dinner (Open)

Tuesday, October 4, 2005

8:00 am - 8:30 am

Continental Breakfast

Panel 3 Dr. Jerome Schiele, Director, Social Work Doctoral Program
Morgan State University
Facilitator

8:30 am - 8:55 am

Dr. Harold Aubrey, Vice Provost for Institutional Research
Bowie State University (Sr. Fellow)

Selected Multivariate Procedures Useful In Public Health Research

8:55 am - 9:15 am

Dr. Isaiah Perkins, Professor of Public Health
Jackson State University, Jackson, MS. (Sr. Fellow)

Social Epidemiology Paradigm Shift To Prevention And Health Promotion

9:15 am - 9:40 am

Dr. Tricia Bent-Goodley, Professor of Social Work, Howard
University School of Social Work, Washington, DC.

Domestic Violence Among African Americans

9:40 am - 10:05 am

Dr. William B. Lawson, Professor and Chairman,
Psychiatry, Howard University Hospital and Medical School
Washington, DC. (Sr. Fellow)

Ethnic Awareness on Racism

10:05 am -10:25 am

Discourse

Panel 4 Ms. Christine Smith, Doctor of Public Health Program,
Morgan State University, School of Public Health
Facilitator

10:30 am - 10:55 am

Dr. Dinker Ravel, Professor of Marketing, Morgan State
University & Professor Bala Subramanian, Marketing
Morgan State University (Sr. Fellow)

A Social Marketing Framework For Changing Policy Makers Mind Set To Address Disparities and Public Health

10:55 am - 11:15 am

Dr. Linnell King, Founder
Vital Choices Foundation and Attending Physician
At Naval Community Hospital, Naples, FL. (Sr. Fellow)

Social Marketing: A Successful Tool, But Who Are We Targeting?

- 11:15 am -11:40 am Dr. William McMiller, Psychiatry, Consulting Psychiatrist Salud Family Health Center, Dr. Mercedes Martinez, Consulting Psychiatrist Mercy Hospital, Chicago, IL. (Sr. Fellow)
Blood Level Testing In A High Risk Community: Implications For Minority Child Mental Health
- 11:40 am - 12:00 pm Dr. Raymond Winbush, Director, Urban Research Institute, Morgan State University (Sr. Fellow)
Who's Endangering Black Boys?
- 12:00 pm - 12:20 pm Dr. Portia Cole, Post-Doctoral Fellow and Professor School of Social Work, Virginia Commonwealth University
Women of Color, Their Work and Mental Health: Multiple Roles, Coping Strategies And The Impact on Organizational Commitment
- 12:20 pm - 12:40 pm Dr. Linda Myers, Dean, School of Psychology, The New College San Francisco, CA. (Sr. Fellow)
Dying for Equality, Social Justice, And Psychological Social And Cultural Dimension of Health
- 12:40 pm - 1:00 pm **Discourse**
- Working Lunch**
- 1:00 pm - 2:30 pm Dr. Anna McPhatter, Chairperson of Social Work Department Morgan State University, Baltimore, MD
Presiding and Commentary
- Lunch Invocation**
Rev. Brother Al Moye, B.U.I.L.D Fellowship
- Delegate Shirley Nathan Pulliam
Commentary - State Health Disparity Legislation & Health Policy
- Mr. Leroy Issacs - Commentary on Community Implications
Baltimore City College (Sr. Fellow)

Workshop Presenter

Dr. Michael D'Andrea, Professor of Counseling Education
University of Hawaii, Honolulu, Hawaii (Sr. Fellow)

**Training Manual for Integration of Multi-Cultural
Content Into Public Health Curriculum:
(With Implications For Other Health Professions)**

2:30 pm - 2:45 pm

Closing Remarks & Future Directions,
Dr. Jay Carrington Chunn, Director/PI NCHBC

2:45 pm - 3:45 pm

Senior Fellow's Meeting
Radisson Cross Keys Hotel
The Woodland Room

Speakers and Content

(Examples-Partial Listings)

Selected Multivariate Procedures Useful in Public Health Research *Dr. Harold L. Aubrey*

Engaging methods of multivariate analysis used for research purposes is a process in which many novice researchers experience significant struggle. One of the most basic reasons that this phenomenon is so prevalent is due to its lack of solid training in fundamental concepts. As a result of this wide spread phenomenon, more short-term training and consultation for novice and experienced researchers are needed to address this problem. Therefore, this presentation will discuss and demonstrate some simple strategies for the conception, design, collection of data, analysis of data, and interpretation of results. The statistical methods that will be used in this presentation will be Analysis of Variance, Discrimination Function Analysis, Odds Ratio Analysis, and Chi Square Test of Independence.

The Sanity of Survival *Dr. Carl C. Bell*

Dr. Bells Presentation will first highlight the public health principles and challenges found in his new book, "The Sanity of Survival." He will illustrate the need to gather physical and mental health norms on African-Americans that vary by class; this will be accomplished by discussing four content areas (the biologic measures of health in African-Americans, patterns of violence in non mentally ill and mentally ill African-Americans, and the prevalence of isolated sleep paralysis in African-Americans). Second, using two of his research interest (Misdiagnosis of African-Americans with Manic-Depressive Illness and Children's exposure to violence) as well as discuss the infrastructure needed to do empirical research on African-American issues. Using his research on children exposed to violence and violence prevention, Dr. Bell will highlight an essential paradigm shift of moving from "deficit" model to a "strength" model.

Health Disparities *Dr. Daniel B. Castro & Dr. Raquel Soto*

Communities of color are disproportionately affected by health disparities. The prevailing attitude is that enough health care will eliminate this challenge. However, medical care focuses largely on diagnosis and management of illness to the exclusion of basic prevention strategies. Our present health delivery system has not capitalized on the social strengths of populations that can translate into meaningful intervention and preventive strategies. We have developed a health promotion program that is community based and links participant's culture and social support system to education sessions on nutrition and exercise. People know intrinsically what is good for them, the change lies in linking knowledge to behavior change. We will discuss the theory, application, and early outcomes of this program.

Correlates of Youth Homicide

Dr. Obie Clayton

This presentation will explore the casual factors associated with youth violence. Key variables identified includes gun availability, school performance, and family structure. Discussion of these variables will raise other key issues for discourse with emphasis on prevention. Youth violence is increasing in our society and in the black community. More scientific data and information is needed to modify the tragic outcomes that violent behavior engenders.

Women of Color, Their Work and Mental Health: Multiple Roles, Coping Strategies, and the Impact on Organizational Commitment"

Dr. Portia Cole

Work can be defined as a central activity and source of identity. Studies note that rewarding work experiences can foster a sense of competence and self-direction as well as influence one's sense of personal efficacy and control over life situations. Little is known about how Black women's work outside the home affects their psychological well being. There are new existing studies that investigate the subjective work conditions of black women and their mental health. In this presentation we will analyze data from the National Women of Color Work / Life Survey to explore Black women's use of burnout avoidance strategies, impact of racist and sexist jokes in the workplace on Black women's level of organizational commitment and which demographic characteristics predict the types of stress reduction strategies black women use to balance work and family responsibilities.

Domestic Violence Among African-Americans *Dr. Tricia Bent-Goodley*

Dr. Bent-Goodley will present on a faith-based intervention designed for African-American churches to address domestic violence. Epidemiological data related to domestic violence will be presented with a focus on domestic violence as a public health crisis in the black community. Violence needs to be granted much more attention in the African-American community from prevention to behavioral change.

Violence Among Unstably Housed Adults Living With HIV: Preliminary Analysis *Dr. Kirk Henny*

This study will identify the correlates of physical and sexual violence among HIV- seropositive persons experiencing unstable housing, identify the prevalence of violence and profile the participants who are at greatest risk for violence according to socio-demographic and psychosocial factors. This presentation will also assess the HIV risk behavior among unstably housed HIV-seropositive persons who are victims of violence. Findings from this study can be used to inform housing advocates how to identify victims of violence. These supplemental services would contribute to the development of more effective housing programs that comprehensively address coexisting psychosocial needs of unstably housed persons living with HIV/AIDS.

**Social Marketing:
A Successful Tool, but Who Are We Targeting**
Dr. Linell King

Social marketing was “born” as a discipline in the 1970’s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell ideas and behaviors. The health communications field has been rapidly changing over the past two decades. It has evolved from a one dimensional reliance on public service announcements to a more sophisticated approach which draws from successful techniques used by commercial marketers, termed “social marketing.” Some examples of successful campaigns target tobacco abuse, seat belt use, breastfeeding promotion and peptic ulcer disease prevention. Although these topics are important topics in preventative health, they do not correlate with the top 10 leading cause of death in the minority populations. In this presentation we will analyze the utility of applying successful components of existing social marketing campaigns to combating illness that are within the top causes of death among the minority population.

Ethnic Awareness or Racism
Dr. William B. Lawson

The FDA recently approved a medication for African Americans. Yet most geneticists believe that the concept of race is irrelevant. While race is a concept that has little validity at the genetic level, it nevertheless influences decision making involving the delivery of health and mental health services. Moreover ethnicity seems to be important of the side effects of psychotropic agents. Understanding of human genetics, misconceptions, and limitations of genotypical approach is essential in developing a meaningful health behavioral change.

**Postpartum Depression:
Detection, Diagnosis, and Treatment Updates**
Dr. Mercedes Martinez, MD

Women face increased vulnerability to the onset of major depression during the childbearing years. Approximately 12 to 16% of women experience a major depressive episode in the postpartum period. Postpartum depression (PPD) can have a severe, long lasting consequences for maternal, infant, and marital functioning. If left untreated, maternal-infant bonding and attachment is impaired. This review of PPD is intended to assist in more rapid detection, diagnosis, and discussion of key treatment recommendations to family physicians, obstetricians / gynecologists and other clinicians and paraprofessionals. We will review key risk factors for PPD, as well as screening and diagnostic strategies. The goal is to address the warning signs of PPD to avoid missing a diagnosis, thus leading to a potential fatal outcome for families.

**Blood Lead Level Testing In a High Risk Community:
Implications for Minority Child Mental Health**

William Pedro McMiller, MD MPH

Mercedes Martinez, MD

A national response to the issue of lead-poisoned children includes optimizing identification, care services, and refining lead poisoning prevention strategies. High intensity targeted screening is recommended by the CDC to assess blood lead levels and burden among children in high risk communities. We assessed the correlation of elevated blood lead levels; prevalence in a specific effort research database and Community Health Center registries among children in high-risk Chicago, IL. communities. Results of the 1539 Health Center lead registry cases reviewed 27% had addressed correlation to high intensity screening public health project revealed elevated blood lead level cases, 19% were outside that projects community mapping area with elevated levels. The goal of optimal prevalence assessment for elevated blood lead levels among high risk community children requires further input for contextual community data analysis.

Epidemiology for Health Promotion and Prevention

Issac Perkins, M.D., M.P.H.

Public health is defined as a science and an art of prevention and health promotion through community mobilization. However, epidemiology, the principal science of public health focuses mainly on disease frequencies and disease outcomes. Although public health from its earlier conception was defined based on promotion and prevention, it has only been in the past two to three decades that a movement toward prevention and health promotion has emerged. The field of epidemiology has not fully engaged this movement. An introductory text in public health should have significant orientation toward descriptive and analytical methodological procedures that address prevention and health promotion. The purpose of this presentation is to discuss an introductory text in epidemiology that emphasizes health promotion and prevention. The approach will be to reconstruct and orient fundamental principles and methods of epidemiology toward preventing illness, promoting health and community-based practices which are foundational to public health.

Wisdom Coaching

Mrs. Erma D. Perry

Presently, African Americans are reported to have the worst health statistics of all racial and ethnic groups in America. Epidemiological data show that in spite of improvements in health care and health in general, African Americans continue to suffer significantly worse health outcomes than their white counterparts. This includes overrepresentation in statistics related to cardiovascular disease, diabetes, cancer, and stroke. The congressionally mandated report entitled "Unequal Treatment: Confronting Racial and Ethnic Disparities in Healthcare," states that even when education, income, and insurance status are considered, minorities in this country receive a poorer quality of care than their White counterparts (Institute of Medicine 2002). Wisdom Coaching Honors the ancient writings of Hosea, who advise of serious consequences of "lack of knowledge", (The people will perish). Wisdom coaching is based on five integral components; Optimal intellectual health, Optimal emotional health, Optimal physical health, Optimal spiritual health, and Optimal socioeconomic health.

**A Social Marketing Framework for changing Policy Makers Mind Set
To Address Disparities in Public Health
*Dr. Dinker Raval and Dr. Bala Subramanian***

Most of the discourse in public health has focused on pointing out the disparities in minority public health patterns and development of strategies to address micro-level health behavior change. Attention to changing the strategic decision makers mind sets and creating perceptual and empathetic behavioral change to deal with broader environmental determinants of health behavior through policies, strategies and resource allocation has not been adequate. This presentation offers a framework for planning strategy for third sector organizations involved in promoting minority health concerns to policy makers to obtain positive results. It will focus on relevant social marketing concepts, tools and strategies to persuade policy makers to design responsive policies to reduce and remove disparities in public health service delivery to minorities.

**The Impact of Horizontal and Vertical Dimensions of
Faith on Health and Health Care
*Dr. Rueben C. Warren***

Historically, faith and health were considered complimentary endeavors. In fact, Ancient Egypt physicians had to be priests before they could study and practice medicine. As far back as 2500 B.C., Imhotep, the true “father of Medicine” was both a physician and priest. He knew and taught that health and physical, social, psychological and spiritual dimensions were crucial. However, current practices of health and health care have only recently considered mind / body connections or faith in responding to continuing challenges to individual, group and community health. This presentation discusses the plausible synergy between faith, health and health care. The varying definitions and description of faith, health and health care will be reviewed and a strategy to integrate these constructs will be proposed to improve individual, group and community well being.

**Black Boys:
Who’s Endangering Them?
*Dr. Raymond A. Winbush***

During the past ten years, it has been popular to refer to African American Boys and men as an endangered species. This designation implies that African American males have a host of issues that affect them adversely. The workshop will examine who is endangering Black males and why. It will be based on Dr. Winbush’s recent book, The Warrior Method: A Program for Rearing Healthy Black Boys, A project that was recently funded by the Will and Jada Smith Foundation.”