



A Public Health Agency's Guide to Partnering with Faith-Based Organizations: Toolkit Launch

April 2, 2025



Welcome from...



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Johns Hopkins Bloomberg School of Public Health,

Member, PHCOE-DC Health Equity Task Force,

Dr. Parker's research examines how to address the cultural needs of caregivers for people with dementia.



The BOLD Public Health Center of Excellence on Dementia Caregiving (PHCOE-DC)

Designed to support state, tribal and local public health agencies nationwide in developing their dementia caregiving-focused programs and initiatives, by...

Visit our
website!



Improving access to evidence-based programs and best practices.



Facilitating connections and collaboration among public health agencies and a wide range of service organizations.



Helping your agency identify, select, and implement effective public health interventions and strategies in caregiving.



Reminders for the Presentation Session

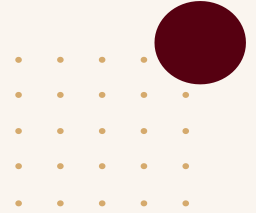
- Submit your questions for the speakers into the Q&A feature.
- Use the **CHAT** to share comments, resources, links, and ideas.
- The recording, slides and resources will be shared after the event.
- **Please complete the survey at the end of this event** (will pop up in Zoom when you leave this webinar). We greatly appreciate your feedback!
 - Survey link: <https://bit.ly/3PXFWOc>



Poll Question

In what capacity are you attending this event?

- BOLD Public Health Agency
- Non-BOLD Public Health Agency
- Community organization/service provider
- Person living with dementia
- Interested caregiver and/or community member
- Care/clinical professional
- Other



MEET THE SPEAKERS



Moderator

Dr. Fayron Epps,
Founder, Alter,TM
UT Health San
Antonio
School of Nursing



Panelist

Rachel Coney,
Virginia
Department of
Health



Panelist

Gerold Dermid,
University of
Nevada, Reno
School of Public
Health



Panelist

Robbin Frazier,
Center for Healthy
Aging and
Innovation



Panelist

Tiffany Turner,
Washington State
Department of
Health

#DementiaCaregivingAcrossFaiths

View our toolkits

bolddementiacaregiving.org/toolkits/



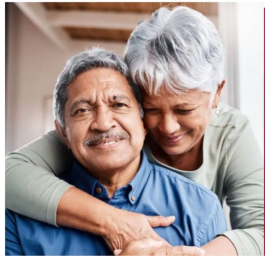
Who We Are

ELEVATING DEMENTIA CAREGIVING AS A PUBLIC HEALTH PRIORITY

Our mission is to **support state, tribal and local public health agencies** in developing strong dementia caregiving programming and initiatives.

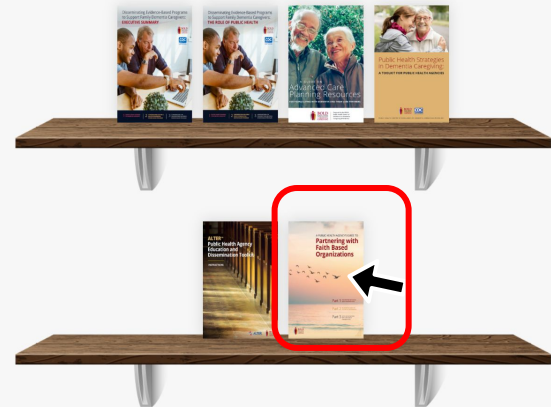
Through collaboration and evidence-based strategies, we enhance caregiver support and help improve the quality of life for people living with dementia.

[Learn more](#)



Browse Toolkits

PHCOE-DC TOOLKITS

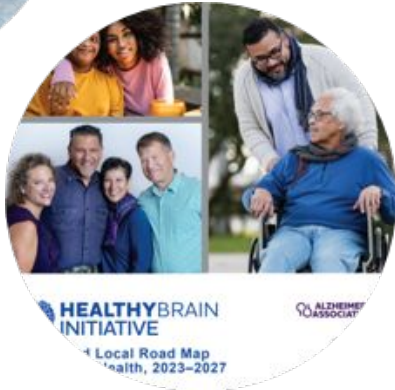




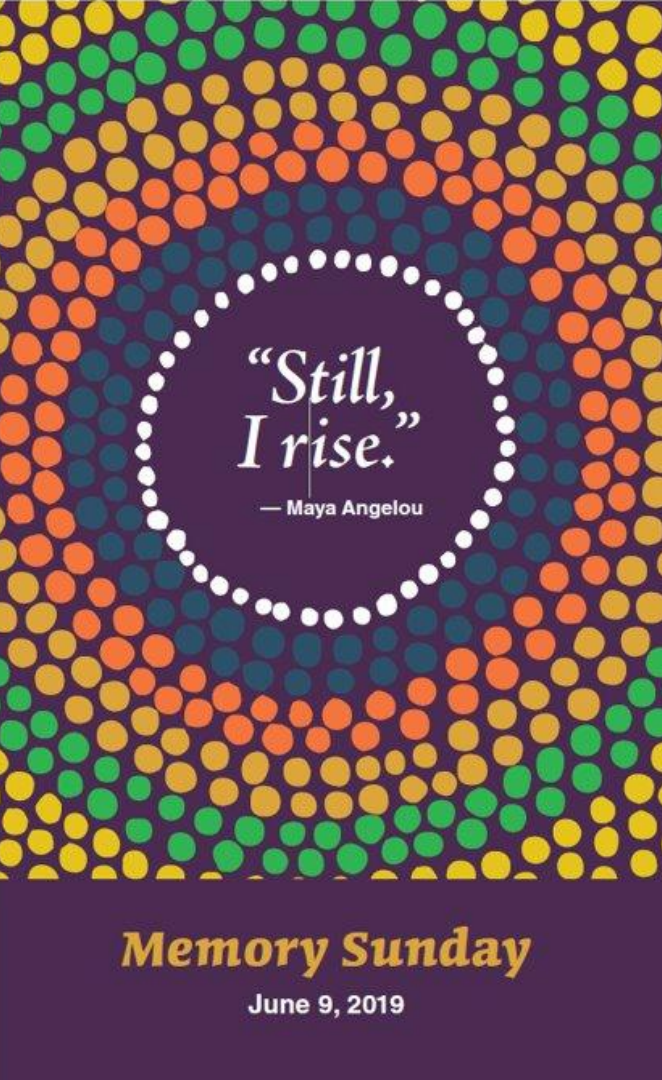
WASHINGTON STATE PARTNERSHIPS WITH FAITH COMMUNITIES TO ADDRESS BRAIN HEALTH & DEMENTIA

April 2, 2025 8

Washington State Department of Health's (DOH) Involvement in Dementia Work



- [Dementia Action Collaborative](#) (DAC) & [WA State Plan](#) To address Alzheimer's and other Dementias.
- WA State Department of Health received a 5 year 2023-2027 Building Our Largest Dementia Infrastructure [\(BOLD\) grant](#).
- Based on [CDC's Healthy Brain Initiative Roadmap](#): providing steps public health can take to promote brain health, address cognitive impairment, and address the needs of care partners.



Developing Partnerships With Faith Based Communities

Build trust over time based on authentic connections, actions, and commitment:

- Participate in and support events led by faith organizations
 - [Memory Sunday](#)
- Actively engage & listen to members of the community
 - Development of materials & programs
 - Identify needs
- Provide awareness of the disparities in prevalence of dementia
 - Impact of historical racism and social determinants of health
 - Share data to encourage action to promote brain health as the trusted messengers
- Continue to engage, communicate, partner
 - Resources and funding opportunities
 - Create champions

When it's time to talk
about memory loss

EARLY DETECTION HELPS PROTECT
OUR HEALTH AND INDEPENDENCE.



First African Methodist Episcopal (FAME) Church-Seattle, WA

2023 Pilot Program partnering with FAMEs Health and Wellness Ministry

- Spread awareness about dementia, the value of an early and accurate diagnosis, and planning

Creation of a trusted messenger campaign

- Promoted and shared resources from the campaign website
- Conducted a webinar
- Participated in a church health fair: blood pressure, glucose, cholesterol screening, and mini-cognitive screenings
- Posted links to dementia related resources on their church webpage and social media accounts

doh.wa.gov/memory



Building Brain Health and Dementia Awareness

- Developed a *Brain Health and Dementia Awareness in Our Communities* curriculum and grant opportunity.
- Utilizing trusted messengers to assist with increasing awareness of dementia, reducing risk factors, promoting early detection, and providing resources.
- Curriculum topics include:
 - Dementia and its impacts on our community
 - Signs of dementia and early detection
 - Reducing the risk of dementia
 - Resources to support brain health

Building Partnerships & Utilizing Existing Resources



- New and existing internal and external partners
 - DOH programs-Rural Health, Community Collaborative, Community Health Worker Network
 - Pilot participants, Dementia Friends Network, Alter, & Public Health
- Utilized the Faith-Based Toolkit & evidenced-based programs for ideas and guidance.
- Advisory group of community partners
 - Grant framework
 - Development of application
 - Development of scoring tool
 - Review applications
 - Promotion



Building & Promoting the Grant Opportunity

- Grant Activities:
 - Attend Train the Trusted Messenger Training
 - Host 2 Brain Health & Dementia Awareness workshops for the community they serve
 - Submit final narrative report, activity data, and program evaluation
- Optional Activities List:
 - Educational activities
 - Programmatic activities & system changes
- Application Development and Scoring Criteria
- Promotion
 - www.doh.wa.gov/dementia-grant
 - Closes April 4



Supporting Faith Organizations

- Offer technical assistance & resources
 - Meet them where they are at
 - Acknowledge different capacity levels and capabilities
- Utilize strengths of the organizations
 - Health ministries
 - Build on existing programs
 - Subject matter experts within the congregation
- Connect them with other partners and resources in their communities
- Assist them in building sustainable programs



Tiffany Turner

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Virginia Partners in Prayer & Prevention

Successful Collaborations

Rachel Coney-Bowles
Brain Health Coordinator
Healthy Brain Virginia
Virginia Department of Health
Division of Prevention Health Promotion
Office of Family Health Services

Wednesday, April 2, 2025



The Virginia Department of Health, Office of Health Equity established the **Virginia Partners in Prayer & Prevention (VAP3)** program in 2016. VAP3 is the rebranded version of **Virginia's Congregations for Million Hearts** program. This initiative aims to foster partnerships between communities, faith and interfaith organizations, as well as local and state public health agencies. Our goal is to address health disparities, provide education, and build capacity within communities.

Virginia P3 program offers comprehensive health education and capacity-building efforts, equipping communities with the knowledge and tools necessary to improve their overall health and well-being. Through these collaborative efforts, Virginia P3 strives to transform health and create a healthier, more equitable future for all Virginians.



Virginia Partners in Prayer & Prevention

Virginia P3 Programs includes:

- Virginia P3 Newsletter (Est 2017)
- Virginia P3 Community Health Champions
- Virginia P3 Partner Resources Sessions
- Congregations for Million Hearts
- Opioid Response Outreach & REVIVE Training
- Opioid Response Toolkit
- Purple Power Worship (Alzheimer's Association)
- Virginia P3 Free Mask Distribution for Faith Communities
- **Virginia P3 Disparities Grant**
 - Grantee Resource Series
- BHMVA – Community Conversations

Virginia Partners in Prayer & Prevention (VAP3) has been instrumental in educating communities of faith throughout the Commonwealth on health equity and the importance of identifying and addressing community health needs.

Additional Programs/Initiatives (via other offices in VDH)

- Walk with Ease
- Chronic Disease and Self-Management
- Stroke Smart Virginia
- Quit Now – Virginia
- Healthy Brain Virginia

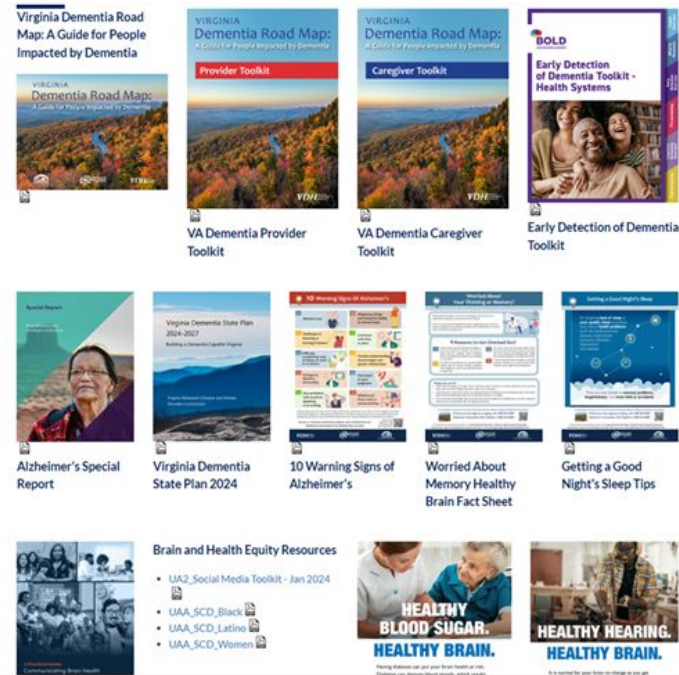




Healthy Brain Virginia

The **Healthy Brain Virginia Program** is an important initiative dedicated to addressing the public health challenges posed by Alzheimer's Disease and Related Dementias (ADRD) across the Commonwealth of Virginia. Supported by a five-year cooperative agreement from the Centers for Disease Control and Prevention (CDC) under the [BOLD Infrastructure for Alzheimer's Act](#), the Healthy Brain Virginia Program is committed to promoting brain health and providing robust support to those impacted by ADRD.

[Healthy Brain Virginia - Brain Health Virginia](#)





ALTER™

INSPIRING AND EQUIPPING FAITH COMMUNITIES

<https://vcoa.chp.vcu.edu/initiatives/alter-dementia>



Stay Connected...

Veronica Cosby, VAP3 Program Manager

Virginia Department of Health

Office of Health Equity, DMHCE

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Phone: (804) 864-7361



VAP3 Month Newsletter



VAP3 Event Request



Home - Virginia
Department of Health



Why Faith Matters: Care and Resilience Through a Health Marketing and Training Pilot of a Community Health Worker Program in Places of Faith

Gerold Dermid, MBA

Larson Institute for Health Impact and Equity

University of Nevada, Reno



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Presenter



**Gerold Delgado
Dermid**

He/Him

gdermid@unr.edu

Learning Objectives



Synergy

Explore synergy between faith institutions and public health programs.



Shared Vision

Envision communities with improved health outcomes and resiliency.



Program Design

Learn how CHWs are embedded in faith communities.

Introducing Our Program

<https://www.youtube.com/watch?v=12cML96hYIE>





Partnership Strategies

1 Collaborative Approach

Larson Institute and Nevada Faith and Health Coalition joined forces.

2 Embedding CHWs

Community Health Workers placed within faith communities.

3 Faith Leader Support

Leveraging spiritual leaders to reach community members effectively.



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CHW Skills and Impact

Navigating Programs

CHWs expertly guide through health and social services.

Tailored Information

Provide specific resources aligned with individual faith site needs.

Peer Support

Faith-based CHWs offer relatable community health assistance.



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Holistic Wellness Approach

1

Spiritual Health

Emphasizing connections between spiritual beliefs and physical well-being.

2

Physical Health

Promoting healthy lifestyle choices within faith communities.

3

Social Support

Fostering community connections for overall wellness.



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Proactive Health Promotion

Resource Integration

Combining faith-based and public health resources effectively.

Community Engagement

Actively involving faith communities in health initiatives.

Preventive Focus

Emphasizing early intervention and health education.

Continuous Improvement

Evaluate

- 1 Assess current strategies and their effectiveness.

Refine

- 2 Adjust approaches based on community feedback and outcomes.

Implement

- 3 Apply refined strategies to maximize impact and collaboration.



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Synergy in Action



Partnerships

Strengthening bonds between faith and public health sectors.



Community Care

Enhancing overall community well-being through combined efforts.



Balanced Approach

Integrating spiritual and physical health as a co-created, community responsive intervention.



Future Opportunities

Amplify Impact

Expand reach of public health interventions

Faith Integration

Deepen collaboration with faith communities

Innovative Programs and Pipelining

Develop new initiatives including further pipelining into health professions



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A PUBLIC HEALTH AGENCY'S GUIDE TO

Partnering with Faith Based Organizations

Part 1 WHY PARTNER WITH FAITH-BASED ORGANIZATIONS?

Part 2 RECOMMENDATIONS FOR SUCCESSFUL PARTNERSHIPS

Part 3 STEPS FOR PARTNERING WITH FAITH-BASED ORGANIZATIONS



Presenter: Robbin Frazier, University of Minnesota, Center for Healthy Aging and Innovation

- Guides public health agencies as they partner with faith-based organizations (FBOs) to support family caregivers.
- FBOs have become vital in health promotion, incorporating public health and wellness programs into their regular activities.



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Three-Part Public Health Toolkit

Part 1: Why Partner with Faith-Based Organizations?

Part 2: Recommendations for Successful Partnerships

Part 3: Steps for partnering with Faith-Based Organizations



Part 1 | WHY PARTNER WITH FAITH-BASED ORGANIZATIONS?

- Trusted by their communities
- Already providing education and health related services
- Deep roots in their community
- Trusted and well-connected
- Resource mobilizers
- Advocates for social justice
- Culturally sensitive



Part 2 | RECOMMENDATIONS FOR SUCCESSFUL PARTNERSHIPS

- Conduct an “environmental scan” to understand and connect with your local religious affiliations and FBOs
- Identify religious coalitions focused on promoting healthy aging and/or supporting families affected by Alzheimer’s Disease and dementia
- Connect with community leaders to learn about FBOs with aging and dementia-related programming



Part 2 | RECOMMENDATIONS FOR SUCCESSFUL PARTNERSHIPS

- Join existing “tables” of leaders and community advocates to avoid duplication and build upon existing assets
- Practice cultural humility and seek to understand existing partnerships between FBOs and dementia advocates, health care providers, caregiver services and support
- Let national leaders supporting families experiencing dementia inspire local partnerships and linkages to resources
- Consider the benefits of developing and using a logic model for your program



Part 3 | STEPS FOR PARTNERING WITH FAITH-BASED ORGANIZATIONS

Step 1. Complete preliminary readiness checklist **before** launch

Mississippi Department of Health (MSDH) case example and insights

Step 2. Finish required and optional self-paced, pre-training

Step 3. Conduct an environmental and faith-partner scan

Step 4. Critical success factors prior to FBO partnerships



Resources and Appendix

References

Appendix: Role of FBOs in Public Health Efforts to Address Dementia

- Risk Reduction
- Early Detection of Dementia
- Support for Caregivers and People Living with the Dementia

Dementia Resources



Thank you to those who played a role in shaping this toolkit:

- The People Living with Dementia and Family Caregivers Lived Experience Advisory Group
- The Public Health Agencies Lived Experience Advisory Group
- The PHCOE-DC Health Equity Task Force
- University of MN Center for Healthy Aging and Innovation
- Mississippi State Department Health

View the full toolkit at: bit.ly/PartnerFBOs or visit our toolkit bookshelf:
<https://bolddementiacaregiving.org/toolkits/>



Connect with us!

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- ✓ Find today's slides and recording.
- ✓ Request Technical Assistance to support your public health work in dementia caregiving.
- ✓ Access resources and materials.
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