

INTERNAL RELEASE

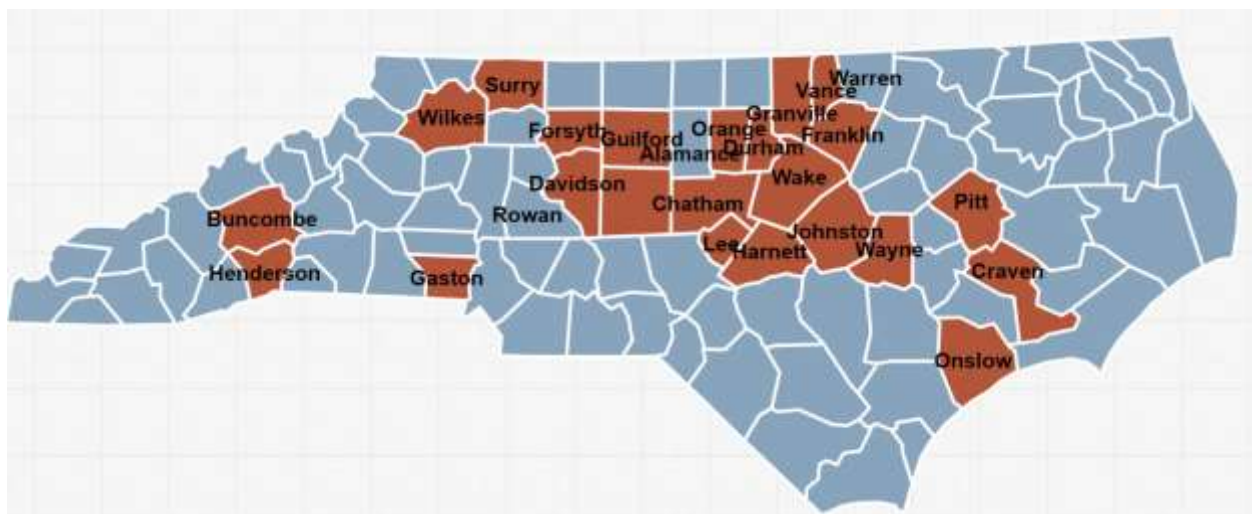


Seeking Out and Supporting Underserved, High-Risk Populations Impacted by the Pandemic: North Carolina Taps Curamericas Global to Lead Statewide Health Initiative During COVID-19

Raleigh-based global health nonprofit will receive \$5.5M in funding to lead, guide and train 15 +organizations, deploying 150 Community Health Workers, through programs addressing health disparities of the coronavirus and direct impacts to local Latinx and Black communities

Raleigh, N.C., August 6, 2020: Providing hope through health. This has been the mission of Raleigh-based global health nonprofit Curamericas Global since 1983 – saving vulnerable mothers and children from preventable diseases in forgotten areas around the world. Today, the North Carolina Department of Health and Human Services (NCDHHS) announced a \$5.5M contract with Curamericas Global to carry out its mission across the state in the wake of the COVID-19 pandemic, with hopes of reaching 30,000 people living in underserved communities that have been greatly impacted by the virus and challenges it has created.

Curamericas’ partnership with NCDHHS will leverage NCCARE360, the nation’s first statewide technology platform that coordinates the work of organizations addressing non-medical drivers of health, such as food, housing, transportation, employment and more. Through the program, Curamericas Global will be accountable for leading, training and guiding 15 community-based organizations across the state in identifying and addressing the greatest needs of individuals and families, specifically in the Latinx and Black communities.



“We are honored that the state’s Department of Health and Human services has selected Curamericas Global to lead this initiative, addressing the incredible issue of inequities and access to healthcare and vital resources, which have been exacerbated by the pandemic,” said Andrew Herrera, Executive Director of Curamericas Global. “Similar to the history of our global project sites, Curamericas has risen its hand to partner with organizations that focus on rural, often disconnected and underserved areas where others refuse to go. This is the heart of our mission – and to have the opportunity to carry it out right here in our state, during an unprecedented time for the entire world, shows the incredible confidence so many have in the foundation of our organization – which is community-based health.”

The opportunity to work with NCDHHS evolved from Curamericas’ ongoing relationship with Duke University’s Division of Community Health (DCH) and the unrelenting determination of Tina Jones, the Chair of Curamericas Global’s Board of Directors. Curamericas will work closely with DCH throughout the project, and serve as the day-to-day executive leader, responsible for overall administration and management of the 15 organizations across more than 22 North Carolina counties.

Together, Curamericas and each community-based organization will create three committees: Steering, Operations and Coordinating. These committees will meet monthly, and sometimes weekly, to look at the cumulative and current data, identify and problem-solve barriers and challenges and identify learnings to move forward. Each organization’s committee will take an active role in both implementing and continuously improving the project.

Curamericas will also hire three new staff members, on a 5-month contract, who will serve as Master Trainers supporting the community-based organizations with training, ongoing support of coordinators and overseeing NCCARE360 onboarding. Organizations involved in the program include:

- **Wake Forest Baptist Health – FaithHealth Division**
 - [FaithHealthNC](#) staff members work in under-served areas of Winston-Salem in collaboration with various community-based agencies to connect patients with vital medical and non-medical resources. FaithHealthNC is a dynamic partnership between faith communities, Wake Forest Baptist Medical Center and other health care providers focused on improving health. The partnerships are built on webs of trust, combining the caring strengths of congregations, the clinical expertise of the Medical Center and a network of community resources.
- **[Maya Angelou Center for Health Equity \(MACHE\) at the Wake Forest School of Medicine](#)**
 - The Maya Angelou Center for Health Equity (MACHE) supports the learning health care system in advancing health equity and population health research by aligning scientific discoveries with best practices. As part of the Wake Forest Clinical and Translational Science Institute (CTSI), MACHE is designated as a National Institutes of Health (NIH)-funded Center of Excellence with the National Institute of Minority Health and Health Disparities (NIMHHD).
- **El Centro Hispano**
 - El Centro Hispano is a Latino nonprofit organization dedicated to strengthening the community, building bridges and advocating for equity and inclusion for Hispanics/Latinos in the Triangle Area of North Carolina. Their health program works to advance the overall health and well-being with the Hispanic/Latino community through our Health Prevention & Promotion, Access to Health Services, and Healthy Community Activities.

Curamericas will be working directly with community health workers within each organization, training them to identify and connect underserved families with vital resources, including food, COVID-19 testing sites, unemployment offices, transportation resources and more.

“Similar to our project sites around the world, we’ll be training people who live within these communities, who speak their language and have developed a trust with those who we are desperate to reach,” said Herrera. “In order to improve the health of these individuals, we must understand the unique needs of their community and connect them to resources – whether that’s food, internet services or information about the coronavirus. With our approach, we remain committed to building sustainability and capacity within these communities.”

Since the coronavirus hit the United States and North Carolina, Curamericas has found its expertise, community-based, impact-oriented methodology (CBIO) and volunteers needed to serve right in the backyard of its own community. Curamericas has been an ally to Latinx communities across the Carolinas and up and down the east coast, with hundreds of volunteers making daily calls to ensure families have the resources, education and support needed to navigate this pandemic.

As of August, Curamericas and more than 400 volunteers have reached over 10,000 Latinx families through a phone campaign and joined forces with the Pandemic Response Network (PRN) as a partner to serve the needs of individuals and communities during the pandemic, especially those that are hit hardest by COVID-19.

The goal of this partnership is to reach more than 30,000 families across North Carolina within the next five months, connecting them to vital resources, while also documenting and addressing their greatest needs.

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ABOUT CURAMERICAS GLOBAL

Curamericas Global, a nonprofit organization based in Raleigh, seeks to partner with underserved communities around the world to make measurable and sustainable improvements in their health and wellbeing. Through data-driven methods and community-centered solutions, Curamericas Global aims to see a world free of suffering from treatable and preventable causes. For more information, visit curamericas.org.