

Be Fit Be Healthier Be The Best Version Of You



Community Outreach Programs

Goal →

Increase the quality, availability, and effectiveness of educational and community-based programs designed to prevent disease and injury, improve health, and enhance quality of life.



Humanity & Health Foundation (HHF)

Africa, UK and USA

+1-770-584-6525

www.humanitynhealth.org

Community Health & Wellness Outreach Program Leaders Handbook & Guide

Rationale

It is always imperative to have a rationale for any proposed community-based wellness program. Public health data are the graphic visuals and numbers that assist in decision-making.

Data-driven decision-making (DDDM) uses **facts, metrics, and data to guide strategic business decisions that align with goals, objectives, and initiatives.**

That is why "research" is one of the acronyms of the Humanity and Health Foundation, where what we do is targeted and on par with available data for our target audience.

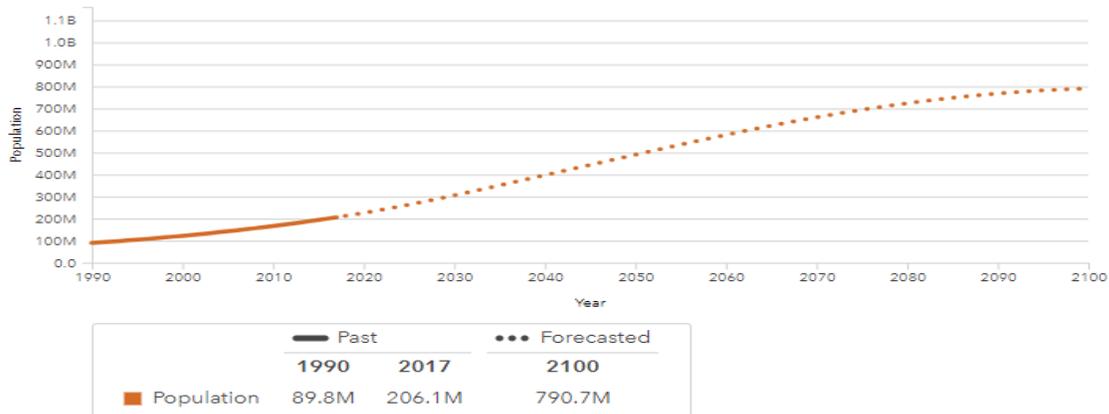
Generated data and business analytics help improve decision-making, identifying patterns, and predictive analysis.

Identifying problems and providing data to back up the solution is beneficial as it helps to track whether an applied solution is solving the problem, improving the situation, or has an insignificant effect.

Available Data and Projection for the country - Nigeria

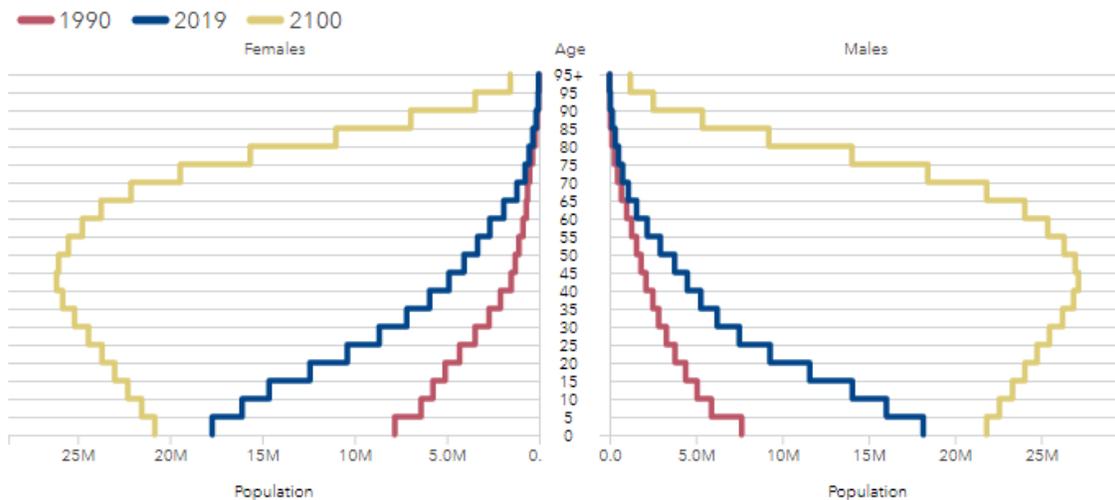
2019 population	2019 fertility rate	2019 educational attainment (years)
214.8M	4.7	6.8

How is the population forecasted to change?



Population, 1990–2100. Forecasted data based on Global Burden of Disease 2017 results.

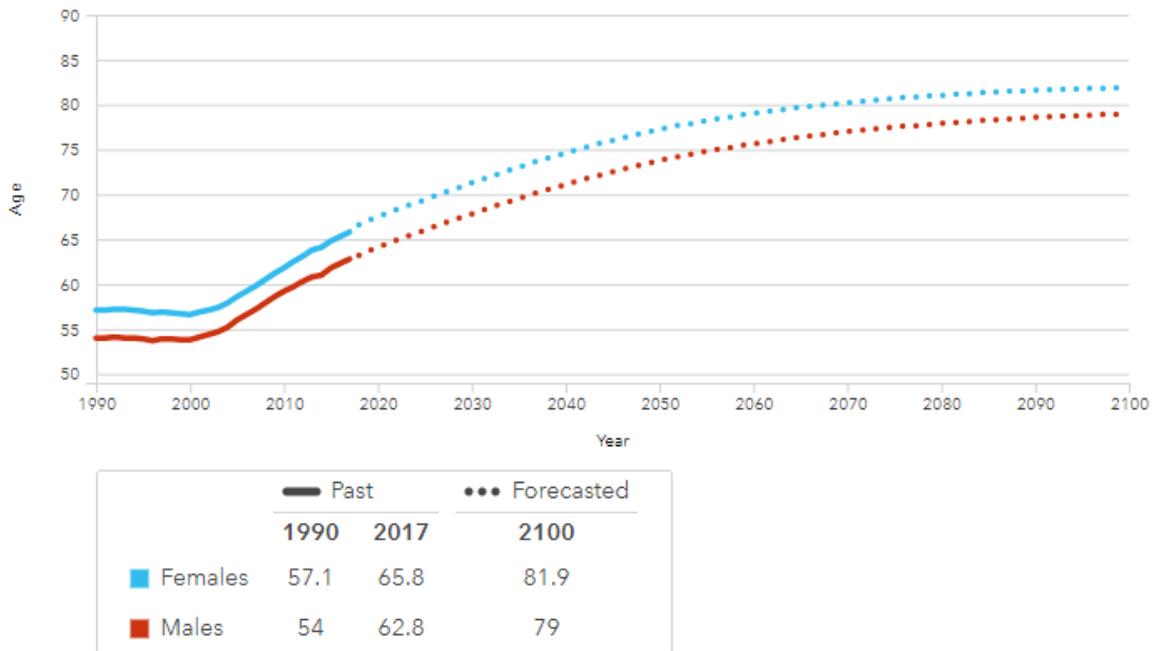
How many older versus younger people are in the population, and how will these patterns change?



Population age structure for males and females in 1990, 2019 (reference scenario), and 2100 (reference scenario). Forecasted data based on Global Burden of Disease 2017 results.

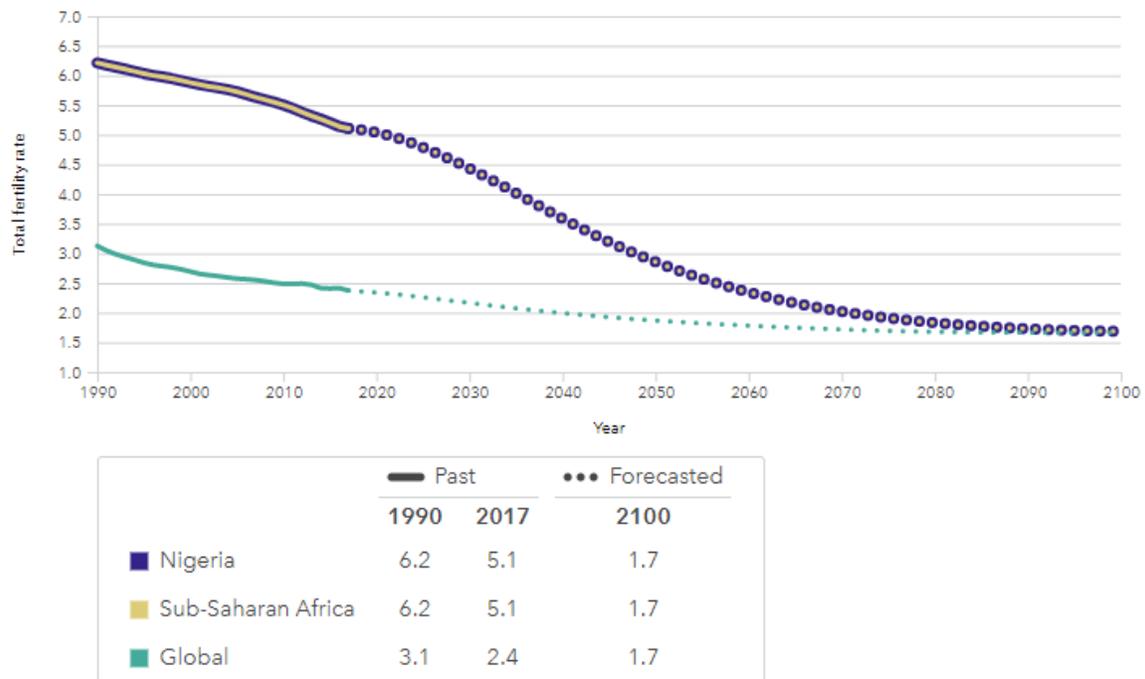
Humanity & Health Foundation

How long do people live, and how will that change?



Life expectancy at birth, 1990-2100. Forecasted data based on Global Burden of Disease 2017 results.

What is the fertility trend now and in the future?

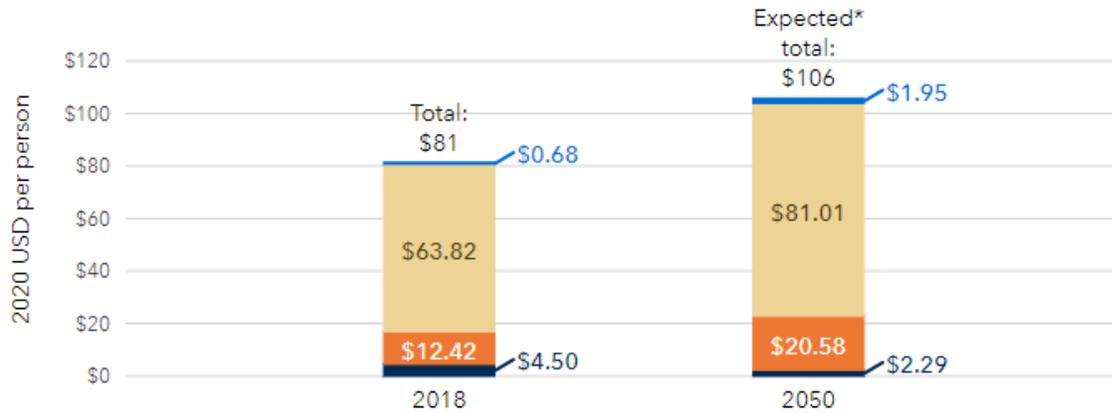


Total fertility rate, 1990-2100. Total fertility rate represents the average number of children a woman delivers over her lifetime. Regional and global trends are included for comparison.

Humanity & Health Foundation

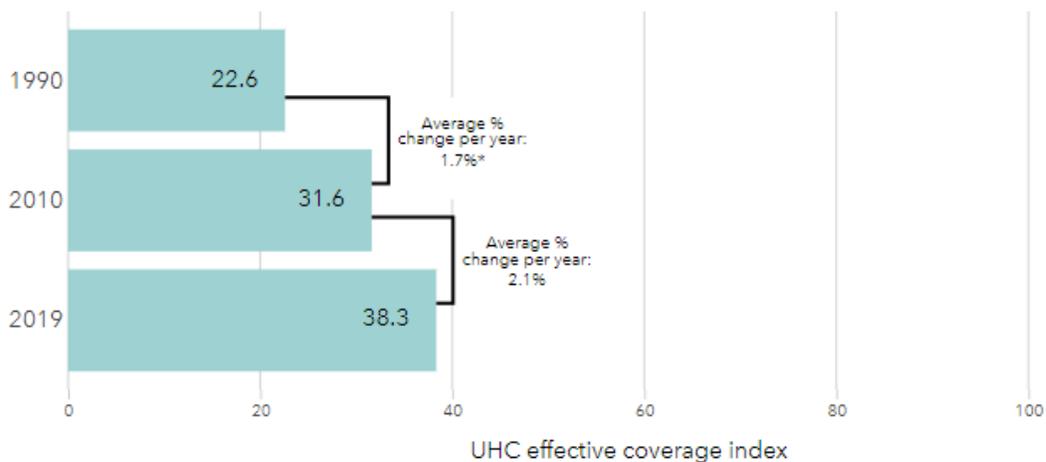
How much is spent on health - now, and in the future - and from which sources?

- Prepaid private spending
- Out-of-pocket spending
- Government health spending
- Development assistance for health



*"Expected" is the future growth trajectory based on past growth.

How well is this country or territory providing effective, essential health services?



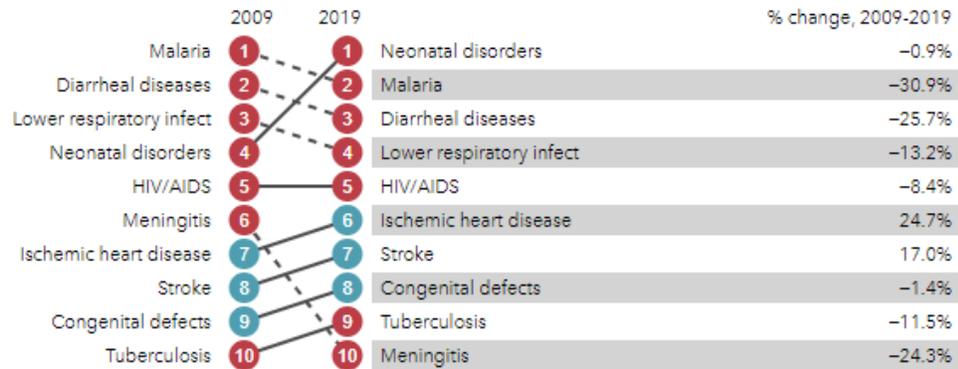
*The average rate of change was statistically significant for that time period.

The Universal Health Coverage (UHC) effective coverage index aims to represent service coverage across population health needs and how much these services could contribute to improved health.

Humanity & Health Foundation

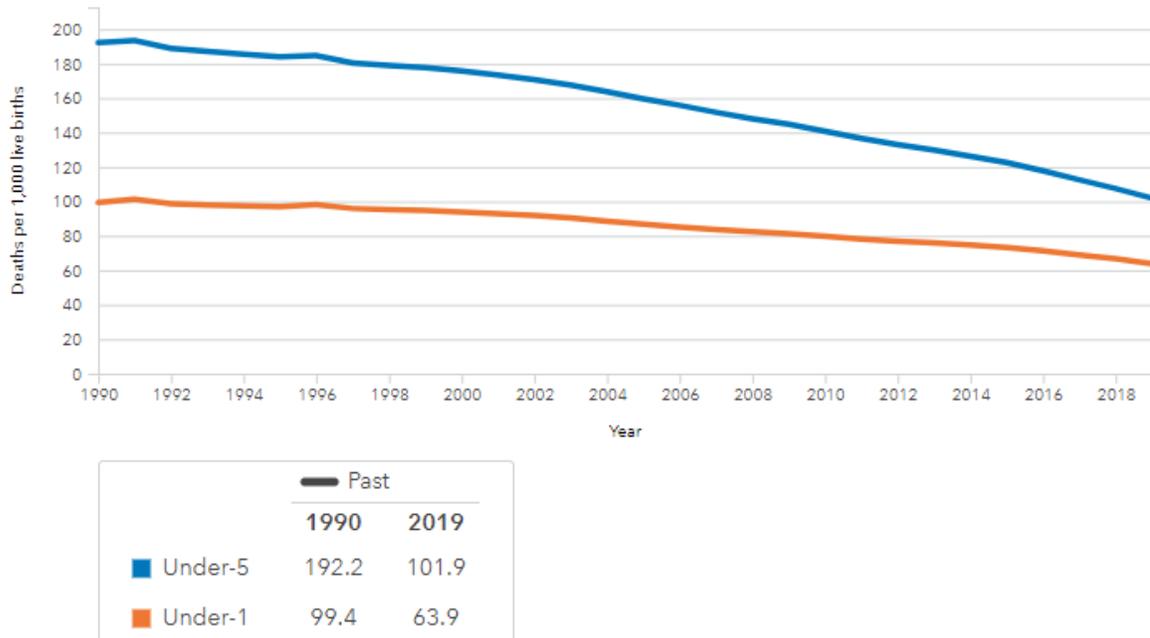
What causes the most deaths?

- Communicable, maternal, neonatal, and nutritional diseases
- Non-communicable diseases
- Injuries



Top 10 causes of total number of deaths in 2019 and percent change 2009-2019, all ages combined

What is the mortality trend in the under-5 and under-1 age groups?



Child mortality, 1990-2019

Humanity & Health Foundation

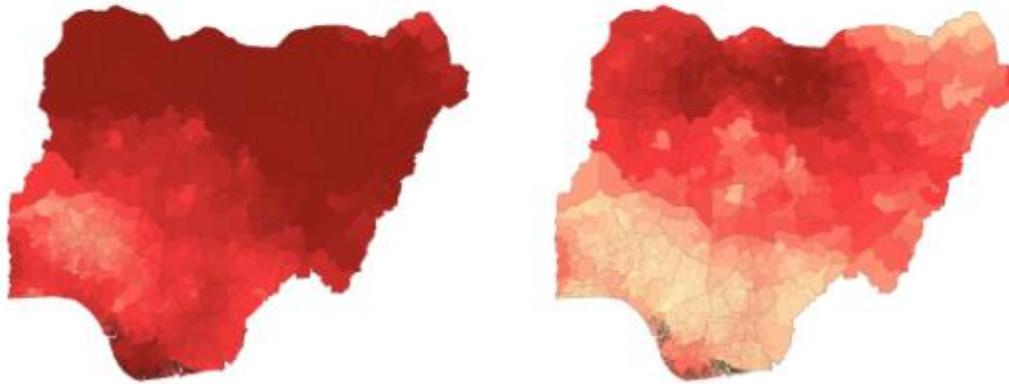
Where is child mortality the highest?

Mortality rate per 1,000 live births, 2000 and 2017



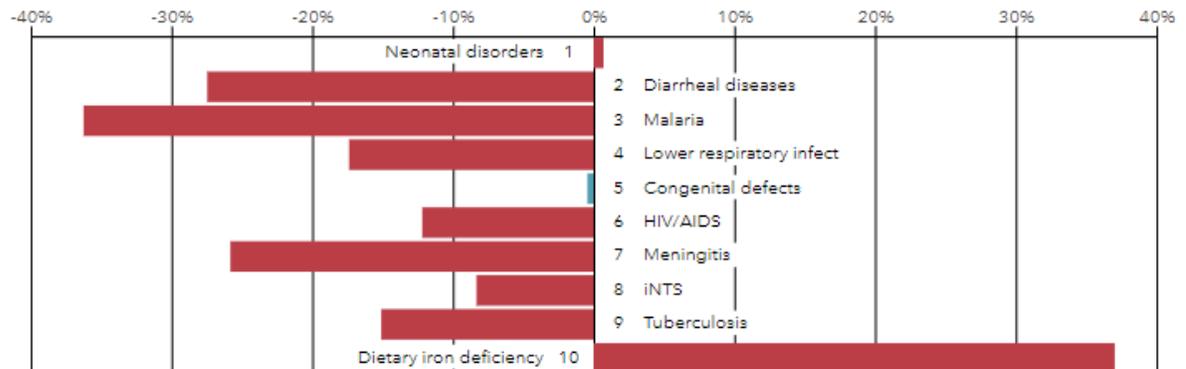
2000

2017



What causes the most death and disability combined?

- Communicable, maternal, neonatal, and nutritional diseases
- Non-communicable diseases
- Injuries

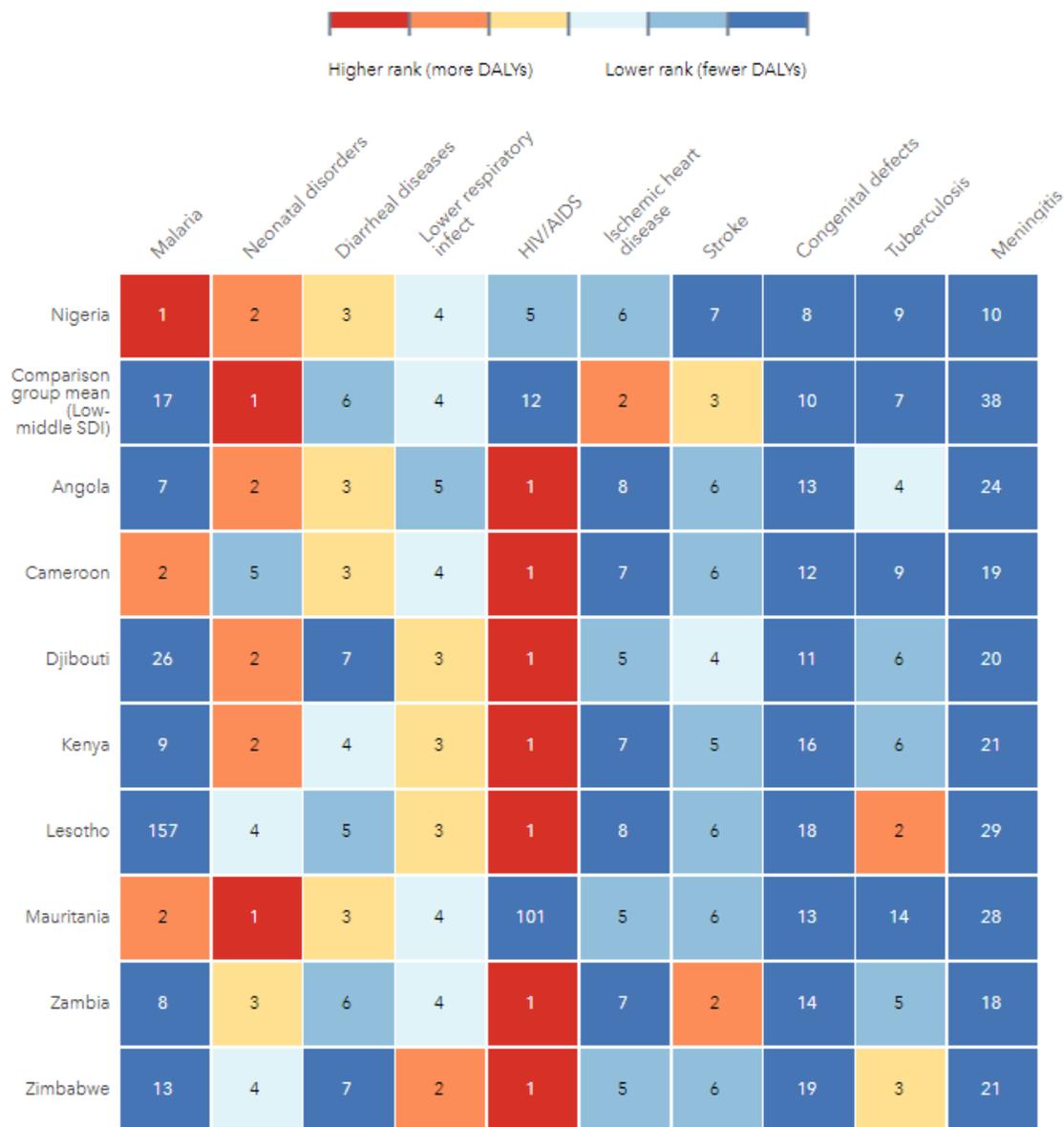


Top 10 causes of death and disability (DALYs) in 2019 and percent change 2009-2019, all ages combined

Humanity & Health Foundation

How do causes of death and disability compare to those in other locations?

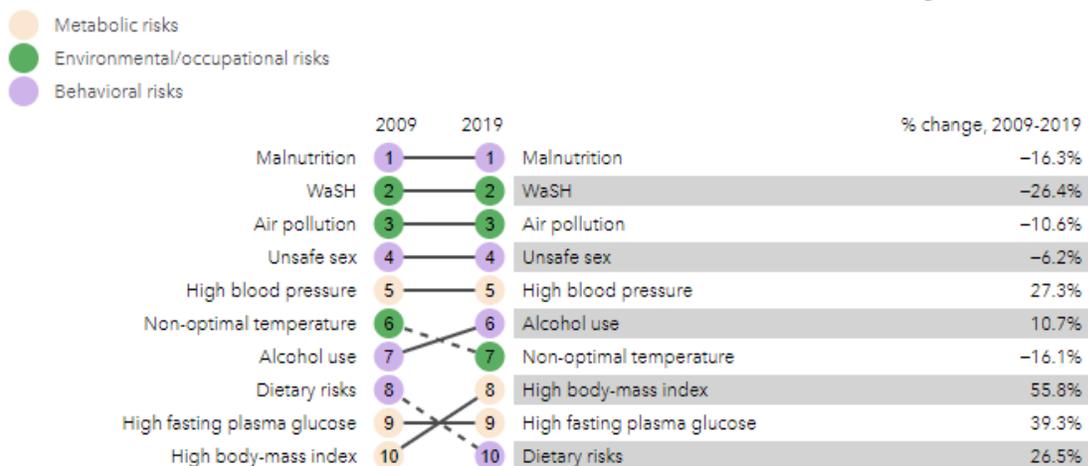
This table shows the top 10 causes of death and disability (DALYs). It can be used to compare DALYs across locations relative to the group average. Comparison locations were chosen based on socio-demographic indicators.



Age-standardized DALY rate per 100,000, 2019

Humanity & Health Foundation

What risk factors drive the most death and disability combined?



Top 10 risks contributing to total number of DALYs in 2019 and percent change 2009-2019, all ages combined

Overview

Nigeria is the most populous country in Africa, with a population of over 200 million people. Nigeria also has the highest GDP among other African countries in 2021. Unfortunately, it is also the country with the highest maternal death count worldwide. Twenty percent of all global maternal deaths occur in Nigeria alone.

In 2015, the government had an estimated maternal mortality ratio of over 800 maternal deaths per 100,000 live births. So why does Nigeria have such high numbers regarding maternal mortality compared to the rest of the world? Or why does Nigeria still have Malaria as the number one cause of death?

The World Health Organization states that "the high number of maternal deaths in some parts of the world reflect **inequities in health services and highlight the gap between rich and poor**."

This is why Humanity & Health Foundation's mission targets populations residing in poor socioeconomic environments.

As an agency committed to making a significant difference, we must shift our focus to closing the existing poverty gap between the rich and the poor. Access to health is a fundamental human right.

Reducing the mortality rate through the provision of relevant information, targeted wellness programs, and establishing opportunities for the citizens are the responsibilities of the national, state, and local governing bodies and non-profit

Humanity & Health Foundation

organizations. To achieve this, we must position ourselves with the relevant national and international agencies.

The Performance, Monitoring, and Accountability Survey

The Performance, Monitoring, and Accountability Survey (PMA2020) is an international five-year initiative to monitor critical water, sanitation, and family planning indicators.

The project was implemented by local research organizations in ten countries using female enumerators and smartphone-based software. There were generally two rounds of data collection each year during the first two years of PMA2020. With the third round survey in Nigeria, data collection was expanded to seven states: Kaduna, Lagos, Kano, Nasarawa, Taraba, Anambra, and Rivers.

Data were collected through household questionnaires, women ages 15-49, and service delivery points (SDPs). The SDP questionnaires focused on facility type, location, staffing, and size based on the number of beds. The major topics covered in the home and women's questionnaire included household characteristics, assets, sanitation, fertility, and contraceptive use.

The "PMA2020" series of surveys was concluded in 2019/2020. The Performance Monitoring succeeds it for Action (PMA) survey series.

Contributors

[Performance Monitoring and Accountability 2020](#)

[Johns Hopkins Bloomberg School of Public Health](#)

Funders: [Bill and Melinda Gates Foundation \(BMGF\)](#)

Relevance

Humanity & Health Foundation needs to liaise and partner with the State Ministry of Health and other state and local agencies to be relevant in Nigeria. For example, listed below are companies that work with international agencies that fund and conduct public health research, that is critical to decision-making.

- [Center for Research, Evaluation, and Resource Development \(CERED\)](#)
- [Bayero University Kano](#)
- [Bill and Melinda Gates Institute for Population and Reproductive Health, Johns Hopkins Bloomberg School of Public Health](#)
- [Federal Ministry of Health \(Nigeria\)](#)
- [National Population Commission of Nigeria](#)
- [National Bureau of Statistics \(Nigeria\)](#)

Humanity & Health Foundation

- [Anambra State Ministry of Health \(Nigeria\)](#)
- [Kaduna State Ministry of Health \(Nigeria\)](#)
- [Lagos State Ministry of Health \(Nigeria\)](#)
- [Kano State Ministry of Health \(Nigeria\)](#)
- [Nasarawa State Ministry of Health \(Nigeria\)](#)
- [Rivers State Ministry of Health \(Nigeria\)](#)
- [Taraba State Ministry of Health \(Nigeria\)](#)

Community Wellness Programs – Impact Trends

The information below are examples of community wellness programs that the Humanity and Health Foundation can adopt under the banner of "Health Education Promotion & Prevention" Services.

HHF aims to establish targeted activities and programs in areas based on the community's identified needs and resources.

Timeline

Implementation is planned for the beginning of the fourth quarter of 2022 for the next five years, after which an outcome evaluation and research data will help determine success, impact, and projection for another five years.

Location of Implementation:

Nigeria, Africa, the United Kingdom, and the United States of America.

Implementation Plans

1. Each locality or region will choose a program(s) for implementation based on generated community needs assessment data, identified needs, orientation, and available resources.
2. The locality will set up a community wellness committee to oversee the implementation plans.
3. Each region will forward plans and decisions to the HHF HQ for assistance where necessary.
4. A joint meeting will finalize the outreach program plans.
5. Planned programs will feature on the website and quarterly newsletter

Humanity & Health Foundation

6. An outcome evaluation survey and feedback will help shape the future progression of such programs

HHF Health & Wellness Program, Mission:

Reduce the mortality rate of people in poor socioeconomic environments through health education and promotion of health activities and services.

Goal:

Increase the quality, availability, and effectiveness of educational and community-based programs designed to prevent disease and injury, improve health, and enhance the quality of life.

Achievable Goals – 2022- 2025

1. Improve an individual's behavior to achieve better health and reduce health risks by providing updated health-related information.
2. Provide individuals with the correct information that will facilitate healthy, informed decisions
3. Include a linkage or access to healthcare services through a partnership with reputable partner healthcare agencies
4. Introduce health assessment and prevention program MOU with community businesses and schools to ward off health problems or lower the incidence rate of their employees, leading to high retention and productivity.
5. Establish ongoing community wellness and outreach program
6. Build capacity, support economic development, increase access to healthcare, and provide much-needed wrap-around services.

Potential Benefits

- Increased employee productivity through improved health of current and future workforces
- More robust brand recognition through increased exposure to potential clients/customers
- Improved community relations, goodwill, or branding
- Solid relationships and processes to support community-based problem solving around other issues affecting business, such as economic development and education
- Reduction in mortality rate over time

Humanity & Health Foundation

Keynote on establishing Community Health & Wellness program

As a rule of thumb, if you want a wellness program that will improve the health of your targetted population, it's helpful to know two things:

1. Where your population stands today when it comes to health risks, concerns, or opportunities to improve health and lifestyle habits
2. Which health habits are your population most ready to change

To collect these metrics, your program must center around administering a Health Risk Assessment (HRA) that collects **deep population health data** (such as those posted above), including data on your population's readiness to change their health and lifestyle habits. You can begin building SMART goals for your health and wellness initiatives.

Here are some things to keep in mind:

1). Specific population health and wellness program goals:

Your goal should clearly state what you want to accomplish. Specifically, you need the data to segment your population—by health concern, demographic, lifestyle habits, or even their readiness to make a change. Doing so will help you set goals and allocate resources to segments of your population most at risk or most receptive to your messages.

2). Measurable population health and wellness program goals

Wellness program goals should identify how you will measure the accomplishment and meaningful benchmarks or milestones along the way.

3). Actionable population health and wellness program goal

Wellness goals should include an action that moves a person closer to the desired outcome. To find out what people are willing to act on, use an HRA that measures an individual's readiness to change health and lifestyle habits. Then, create an action plan and discover the resources you need.

4). Reachable or relevant population health and wellness program goals

Generally, health and wellness goals must meet a real need but also take effort. If your goals aren't relevant to your population's current health concerns, they will not be as engaged. If your plans are too aggressive, you risk losing the interest of your people at every missed milestone. For example, it's easy to read an article about the benefits of exercise but much harder to exercise for 150 minutes

Humanity & Health Foundation

a week—it's helpful to build a path with meaningful milestones along the way between these two measurements. A stretch goal is easier to accomplish if it's one your population is interested in pursuing.

5). Time-oriented population health and wellness program goals

Any goal should include a target date for completion. This creates a sense of urgency and makes a healthy change a priority.

By administering an HRA every quarter, you can stay apprised of member progress.

The example below shows how you might ground your goal-making by putting timeframes to when you will act, measure, then improve on your programs.

What's an example of a SMART goal for population health and wellness programs?

Once you understand SMART goals, how can you put them into practice and make real improvements to your population's health? Here's just one example of a common health and wellness program goal, and how it could be more specific, measurable, actionable, reachable or relevant, and timely.

Example situation: When you review your HRA data you find that more than 75% of your population is having difficulty coping with stress. Of those who were having trouble coping, 85% are interested in coping better.

- **Initial Goal:** Help members be more resilient in the coming months.
- **SMART Goal:** Within 6 months, 40% of the population will cope better with stress. Wellness department staff will deliver weekly mindfulness tips to all members who enroll in a year-long stress management program. Invitations will be delivered within one month of HRA completion, with a reminder one week following the initial invitation. The population will be reminded of their mental health benefit through the insurance plan with a goal to increase utilization by 10% during the next 12 months.

Humanity & Health Foundation

Examples of programs that CAN BE implemented either on (a short or long-term) basis:

- **Stress reduction programs.**
 - Cyberbullying and Stress management - Discuss cyberbullying and its potentially devastating consequences.
 - Include stress, depression, self-harm, and suicidal thoughts prevention & management.
 - Provide advice on what to do if cyberbullied, including getting support and blocking bullies online.
 - Establish support groups (such as families with mental health crises and grief groups) led by a social worker or qualified personnel

- **Health risk assessments.**
 - Implement comprehensive, sustainable wellness and disease management program based on improving baseline health numbers (e.g., weight, BMI, body composition, cholesterol, glucose, blood pressure) through evidence-based practices, shared medical appointments, and a health coach
 - Dedicate the HHF newsletter and website space as a "Wellness Update."
 - Use hospital newsletter and website to educate community members about services and facilities available within the community and from consumers' health insurance companies

- **Health screenings.**
 - Engage with employers in the area to offer blood pressure checks, promote awareness of physical therapy services, and offer prevention education services (e.g., prevention of diabetes, chronic disease, and back injury)

- **Exercise programs and activities.**
 - Start a walking club that happens regularly in your neighborhood.
 - Start an active playgroup for kids in the area.
 - Partner with the senior center and other community organizations to offer dinner and dance classes to encourage wellness and healthy recipes

Humanity & Health Foundation

- **Nutrition education.**
 - Cooking Classes - Teach children how to garden and cook healthy meals.
 - Launch a media campaign through radio, newspaper, and website to raise awareness and education about cancer screening and obesity services.

- **Establish Vaccination clinics.**
 - Collaborate with the state or local health ministries for targeted vaccination programs

Funding & Financial Viability

1. Network with local and state ministry of health as partners in the promotion of health of their citizens
2. Network with existing business owners and stakeholders as part of their social and fiscal responsibilities
3. Network with reliable and proven NGOs in the community
4. Meet with stakeholders and community groups to help disseminate information and tell the story of HHF's strengths/value to the community (tourism, economic development)
5. Increase promotion and marketing of current services by improving web presence, developing marketing campaign (possibly featuring patient testimonials), sponsoring weekly newspaper columns, and using local electronic marquee
6. Apply for local, and state grant funding for targeted programs and personnel compensation

Resources for HHF members

- Targeted training, webinars, and seminars on health information and promotion practices
- Marketing Materials
- Compensation and incentives
- Awards and Recognitions

Humanity & Health Foundation

References:

- CDC.gov: [FastStats - Deaths and Mortality \(cdc.gov\)](#)
- IHME: <https://www.healthdata.org/nigeria>
- OCHA [Mortality rate in Nigeria - Datasets - openAFRICA](#)
- Unicef: [Nigeria \(NGA\) - Demographics, Health & Infant Mortality - UNICEF DATA](#)
- Wellsource.com

Our appreciation goes to all participating partners, advisors, and editors.

All additions, amendments, commissions, and feedback remains ongoing through the email address secretary@humanitynhealth.org

Community Health & Wellness Outreach Program Handbook (Version 1)

A Publication of Humanity & Health Foundation (HHF) 2022.