

THE WAR ON DIABETES IN THE BLACK CHURCH



Metro Memphis Pilot Toolkit: Mid-South Churches



**UNITED FOR
WELLNESS**
THE NBCUSA
RESPONDS TO DIABETES



National Baptist Convention, USA, Incorporated
Dr. Boise Kimber, President

H.O.P.E. HHS Partnership

Dr. Michael O. Minor, National Director,

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Introduction for the Metro Memphis Pilot Toolkit

Sunday, March 1, 2026 – Memphis Metro Area

The Memphis Metro Area is stepping forward as one of the first regions in the nation to launch the *War on Diabetes in the Black Church*, a *United for Wellness* initiative of the National Baptist Convention, USA, Inc. This toolkit is designed to guide pastors, Health Ambassadors, and ministry leaders as we prepare for our coordinated activation on **Sunday, March 1, 2026**.

Our churches carry a sacred responsibility to protect the people God has entrusted to our care. Diabetes and high blood pressure continue to burden nearly every Black family in our region, often in silence. This pilot gives our congregations a simple, pastoral, and powerful way to respond—through early detection, free testing, and follow-up care that begins with a brief two-minute health questionnaire completed by members during worship services.

Each participating church under the Mid-South Churches umbrella will use the **unique QR Code** below. Churches may begin inviting members to participate **before March 1**, especially during Bible study, ministry meetings, or fellowship gatherings. Early participation helps ensure a smooth activation on launch Sunday and strengthens the data needed to bring real, free medical resources directly to our congregations.

This toolkit provides the Sunday Service Activation Blueprint, including the announcement script, the QR moment, volunteer roles, and the four-week follow-up structure. It reflects NBCUSA's *United for Wellness* conviction that *wellness is worship, prevention is power, and caring for our bodies is a sacred act of stewardship*. By working together across the Memphis Metro Area, we are building a model that can be replicated nationwide—one that honors our faith, protects our families, and strengthens our future.

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The War on Diabetes in the Black Church
United for Wellness: NBCUSA Responds to Diabetes
Sunday Service Activation Blueprint Overview



NBCUSA's *United for Wellness* initiative reminds us that *wellness is worship* and that caring for the body is a sacred act of discipleship. When Paul prayed in 1 Thessalonians 5:23 that our "*spirit, soul, and body be kept sound and blameless*," he was not separating the physical from the spiritual. He was calling the church to a holistic vision of wholeness. The *War on Diabetes in the Black Church* is simply that scripture made practical. It is the church reclaiming its historic role as a healer, a teacher, and a protector of the people God has entrusted to its care.

A movement like the *War on Diabetes in the Black Church* begins with a simple truth: our congregations are carrying a burden they did not choose, a burden that has touched nearly every Black family in America. Diabetes and high blood pressure are not abstract statistics. They are empty seats at Sunday dinner, missed graduations, amputations, dialysis chairs, and funerals that came too soon. For generations, our churches have prayed over these realities, comforted grieving families, and tried to fill the gaps left by a healthcare system that has not always seen us, heard us, or served us well. This initiative is our opportunity to shift from reaction to prevention, from crisis to stewardship, from suffering in silence to standing together in strength.

This effort matters because diabetes is not just a medical condition. It is a spiritual, cultural, and communal challenge. It shapes how we eat, how we move, how we age, and how we pass on habits to our children. It affects our energy for ministry, our ability to serve, and our capacity to live out our callings. And yet, despite its impact, many of our members have never been screened, never been educated, and never been offered the kind of personalized support that could change their lives. The QR activation moment is more than technology. It is about access. It is about removing barriers. It is about ensuring that every member, from the youngest adult to the eldest saint, has a pathway to early detection, free testing, and follow-up care.

By completing a simple two-minute questionnaire together during worship, congregations send a powerful message: *your health matters here*. This collective action allows churches to understand the needs within their own walls and to bring real, free medical resources directly to their people. It transforms the sanctuary into a place of empowerment, where members are not judged, pressured, or sold anything—but invited into a journey of healing supported by their faith community.

The four-week follow-up structure ensures that this is not a one-day event but the beginning of a sustained ministry. Members receive personalized messages, opportunities for free testing, and pathways to care that many have never had access to before. Ultimately, this effort is about legacy. It is about ensuring that the next generation inherits more than our traditions—they inherit our commitment to wholeness. It is about equipping churches to lead the nation in faith-rooted wellness, just as NBCUSA has led in worship, justice, and service. And it is about declaring, with clarity and conviction, that the Black Church will not stand by while preventable disease steals our strength, our joy, and our future.

Disclaimer and Health Information Notice

The Metro Memphis Pilot Toolkit provides general health education and wellness guidance as part of the National Baptist Convention, USA, Inc. H.O.P.E. Ministry's United for Wellness initiative. It is not intended to replace professional medical advice, diagnosis, or treatment.

Participation in the two-minute health questionnaire is voluntary and confidential. The questionnaire does not collect medical records and is not subject to HIPAA. Any health information shared is used solely to help connect members with free screenings and follow-up care offered by licensed medical partners such as New Covenant Healthcare.

All medical evaluations, testing, and treatment decisions—including eligibility for services or medications—are determined exclusively by licensed healthcare professionals. NBCUSA H.O.P.E., participating churches, and ministry volunteers do not provide medical care and are not responsible for clinical decisions or outcomes.

External resources and healthcare partners are provided for convenience and access. NBCUSA H.O.P.E. does not endorse specific treatments or products.

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Dr. Boise Kimber, President

***The War on Diabetes in the Black Church
United for Wellness: NBCUSA Responds to Diabetes
Sunday Service Activation Blueprint
✂ Before Sunday***



Church Appoints a Health Ambassador

Each participating congregation designates:

- **1 Health Ambassador** (primary point person)
- **2–4 volunteers** to assist seniors and those needing support after service

Note: Participants must be 18 or older.

Volunteer Responsibilities

- Reinforce the wellness message
- Assist with QR scanning
- Ensure a no-pressure, ministry-first environment
- Answer basic logistical questions
- Emphasize confidentiality and dignity

Screen Setup

A simple slide appears before and during the activation moment:

“War on Diabetes in the Black Church — Scan. Complete. Protect Your Health.”

Note: Your church may also distribute copies of the initiative overview and QR Code.

Tone Alignment with Pastor

All messaging must reflect NBCUSA H.O.P.E.’s ministry-driven approach:

- Rooted in **care**, not sales
- Rooted in **service**, not politics
- Rooted in **wellness**, not pharmaceuticals

 The 60–90 Second Announcement Script

Pastor-Safe, Ministry-Rooted

“Church family, today we are taking our first step in something very important.

As you know, diabetes and high blood pressure are impacting our community at alarming rates.

Too many of our families are suffering in silence.

Our church has officially joined the **War on Diabetes in the Black Church**, a national effort supported by the **NBCUSA H.O.P.E. Ministry’s United for Wellness** initiative.

Part of this work is understanding the health needs within our own congregation — so we can bring real, free medical resources directly to our members.

We have partnered with **New Covenant Healthcare** to help us assess those needs. This includes access to:

- Free diabetes testing
- Follow-up home health services
- And potentially free advanced treatments, including GLP-1 medications like Ozempic, Wegovy, or Mounjaro for those who qualify.

Today we take our first step.

Before we move forward, we're going to watch a brief 3-minute story from the" Burney family."

(Note: Your church may skip the video offering a description of the video.)

This script reflects the NBCUSA H.O.P.E. commitment to culturally relevant health education and early detection.

Video Moment

The 3-minute Burney family story:

- Shows transformation
- Highlights family impact
- Emphasizes dignity, access, and hope
- Reinforces the NBCUSA message that *"caring for our bodies is a sacred act of stewardship."*

Video link: <https://vimeo.com/1107637436/8bdfd2b53a>

The Live QR Code Activation Moment

Immediately after the video:

"Now church family — join me.

Take out your cell phone. Turn it on.

Open your camera and point it at the QR code on the screen (*or on your handout*).



Today, as a church family, we are going to complete this together. It takes about two minutes.

This is not a commitment to treatment.

It simply helps us understand how we can better protect our church family's health.

This is our first step in the **War on Diabetes in the Black Church**.

Let's do this together.

After Service Flow

Health Ambassadors and Volunteers:

- Assist seniors and anyone needing help
- Have iPads or other smart devices available
- Collect **no money**
- Make **no promises**

Key Message:

"This is voluntary and confidential."

This aligns with NBCUSA's commitment to trust, dignity, and evidence-based care pathways.



The 4-Week Structure

Week 1 — QR Data Capture

During service, members complete the brief health questionnaire.

Week 2 — Outreach Text Messages

Members receive:

“Based on your questionnaire, you may qualify for free diabetes testing. [Click here to schedule.](#)”

Week 3 and Week 4 — Care Pathways

Follow-up consultations, screenings, and next steps — consistent with United for Wellness’ focus on prevention, early detection, and sustainable health ministry.

Church Sunday Bulletin Template 1

THE WAR ON DIABETES IN THE BLACK CHURCH

A United for Wellness Initiative of The

National Baptist Convention, USA, Inc. H.O.P.E. Ministry

Diabetes and high blood pressure are impacting nearly every Black family, often in silence. Today, our church joins congregations across the nation in taking a simple but powerful step toward healing and prevention.

Through the War on Diabetes in the Black Church, members can access free diabetes testing, follow-up care, and support—beginning with a brief two-minute health questionnaire.

This effort reflects our United for Wellness vision: *wellness is worship, prevention is power, and caring for our bodies is a sacred act of stewardship*. By completing this form, you help our church understand the health needs within our congregation so we can bring real, free resources directly to our members.

Why This Matters

- Diabetes is taking too many of our loved ones too soon.
- Early detection saves lives and strengthens families.
- The church is a trusted place to begin the journey toward better health.
- Together, we can build a healthier future for every generation.

Your information is voluntary and confidential. No commitments. No cost. Just care.

Take Your First Step Today. Scan the QR code below with your phone's camera or QR Code Reader to complete the brief health questionnaire.



Church Sunday Bulletin Template 2

THE WAR ON DIABETES IN THE BLACK CHURCH

A National Baptist Convention, USA, Inc. H.O.P.E. Ministry United for Wellness Effort

Diabetes and high blood pressure are affecting nearly every Black family. Today, our church joins the national War on Diabetes in the Black Church, as a sacred act of stewardship, to help our members access early detection, free testing, and follow-up care.

By completing a brief two-minute questionnaire, you help our congregation understand its health needs so we can bring real, free resources directly to our members. Your information is voluntary and confidential.

Start Your Health Check Today. Scan the QR code below with your phone's camera or QR Code Reader.



Metro Memphis NBCUSA Family,

United for Wellness is a national blueprint for the NBCUSA to expand its health and wellness footprint. **United for Wellness** offers a replicable model for churches seeking to build vibrant ministries that blend faith, food, movement, and medicine. It is a call to action for pastors, lay leaders, clinicians, and congregants to unite in the pursuit of wholeness. It is a celebration of our heritage, a healing of our bodies, and a hope for generations to come.

In the words of 1 Thessalonians 5:23, *“May your spirit and soul and body be kept sound and blameless...”* This is the prayer—and the promise—of **United for Wellness**. This is how NBCUSA will lead the nation in faith-rooted wellness for the next decade and beyond.

Yours for the cause of Christ,

Michael O. Minor, EdD
National Director

Lottie Minor, MEd
Project Director

NBCUSA H.O.P.E. Team

Led by Pastor Bernard Montgomery, Assistant National Director and Health Fair Director, the team includes experts in research (Dr. Lovoria Williams), mental health (Ms. Bettina Campbell), nutrition (Ms. Ellen McKnight-Hill), physical fitness (Ms. Nettye Johnson), senior wellness (Dr. Linda Carper), and digital coordination (Dr. Felisa Washington).

Additional leadership includes Dr. Dessie Levy (NIH Liaison), Ms. Loretta Miller (Network Council Director), Ms. Fannie Fair (Health Fair Emeritus), and National Trainers Pastor Dexter Moragne, Minister Geraldine Moore, and Dr. Marian Talley.

