



Health Disparities Grant Program Grantee Description

Center for African American Health

(non-profit community based organization)

Prostate Health Initiative For African American Men

About the Program

The program's goal is to help reduce the high rate of death due to prostate cancer in the African American community.

Project Personnel

The Prostate Initiative Project Director, Ralph Kennedy will create educational brochures and other media messages throughout the year and during Prostate Cancer Awareness month. Project assistant, Aisha Williams, will provide the logistics and coordination during Prostate health workshops, at the Center for African American Health's (CAAH) annual health fair and throughout the year.

Program Offerings

CAAH has always believed that it is important to go where the people are most comfortable in order to deliver important messages about health. As a result we rely heavily on black churches in the community, inner city health clinics and popular African American events and venues as ways to reach our constituents. The key to intervention for us has been taking the time to build relationships in the community, based on trust and mutual respect. Our philosophy is to hit early and often in order to relay our messages.

Often "the way a message is delivered," determines outcomes. Our partnership with strong African American institutions have created a means to reach our audience that is "familial," in approach. CAAH understands that a message delivered by medical personnel may not have the same effect as a message from a pastor, local community leader, fraternity brother or family friend. Our Prostate Cancer Screening day a **self-supported event presented by CAAH and our partners** is a way to engage African American men on that day that they are all coming together for the same reason. Myths and Stigma are lessened when everyone is "getting checked," for the same thing at the same time. Our goal with informed consent is to increase our outreach to African American men in a culturally competent manner.

Contact Information

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