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FOR IMMEDIATE RELEASE

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AFRICAN AMERICAN WELLNESS PROJECT LAUNCHES INNOVATIVE WEBSITE

OAKLAND—The African American Wellness Project is proud to announce the launch of its interactive and informative web site designed to empower African Americans to take control of the direction of their health.

Organized to respond to the inequities in healthcare delivery that exists between African Americans and the rest of America, the African American Wellness Project (AAWP) believes that being organized and educated about the system providing your care is essential to becoming an advocate for yourself or other family members. According to Michael Lenoir, M.D., Chair, Board of Directors, "Our goal is to reduce the gap of negative health care service African Americans are far to often exposed to in this country."

Today, many organizations are reviewing the institutional racism that exists within healthcare, as well as public health settings by seeking to alter the characteristics of health institutions and their medical staff. Approaching the issue without wagging fingers, AAWP has positioned itself to improve the ability of African Americans to better use their healthcare system by creating and making the necessary tools available. The new AAWP web site is designed to provide the tools to improve those encounters.

For many years, patients have walked away from medical appointments confused about information they have received or afraid to ask too many questions for fear of being seen as incompetent. Other times medical staff may project an unfriendly attitude that may shut down any further communication. With the inception of the innovative, user-friendly AAWP web site, African Americans will discover answers to many of their concerns. The AAWP site will provide users with a list of African American physicians and other health providers throughout the United States. In addition, the AAWP site will provide a calendar of health events in the Bay Area and allow organizations to list those events.

According to Brian Woodson, Sr., President of the Board of Directors, "Empowering an individual with the right tools to create a better life, will reduce the level of stress throughout many levels of their lives." For more information on the AAWP new web site or to schedule an interview with Dr. Lenoir (drlenoir@drlenoir.com) or Mr. Woodson (bkwoodsonsr@hotmail.com), please contact them at 510.834.4897, extension 11.

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