

HBEC (HEALTHIER BLACK ELDERS CENTER) Health Reception & Learning Series



WAYNE STATE
UNIVERSITY
INSTITUTE OF GERONTOLOGY

8TH YEAR

We Celebrate As We Educate

In its 8th year, the Healthier Black Elders Health Reception (HBEC) attracts over 1200 African American seniors for a day of education, health screenings, exercise and celebration. The HBEC developed from a 13-year Wayne State University and University of Michigan partnership. The center's annual health reception and learning series are outreach programs created as an effort to help correct health disparities among African American seniors. Now a cornerstone of the Institute of Gerontology, the HBEC has taken on a life of its own with faculty, staff, an advisory committee, quarterly newsletters, and a participant research pool working together to improve the aging process of urban African American adults.

Breaking down educational and health care barriers to information are key goals of the Healthier Black Elders Center. The center provides opportunities for corporate and community sponsors to exhibit and network with conference attendees and to speak at its six learning series forums. Together we expand awareness, create a healthier Detroit and promote successful aging.



- **Over 1200 African American seniors** attend annual conference
 - 6 learning forums in Detroit reaching over 300 seniors
 - Over **600 health screenings** provided annually
 - A participant research pool of over 1200 seniors
- Bi-annual newsletters to over **1500 seniors and professionals**
 - Corporate partners exhibit and educate seniors
- Prominent keynote speakers at conference and forums
 - Covered by press and news media including WWJ



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HEALTHIER BLACK ELDERS CENTER (HBEC)



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