

BLACK HEALTH MATTERS PRESENTS

BUILDING THE BRIDGE SUMMIT

Closing the Health Literacy Gap

Saturday, October 9, 2021

9am - 5pm ET

Black
Health
Matters.com

Presenting Sponsor

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AGENDA

ABOUT BLACK HEALTH MATTERS

Black Health Matters is the world's largest African American multi-channel health communications company. We provide focused solutions to improve the health outcomes of underserved communities and people of color. On October 9th, Black Health Matters will produce Black Health's biggest event! The Summit focuses on achieving our ultimate goal of improving the lack of health awareness that exists in the African American community. Black Health Matters values the significance of health education--the black community deserves to have access to the resources that provide individuals with more opportunities to lead healthier lives. The Black Health Matters "Building the Bridge" Summit aims to provide quality education on essential healthcare topics that have been historically underrepresented in conversations within the Black community.

LEARNING OBJECTIVES

1. Spark a dialogue about health advocacy and allyship within the African American community by providing the talking points they need to advocate for their health. After attending the summit, participants will be able to understand how to identify risk factors for chronic conditions that directly impact their community.
2. Educate patients and caregivers on an array of health conditions that disproportionately affect Black people in the U.S. Attendees will learn about the importance of clinical trial participation and how why participation leads to health equity.
3. Expand the reach of the educational information provided at the summit to the largest audience possible by leaving the content up on the platform for three months past the live date. This also includes promoting key summit videos and summary articles on other platforms (website, newsletter, social media, etc.).

**9:00AM -
9:10AM**

WELCOME MESSAGES

An introduction and official welcome to the Black Health Matters “Building the Bridge” Summit.



Roslyn Young-Daniels



Caroline De Marco

**9:10AM -
9:25AM**

MORNING WORKOUT: FIVE TIPS TO STAY FIT & FABULOUS

Exercise can help prevent and help you manage most chronic conditions. It works miracles. Join us for a session with fitness guru John Houston Smith.



John Houston Smith

**9:30AM -
10:00AM**

WE CAN'T BREATHE: DISPARITIES IN THE BURDEN AND TREATMENT OF ASTHMA

African American families are more likely to have asthma. What's the best way to manage? Dr. Anne Maitland medical expert presents Writing We Can't Breathe: Disparities in the Burden and Treatment of Asthma



Anne Maitland, MD, PhD

**10:05AM -
10:35AM**

ABOUT BIKTARVY: WHAT'S YOUR STORY GOING TO BE? LEARN ABOUT AN HIV TREATMENT OPTION

A candid discussion about sexual health in the Black community and the stigma surrounding it.



George B. Gates, MBA

**10:40AM -
11:10AM**

DENTAL HEALTH: KEYS TO A HEALTHY SMILE

The Black Health Matters Building The Bridge Summit features a special session on maintaining good oral health as we age.



Susan D. Stukes, D.D.S

**11:15AM -
11:45AM**

HOW COMMUNITY HEALTH CENTERS SERVE THE NEEDS OF AFRICAN AMERICANS: A MASSACHUSETTS CASE STUDY

The COVID-19 pandemic and how it has disproportionately affected the African American community.



Michael Curry, Esq.

**11:50AM -
12:20PM**

BOLD ACTION NOW: ADVANCING INCLUSIVE RESEARCH AND HEALTH EQUITY

Real Talk with Q: Learn about what intentional actions are being taken to better gain patient's trust and increase inclusive research and health equity.



Quita Beeler-Highsmith, MBA

**12:25PM -
12:40PM**

CELEBRITIES AND HYPERTENSION

Women Talk: 'My Experience with Hypertension': Meli'sa Morgan will speak out as interviewed by Rolonda Watts.



Rolonda Watts



Meli'sa Morgan

**12:45PM -
1:15PM**

MULTIPLE SCLEROSIS IN THE BLACK COMMUNITY

Dr. Mitzi Joi Williams will hold an informative discussion focused on the signs, symptoms, and treatments available for Multiple Sclerosis.



Dr. Mitzi Joi Williams

**1:20PM -
1:50PM**

HEART DISEASE AND STROKE IN THE AFRICAN AMERICAN COMMUNITY

Learn about symptoms and take steps to prevent, and beat, heart disease and stroke.



Dr. Ugo Ezenkwele

**1:55PM -
2:25PM**

LIVER CANCER: BRIDGING GAPS

How Hepatocellular carcinoma (HCC) affects the African American community and how screening guidelines for liver cancer are failing us.



Dr. Julia Wattacheril



Dr. Lewis Roberts

**2:30PM -
3:00PM**

COMMON SKIN & HAIR LOSS DISORDERS IN PEOPLE OF COLOR

Is your hair thinning? Do you suffer from skin hyperpigmentation? Join us for a conversation with the leading skin and hair expert so that we can #LiveBeautifully.



Dr. Angela Kyei

**3:05PM -
3:35PM**

BREAST CANCER IN AFRICAN AMERICAN WOMEN

Learn more about Breast Cancer awareness and positive diagnosis journeys. The regions expert, and survivors, assemble to empower our women.



Dr. Lisa Newman, MD,
MPH, FACS, FASCO



Catherine Cooper



Cecilia Pope

**3:40PM -
4:10PM**

CHOOSE HEALTHY LIFE: THE BLACK CHURCH AND HEALTH EQUITY

The Black Church and Public Health Unite to Power Solutions for Health Equity.



Debra Frazer-Howze



Rev Jacques De Graff



Rev David Jefferson



Rev Horace Sheffield

**4:15PM -
4:45PM**

FINANCIAL BARRIERS TO HEALTH EQUITY: PATIENT ISSUES AND EMERGING SOLUTIONS

The Bottomline: A panel discussion on non-traditional healthcare costs and emerging access solutions that may save patients money.



Gerren Wilson, PharmD



Rebecca Monroe



Meghan McKenzie

**4:50PM -
5:00PM**

LEADERBOARD WINNERS & THANK YOU'S

Closing statements and "Thank You" message to participants, speakers and sponsors!



Roslyn Young-Daniels

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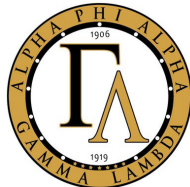
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