



Dr. Martin Luther King, Jr.  
Founding President

## Florida Southern Christian Leadership Conference State Unit

**Chairman**  
Art Rocker, Sr.  
kingart43@aol.com  
850-450-1982 cell



**President**  
Rev. Henry Marion Steele  
hsteeed60@yahoo.com  
1-850-385-2233

6919 Pensacola Boulevard, Pensacola, Florida 32505 • 850.944.4900

[www.sclcf.org](http://www.sclcf.org)



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June 29, 2009

TO: Al Stubblefield, President and c/o Ms. Sherry Hartnett, Baptist Healthcare

RE: Health Awareness Festival, Theme: *Silence is Sinful* - Our HIVS/AIDS Initiative

We are honored and thank you for your participation in developing the first Annual Health Festival in Pensacola, Florida, on June 13, 2009, at the Hollis Williams Park. What a great event!

We were thrilled to have over 110 people from various SCLC chapters throughout Florida to witness this event and to develop a model for a Health Awareness Festival in their prospective areas. Over 23 counties in Florida were represented. We have enclosed a booklet for your perusal. There were over thirty (30) or more partners who participated in the event; over 17 local entertainment groups performed; over 400 meals were provided; and over 1,500 attended the Festival (copy of news article). According to the signed registration cards, over 373 people were tested or screened by our partners, and hundreds of awareness pamphlets were distributed. In spite of the temperature, a heat index of 99 degrees, the event was a SUCCESS!

Our goals and objectives were to increase health awareness by providing screenings, activities, material, demonstrations, and information. We wanted to increase awareness of local, state and national health services and resources. SCLC believes by achieving these objectives we were able to motivate participants to make healthy behavior decisions and to promote a positive health environment.

Therefore, we accomplished our goals and objectives by promoting goodwill with businesses and participants. Screenings and information were provided to the African-American population who we targeted and strived to reach, as well as to other populations. And, finally, SCLC collected data to support future health care programs throughout Florida and America, meanwhile, increasing access to care -- helping to remove real or perceived barriers.

Thank you for your participation. Without you, we could not have succeeded the dream of our organization founder, Dr. Martin Luther King, Jr., in keeping his dream alive. Again, thank you.

*Art Rocker*

The National SCLC was founded on Feb. 14, 1957 by the Rev. Dr. Martin Luther King, Jr., Rev. Dr. Ralph David Abernathy, Rev. Fred Shuttlesworth, Rev. C.K. Steele, Rev. Dr. Joseph E. Lowery and other clergy "to redeem the soul of America," is a nonprofit and interfaith, social advocacy organization committed to nonviolence to achieve social, economic and political justice.