

HEALING WITH CAARE, INC.
A Community's Response
to
Barriers to Care



Presenter

Dr. Sharon Elliott Bynum
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A Community's Response to Barriers to Care



Healing with CAARE, Inc.

Our Community

- Durham County
- Target Population

The Impact of Health Disparities

CAARE Inc.'s Response to Barriers to Care

- Systems Change
- Best Practices
- Healing with CAARE, Inc.'s Continuum of Care Model
- Partnerships and Collaborations





Healing with CAARE Inc.



Co-Founded in 1995 by
Mrs. Patricia Ameachi & Dr. Sharon Elliott-Bynum

"An Oasis of Care"

Healing with CAARE, INC. (CAARE, INC.)

- ❧ Our mission is to provide an Oasis of CAARE in Durham, NC and surrounding areas for challenged community members who experience health, and socio/economic disparities.
- ❧ Healing with CAARE, Inc. seeks to enrich, promote and develop total being and optimal health of our clients by creating a safety net of support, wellness and hope for present and future generations.



Our Community



Local and Surrounding Counties

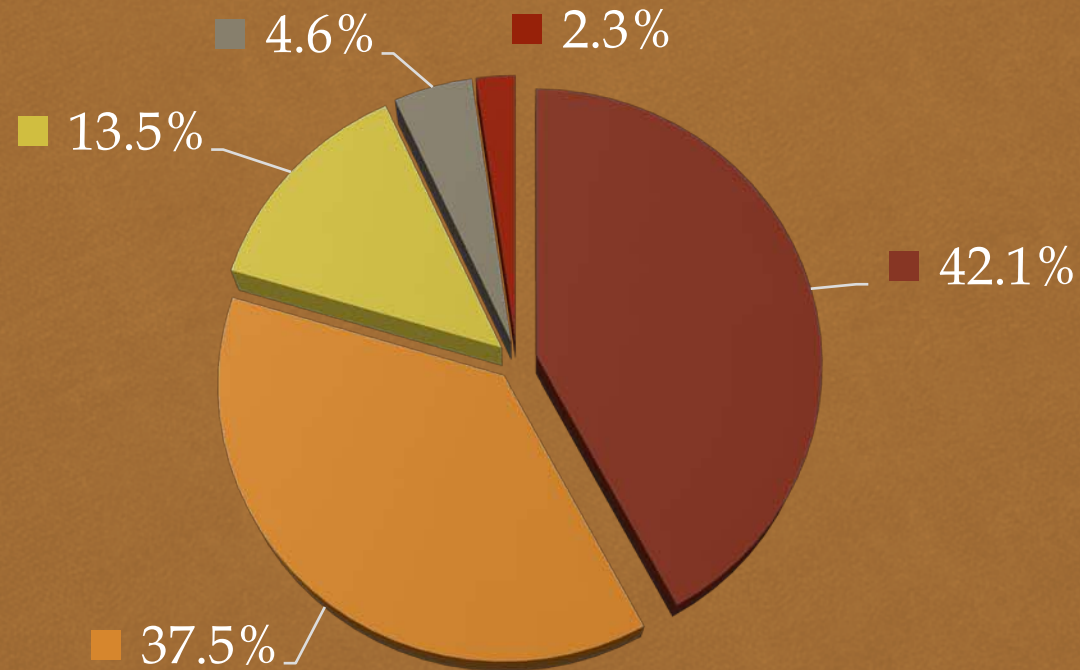
Durham County

Piedmont Region of North Carolina



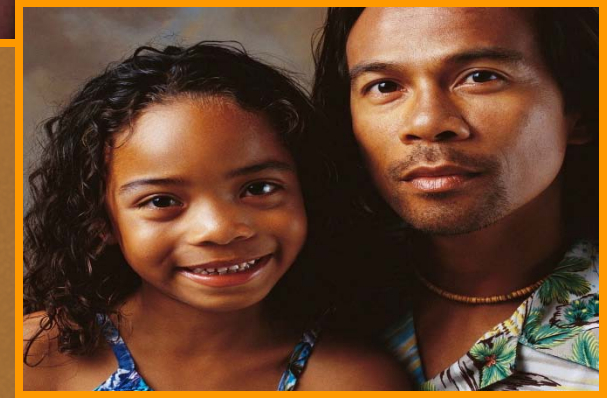
Our Community

Durham County Population, U.S. Census, 2010



■ White ■ African American ■ Hispanic ■ Asian ■ Other

For Every Statistic There is a Face...



“Statistics are People With The Tears Washed Off”

Victor Sidel



Our Community

Target Population

- ☞ CAARE, Inc. primarily serves men and women between the ages of 18-70.(75%AA)(15% White) (5% African)(3%Latino)(2% other)
- ☞ 94% of the clients we serve fall at or below the national poverty level.*
- ☞ Some of the clients lack access to adequate health care, are homeless, transient, and have an educational attainment less than a high school diploma.

*2011 Federal Register of the Department of Health and Human Services

The Impact of Health Disparities



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



Dr. Martin Luther King, Jr.

The Impact of Health Disparities

National Institutes of Health

Defines Disparities as...

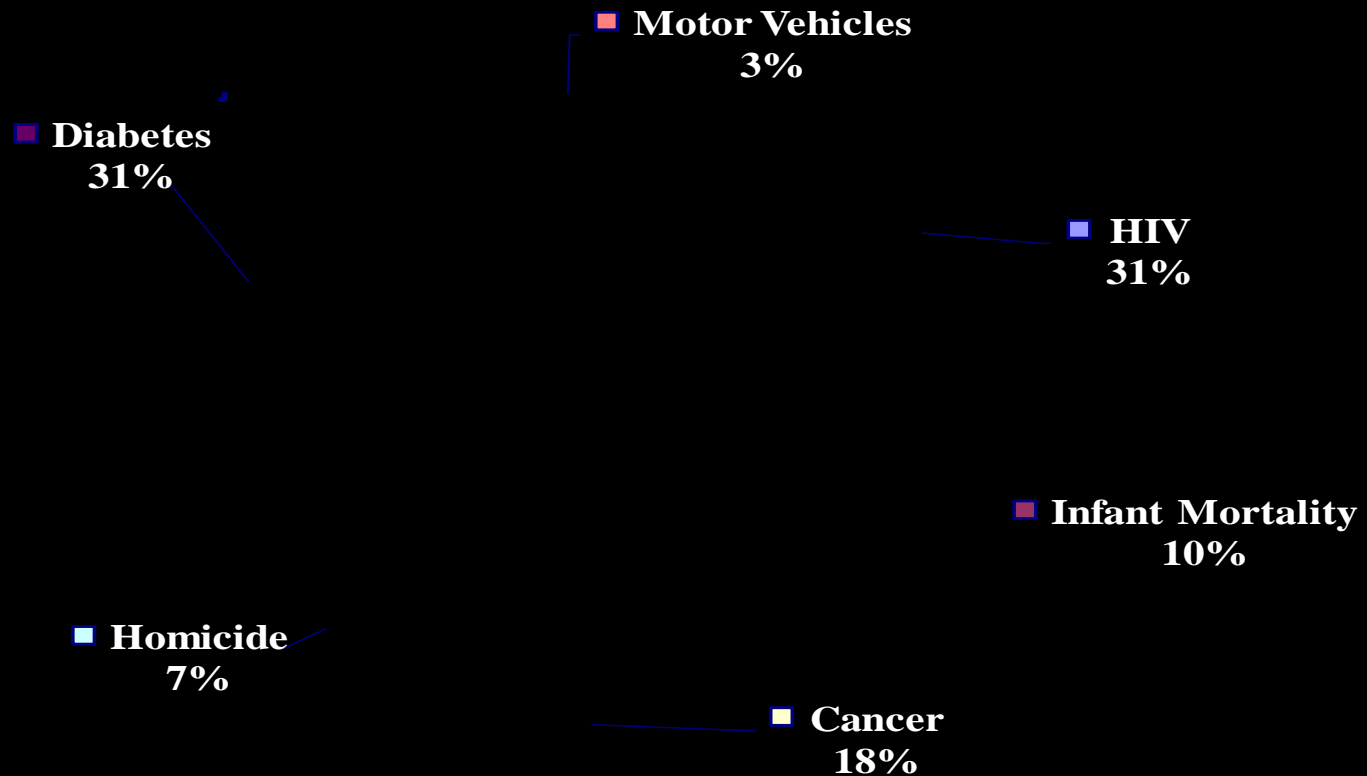
“The difference in the incidence, prevalence, mortality, and burden of disease and other adverse health conditions that exists among specific population groups in the United States”*

***National Institutes of Health, Addressing Health disparities: The NIH program of Action.
What are disparities.**

Available at <http://healthdisparities.nih.gov/whatare.html>.

The Impact of Health Disparities

OMHHD Community Focused Eliminating Health Disparities Initiative Focus Areas to be Covered 2007-2008



The Impact of Health Disparities

Contributing Factors to the Disparity in Health Status ...

- ➡ Lifestyle Behaviors
 - ➡ Socio-Cultural
 - ➡ System Influences

The Impact of Health Disparities

Mortality Data = The End of the Story

- Impact of intergenerational poverty
- No or inadequate insurance; an impact of racism
- No transportation
- Cultural influences
- Environmental influences
- Impact of chronic/unmanaged stress
- Highlights what we have yet to understand and accomplish

CAARE Inc.'s Response to Care



*“Knowing what to do is not enough,
People need support to be healthy.”*

Sharon Elliott-Bynum

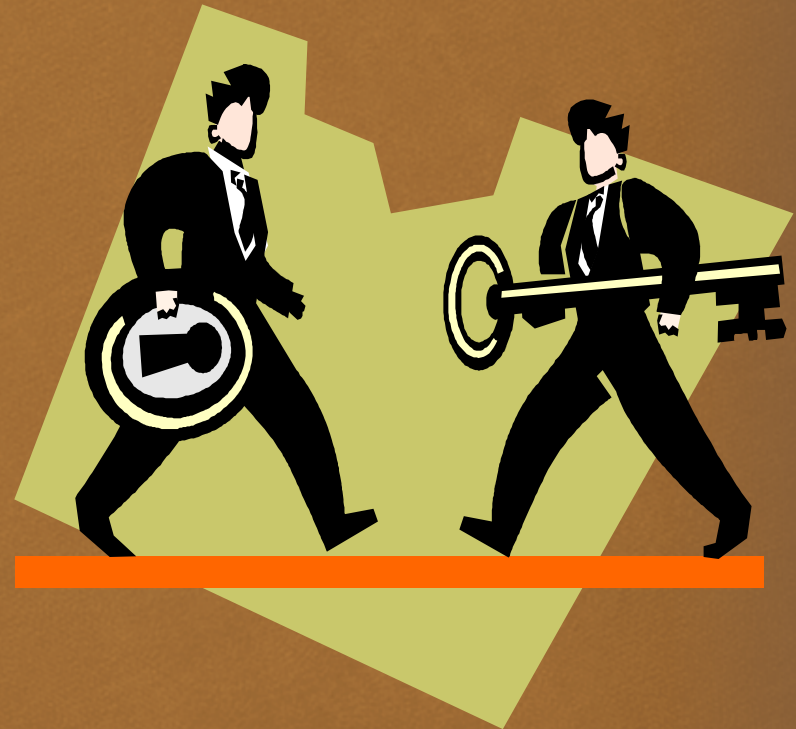


~ Social Support Networks ~

CAARE Inc.'s Response to Care Systems Change is The Key

Based on:

- Integration
- Investment
- Accountability



CAARE Inc.'s Response to Care

NC Office of Minority Health and Health Disparities
Call To Action Model
State & Community Level

Integrated Approach to Eliminating Health Disparities

Develop Partnerships

Engage Communities

Influence Policy

**Equip Staff/
Stakeholders**

Source: NC Office of Minority Health and Health Disparities



CAARE Inc.'s Response to Care

Using Best Practices!

- ❧ We provide a holistic approach to health and socio-economic disparities under one roof! In the low wealth population we serve, it has been proven that when the services are available in one location ("One Stop Shop") the compliance rates are better.
- ❧ Outreach is an essential part of engaging our target population. This is done through free health fairs, community events, seminars, and familiar settings at non-traditional times (evenings and weekends).

CAARE Inc.'s Response to Care

Using Best Practices continued!

❧ Collaborations are key to engaging communities as well. We partner with several agencies who serve the same target population that we are trying to reach. This provides a safety net for the clients when they are trying to navigate the service system. We serve as a clinical site for 5 programs.

CAARE Inc.'s Response to Care

Importance of Multi-cultural and Multi-religious Leadership within the Workplace

- ❧ We currently have staff members, and several volunteers with various cultural and religious backgrounds. The cultural and religious backgrounds consist of African Americans, Caucasian, Hispanic, Native Americans, Muslims, Buddhist, and Christians.
- ❧ Cultural diversity is important within the workplace. The clients are more willing to engage in services and other activities if they trust the leadership within the agency, and if the staff reflects their cultural and religious backgrounds.

CAARE Inc.'s Response to Care

Healing with CAARE, Inc. Model of Continuum Care[©]



CAARE Inc.'s Response to Care

CAARE, Inc. Services Include:

- Case Management
- Substance Abuse Outpatient Treatment
- Community Food Pantry
- Alternative Therapies: Yoga, Acupuncture, Tapping, and Reiki
- Job Link
- GED Classes
- Exercise Classes
- HIV Testing and Counseling
- Veteran's Transitional Housing/Rapid Rehousing
- The Jeanne Lucas Education and Wellness Center (Free Clinic)
- Benefit Bank
- Job Incubator

CAARE Inc.'s Response to Care

The Jeanne Lucas Education and Wellness Center



CAARE Inc.'s Response to Care

Senior Aerobics Day



CAARE Inc.'s Response to Care

Annual Celebration of Life



CAARE Inc.'s Response to Care Health Fairs



CAARE Inc.'s Response to Care

Collaborative Partner

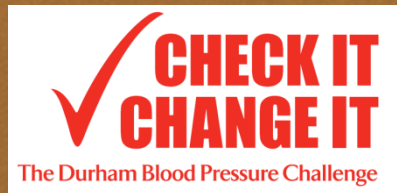
Duke Breast Navigation Program



CAARE Inc.'s Response to Care

Collaborative Partners

Duke Clinical Research Institute:



Check It Change It:
The Durham Blood Pressure Challenge

Community Education Program



CAARE Inc.'s Response to Care



Education: Chronic Disease Health Seminar

QUESTIONS?



THANK YOU!