BEACON PUBLIC HEALTH

www.beaconpublichealth.com

Unwind with the *Tribe*

CAMPAIGN TOOLKIT

Unwind with the Tribe

Together, Black women explore living healthier lives.

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Unwind with the Tribe

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Our culture and social networks impact our weight and wellness.

Unwind with the Tribe is a health education campaign to raise awareness about how our social network, referred to as our "tribe," can influence our health decisions, with an emphasis on nutrition, and physical, and mental health.

This campaign has a strong emphasis on connectedness, a common value among Black women and highlights ways in which we can support one another in our health and wellness goals.

Join our campaign to support Black women's health! This material is provided by Beacon Public Health with the hope that it encourages you, your network, clients, and others to promote this important information.

How to use the Toolkit:

1. Promote campaign messages on your social media.

    a. Use our digital downloads on any of your social media channels to help raise awareness.
    b. Use the hashtag #TribeUnwind.

2. Tag @BeaconPublicHealth to help increase the reach of the campaign so others can access our resources.

3. Stay connected & follow us on social media

@BeaconPubHlth
@BeaconPublicHealth
@BeaconPublicHealth
www.linkedin.com/company/beacon-public-health/

www.BeaconPublicHealth.com
info@BeaconPublicHealth.com

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Campaign materials

Live Events:
We will host a series of three live check-ins on Instagram, where Black women will talk about how to connect and destress healthfully over the joys and challenges of life.

Event dates/times:
February 3, 2022; 7-8 PM, EST
February 8, 2022; 8-9 PM, EST
February 10, 2022; 7-8 PM, EST

Social Media and Research Resources:
We have developed shareable messages and graphics to support healthy decision making. We also have a research brief and other materials to support the campaign that are all here in this toolkit. Help amplify the messages on your social media accounts!

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About Beacon Public Health

Beacon Public Health is a minority, women-owned consulting group focused on health equity—to ensure Black, Indigenous, and People of Color communities can live healthy and whole lives. Our vision is to create healthy and whole communities by diminishing the impact of chronic diseases.

We do our work by collaboratively working with our clients to:

- Educate communities on chronic disease risk factors, disease management, and healthy lifestyles.
- Design, implement and evaluate equity-driven sustainable public health programming.
- Create dynamic, culturally tailored health education communications to support healthy decision-making.
- Support the public health workforce through professional development training and coaching to advance skill sets.
- Build organizational capacity by providing technical assistance to support the organization's ability to effectively develop and implement strategic, yet sustainable public health program planning that aims to reduce health disparities.

For more information about Beacon Public Health or to schedule an introductory call, visit: www.beaconpublichealth.com

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Topline Messaging/Theme: Your tribe impacts your waistline.

Health related behaviors are hard to change, and external influencers, like social networks, can make them even more challenging.

A 2020 research study conducted by Dr. Jovonni Spinner, Beacon Public Health founder and CEO, found that, for some Black women, social networks had the biggest impact on weight-related decisions, and what's more, familial and peer influence was strong. Habits adopted in childhood, whether good or bad, were often carried into adulthood. Friends and family had an impact on how they prepared and consumed their food, types of foods eaten, and the type and frequency of physical activity. Their cultural and social norms impacted their views (e.g. body perception) and decision making around their weight.

One key area was apparent: **their social circle often helped motivate them to live healthier lives**. As we begin the year, *Unwind with the Tribe* wants to urge Black women to consider how their social networks impact their health and wellness. That's why we are hosting three Instagram Live chats to create a space where Black women can get information about their health and wellness, ask questions, and get support from their community to live their healthiest lives. Dr. Jovonni Spinner will moderate the sessions and special guests Shamera Robinson, Asia Vianna, Pamgrace Gachenge, Patty Wilson, and Cynthia Jones will share their experiences and provide expert advice. They are dietitians, yogis, healthcare experts and mental health practitioners talking about how Black women can explore living healthier lives together.

Key Facts

- A Black woman's social network can impact her weight, ranging from her food choices, food preparation, and amount of food she consumes.
- Black women have higher rates of overweight and obesity (OVO) compared to their White counterparts, 82% and 63.2% respectively.
- Obesity is a multi-faceted issue that significantly impacts Black women, leading to poor physical and mental health, decreased social wellbeing, and puts a financial strain on the healthcare system.

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Social Media

Support Black women's health and wellness by sharing these social media posts, images, and the hashtag below to create awareness and provide helpful tools and resources to your social media audiences.

Branded hashtag: #TribeUnwind

Secondary hashtags:

#BlackGirlMagic #BlackGirlsRock #BlackGirlYoga #BlackWomenLead #MyWeightlossJourney #HealthIsWealth #HealthyLiving #BlackWomensHealth #Nutrition #PhysicalActivity #OverweightAndObesity #DMVfood #DMVeats #DCRestaurants #DCeats #MyBmore

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Sample Social Media Posts

Download social media content

Facebook & LinkedIn

Don't miss "Unwind with the Tribe," the Instagram Live (hosted by @BeaconPublicHealth) limited series where Black women talk about how our "tribe" affects our waistline, with tips on how to healthfully stay connected with friends and family.

Join us for three sessions between Feb 3 - Feb 10 where moderator Dr. Jovonni Spinner of @BeaconPublicHealth chats with special guests about nutrition and access to medical care, physical activity, and mental health.

#TribeUnwind https://bit.ly/3Ke6Z3A

Unwind with us! Join @BeaconPublicHealth, moderator Dr. Jovonni Spinner and special guests for Unwind with the Tribe to talk about how our "tribe" impacts our waistline. Together, Black women explore living healthier lives. #TribeUnwind

Learn more and RSVP https://bit.ly/3Ke6Z3A

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Sample Social Media Posts

Download social media content

Facebook & LinkedIn

Your “tribe” impacts your waistline. Let’s talk about it on “Unwind with the Tribe” on Instagram Live – get tips on nutrition, fitness, and set goals for wellness and friendship in the new year.

Feb 3, 7 p.m. ET
Feb 8, 8 p.m. ET
Feb 10, 7 p.m. ET

Hosted by @BeaconPublicHealth and Dr. Jovonni Spinner

Special guests:
Shamera Robinson
Asia Vianna
Pamgrace Gachenge
Patty Wilson
Cynthia Jones

#TribeUnwind

https://bit.ly/3Ke6Z3A

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Sample Social Media Posts

Download social media content

Twitter

#TribeUnwind! Join "Unwind with the Tribe," (hosted by @BeaconPubHlth), on Instagram Live, where Black women talk about how our “tribe” affects our waistline.

On the agenda:

2/3 nutrition & access to care
2/8 physical activity
2/10 mental health

https://bit.ly/3Ke6Z3A

#TribeUnwind! Join "Unwind with the Tribe," (hosted by @BeaconPubHlth), on Instagram Live, where Black women explore living healthier lives together.

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Sample Social Media Posts

Download social media content

Instagram

Your “tribe” impacts your waistline. Let’s talk about it on “Unwind with the Tribe” on Instagram Live – get tips on nutrition, fitness, and set goals for wellness *and* friendship in the new year.

Feb 3	7 p.m. ET
Feb 8	8 p.m. ET
Feb 10	7 p.m. ET

Hosted by @BeaconPublicHealth and @DrJovonniSpinner.

Special guests:
Shamera Robinson (@Shamera_rdn)
Asia Vianna (@Ananda_Joy_)
Pamgrace Gachenge (@IAmPamgrace)
Patty Wilson (@PRWilson72)
and Cynthia Jones (@talk_withipcp)

#TribeUnwind

Don’t miss “Unwind with the Tribe,” the Instagram Live limited series where Black women talk about how our “tribe” affects our waistline, with tips on how to healthfully stay connected with friends and family. Hosted by @BeaconPublicHealth and @DrJovonniSpinner.

Feb 3: Nutrition & access to care with @Shamera_rdn and @IAmPamgrace
Feb 8: Physical activity with @Ananda_Joy_
Feb 10: Mental health with @PRWilson72 and @talk_withipcp

#TribeUnwind

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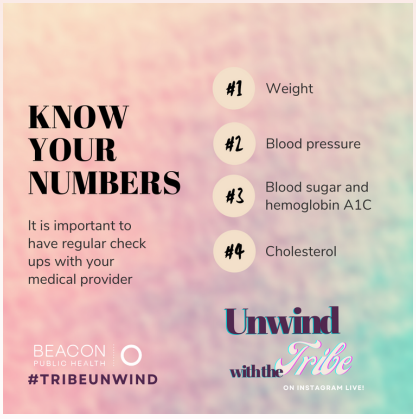
Download social media content



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What is Impacting the Waistlines of Black Women Living in Prince George's County, Maryland?

Key findings from the research report conducted by Dr. Jovonni Spinner, published February 2021.
View the research report

SOCIAL NETWORKS

Social networks had the biggest impact on weight-related decisions and familial influence was strong; habits adopted in childhood, whether good or bad, were often carried into adult hood. **Key cultural and social components guiding decisions included:**

Socializing over food. Nearly all events centered around food. The women often structured their social life around trying new restaurants, happy hours, and celebrating good or bad times over food and drinks.

Learning how to cook soul food and Caribbean dishes at a young age. The women learned to cook with lots of salt-based seasonings, processed meats, and prepared fried and high fat foods. Unspoken rules around food consumption meant accepting food when it is offered and eating when others are eating.

Friends and family had an impact on how they prepared and consumed their food. The types of foods eaten, how they engaged in activities, and the types of physical activity where mostly modeled food behaviors (good or bad) after others.

Their social circle often times helped motivate them to live healthier lives. All participants had a desire to ward off chronic diseases, perform daily activities with ease, and wanted to look and feel good overall, but noted it was hard to achieve.

MEDIA (SOCIAL AND TRADITIONAL)

Overall social and traditional media had a positive impact on their weight. **Many were inspired by social media to adopt healthier behaviors** like trying new recipes, workout routines and sharing with friends and family.

INCOME & EDUCATION

Higher education afforded the women higher incomes, exposed them to new ways of eating and cultural foods; and expanded their economic network of friends.

Earning higher incomes allowed some to purchase gym memberships, better quality food, and tools to manage weight (e.g. personal trainer or juicers) and most noted income is a barrier to achieving good health.

LOCATION

PG County is one of the most affluent Black communities in the United States but social determinants of health like sufficient access to healthy food and physical activity options (e.g. green space and sidewalks.) are lacking. **Most lived in designated food desserts**; grocery stores lacked quality produce and meats; and many willingly drove longer distances to do their grocery shopping.

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