

ABSTRACT

African American males as a population are disproportionately devastated by poor health outcomes. The social determinants that feed endemic health disparities also influence [low health literacy levels](#). Demographically and culturally tailored online health content offers better options than generalized health content to convey important health information and reinforce comprehension.

The increasing number of Black males who consume content online create an opportunity to close the health literacy divide.

[Healthyblackmen.org](#) (HBM) has reached more than 200K Black males across age groups in 2.5 years, bridging the divide between Black men and health information. Sexual health, oral health, fitness, etc. are popular topics.

WHAT IS HEALTHYBLACKMEN.ORG?

[Healthyblackmen.org](#) is an internet platform that connects black men across the lifespan to tailored health information, news, resources and research. Launched in November 2010, the site is managed by a multi-disciplinary team of volunteer health and medical professionals.

Our **mission** is to increase health awareness and overall health literacy to help inform health decisions for black men everywhere.

THE WEBSITE OPERATION

Top 10 HBM FAST FACTS
Cumulative HBM data as of August 16, 2013

- Virtual volunteer team of 26 professionals, interns
- Publish original interviews, testimonials, etc.
- Total website views are 226,000 and counting
- Content extends to six social networking sites
- Total 721 articles, 20 pages of published content
- Average 2,200 weekly website visitors
- Established active health agency partnerships
- Publish a semi-monthly newsletter to 400+
- More than 25 health categories of content
- Highest traffic days observed Thursday-Saturday



Data retrieved from Web Traffic Information Company, Alexa as of 8/9/2013:

- **Bounce rate: 46.70%**
- **Average 10K page views per month**
- **Daily page views per visitor: 2.90**
- **Daily time on Site: 2:40**

TOTAL WEBSITE RESULTS

from 11/11/2010 to 8/16/2013

TOP WEBSITE ARTICLES

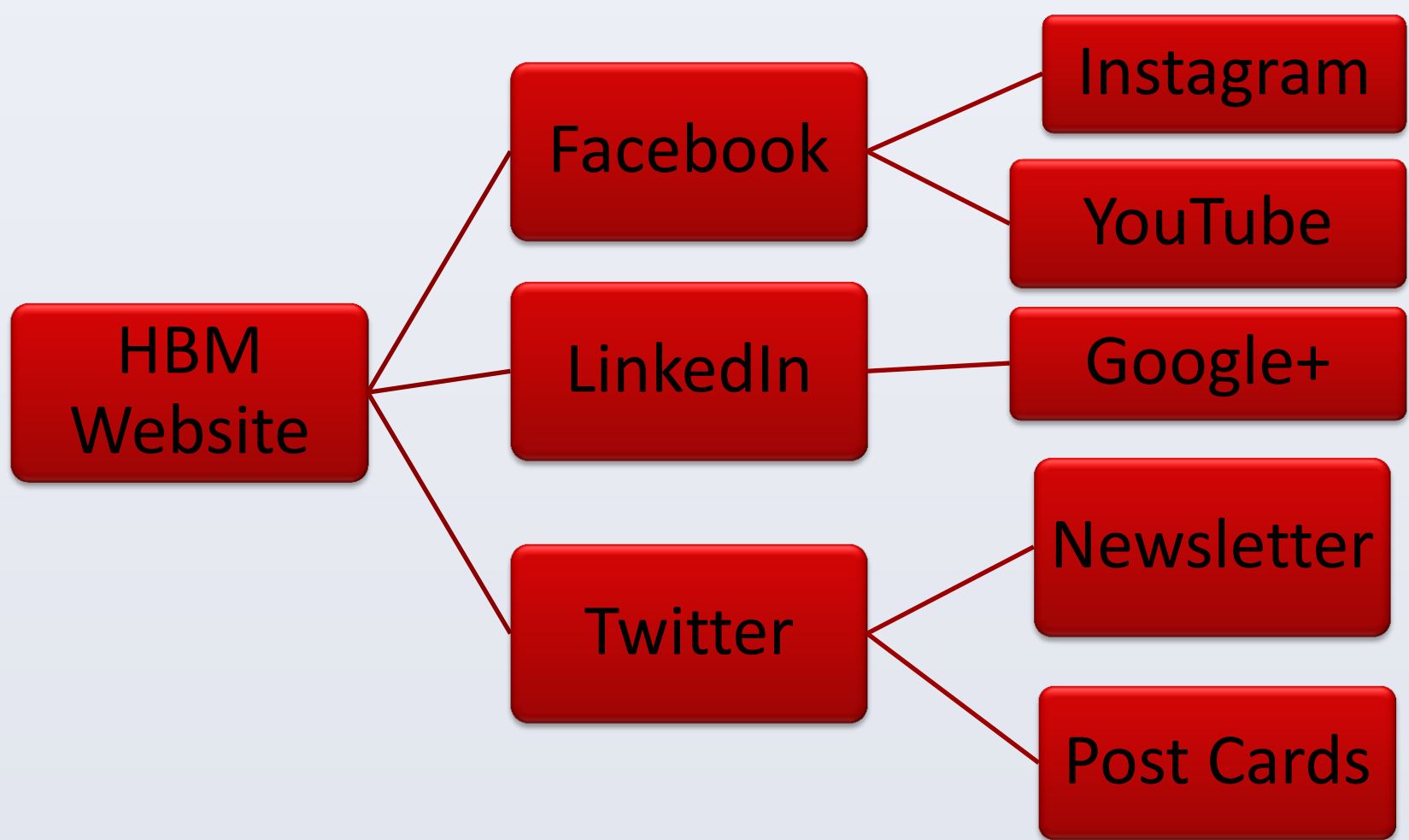
Article Title	Views
Anatomy of the penis	5,483
Are You at Risk for Lupus?	4,540
Belly Fat Blues	3,941
Physicians, Patients, & Pills	3,807
A Bigger, Better Penis	3,367
Teeth Whitening 101	2,642
Bald Head Reinvented	2,414
Tatted Up	1,972
This is Herpes	1,820
Half of all Men will Get Hepatitis	1,765

TOP WEBSITE SEARCH TERMS

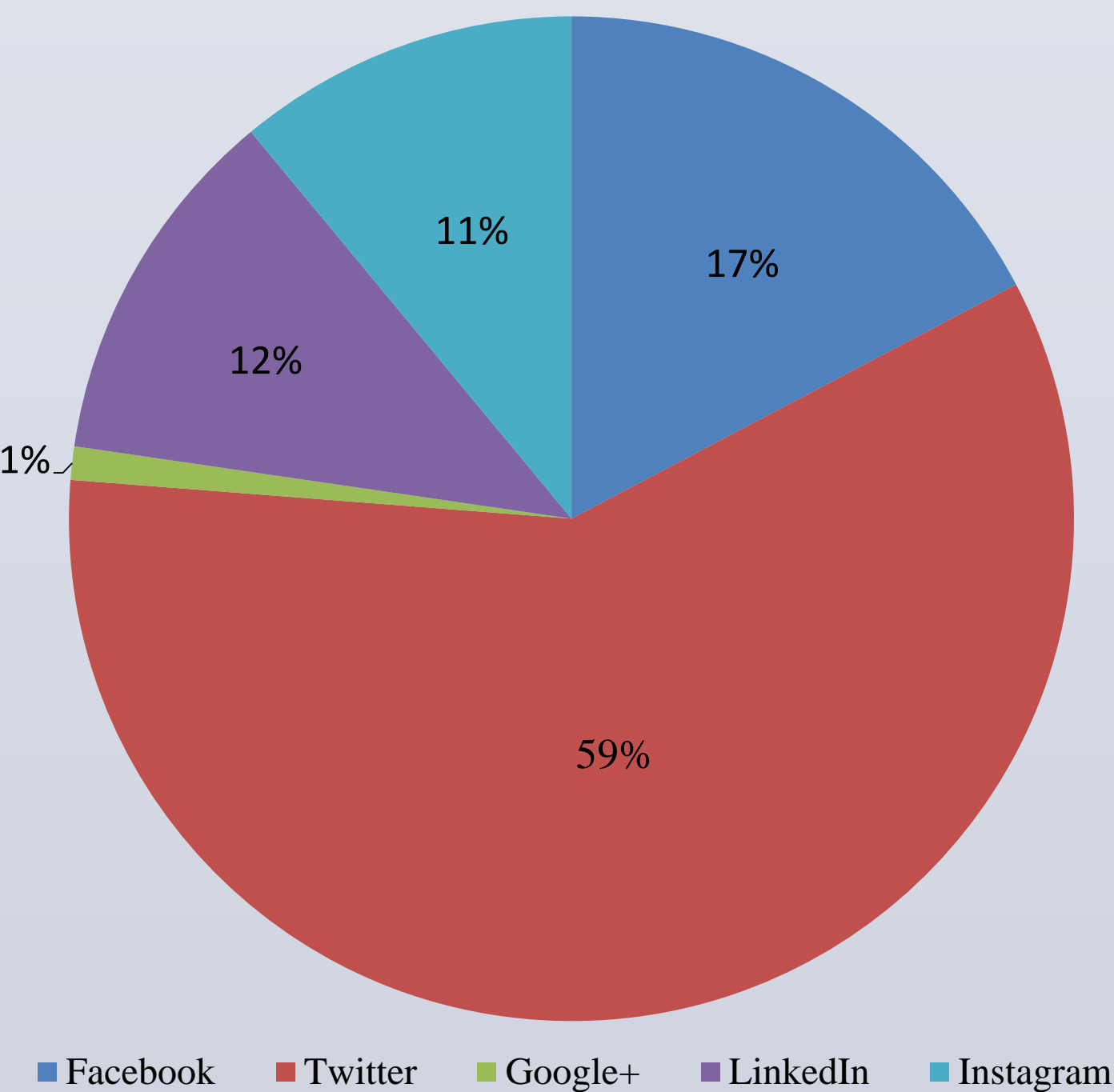


SOCIAL MEDIA RESULTS

Social networks (including but not limited to) [Facebook](#), [Twitter](#), LinkedIn, Google+ and Instagram, are vehicles [Healthyblackmen.org](#) uses to reach Black men online to drive them to experience our published content.



Nearly 5K Social Media Connections
as of 8/16/ 2013



CONCLUSIONS

[Healthyblackmen.org](#) stands alone as the only regularly updated online health information resource dedicated in mission to Black men's health and health literacy.

Early investment in the emerging success of Healthy Black Men would support expanding the online reach to tens of thousands of Black males, their families, and allies. As a result, HBM is pursuing opportunities to expand its operation and reach via not-for-profit, strategic partnership and sponsorship channels.



HBM has also developed a significant following (e.g. web traffic, social media presence, organizational support) with our target population and aim to expand health literacy projects offline and through partnerships. [Sexual health](#) is of high interest to our target audience.

ACKNOWLEDGEMENTS

We would like to acknowledge and thank [our team of subject matter experts](#) who serve as content contributors, our marketing and editorial team, the members of our advisory board, consultants, and of course of graduate interns.

CONTENT PARTNERS

Chicago Department of Public Health, Association of Black Cardiologists, Chicago Gay Black Men’s Caucus, Black AIDS Institute, Project Brotherhood, Us Helping Us, and Bridging Access to Care.