



**HEART  
HEALTHY**  
Families™



## A Faith & Community Engagement Program



# TABLE OF CONTENTS

**01**

**About Us**

**02**

**Our Purpose**

**03**

**Collaborative  
Opportunities**

**04**

**Conclusion**



# ABOUT US

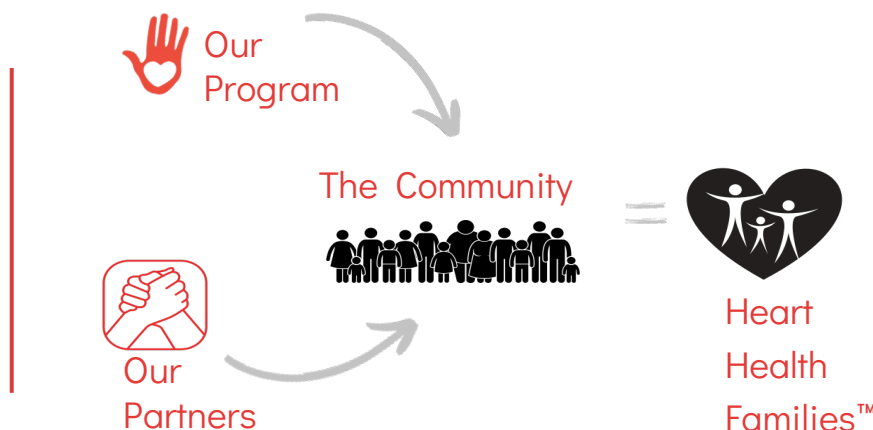
# CRW & ASSOCIATES



CRW & Associates is an award-winning full service consulting firm specializing in designing and implementing customized solutions to meet the needs of our government, non-profit and corporate clients.

Our highly qualified and dedicated staff bring years of extensive experience in providing grassroots customized solutions in the areas of Health Management, Prevention and Wellness Initiatives and targeted Outreach and Education to vulnerable and at risk populations.

## Our Goal





## INTRODUCTION

Heart Healthy Families™ is a signature wellness program and set of turn-key activities and tools to address health issues in under-served communities.

We partner with faith-based and community-centric organizations that share a common goal of advocating for families to become knowledgeable about heart related diseases and other health risk factors.

We provide a strategic vehicle to strengthen community relations and demonstrated value-added support to the community.

Heart Healthy Families™ is a program developed by CRW & Associates, to promote health care awareness to entire families and the community. We seek trusted partnerships with faith-based and community-centric organizations to provide education on health related topics and outreach programs to reach the under-served and uninsured populations in our communities.





## **OUR PURPOSE**

# THE WHY

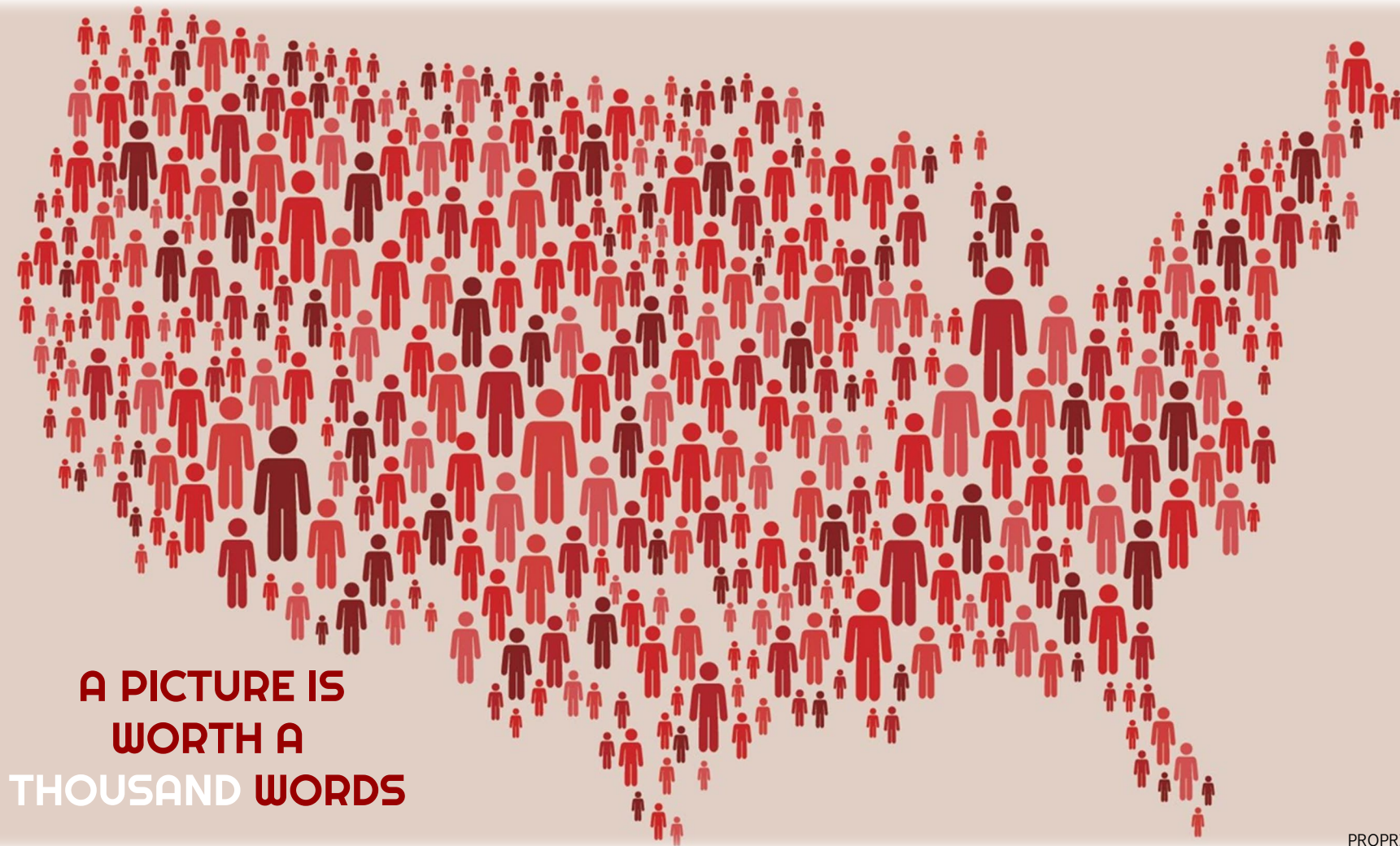
We know that under-served community populations such as elders, low-income and ethnic minorities are disproportionately effected by health issues.

# 27.5 million

According to Census.gov, in 2018, 27.5 million Americans did not have health insurance and most of those were from low-income families. Without coverage, families receive less preventive care and delayed care for serious health issues.

source: Census.gov - 2018 American Community Survey





**A PICTURE IS  
WORTH A  
THOUSAND WORDS**

# COVERAGE CARE EDUCATION PROGRAM OBJECTIVES

- ✓ Provide essential education and resources that address prevalent chronic conditions such as high cholesterol, hypertension, stroke, diabetes, and cancer.
- ✓ Provide health education to vulnerable populations.
- ✓ Provide leadership and technical assistance to church health ministries and community organizations.
- ✓ Build community capacity by developing culturally relevant programs that can be replicated and sustained in the community.
- ✓ Empower and educate community members to become health advocates
- ✓ Create coalitions and partnerships that link the faith and health community.

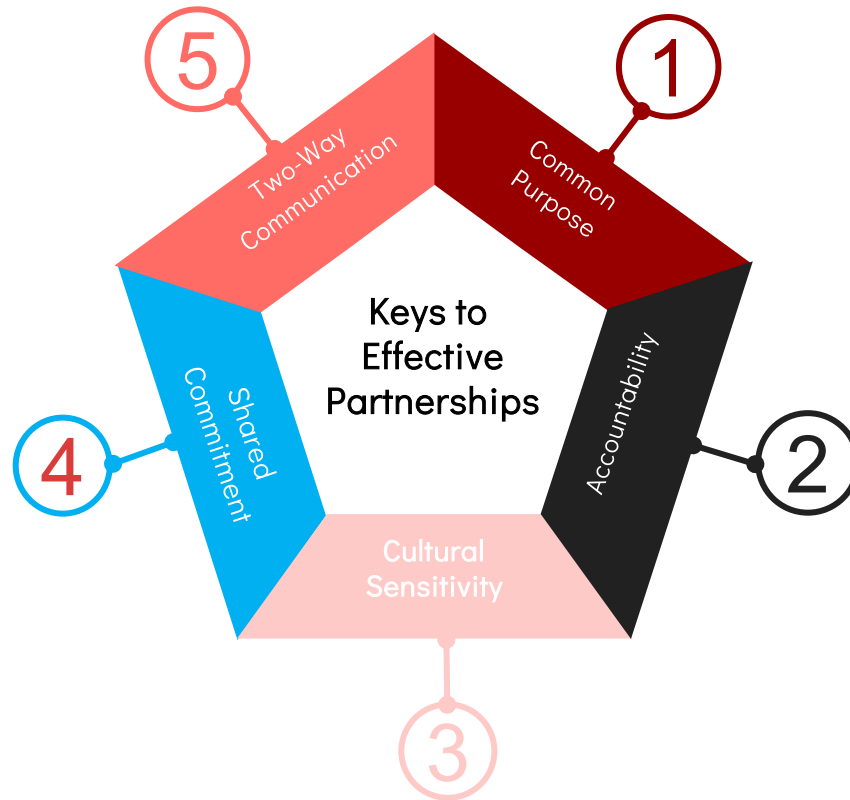


# **COLLABORATIVE OPPORTUNITIES**

# METHODS OF PARTNERSHIP

COOPERATION - short term

COLLABORATION - longevity



# BUILDING RELATIONSHIPS

Access to care is limited in rural and low income communities. Heart Healthy Families™ strives to find innovative solutions to combat the issue.

- ✓ General belief that the health of our community depends on service and community involvement.
- ✓ Working toward the common good is something that we commit to.
- ✓ Service work is an important part of community because it brings people together for a goal, which will make the community stronger and allow you to become “part of the solution”.



# SERVICE OUTREACH IN ACTION



Heart Healthy Team at the  
NBC4 Health & Fitness  
Expo in Washington, DC.



Heart Healthy Families™  
Project Manager visits a  
\*FQHC in South Carolina.



*\* Federally Qualified Health Center*

PROPRIETARY



# CONCLUSION



# COMMUNITY CENTRIC DISCUSSION



## COOPERATION

Get involved short-term. Participate in occasional events like health and fitness fairs, educational forums and health screenings. Your community outreach is done by sharing information.



## COORDINATION

This level of partnership involves organizations working collectively to build ongoing strategic relationships and partnerships with the community.



# ARE YOU READY?

To build relationships with targeted faith and community based leaders, like you, to establish trust within the community and build awareness.

# CONTACT US FOR MORE DETAILS



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# Join Us In Being THE SOLUTION

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Heart Healthy Families™ partners with faith-based and community-centric organizations that share a common goal of advocating for families to become knowledgeable about heart related diseases and other health risk factors.

