



CALIFORNIA  
BLACK HEALTH NETWORK

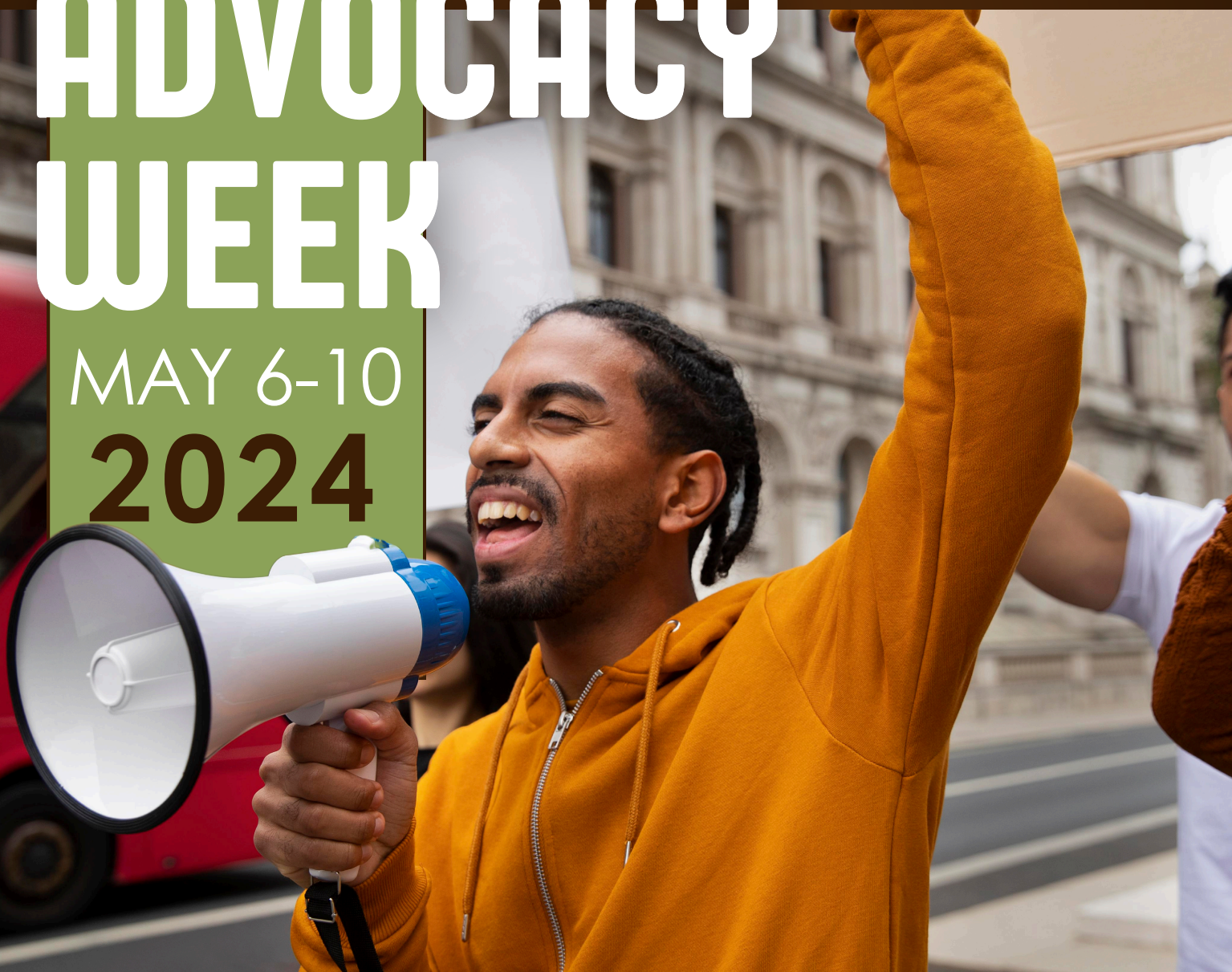
# TOOLKIT

This official  
toolkit contains  
key messaging,  
social share-  
ables, & other  
materials related  
to #BHEAW24

# BLACK HEALTH EQUITY ADVOCACY WEEK

MAY 6-10

2024



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# ABOUT CBHN



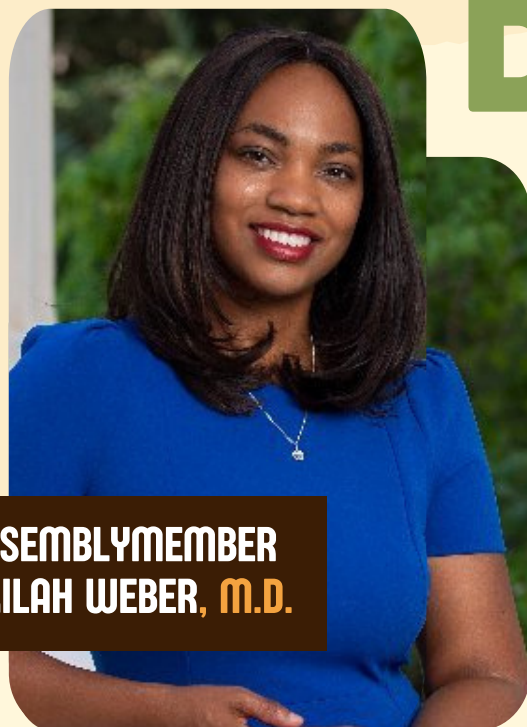
The **California Black Health Network** (CBHN) is the only Black-led, state-wide organization dedicated to advocating for health equity for all Black (African Americans and Black Immigrants) Californians. CBHN's mission is to ensure that all Black Californians, regardless of their education, socioeconomic class, zip code, sexual orientation, gender identity, homelessness, or immigration status, have access to high quality and equitable primary and behavioral healthcare, and avoid unnecessarily succumbing to disease. **CBHN conducts outreach, education, and advocacy to advance health equity for Black Californians.**

## OUR MISSION

Black Californians have the lowest life expectancy and suffer the most significant health disparities compared to other racial/ethnic groups. CBHN is working diligently to address the systemic inequities and structures that have caused these health disparities. In response to this, CBHN has launched the **Campaign for Black Health Equity**, a multi-year initiative that aims to decrease health disparities and improve life expectancy for Black Californians.



# ABOUT BHEAW



**ASSEMBLYMEMBER  
AKILAH WEBER, M.D.**

On May 4, 2023 CBHN's landed a major success in declaring May 1-5, 2023, and every first week of May thereafter, as **Black Health Equity Advocacy Week** in California. This came after **Assemblymember Akilah Weber, M.D.**, (D-San Diego), with the unanimous support of the **California Legislative Black Caucus (CLBC)**, introduced **ACR-53**, a resolution that establishes the first of its kind, a statewide focus on the need to address the health disparities gap for Black Californians. The resolution commended CBHN and other similar organizations for their efforts to improve the health, well-being, and life expectancy of Black Californians.

The resolution was a significant milestone for CBHN, along with the organization celebrating its **40th anniversary** in 2023. BHEAW falls on the heels of **National Minority Health Month (NMHM)** in April, and CBHN wanted to build upon and extend what happens during NMHM to elevate the level of importance for the Black community to come together, statewide, to engage in efforts to address impacting the health and well-being of Black Californians.

## THE ACR-53 MEASURE:

- Recognizes May 1, 2023, to May 5, 2023, inclusive, and every first week of May thereafter, as **Black Health Equity Advocacy Week (BHEAW)**.
- Commends the **California Black Health Network (CBHN)** and other organizations throughout the state for their efforts to improve the health, well-being, and life expectancy of Black Californians.



# THEME



## & MESSAGING

The theme for CBHN's 2024 BHEAW is:

***WE'VE GOT THE POWER***

"The life expectancy at birth for Black Californians is **76.2 years of age**, which is five years shorter than the state average and the lowest life expectancy of all racial and ethnic groups in California. This disparity is a stark reminder of the systemic and institutional factors that contribute to health inequities in communities of color," said **Assemblymember Akilah Weber, M.D.** "Addressing these disparities requires intentional efforts to provide access to quality equitable healthcare, address social determinants of health, and dismantle structural racism in all its forms."

### BHEAW 2024 IS MAY 6-10. WHAT CAN YOU DO TO GET INVOLVED?

- Tell your friends, family, and networks about BHEAW and invite them to visit the **CBHN website** and social media
- Invite your friends, family, and networks to join the movement and become a member of the **Black Health Network**
- Share/Reshare **CBHN's BHEAW social media** post during May 6-10, 2024
- Advocate for change in your community:
  - **Step 1:** Identify a health issue impacting Black Californians
  - **Step 2:** Research data and create a fact sheet
  - **Step 3:** Rally 3-4 community members to support
  - **Step 4:** Book an in-person or Zoom meeting with your local representative during BHEAW
  - **Step 5:** Attend the meeting and make an ask and hold them accountable





# THE STATE OF BLACK HEALTH IN CALIFORNIA

The life expectancy at birth for Black Californians is **75.1 years** — five years shorter than the state average and the lowest life expectancy of all racial and ethnic groups

Black Californians experienced the state's **highest rates of death from COVID-19 virus** disproportionately contracted the virus compared to other racial groups

Black Californians have the **highest rates of new prostate, colorectal, and lung cancer cases**, and the **highest death rates for breast, colorectal, lung, and prostate cancer**

Black Californians experience disparities in care and outcomes **despite having higher health insurance coverage rates** (93%) than the state average

In California, as in much of the US, Black mothers/ birthing people\* experience **the highest rates of maternal morbidity** (serious complications) and **mortality** (death), **prenatal and postpartum depressive symptoms**, first-birth cesareans, preterm births, low-birthweight births, and infant mortality of any racial/ethnic group



# BLACK HEALTH FACTS AND STATS

## BLACK MATERNAL HEALTH

Despite impressive reductions in maternal mortality for all racial/ethnic groups in California, Black mothers/birthing people are still 3 to 4 times more likely to die from pregnancy/birth-related causes and 2 times more likely to suffer a maternal morbidity (such as hemorrhage and infection) than all other racial/ethnic groups.



Black infants are about 3 times more likely than White infants to die during the first year of life and 3 times more likely to die during childbirth while being cared for by a White provider.



More than 10% of Black mothers reported that they were treated unfairly during their hospital stay because of their race or ethnicity.



30% of Black women screened positive for anxiety during pregnancy, compared to 20% of white women.

Source: Listening to Black Mothers in California, 2022



## CANCER

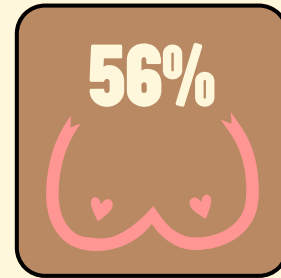
Black Californians have the highest rates of new prostate, colorectal, and lung cancer cases, and highest death rates for breast, colorectal, lung, and prostate cancer.



**Black men are 44% more likely than White men to be diagnosed with prostate cancer and 2 times more likely to die from it.**



**Black Californians are 24% more likely to be diagnosed with lung cancer and suffer a death of 33% higher than the state average.**



**Black women are nearly 20% less likely to be diagnosed with breast cancer than White women but are 56% more likely to die from breast cancer.**

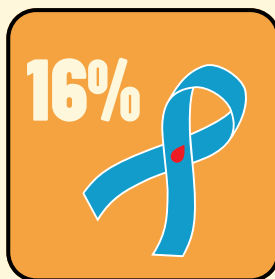
Source: California Healthcare Foundation, Disparities Almanac, 2019

## DIABETES

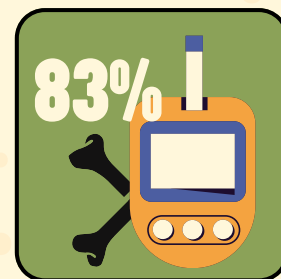
In California, more than 13 million adults (46 percent of all adults in the state) are estimated to have prediabetes or undiagnosed diabetes. An additional 2.5 million adults have diagnosed diabetes. Altogether, 15.5 million adults (55 percent of all California adults) have prediabetes or diabetes.



**Black adult Californians are nearly twice as likely to be told they have diabetes compared to their White counterparts.**



**Black Californians have the highest prevalence of diabetes at 16% compared to all other racial and ethnic groups.**



**Black Californians have the highest death rate from diabetes compared to all other racial/ethnic groups and are 83% more likely to die from diabetes compared to Whites.**

Source: Kaiser Family Foundation, 2021



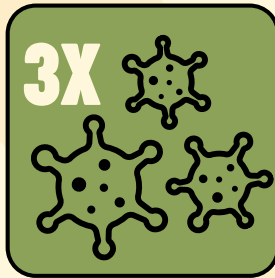
CALIFORNIA  
**BLACK HEALTH NETWORK**

#WeveGotThePower  
**Black Health Equity Advocacy Week 2024**

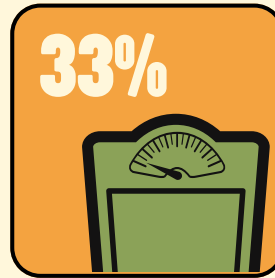


## OBESITY

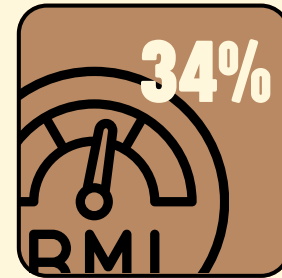
In California, obesity affects 25% of white adults, 33% of Black adults, 34% of Hispanic adults, 29% of American Indian/Alaskan Native adults and 10% of Asian adults.\*



Black adults with a BMI of 30 or greater are 3 times more likely to be admitted to the hospital due to a COVID-19 infection.



Percentage of Black adult Californians who are obese compared to 25% of Whites.



Percentage of Black women ages 18-44 with a body mass index of 30.0 or higher.

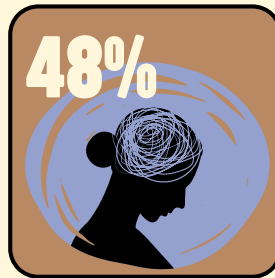
Source: Office of Minority Health, 2019

## MENTAL HEALTH

Mental health conditions occur in Black and African American (B/AA) people in America at about the same or less frequency than in White Americans. However, the historical Black and African American experience in America has and continues to be characterized by trauma and violence more often than for their White counterparts and impacts emotional and mental health of both youth and adults.



4% of psychologists in the U.S. workforce are Black/African-American, 86% are White.



48% of Black Californians report symptoms of anxiety and/or depressive disorder during the COVID-19 pandemic.



63% of Black people believe that a mental health condition is a sign of personal weakness, experience shame and worry they may be discriminated against due to their condition.

Source: Datapoint, 2018



CALIFORNIA  
BLACK HEALTH NETWORK

#WeveGotThePower  
Black Health Equity Advocacy Week 2024

# KEY TALKING POINTS

The **California Black Health Network** (CBHN) is the voice and trusted resource for **Black Health Equity** in California. We believe that **healthcare is a right, not a privilege** and that everyone should receive just and equitable healthcare.

Through the **Black Health Equity Advocacy Week** (BHEAW), the **Black Health Network** (BHN), and **Health Equity Advocacy Training** (HEAT) Program, and the **"How Do I..." Campaign**, CBHN is igniting a Black Health Movement here in California. Become a BHN member. **Join the Movement!**

The **"How Do I..." Campaign** is CBHN's collaboration with the **California Health Care Foundation** and is helping to **educate and empower our community** on how to make the healthcare system work better for us.

The **Black Health Equity Advocacy Week** (BHEAW) Resolution was the first of its kind in the country. BHEAW aims to **raise greater awareness and attention** to the need to address the health disparities the Black community experiences.

**We've got the power** to amplify our collective voice to drive the change that we need for our community locally and statewide. **Together, we can rewrite our health story in California!**

The life expectancy at birth for Black Californians is **76.2 years of age**, which is **five years shorter than the state average** and the lowest life expectancy of all racial and ethnic groups in California. This disparity is a stark reminder of the systemic and institutional factors that contribute to health inequities in communities. **We need to take action now!**



BHEAW is a weeklong campaign to **galvanize the Black community around solving our own problems** and uplift the need and efforts to improve the health, well-being, and life expectancy of Black Californians. We've got the power to drive change. **It has to be about us, for us, and by us!**

BHEAW is an effort to bring awareness to the **long-standing structural inequities** that negatively impact the health and well-being of Black Californians, as well as to **uplift existing efforts to address such inequities** and dismantle the environmental and systemic barriers that contribute to disproportionate health outcomes and achieve racial justice, social justice, and environmental justice.

BHEAW aims to bring communities, organizations, and individuals together to mobilize, strategize, and collaborate on ways to break down the structural barriers that currently exist in California, while mapping out a framework to advance Black health equity in the Golden State.





# HASHTAGS

Here are some key hashtags to help build awareness around Black Health Equity and Advocacy Week 2024.

## KEY HASHTAGS

**#wevegotthepower #bheaw2024 #cbhn #howdoi  
#blackexcellence #blackhealthmovement  
#healthdisparities #healthequity #blackhealthhistory**

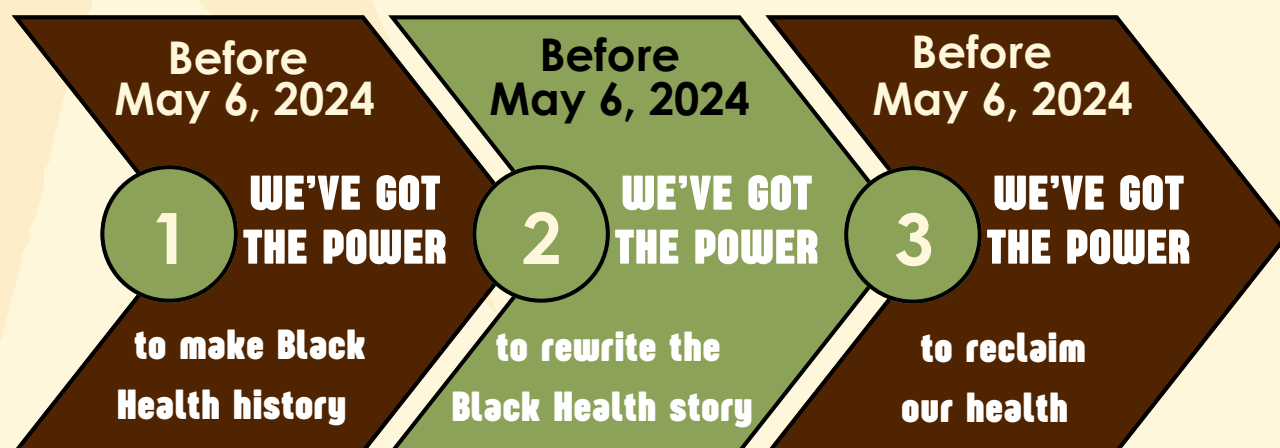
## SECONDARY HASHTAGS

**#blackhealth #blackhealthmatters #blackcommunity  
#blackcaliforniahealth #rewritethestory #reclaimourhealth  
#changeblackhealthpolicy #healthcaresystem  
#changethestatistics #amplifyyourvoices**



# SOCIAL SHAREABLES

## FACEBOOK & INSTAGRAM



### Post 1 (post before May 6):

Our first annual Black Health Equity Advocacy Week (BHEAW) is almost here!

Last year we made Black Health history when the Californian Legislative Black Caucus (CLBC) voted to pass a resolution to declare the first week of May as Black Health Equity Advocacy Week (BHEAW) in California. This historical resolution established the first-of-its-kind, statewide focus on the need to address health disparities and improve the health, wellbeing, and life expectancy of Black Californians.

This was a huge win for Black Californians, but we've got a lot more work to do. That's why we need YOU to join our movement and become a member. Together, let's make history. For more information about California Black Health Network (CBHN), see link in bio.



## Post 2 (post before May 6):

As we embark on Black Health Equity Advocacy Week (BHEAW), we ask you to join us in our quest to drive policy, deliver education, spread awareness throughout our communities, and take action to improve health outcomes for Black Californians.

We have the power to ignite a Black Health Movement in California!

Join the movement. Become a member. Together, we can rewrite our health story. For more information about California Black Health Network (CBHN), see link in bio.

## Post 3 (post before May 6):

Health is the key to living a long and fulfilled life, but for too many Black Californians, good health is often unattainable.

It's time to take back control of our health, ensuring that we are part of critical healthcare decisions and make the healthcare system work better for us. We can do this by speaking up, knowing our rights, asking questions, communicating with our healthcare providers, filing complaints when necessary, and learning how to advocate for ourselves when something doesn't seem right.

We've Got the Power to control our health and our future!

Join the movement. Become a member. Together, let's reclaim our health. For more information about California Black Health Network (CBHN), see link in bio.







## Post 4 (post May 6):

Black Health Equity Advocacy Week (BHEAW) is here! At California Black Health Network (CBHN), we believe reducing health disparities and improving healthcare for Black Californians takes more than awareness. It takes action. Increasing the participation of Black Californians in policymaking at all levels within the health industry and the public sector is the most actionable thing we can do to make the critical changes that will ultimately save Black lives.

Policy change is within your power. Join us to assist decision-makers in developing policies and programs that will improve the health of current and future generations of Black Californians.

Join our movement. Become a member. Together, let's make our mark on the future of Black Health. For more information, see the "How Do I" campaign. Link in bio.



## Post 5 (post during #BHEAW24):

According to the Listening to Black Californians study, more than 1 in 4 Black Californians avoid healthcare due to concerns they will be treated unfairly or with disrespect.

Here are some ways you can take control of your healthcare experience:

- Prepare for your visit by doing your research first.
- Speak up if you feel like your concerns are being dismissed.
- Choose your own providers, and switch if you don't feel comfortable.
- File a complaint and hold your healthcare providers accountable for their actions.

Join our movement. Become a member. Together, let's do our part in making the healthcare system work better for us and our community. For more information, see the "How Do I" campaign. Link in bio.

## Post 6 (post during #BHEAW24):

Healthcare topics aren't always easy to bring up. Many Black Californians are suffering in silence because they don't want to be a burden to their family, are embarrassed by their condition, or believe there's nothing they can do about it. That's why it's so important to have a conversation with your healthcare provider. The more we talk, the more we can remove the stigma and support each other in taking necessary actions to get healthy and stay healthy.

Join our movement. Become a member. Together, our conversations are the catalyst for change. For more information, see the "How Do I" campaign. Link in bio.



## Post 7 (post during #BHEAW24):

Life expectancy for Black Californians is 5 years shorter than the state average and the lowest life expectancy of all racial and ethnic groups.

Black Californians are nearly 2X more likely to be told they have diabetes compared with their White counterparts.

Black Californians also have the highest rates of new prostate, colorectal, and lung cancer cases, and highest death rates for breast, colorectal, lung, and prostate cancer.

And the list goes on.

Black Californians must come together to encourage preventative care and healthy lifestyles, hold healthcare providers accountable when necessary, and help change policy.

Join our movement. Become a member. Together, let's beat the odds and take action to get healthy and stay healthy. For more information, see the "How Do I" campaign. Link in bio.

## Post 8 (post during #BHEAW24):

Your voice has the power to save the lives of Black Californians. How? By sharing your experiences, challenges, successes, education, and awareness. Whether it's through social media, community events, work or school functions, writing letters to your representatives, or simply having one-on-one conversations with friends and family, your perspective can help improve the healthcare journey for others.

As your words are shared, they are shared again and again, and before you know it, you've impacted the lives of thousands.

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# GRAPHICS

## FACEBOOK & INSTAGRAM

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POST 1



POST 2



POST 3



POST 4



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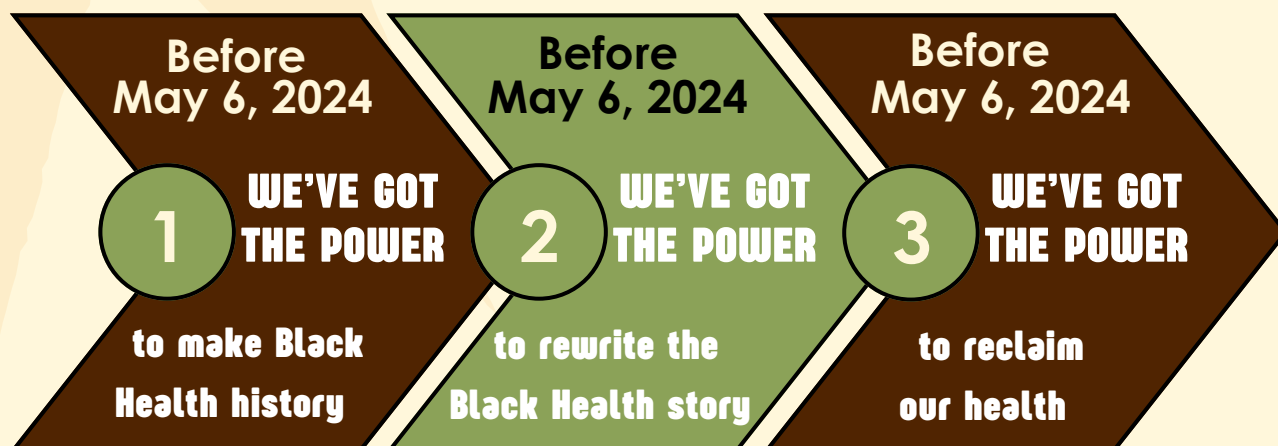
POST 8





# SOCIAL SHAREABLES

## TWITTER



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Our first annual Black Health Equity Advocacy Week (BHEAW) is almost here! We need YOU to join our movement and become a member.

Together, let's make history. Links in bio.

### Post 2 (post before May 6):

Let's take action to deliver education, awareness, and policy change to rewrite the health story for Black Californians.

Join the movement. Become a member. Links in bio.



## Post 3 (post before May 6):

Let's reclaim our health by becoming part of critical healthcare decisions and advocating for ourselves.

Learn how. Join the movement. Become a member. Links in bio.





### Post 4 (post May 6):

Black Health Equity Advocacy Week (BHEAW) is here! Help us make our mark on healthcare policy in California.

Learn how. Join the movement. Become a member. Links in bio.

### Post 5 (post during #BHEAW24):

>1 in 4 Black Californians avoid healthcare due to unfair treatment or disrespect. Together, we can change the experience.

Learn how. Join the movement. Become a member. Links in bio.

## Post 6 (post during #BHEAW24):

Get comfortable talking to your healthcare provider. The more we talk, the more we can do to improve outcomes.

Learn how. Join the movement. Become a member. Links in bio.

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Life expectancy for Black Californians is 5 years shorter than the state average. Let's beat the odds to stay healthy.

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By sharing experiences, challenges, successes, education, and awareness you can save the lives of Black Californians.

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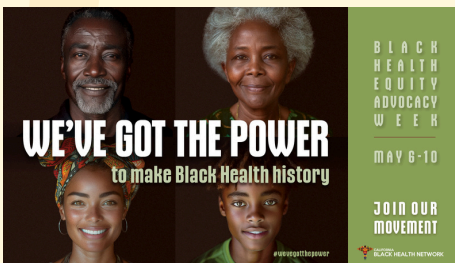
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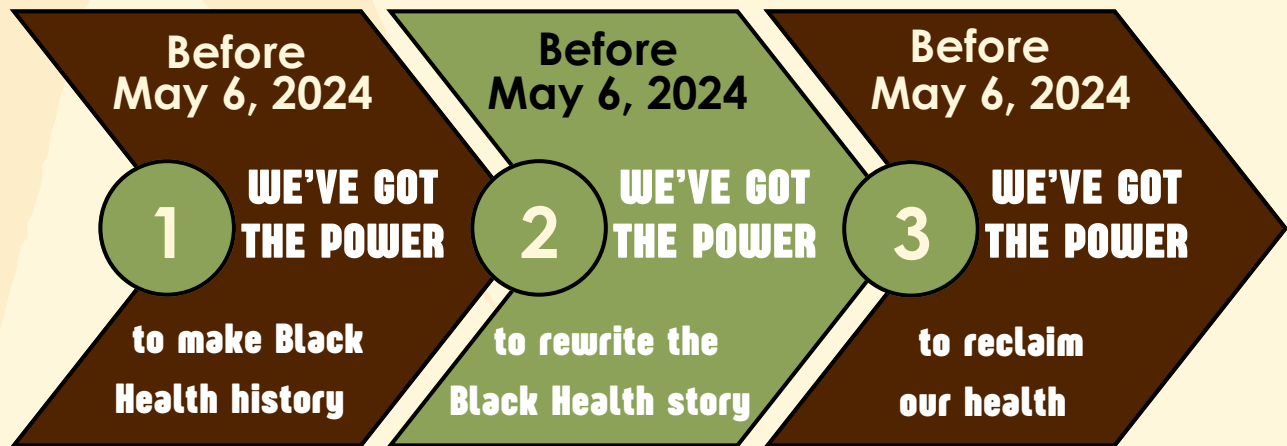


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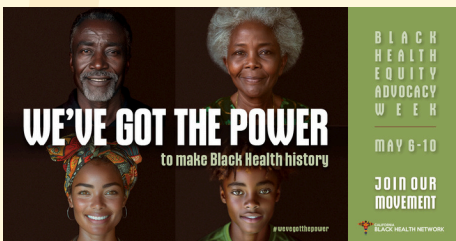
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# GET IN TOUCH WITH CBHN



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🌐 [cablackhealthnetwork.org](http://cablackhealthnetwork.org)

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Sacramento, CA 95814

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