Taking Action Through eHealth Resources

Health Educators

Research & Training

Health Information Technology

Health Disparities

Internet Access

Health Information

Community Outreach

Research
Taking Action Through eHealth Resources

health literacy - the degree to which individuals can obtain, process, and understand the basic health information and services they need to make appropriate health decisions

Promoting Health & Wellness

Collaboration

Health Maintenance

Health Educators

Internet Access

Community Outreach

& Training
June 9, 2008

Dear Invited Guests and Participants:

It is my pleasure to welcome you to the 7th Annual eHealth Conference for Historically Black Colleges and Universities (HBCUs) and the communities.

In 2002, the United Negro College Fund Special Programs Corporation (UNCFSP), in partnership with the National Library of Medicine (NLM), launched the UNCFSP/NLM HBCU Access Project. Components of the ACCESS Project that are implemented annually are: 1) eHealth Conference for HBCUs; 2) Grants Program; 3) Technical Assistance; 4) Campus Liaisons; and 5) NLM Database Training.

The mission of UNCFSP is to organize and deliver educational support services to HBCUs, other Minority Serving Institutions, International Higher Education Institutions and minority students, to address educational challenges and innovations. The goal of the ACCESS Project supports the mission of the UNCFSP, Division of Public Health in helping to eliminate health disparities. The ACCESS Project seeks to increase the awareness and use of the NLM online health resources by constituents on the campuses of HBCUs and in surrounding communities.

We strongly believe that in partnership with the HBCUs, we can play a significant role in helping to improve the health status of African Americans who are disproportionately affected by conditions such as obesity, hypertension, HIV/AIDS, and mental and physical disabilities. These innovative, collaborative partnerships serve as the conduit for access to and dissemination of online health information, support campus-community health outreach, enhance minority health literacy research, and provide service-learning opportunities for the diversity of students at HBCUs.

We are proud to collaborate with the NLM, the world’s leading resource for authoritative health and medical information, to host this important conference. The theme of this year’s conference is Taking action Through eHealth Resources. As you listen to the presentations and network with your colleagues during this evening’s reception and over lunch tomorrow, we sincerely hope that you will renew your sense of commitment to the mission of UNCFSP and to the goals of the ACCESS project. Upon return to your home institutions, we challenge you to utilize the wealth of information and motivation to assist you in submitting your innovative proposals in response to the ACCESS project Request for Proposals (RFP).

By doing so, you lend your support to the mutual goals of UNCFSP, NLM and current and past award partners for the elimination of health disparities by taking action through eHealth resources.

Thank you for your attendance and outstanding support of this conference.

Sincerely,

Aaron R. Andrews  
President and CEO

2750 Prosperity Avenue (Suite 600) Fairfax, VA 22031  
(703) 677-3400  FAX (703) 205-7645  www.uncfsp.org
May 29, 2008

To: Attendees of the UNCFSP/NLM HBCU ACCESS Project
eHealth Conference - June 9-10, 2008

Dear Friends and Colleagues:

As Director of the National Library of Medicine, it is my pleasure to welcome you to the seventh United Negro College Fund Special Programs/NLM-HBCU Access eHealth Conference for Historically Black Colleges and Universities. The Library is pleased to support this program that brings together a diverse group of health professionals, administrators, educators and representatives of HBCUs. By your participation, you are demonstrating your continued awareness of the importance of information technology in health today. The theme for this year’s conference is “Taking Action through e-Health Resources.”

The National Library of Medicine is the world’s largest medical library and has long been in the business of providing the benefits of electronic health information resources to the widest possible audience, and it continues to be the premier source of science-based medical information. Today the Library’s Web service not only provides free access to Medline/PubMed, but to MedlinePlus and other resources that NLM has developed specifically for patients, families, and the public.

In FY2002 the NLM and the UNCFSP launched the UNCFSP/NLM HBCU ACCESS Project, to promote health and wellness at HBCUs through the implementation of programs involving electronic health information. The UNCFSP is an outstanding and dedicated organization working to improve the health of its constituency group and addressing the issue of health disparities. NLM is pleased to partner with such a committed organization.

Again, welcome to the National Library of Medicine. I wish you an enjoyable conference. My best wishes to all of you and I hope the meeting is both informative and productive.

Yours truly,

[Signature]

Donald A. B. Lindberg, M.D.
Director, NLM
Division of Public Health

UNCFSP/NLM HBCU ACCESS Project (NLM-HBCU-ACCESS)
The UNCFSP/NLM HBCU ACCESS Project, launched in 2002, is designed to promote disease prevention and wellness on HBCU campuses and in their surrounding communities through the use of online health resources provided by the National Library of Medicine (NLM). By increasing the utilization of NLM’s online resources, the project demonstrates how important it is for HBCUs to play a more substantial role in the planning, implementation, and evaluation of e-health initiatives. HBCUs are the best-positioned and most logical entities in the African-American community to promote the use of the Internet for improving health.

Campus Health Advocates Mobilizing Prevention Strategies Network Consortium (CHAMPS)
The Campus Health Advocates Mobilizing Prevention Strategies (CHAMPS) Network Consortium, funded by the Centers for Disease Control and Prevention (CDC), will bring together the expertise of UNCFSP and Historically Black Colleges and Universities (HBCUs) to address HIV/AIDS prevention and the prevention of other health-risk behaviors in college-aged youth. Since college-aged African Americans are among those disproportionately impacted by HIV/AIDS, HBCUs have a unique opportunity to be catalysts for positive change through this consortium.

ROCHE/UNCFSP Health Communications Social Marketing Campaign (ROCHE)
The ROCHE/UNCFSP Health Communications Social Marketing Campaign supports the development of health promotion and disease prevention messages by college students on HBCU campuses. Each institutional grant recipient chose one health disparity focus area for the creation of a Public Service Announcement (PSA) and indicated how their proposed project will have an impact on improving awareness and prevention of health related risky behaviors affecting youth. Faculty and student from various curricular areas are involved to produce a creative, conceptual, and visual product that is culturally appropriate. The three grantees are: Bennett College for Women, focus area in HIV/AIDS; Johnson C. Smith University, focus area in Diabetes; University of the District of Columbia, focus area in Breast and Prostate Cancer.

UNCFSP/HBCU Screening, Testing, Outreach, and Prevention HIV/AIDS Program (STOP)
The UNCFSP/HBCU Screening, Testing, Outreach, and Prevention (STOP) HIV/AIDS Program was recently funded by the Office of Minority Health (OMH), Department of Health and Human Services (DHHS). The Program aims to decrease the spread of HIV among college-aged African-American and other minority youth through HIV/AIDS education and outreach and the promotion of screening and testing to at-risk populations. The goals of the STOP HIV/AIDS Program are: 1) promoting HIV awareness and prevention through the use of model practices and programs to increase access to and use of health information, services, and follow up; 2) developing methods and approaches to more effectively promote HIV risk reduction through the establishment of campus-community linkages; and 3) engaging students in training, experiential learning, and mentoring, to improve their cultural, linguistic and literacy competency. The HBCUs in partnership with UNCFSP who will run the STOP HIV/AIDS Program include: the University of the District of Columbia, Virginia Union University, and Elizabeth City State University.
To raise awareness of the important role Historically Black Colleges and Universities (HBCUs) play in helping to eliminate health disparities through the use of information technology resources for improving health.

**PROGRAM OBJECTIVES:**

- To demonstrate the vast potential of the Internet as a tool for health behavior intervention
- To introduce participants to the nature and scope of the online information available from NLM
- To introduce participants to effective strategies and resources for health education and health promotion
- To introduce participants to current research studies which address issues associated with health disparities
- To share information about successful academic and community collaborations aimed at addressing health disparities
- To provide participants with an overview of UNCFSP/NLM HBCU ACCESS Project
- To provide participants with information on how to complete the UNCFSP/NLM HBCU ACCESS project grant application
- To provide participants with an opportunity to join the UNCFSP/NLM HBCU ACCESS Project team as a campus liaison

**LEARNING OBJECTIVES:**

By the conclusion of the conference, participants will report increased awareness and/or comprehension of:

- The mission and goals of the UNCFSP/NLM HBCU ACCESS Project
- The potential of eHealth in addressing health disparities
- The importance of health promotion research in combating health disparities
- Methods and resources for campus-based health promotion activities
- The benefits of campus and community partnerships for promoting health and wellness
- Proposal guidelines for the UNCFSP/NLM HBCU ACCESS grants program
Monday – June 9, 2008

8:15 am – 9:00 am
REGISTRATION AND CONTINENTAL BREAKFAST

9:00 am – 9:30 am

Pierre E. Wright, Ph.D.
Director, Division of Public Health
United Negro College Fund Special Programs Corporation
(UNCF Special Programs Corporation)

REMARKS

Mr. Aaron R. Andrews
President & CEO
UNCF Special Programs Corporation

Gale Dutcher, MLS
Chief, Outreach and Special Populations Branch
Division of Specialized Information Services
National Library of Medicine

Donald A. B. Lindberg, M.D.
Director, National Library of Medicine

9:30 am – 10:30 am
INTRODUCTION OF BOARD MEMBERS AND SPEAKERS

De Lois M. Powell, Ph.D.
Manager, UNCFSP/NLM HBCU ACCESS Project
Division of Public Health
UNCF Special Programs Corporation

Addressing Health Disparities among Minority Populations through Education to Enhance Health Literacy

Sidney A. McNairy, Jr., Ph.D., D.Sc.
Associate Director of Research Infrastructure
National Center for Research Resources
National Institutes of Health

A Research Focus on Women’s Health Issues Related to Health Disparities

Janine A. Smith, Ph.D.
Special Assistant to the Director
Office of Research on Women’s Health
National Institutes of Health

10:30 am – 10:40 am
BREAK

10:40 am – 11:30 am
GENERAL SESSION - KEYNOTE ADDRESS

“I’ll Find A Way, or Make One”

Mr. Dwayne Ashley
CEO, Thurgood Marshall College Fund

11:30 am – 12:15 pm
INTRODUCTION OF SPEAKERS

A Strategic Plan to Eliminate Health Disparities

Yvonne T. Maddox, Ph.D.
Deputy Director
Eunice Kennedy Shriver National Institute of Child Health and Human Development
National Institutes of Health

Mental Health Economics of African Americans

Darrell J. Gaskins, Ph.D.
Associate Professor of Health Economics
Acting Chair, African American Studies
University of Maryland at College Park

12:15 pm – 12:30 pm
REMARKS

Ms. Cynthia Gaines
Project Officer, UNCFSP/NLM HBCU ACCESS Project
Outreach and Special Populations Branch
Division of Specialized Information Services
National Library of Medicine

Steven J. Phillips, M.D.
Associate Director, Division of Specialized Information Services
Disaster Information Management Research Center
National Library of Medicine
12:30 pm – 1:30 pm  
**NETWORKING LUNCH**  
**ACCESS Project Poster Session**

1:30 pm – 2:00 pm  
**INTRODUCTION OF SPEAKERS**

- **Addressing the Health Disparities Crisis:** Promoting Health Literacy in Minority Communities
  
  **M. Christopher Gibbons, M.D., M.P.H.**  
  Associate Director, Johns Hopkins Urban Health Institute

2:00 pm – 3:15 pm  
**PANEL A – The Community Voice and Response**

- **The Community Voice: Personal Perspectives on and Responses to Diabetes**
  
  **Ms. Carolyn Alexander**  
  The Alexander Group  
  Community of Owings Mills

- **Primary Care Center for the Treatment of Adolescent Obesity and Health Service Research: A Sustainable Model at Lincoln University**
  
  **Delroy M. Louden, Ph.D., FRSH**  
  Office of Research Development, Planning and Coordination  
  Lincoln University of Pennsylvania

- **The Community Voice: Perspectives and Responses to Mental Health and Disabilities Disparities**
  
  **Ms. Esther Butler Davis**  
  Founder of WEST, Inc.

- **Mental Health and Disabilities Disparities: Continuing Quiet Actions to Change the Landscape of Care and Treatment for Minority Populations**
  
  **Mr. Thomas Noto**  
  President & CEO  
  LIFE, Inc.

3:15 pm – 3:30 pm  
**BREAK**

3:30 pm – 4:45 pm  
**PANEL B – The HBCU Campus-community Response: Leveraging Project Successes**

- **Establishing and Strengthening Campus-community Partnerships for eHealth Literacy: Lessons Learned and Best Practices from Huston-Tillotson University**
  
  **Debra L. Murphy, Ph.D.**  
  Professor, Psychology Department  
  Huston-Tillotson University

- **Empowering Minority Communities with Online Health Information: A Curriculum Development and Information Dissemination Success Story**
  
  **Marie St. Rose, Ph.D.**  
  Assistant Professor, Allied Health Department  
  Norfolk State University

- **eCare We Care Center for Excellence: Empowering Minority Communities with Health Information**
  
  **Hamdy Radwan, Ph.D.**  
  Professor, Physical therapy Department  
  Winston-Salem State University

4:45 pm – 5:00 pm  
**Closing Remarks and Day 2 Overview**

**Pierre E. Wright, Ph.D.**  
Director, Division of Public Health  
UNCF Special Programs Corporation

5:00 pm – 6:00 pm  
**BREAK**

6:00 pm – 8:30 pm  
**NETWORKING RECEPTION**

Bethesda Marriott  
5151 Pooks Hill Road  
Bethesda, Maryland
8:15 am – 9:00 am
REGISTRATION AND CONTINENTAL BREAKFAST

9:00 am – 10:00 am
INTRODUCTION OF BOARD MEMBERS AND SPEAKERS

De Lois M. Powell, Ph.D.
Manager, UNCFSP/NLM HBCU ACCESS Project
Division of Public Health
UNCF Special Programs Corporation

Disaster Information Management Research Center – Potential Roles for HBCUs

Steven J. Phillips, M.D.
Associate Director, Division of Specialized Information Services
Disaster Information Management Research Center
National Library of Medicine

Campus Strategies to Improve the Health Status of Underserved Communities

Allan S. Noonan, M.D., M.P.H.
Dean, School of Community Health and Policy
Morgan State University

10:00 am – 10:30 am
Brief Overview of UNCFSP/NLM HBCU ACCESS Project Grants Program Component: Effective Techniques for Proposal Writing

Sagina Wahi, M.P.H.
Program Manager, Division of Public Health
UNCF Special Programs Corporation

De Lois M. Powell, Ph.D.
Manager, UNCFSP/NLM HBCU ACCESS Project
Division of Public Health

10:30 am – 10:50 am
Infusing Sustainability into Projects Designed to Eliminate Health Disparities

Damita J. Dandridge, J.D.
Campus Executive Director of American Humanics, Inc.
Coordinator, Service Learning
LeMoyne-Owen College

10:50 am – 11:00 am
BREAK

11:00 am – 12:00 pm
Overview of NLM Health Information Resources

Shannon M. Baldwin, M.P.H.
Chemist, Biomedical Information Services Branch
Division of Specialized Information Services
National Library of Medicine

Nicole C. Dancy, M.P.H.
Technical Information Specialist
Division of Specialized Information Services
National Library of Medicine

12:00 pm – 12:30 pm
Crafting Your Project’s Evaluation Plan

Barry Nagle, MA, ABD
Director, Center for Assessment, Planning and Accountability
UNCF Special Programs Corporation

12:30 pm – 1:45 pm
NETWORKING LUNCH

1:45 pm – 2:15 pm
Documenting Health Literacy on the Campus of Minority Institutions (MIs) and in their Communities: A Pilot Study

Nichelle Williams, MUS
Research Analyst, Center for Assessment, Planning and Accountability
UNCF Special Programs Corporation
2:15 pm – 3:20 pm

**Project Reports: 2007-2008**
ACCESS Grant Recipients and Project Mentors

**Coppin State University (CSU) eHealth Education**

Betsy D. Simon, MS, CHES, CPP  
Coordinator – Health Ed Studies  
Project Director – Diabetes  
Leader, CSU Campus-community Team

**Mentor Response**

Gladys Smiley Bell, MLS  
Librarian, Peabody Collection  
William R. & Norma B. Harvey Library  
Hampton University

**Delaware State University (DSU) Project eHealth**

Michelle R. Fisher, RN, APN, MSN  
Director, Student Health Services  
Project Director – Individual Health /Wellness, Mental Health, HIV/AIDS  
Leader, DSU Campus-community Team  
Dover and Wilmington, DE

**Mentor Response**

Ms. Rose S. Foster  
Group Manager, Medical Education and Outreach Group  
Oakridge Institute for Science and Education

3:20 pm – 3:30 pm

**BREAK**

3:30 pm – 4:45 pm

**Project Reports: 2007-2008**
ACCESS Grant Recipients and Project Mentors

**Morehouse School of Medicine – Project Uncover Health Information Databases**

Cynthia L. Henderson, MILS, AHIP  
Director, Library  
Project Director – Health Literacy  
Leader, Morehouse School of Medicine Campus-community Team

**Mentor Response**

Robert L. Copeland, Ph.D.  
Associate Professor of Pharmacology  
Howard University School of Medicine

**North Carolina Central University – Eagles eHealth**

LaHoma Smith Romocki, Ph.D., M.P.H.  
Project Director – Diabetes, Cardiovascular Disease, and Cancer  
Twenty-three Counties in North Carolina

**Mentor Response**

Ms. Rosalind K. Lett  
CEO, Information-2-Knowledge, LLC

4:45 pm – 5:00 pm

**Closing Remarks**

Pierre E. Wright, Ph.D.  
Director, Division of Public Health  
UNCF Special Programs Corporation
AGENDA

Wednesday - June 11, 2008

PURPOSE
The Specialized Information Services Division of the National Library of Medicine (NLM) is sponsoring this course for the United Negro College Fund Special Programs Corporation’s (UNCFSP) NLM HBCU ACCESS Project. The purpose of the course is to provide UNCFSP eHealth conference participants with an introduction to NLM’s free medical, environmental health, and toxicology information resources and other quality resources on the Internet. Participants will have the opportunity to learn the contents of each database covered in the course, as well as additional quality internet resources, using realistic scenarios.

LOCATION
The University of the District of Columbia (UDC)
Building 41, Learning Resource Center, Room 104
4200 Connecticut Avenue, N.W.
Washington, D.C. 20008

9:00 am – 3:00 pm
NLM Database Training Workshop (Limited space ~ Lunch on your own)

De Lois M. Powell, Ph.D.
Manager, UNCFSP/NLM HBCU ACCESS Project
Division of Public Health
UNCF Special Programs Corporation

Ms. Cynthia Gaines
Project Officer, UNCFSP/NLM HBCU ACCESS Project
Outreach and Special Populations Branch
Division of Specialized Information Services
National Library of Medicine

INSTRUCTORS
Ms. Rose S. Foster
Group Manager, Medical Education and Outreach Group
Oakridge Institute for Science and Education

Wilma Templin-Branner, MS
Health Education Specialist/Project Manager
Medical Education and Outreach Group
Oakridge Institute for Science and Education
Dwayne Ashley, the Chief Executive Officer and President of the Thurgood Marshall College Fund (TMCF), is a 19-year nonprofit and fundraising executive. As CEO, he guides TMCF to achieve its mission, as a comprehensive higher education assistance organization representing 47 public Historically Black Colleges and Universities. Mr. Ashley leads the organization’s long-term planning and guides the overall strategic direction of the organization.

Under his leadership, TMCF surpassed $80 million in support raised for scholarships, capacity building and programs, 85 percent of the organization’s gross revenues since its founding in 1987.

Mr. Ashley joined Thurgood Marshall College Fund in 1999 as Executive Director, and was appointed as President the following year. In 2004, TMCF’s Board of Directors named him Chief Executive Officer. As the organization’s primary spokesperson, he works closely with the Board in steering the organization to achieve its mission and long-range goals. Under his leadership, TMCF has broaden its mission from scholarships to innovative programs such capacity building, leadership development, member university professional institute, school reform, research and HBCU talent sourcing.

Mr. Ashley is known for his innovative program development skills that are always tied to measurable outcomes. With a passion for knowledge and positioning the organization to be an expert at its mission, he has spearheaded various studies for TMCF, including the Economic Impact Snapshot of Public HBCUs, Scholarship Evaluation Report, Public HBCU Demographic Study, The 2006 Gender Study, “Understanding Gender at Public Historically Black Colleges and Universities,” and most recently, “Recruiting Talent From HBCUs: A Groundbreaking Analysis of How Corporations and Government Recruit Talent From Historically Black Colleges and Universities”.

A Cum Laude graduate of Wiley College with a Bachelor of Science degree, he also has a master’s degree in Governmental Administration from the University of Pennsylvania’s Fels School of Government. Additionally, Mr. Ashley has earned executive certifications from the Indiana School of Philanthropy’s Fundraising Program, and the Texaco Non Profit Executive Leadership Program.
Colleges and Universities

Bowie State University
Claflin University
Concordia College-Selma
Coppin State University
Delaware State University
Edward Waters College
Elizabeth City State University
Fayetteville State University
Hampton University
Howard University
Huston-Tillotson University
Johnson C. Smith University
LeMoyne-Owen College
Lincoln University of Pennsylvania
Morehouse School of Medicine
Morgan State University
Norfolk State University
North Carolina Agricultural and Technical University
North Carolina Central University
Paine College
Prairie View A&M University
Roxbury Community College
Savannah State University
Spelman College
St. Augustine’s College
University of Maryland College Park
University of Maryland Eastern Shore
University of the District of Columbia
Virginia Commonwealth University
Virginia State University
Voorhees College
Wiley College
Winston-Salem State University
ACKNOWLEDGEMENTS

PROJECT PARTNERS:

National Library of Medicine, Division of Specialized Information Services

UNCFSP/NLM HBCU ACCESS National Advisory Board

» Dr. Melvin Spann
  Advisory Board Chair
» Ms. Gladys Smiley Bell, Harvey Library
  Hampton University
» Dr. Lisa A. Cooper
  Johns Hopkins University Medical Center
» Ms. Rose Foster
  Oak Ridge Institute for Science and Education
» Dr. Robert L. Copeland
  Howard University School of Medicine
» Ms. Rosalind K. Lett
  Information-2-Knowledge, LLC
» Dr. Larry R. Shannon
  Bowie State University

HBCU Students ~ Poster Presentations

HBCU Communities

Appreciation and Gratitude is Extended to:

» Bethesda Marriott Hotel
» National Institutes of Health
» National Library of Medicine NLM ACCESS Project
» Sunspot Café
» United Negro College Fund Special Programs Corporation
» World Venture Travel Agency

Program Booklet and Poster Design
Meesha Media Group, LLC (www.meesha.net)
Past NLM Grantees:

2002-2003
- Albany State University
- Bluefield State College
- Howard University
- Norfolk State University

2003-2004
- Dillard University
- Florida A&M University
- Paine College
- Southern University and A&M College

2004-2005
- Florida A&M University
- Florida Memorial College
- Huston-Tillotson College
- Rust College

2005-2006
- Bethune-Cookman College
- Johnson C. Smith University
- Savannah State University
- Shaw University

2006-2007
- Jackson State University
- Langston University
- Norfolk State University
- Winston-Salem State University

Current NLM Grantees:

2007-2008
- Coppin State University
- Delaware State University
- Morehouse School of Medicine
- North Carolina Central University

Division of Public Health
UNCFSP/NLM HBCU ACCESS Project
UNCF Special Programs Corporation (UNCFSP)
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