

JULY 2022

NBCI PRESCRIPTION DRUG PROPOSAL

Remarks from NBCI President

The NBCI Prescription Drug Assistance Program stands ready to build on the trust we have established during the past 28 years with its 27.7 million members and move forward with our goal to increase prescription drug adherence in Black and Latino communities.

We are soliciting support from your organization based upon your commitment to collaborating with the scientific and patient communities to develop and deliver innovative solutions to improve health outcomes and help close the health disparities gap. We believe our culturally responsive health education approach and longstanding relationship with 150,000 churches across the United States, makes us well-positioned to deliver a Prescription Drug Assistance Program that will remove the barriers to drug adherence for African Americans and Latino Americans. We plan to learn more about these populations' behaviors and experiences related to prescription drug use as we engage in this initiative.

Please feel free to email your comments on how we can work together.

Sincerely,
Rev. Anthony Evans
President

CONTACT US

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General Overview

NBCI's purpose is to partner with major organizations and officials whose mission is to reduce racial and health disparities.

The National Black Church Initiative (NBCI) is a coalition of 150,000 African American and Latino Churches with 27.7 million members working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. NBCI's mission is to provide critical wellness information to its members, congregants, churches, and the public through our five faith command centers across the United States.

Our strong ties with the faith-based community makes our organization well-positioned to address the barriers to drug adherence and vaccine hesitancy.

Our organization is instrumental to expanding Blacks' and Latinos' access to accurate health information and guidance from healthcare professionals in a trusted context, the faith-based community.

Over the past 28 years, NBCI has worked diligently to build trusting relationships with our 150,000 churches, delivering targeted educational messaging and literature to millions in low-income, underprivileged Black and Latino populations.



The NBCI Prescription Drug Assistance Program is the solution to building medical trust in minority communities of color, thereby increasing adherence to prescription drug regimens, which will increase successful health outcomes, which will increase the use of prescription drugs in these communities.



Our Request

NBCI is seeking funding support in the amount of \$75,000 to develop, launch, and implement its Prescription Drug Assistance Program.

We are soliciting support from your organization based upon your commitment to collaborating with the scientific and patient communities to develop and deliver innovative solutions to support health and wellness worldwide. Since the patient community in many cases are also a part of the faith-based community, we believe that health educators in the Black and Latino church communities can be strategically utilized to support congregants with health education and more specifically, drug adherence.

Our Prescription Drug Assistance Program will be instrumental in expanding the patient communities' knowledge of health education, sharing the benefits of drug adherence, and increasing patients' comfort level with interacting with medical professionals and sharing information regarding their prescription use and health behaviors.

NBCI stands ready to build on the trust established with its 27.7 million members and move forward with our goal to increase prescription drug adherence in Black and Latino Communities.



NBCI's Approach to Drug Adherence in Faith-based Communities of Color

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NBCI is in the process of reaching out to partner with the National Association of Black Health System Pharmacists, National Association of Hispanic Pharmacists, and Black and Hispanic psychologists to support the Prescription Drug Assistance Program. Our faith-based community is familiar with NBCI's community outreach efforts through our Volunteer Health Corps members who have promoted NBCI as a knowledgeable, effective, and sustainable health educator for the faith-based community over the past 28 years. To date, these volunteers have provided over 2 billion dollars' worth of health and medical education to our 27.7 million members.

Who will be responsible for educating

the patient community?

1. Black and Latino physicians, and psychologists will be selected to provide the five centers with educational information related to prescription drug adherence via the following modes of communication:

- *Video presentation*
- *Website*
- *One-page newspaper*
- *Social media platforms (Facebook, Instagram, YouTube)*

2. Black and Latino Pharmacists, Psychologists, and a Volunteer Faith-Based Health Corps (35,000 members nationwide) will provide support via:

In-Person Sessions

- *5 Town Hall Presentations*
- *12 Monthly Brown Bag Luncheons*
- *One on one Counseling*
- *Zoom Calls as needed*

NBCI Expected Outcomes and Impact

5 Town Hall Presentations and 12 monthly Brownbag Luncheons are expected to reach over 1.5 million of our members and the general public yearly.

The Brown Bag events are convenings that will occur monthly to provide the patient community with valuable information regarding their prescriptions in a context that is familiar to them, their local church.

Many members of our congregations may also be considered polypharmacy (patients taking at least five medications). As you are aware, these patients face many challenges directly linked to this high number of prescriptions including the complex dosing schedule, instruction confusion, and multiple side effects. Learning about these causes will help clinicians, pharmaceutical companies, and NBCI more accurately identify when such causes are likely to contribute to non-adherence.

The NBCI patient community (estimate 60% of our members) will be provided with opportunities to build authentic connections with medical professionals and receive accurate health information which supports drug adherence in the following ways:

- Review the medication regimen and explain how the multiple prescriptions may be interacting*
- Discuss the risks associated with deviating from the prescribed regimen*
- Inquire about side effects the patients may experience*
- Advise patients on how to respond if they are experiencing undesirable side effects*
- Share what to do if the patient encounters obstacles to drug adherence (affording medications, filling, and refilling prescriptions)*

In summary, NBCI will utilize multiple modes of communication to educate its 27.7 million members in our 150,000 churches. Your support will not only increase sales of prescription drugs but increase drug adherence and address health disparities in Black and Latino communities. NBCI's faith-based coalition would appreciate your support over the next six years or more, as we address disparities and medical mistrust in culturally responsive ways. We welcome any questions you may have and would like to thank you in advance for your time and consideration.