



Dr. Boise Kimber, President



Parent Body Report

Over the past year, the **NBCUSA H.O.P.E. HHS Partnership** experienced significant growth in visibility, organizational capacity, and ministry impact while advancing its mission of equipping churches to become centers of hope, healing, and whole-person wellness. Under the leadership of National President **Dr. Boise Kimber** and National Director **Dr. Michael O. Minor**, the ministry strengthened its identity through the development of the National Baptist Center for Faith-Based Health Leadership, providing a unified framework for training, research, digital ministry, partnerships, and national health initiatives.

Monthly **TempleCare Matters** webinars continued to mature into a premier national wellness broadcast, delivering trusted, evidence-based health information through a biblical lens while engaging pastors, health ministry leaders, healthcare professionals, and congregations across the country. The ministry also expanded its portfolio of initiatives addressing chronic disease prevention, maternal health, men's health, mental health, nutrition, physical activity, and community wellness, reinforcing the conviction that healthy churches build stronger communities.

Digital engagement remained one of the Partnership's greatest strengths throughout the year. Through coordinated use of Facebook, YouTube, Zoom, the H.O.P.E. website, and the **H.O.P.E. mobile app**, the ministry significantly expanded its national reach and accessibility. Facebook analytics for the reporting period recorded nearly 83,000 page views, averaged daily social media interaction of over 7%, views per viewer: 3.10, interaction rate: 11.54%, and visit-to-follow conversion: 4.09% reflecting a consistently engaged online audience.

The continued production of TempleCare Matters webinars, recurring health campaigns, the newly launched **Daily Reflection**, and timely public health updates established NBCUSA H.O.P.E. as a trusted source for faith-based health education. This digital strategy ensured that churches of every size could access high-quality health resources regardless of geography while strengthening awareness of the ministry's growing portfolio of national initiatives.

The Partnership also expanded its direct engagement with churches through in-person training, collaborative partnerships, and regional leadership development. Two successful regional conferences were conducted for the **Southwest 1** and **Southwest 2 Regions**, providing opportunities for health ministry education, leadership development, networking, and strategic planning. Additional highlights included presence at the NBCUSA **National Health Fair** during the Congress of Christian Education, Annual Session, and SSPB Christian Educators' Conference, continued collaboration with national and community partners, and the introduction of new resources supporting congregational health ministries.

Together, these accomplishments demonstrate meaningful progress toward building a sustainable national infrastructure for faith-based health leadership. As the ministry enters its next year, it is well positioned to expand training opportunities, strengthen regional networks, increase

measurable congregational impact, and continue helping churches become trusted centers of health, hope, and healing.



Major Accomplishments

- **Strengthened the national identity** of the ministry through the launch of the **National Baptist Center for Faith-Based Health Leadership** as the umbrella for training, research, digital ministry, and partnerships.
- **Produced and expanded the monthly TempleCare Matters national wellness broadcast**, reaching churches nationwide through Zoom, Facebook, YouTube, the H.O.P.E. App, and the H.O.P.E. website.
- **Achieved strong digital engagement**, generating nearly 83,000 page views, averaged daily social media interaction of over 7%, views per viewer: 3.10, interaction rate: 11.54%, and visit-to-follow conversion: 4.09%
- **Conducted two successful in-person regional health leadership conferences** serving the **Southwest 1** and **Southwest 2** Regions, strengthening local leadership and congregational engagement.
- **Provided year-round education** on major health observances and emerging public health issues, including cancer prevention, diabetes, mental health, immunizations, maternal health, respiratory illnesses, and healthy aging.
- **Expanded national ministry initiatives**, including **TempleCare Matters**, **S.I.S.T.A.S. Against Breast Cancer**, **D.A.D.S.**, **M.O.M.S.**, **A Better Way**, **Let's Move!**, **Fit for Service**, and **Health Ministry Training**.
- **Maintained a strong national presence** during the NBCUSA Congress of Christian Education, Annual Session, and SSPB Christian Educator's Conference through the National Health Fair, Health Fair Passport, educational exhibits, and ministry promotion.
- **Strengthened strategic partnerships** with healthcare systems, public health agencies, faith-based organizations, and community partners to expand health education and outreach.
- **Enhanced digital communications** through consistent social media engagement, online resources, webinars, and recurring inspirational content that connected biblical teaching with practical health education.
- **Positioned the ministry for long-term growth** by expanding leadership development, regional coordination, and a sustainable framework for faith-based health ministry across the National Baptist Convention, USA, Inc.

NBCUSA H.O.P.E. HHS Partnership Annual Report

August 5, 2025 – August 5, 2026

During the past twelve months, the NBCUSA H.O.P.E. HHS Partnership significantly expanded its national visibility, strengthened its digital ministry, broadened its educational offerings, and advanced its mission of equipping churches to become centers of whole-person health and healing. Guided by the leadership of **National President Dr. Boise Kimber** and **National Director Dr. Michael O. Minor**, the initiative continued integrating biblical principles, public health, and community engagement through strategic partnerships, educational programming, and digital communication.



Building a National Faith-Based Health Infrastructure. One of the year's most significant accomplishments was the continued transition from a collection of health initiatives into a more comprehensive national ministry through the **National Baptist Center for Faith-Based Health Leadership**. The strategic alignment plan established a unified identity designed to strengthen organizational capacity, expand research, coordinate national initiatives, enhance digital ministry, and position the ministry for long-term sustainability and funding. Five major organizational divisions were identified, including the H.O.P.E. Training Institute, Congregational Health and Trinity Wellness Research, National Health Initiatives, the Digital Ministry & Innovation Lab, and National Partnerships and Community Engagement.

This organizational development represents an important transition from operating individual health programs toward building a comprehensive national health leadership center serving churches throughout the National Baptist Convention, USA, Inc.

TempleCare Matters Became the Ministry's Signature Educational Platform. The monthly **TempleCare Matters** webinar matured into the Partnership's flagship educational initiative. Throughout the reporting period, webinars were conducted on the first Tuesday of each month and consistently streamed through Zoom, Facebook, and YouTube, expanding access beyond those attending in person. The program evolved from a monthly webinar into a professionally produced national wellness broadcast powered by the National Baptist Center for Faith-Based Health Leadership.

Each monthly broadcast combined:

- Current public health updates
- National health observances
- Subject matter experts
- Practical congregational action steps
- Faith-centered biblical reflection
- Interactive questions and answers
- Digital resource promotion

By August 2026, TempleCare Matters had expanded its emphasis on prevention, partnership, preparedness, and measurable congregational action while recognizing regional coordinators, ministry partners, and health ambassadors across the Convention.

Addressing Timely Public Health Priorities

Throughout the year, NBCUSA H.O.P.E. consistently responded to emerging health issues by translating complex public health information into practical guidance for churches.

Monthly broadcasts and digital communications addressed topics including:

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| • COVID-19, influenza, and RSV trends | • Pancreatic cancer |
| • National Immunization Awareness Month | • Pregnancy and infant loss |
| • Breastfeeding | • Blood donation |
| • Breast cancer | • Glaucoma |
| • Diabetes prevention | • Sickle Cell Disease |
| • Colorectal cancer | • Childhood obesity |
| • Stroke prevention | • Community safety |
| • Mental health | • Organ donation |
| • Alzheimer's disease | • Breastfeeding support |
| • Caregiving | • Measles awareness |
| | • Cyclospora outbreaks |
| | • Emerging health misinformation |

Rather than merely distributing information, each topic emphasized practical actions churches could immediately implement within their congregations.

Expansion of National Health Initiatives

The Partnership continued expanding a broad portfolio of ministry initiatives addressing every stage of life and numerous public health priorities. Major initiatives promoted during the year included:

- TempleCare Matters
- S.I.S.T.A.S. Against Breast Cancer
- D.A.D.S.
- Ministry Offering Moms Support (M.O.M.S.)
- A Better Way
- Let's Move!
- Fit for Service
- Health Ambassador Training
- Community Gardens
- National Health Fairs
- 9-5-2-1-0 Vacation Bible School curriculum

These initiatives demonstrate an increasingly comprehensive approach to congregational health ministry extending beyond disease education into leadership development, prevention, and community engagement.

Digital Ministry Continued to Expand

The ministry strengthened its digital presence through coordinated use of:

- Facebook
- YouTube
- Zoom
- The H.O.P.E. website
- The NBCUSA H.O.P.E. mobile application
- Electronic newsletters
- QR-code resource distribution
- Livestreaming technology

Monthly webinars were simultaneously broadcast across multiple platforms, increasing accessibility for churches throughout the nation. Production quality also improved through standardized graphics, branded slides, moderator support, evaluation surveys, and coordinated social media promotion.

Facebook Performance

Analysis of Facebook activity from September 1, 2025, through August 5, 2026, demonstrated consistent digital engagement.

Highlights included:

- **82,800 total page views**
- **26,743 daily unique viewers** (aggregated across reporting days)
- **3,086 content interactions**
- **2,325 page visits**
- **95 new followers**
- **55 link clicks**

Calculated engagement measures included:

- **3.10 views per viewer**
- **11.5% interaction rate**
- **4.1% visit-to-follow conversion**
- **0.2% link-click rate**

September 2025 produced the highest monthly views and interactions during the reporting period.

Equally important, the ministry established consistent publishing through recurring health education, promotional campaigns, webinar announcements, and **The Minors' Daily Reflection**, creating a recognizable digital voice that combined biblical encouragement with practical health education.

National Meetings and Community Engagement

NBCUSA H.O.P.E. maintained a visible presence during national denominational activities, including the 2026 National Health Fair and Health Fair Passport initiative conducted during the NBCUSA Congress of Christian Education in St. Louis. The Passport highlighted health screenings, educational exhibits, ministry initiatives, collaborative partners, and volunteer engagement opportunities while promoting future Health Ministry Training courses.

Strengthening Partnerships

The ministry continued expanding collaborations with national, regional, and community organizations, including:

- Healthy Together Mississippi
- Mid-South Churches Cooperative Conference
- Centers for Medicare and Medicaid Services
- Sick Cell Disease Association of America
- Methodist Le Bonheur Healthcare
- Regional coordinators across NBCUSA
- Healthcare professionals
- Public health agencies
- Community organizations

These partnerships increased the ministry's ability to provide evidence-based information while remaining grounded in local church ministry.

Looking Ahead

As the Partnership enters its next year of ministry, several priorities are positioned for continued growth:

- Implementation of the National Baptist Center for Faith-Based Health Leadership brand.
- Expansion of the H.O.P.E. Training Institute.
- Continued development of TempleCare Matters as a national wellness broadcast.
- Increased use of digital platforms, including YouTube, Facebook, and the H.O.P.E. website.
- Growth of national health initiatives addressing chronic disease, mental health, maternal health, men's health, physical activity, and substance use prevention.
- Expanded research, evaluation, and outcome measurement to demonstrate ministry impact.
- Broader engagement of churches through training, technical assistance, and regional leadership.

Conclusion

The August 2025–August 2026 ministry year marked an important period of organizational growth and increasing national influence for the NBCUSA H.O.P.E. HHS Partnership. Through strategic rebranding, expanded digital ministry, consistent public health education, leadership development, strengthened partnerships, and innovative congregational programming, the ministry continued advancing its vision of helping churches become trusted centers of health, hope, and healing.

While the numerical data demonstrate sustained audience engagement through Facebook and other digital platforms, the year's most significant achievement lies in the continued integration of faith, public health, and community action. By equipping pastors, health ministry leaders, healthcare professionals, and congregations with trusted information and practical resources, NBCUSA H.O.P.E. strengthened its role as a national leader in faith-based health ministry and laid a strong foundation for continued growth in the years ahead.



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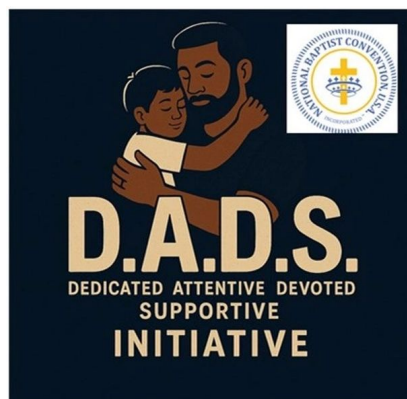
Faith • Data • Wellness • Justice



H.O.P.E. TRAINING INSTITUTE

National Baptist Center for Faith-Based Health Leadership





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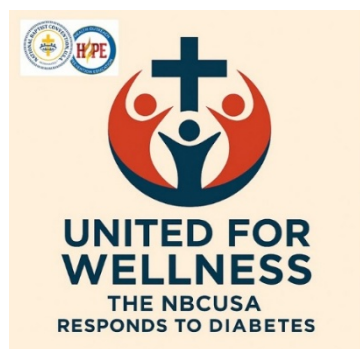
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Faith • Data • Wellness • Justice

A Better Way
— P.A.U.S.E. —



**LET'S
MOVE**
NATIONAL BAPTIST

**Moving the Body of Christ
for better health & wholeness**



M.O.M.S
Ministry Offering Moms Support

