

“Take Your Loved One to the Doctor” Centers Black Men in South Florida

The culturally rooted campaign features wellness hubs with free preventive screenings, care navigation and more.

June 17, 2025 By Laura Schmidt

In recognition of Black Men’s Health Month, the Health Foundation of South Florida launched [“Take Your Loved One to the Doctor”](#) (TYLOD), a campaign that aims to address [health disparities](#) impacting Black men, according to a [news release](#).

Inspired by Tom Joyner’s “Take a Loved One to the Doctor,” the national initiative the radio host launched in 2002, this local effort encourages Black men in Lauderhill and Overton to prioritize their health.

TYLOD aims to engage 500 Black men to take themselves and a loved one to the doctor. The campaign offers [free screening](#) and awareness events hosted by trusted local community members and asks participants to sign a pledge that states: “We pledge to value our health as a core part of our wealth.”

Although Black men face some of the highest risks for early death and [chronic diseases](#), such as diabetes and high blood pressure, they are among the least likely to access [preventive care](#), including routine screenings.

“Building health equity is at the heart of our mission,” said Loreen Chant, president and CEO of the Health Foundation of South Florida, in the release. “Through this campaign, we’re not just raising awareness — we’re creating access points, building trust and inviting men to prioritize their health without shame or barriers. This is about showing up for yourself and for your loved ones.”

Through culturally relevant events, TYLOD aims to improve trust of the medical system within the Black community and reframe health.

According to the release, the campaign includes:

- Cut for Care Weekend: Barbershops become wellness hubs offering free screenings and pledge sign-ups;
- Wellness Checkpoint Events: Clinics and mobile units provide screenings and care navigation for the uninsured;
- Health Is Wealth Communications Campaign: a culturally grounded media campaign in English, Spanish, and Haitian Creole.

“This campaign is personal,” said Lauderhill commissioner Melissa Dunn, MBA. “Too often, Black men in our city delay care until it’s too late. This initiative meets them where they are—in barbershops, churches and trusted community spaces—and encourages action. It’s time we treat our health like the wealth it is.”

On Saturday, June 28, from 10 a.m. to 2 p.m., Lauderhill residents can take a loved one to the free [health screening](#) for men at Broward Community & Family Health Center at the Lauderhill Mall (1295 NW 40th Avenue, Suite 200).

Visit MyHealthPledge.org to learn more and to sign the pledge.

To learn more, click [#Health Equity](#) or [#Routine Screening](#). There, you’ll see headlines such as “[Many Women Delay or Skip Cancer Screenings, Survey Finds](#),” “[‘SportsCenter’ Anchor Jay Harris Diagnosed With Prostate Cancer](#)” and “[Black Cancer Death Rates are Decreasing, but Disparities Still Persist](#).”