

4 OUR HEALTH

Health Information for People of Color Volume 1
Issue 1

A newsletter by

Health Power, Inc.



Highlights:

- AETNA, AHA and NMA Co-Sponsor Health Power Luncheon Symposium
- Barriers to HIV/AIDS Prevention and Control
- Focus on Hypertension
- 8 New Health Power Brochures Released
- Walking for Health Tips
- Key Health Power Web Site Features
- Board Spotlight

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**Remember,
Action's the Way
4 Health Power!**

Nationally Unique Minority Health Web Site Unveiled at Health Power Luncheon Symposium

Key features at *Health Power's* Luncheon Symposium at the National Medical Association (NMA) Convention, held at the Philadelphia Marriott Hotel, were:

- Introduction of *Health Power's* minority health web site, located at www.healthpoweronline.com.
- Discussion by the co-sponsors of current and planned initiatives to reduce health disparities related to African-Americans/people of color.

In introducing the web site, Norma J. Goodwin, M.D., *Health Power's* Founder and President, emphasized that "physicians and other health professionals must narrow both the communication and digital divides, if health disparities are to be eliminated.

Augustus O. Grant, M.D., Ph.D., second African-American President of the American Heart Association, in 80 years noted, "our minority health initiative, in 18



L to R: Drs. Augustus Grant, Norma J. Goodwin, L/ Natalie Carroll, and Cheryl Pegus of AHA, Health Power, NMA and Aetna

states, reflects our high priority on reducing health disparities."

Cheryl Pegus, M.D., M.P.H., Aetna's National Medical Director for Women's Health, and Keynote Speaker, noted, "this forum has particular meaning for Aetna, because of our resolute focus on reducing racial and ethnic disparities in health. We are pleased to participate in such an influential gathering of physicians and

other health policy makers."

Additional speakers were L. Natalie Carroll, M.D., NMA President, and Randall Maxey, M.D., NMA President-Elect. NMA co-sponsors were: its Women's Health Section chaired by Wilma Wooten, M.D., and Council on Concerns of Women Physicians chaired by Sharon Allison-Otley, M.D.

Group-Specific Barriers to HIV/AIDS Prevention and Control in Communities of Color

Although there's no cure for HIV/AIDS, they are both :
- preventable, and
- often controlled.

However, sometimes because of life choices and circumstances, major barriers are encountered. To target and overcome them, they must first be acknowledged. This issue focuses

on key group-specific barriers.

While these Health Power identified barriers apply to many people and communities of color, they don't apply to all.

Gay and Lesbian Individuals

- Prevalent community stigma regarding persons with these sexual orientations
- Fewer peer/ mutual support group opportunities

Heterosexual Men

- Frequent low level of consciousness that non-condom use increases the transmission of HIV and other STIs
- Tendency by some to dominate their partners because of either cultural tradition and/or having limited power in "mainstream America"

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Focus on Hypertension: “The Silent Killer”

Know Your Blood Pressure !

- **Be sure to record it each time you see your doctor.**
- **Keep your blood pressure controlled to live longer.**

Hypertension or high blood pressure is a major health issue for people of color, especially African-Americans. Why? Because about 1 out of every 3 African-American adults has hypertension, and *many people with hypertension don't even know they have it.* That's why it's often called “the silent killer”. The best thing to do if you have hypertension is to **“Know Your Blood Pressure Numbers, and Keep Them Under Control”**.



The blood pressure consists of two numbers, a top number over a bottom number, like 120/80. The top number, 120 in this example, is called the systolic blood pressure. It occurs when the heart pumps the blood out. The bottom number, 80 in this example, is called the diastolic blood pressure. It occurs when the heart is resting. *The top number should be between 120 and 139, and the bottom number should be between 80 and 89. If the blood pressure is more than 140 over 90 (or 140/90), regular treatment by a doctor is necessary.*

Some factors that increase a person's risk for high blood pressure are:

- ◆ family history of hyperten-

sion

- ◆ high salt or sodium in the diet
- ◆ high fat in the diet
- ◆ being overweight or obese
- ◆ smoking
- ◆ inactive lifestyle
- ◆ excessive alcohol intake

Key approaches to blood pressure control include:

- ◆ controlling one's weight
- ◆ regular physical exercise
- ◆ limiting salt in the diet to about 1 teaspoon a day
- ◆ limiting alcohol intake
- ◆ following one's treatment plan
- ◆ keeping medical appointments

For more information related to hypertension, visit our web site at:

www.healthpoweronline.com.

Key Features of Health Power Web Site

**www.
healthpoweronline.
com**
**Providing Health
Information for
Self-Preservation,
and for the
Preservation of
Those You Love**

Key features of *Health Power's* web site, launched in November 2002, include:

Our Major Killers and Disablers providing a wide range of information on, Arthritis, Asthma, Cancer, Diabetes, Glaucoma, Heart Disease, HIV/AIDS, Hypertension, Infant Mortality, Influenza and Pneumonia, Obesity, Stroke, Substance Abuse, and Violence.

15 Special Interest Channels namely:

5 Racial/Ethnic/Cultural Channels - under development

6 Lifecycle Channels :

- ▶ Infant and Child Health Channel
- ▶ Teen Channel
- ▶ Parent Channel
- ▶ Women's Health Channel
- ▶ Men's Health Channel
- ▶ Aging Health-Channel.

4 Other Health Related Channels:

- Preventive Health Channel
- Public and Community Health Channel
- Mental Health Channel
- Spiritual Health Channel

What It Means A glossary which explains the meaning of many health related terms, often including special concerns for people of color, factors that increase a person's risk of having certain health problems, how to tell if one might have them, and what lifestyles and health practices are likely to help with prevention and disease control, and tips for living longer and healthier lives.

Relevant Resource Table

Provides key information on more than 85 organizations. Their web addresses, provided on the table, make visiting their web sites “One-Click Away”. Our organizational “Web Partners”

(See article and list on Page 3), are on the table, and in another

section, because they have joined forces with *Health Power* in sharing information, and narrowing the digital divide.

Expert Editors and Advisors- *Health Power's* highly expert group of Editors and Advisors contribute significantly to the cultural relevance and high quality of our products and services (See the web site for information on each of them).

What's Happening-A calendar of key events that we think might be of interest to people of color and other web site users.

More about Health Power web site features in the next newsletter.

But, don't wait for that. Visit our site soon, and often.

Walking for Health and Fitness

Daily Walking is a great form of exercise for many reasons:

9 Reasons for Walking and Good Places to Walk

Walk because:

- © Walking is easy to do
- © Walking doesn't cost much
- © Walking is often social
- © Walking helps to lose weight or keep from gaining more weight
- © Walking energizes and increases your strength



© Walking strengthens your bones, thus fights osteoporosis

© Walking tones and strengthens your muscles

© Walking is good for the body, mind and spirit.

© Walking keeps your joints more flexible for easy movement

Good Places for Walking:

- shopping malls
- school grounds
- in the neighborhood

- in a park
- for local shopping

Don't be a "Couch Potato"

You don't have to spend a lot of time on a couch to be a "Couch Potato".

Since "Couch Potatoes" are not active enough, they almost always gain too much weight.

You can become one from :

- spending too much time at the computer
- watching too much TV
- snacking while watching TV
- "passing out" after eating

Eight (8) New Health Power Brochures Released

Knowing that one can never be too informed about health issues, Health Power has just released 8 brochures for people of color and interested others

Each discusses the disease in basic terms, including risk factors, symptoms, tips for prevention and control, and more. They are:

- Beat Hypertension (High Blood Pressure): The Silent Killer

- Colorectal Cancer: It's Preventable
- Diabetes and Women of Color
- HIV/AIDS: Not Just Another STI (Sexually Transmitted Infection) - for teens
- How to Help Your Teens Avoid HIV and AIDS - for parents
- Man to Man: About Prostate Cancer.
- Sexually Transmitted Infections (STI's): The Unspoken Epidemic

- Woman to Woman: About Breast Cancer

Individuals may obtain a free copy of each brochure, and member organizations can obtain multiple copies at discounted rates. The catalogue and order form are on our web site, located at www.healthpoweronline.com

Order forms may also be obtained by phone or e-mail. (See contact information on Page 4)

*Providing
Culturally Relevant
and User Friendly
Information for a
Longer and
Healthier Life*

Health Power "Web Partners"

Organizations that recognize the capacity and potential of doing business in cyberspace (online, or on the internet) are partnering with us in this arena, knowing that it will benefit both organizations, as well as those they serve.

Because each organization considers the other a relevant resource regarding its mission, each:

- identifies the other as a resource on its web site

and more importantly,

- has established a cross-link with the other organization.

As a result, the Home Page of one organization is only "One-Click Away" from the Home Page of the other organization. For interested partners, *Health Power* envisions collaborating more broadly through periodic exchange of mutually agreed upon web content.

*Helping Us to Share Information, and
Narrow the Digital Divide*

- American Cancer Society
- American Diabetes Assn.
- American Heart Assn.
- Assn. of Black Cardiologists
- Balm in Gilead
- Gay Men of African Descent
- National Campaign to Prevent Teen Pregnancy
- National Council of LaRaza
- National Medical Association
- Substance Abuse & Mental Health Services Admin.
- U. S. Office of Minority Health
- National Weight-Control Information Network (WIN), NIH

**Group-Specific Barriers to HIV/AIDS
Prevention and Control
(Continued from P. 1)**



Heterosexual Women

- The relative scarcity of eligible men of color influences sexual decision-making
- Inadequate control in many male-female relationships
- Fear of potential physical, verbal and/or psychological abuse if condom use is insisted on

Prisoners and Parolees

- Official denial that sex occurs in prison, thus limiting access to condoms
- Reported widespread availability and use of drugs in prisons
- Inadequacy of HIV related services to prisoners on release, as well as to their families or significant others

Substance Abusers (including users of alcohol and non-injection drugs)

- Individuals are unlikely to practice safe(r) sex when "high" or "under the influence"
- Inadequate number of drug treatment slots

Teenagers

- Teen idleness and hopelessness
- Inadequate parent (and other adult) teen communication
- Media messages glamorizing sex, drugs, violence and risk taking.

Since the above barriers don't apply to many people and communities of color, stereotypes are, as always, inappropriate. The closest correlation is with poverty.

Let us hear from You with:

- Your reactions
- Your suggestions
- Your interest in being involved in our minority health improvement effort

See contact information below



About Health Power

**The mission of Health Power is to improve the health of people of color :
— through—**

- health information
- health promotion
- technical assistance
- partnerships



with the public, non-profit and private sectors to achieve mutual goals and objectives.

Contact Us:

For additional newsletters, to get on our Mailing List, or for anything else

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**Board Spotlight:
Michael Weamer, CAE becomes Board Vice Chairman**

Health Power is pleased to announce the recent election of Michael Weamer, CAE as Vice Chairman of its Board of Directors. He is also Executive Vice President of the American Heart Association, Heritage Affiliate.

The Heritage Affiliate of AHA is a \$30 million organization dedicated to reducing death and disability from cardiovascular disease and stroke in Connecticut, New Jersey, Long Island and New York City.

A graduate of Pennsylvania State University with a degree in Journalism and Broadcasting, Weamer has served as Board member and Chairman of the New York Society of Association Executives (NYSAE). He recently received their Outstanding Association Executive Award.



Vice Chairman
Michael Weamer, CAE
Executive Vice President
American Heart Association

**Additional Board Members
Health Power, Inc.**

Chair
Yvonnecris Smith Veal, MD
Past President,
National Medical Association

President & CEO
Norma J. Goodwin, MD
Health Power, Inc.

Secretary-Treasurer
Gary Burke, Esq.
Partner
Burke & Burke, Esqs

Founders of Health Power

Founder,
Norma J. Goodwin, M.D.

Co-Founder,
Phyllis A. Anderson
Science Educator