

Outreach Initiatives to Promote Health Equity in Underserved Populations

**Satellite Conference and Live Webcast
Wednesday, October 20, 2010
10:00 - 11:00 a.m. Central Time**

**Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division**

Faculty

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Topic Objectives

- **To provide an overview of community outreach initiatives that target underserved minorities and high risk groups impacted by social determinants**
- **To share information on professional development programs through media outreach**

Topic Objectives

- **To disseminate information on the National Partnership for Action Plan**

Minority Groups Targeted for Prevention Messages

- **Alabama minority groups**
 - **Hispanic / Latino**
 - **African American**
 - **Asian**
 - **Native American Indian**

Subpopulations of Minority Groups

- **Immigrant and migrant workers**
- **Active and recovering substance abusers**
- **Persons who are diagnosed with mental illness**
- **Individuals who are homeless**
- **Incarcerated and ex-offenders**

Subpopulations of Minority Groups

- Gay, lesbian, bisexual, transgendered, and questioning individuals
- Commercial sex workers

Social Factors

- Undocumented citizenship
- Drug, alcohol, and tobacco related addictions
- Depression, bipolar illness, and other mental health diagnosis
- Limited access to food, clothing, and shelter

Social Factors

- Ex-felons who are re-establishing personal and professional identity and livelihood
- Differing sexual preferences and alternative lifestyles

Outreach Locations

- Venues where risk groups frequent
 - Community and street venues
 - Coastal and border ports of entry
 - Income limited communities
 - Housing projects and trailer parks
 - Drug treatment facilities

Outreach Locations

- Mental health group homes
- Transitional living and halfway houses
- Jails, prisons, and youth detention centers
- Homeless shelters
- Residential and outpatient social service agencies

Outreach Locations

- Local bars and clubs
- Partnerships with local community based organizations and state agencies that service the target populations
- Faith based groups and church ministry programs

Population Risk Factors

- **Communication barriers**
 - Limited English proficiency
- **Translation and interpretation challenges**
- **Dependency and addictions to mood altering drugs**
 - Crack/cocaine, heroin, crystal methamphetamines, prescription

Population Risk Factors

- **Poor living conditions**
- **Inadequate access to healthy and nutritious foods**
- **Engaging in high risk sexual behaviors**
- **Criminal and addictive thinking**
- **Trading sex for survival**

Population Risk Factors

- **Varying literacy levels**
- **Overeating and/or not eating as a coping strategy**

Improving Health Equity

- **Incorporate health equity themes as a part of agency initiatives**
- **Encourage health equity discussions in meetings with collaborative partners and community stakeholders**

Improving Health Equity

- **Target subpopulations of minority groups for health disparity prevention messages**
- **Increase the availability of health disparity data in public outreach venues**
- **Develop program marketing materials to include health equity messages**

Improving Health Equity

- **Engage in health equity discussions on social marketing sites that post health information messages**
- **Explore employee and agency perceptions around high risk minority groups and populations that result in health care inequality**

Improving Health Equity

- **Develop internal agency trainings that include information on challenges and barriers that result in health care inequity**

Professional Development and Webcast Programs

- **To provide a comprehensive overview of health disparities in Alabama**
- **To provide information on statewide programs and initiatives to address health disparities**

Professional Development and Webcast Programs

- **To offer continuing education and professional development to health care providers through distance learning opportunities**
- **To inform the general public about steps to reduce their risk factors for being diagnosed with one of the health disparities**

Satellite Programs to Address Health Equity

- **Cultural Competency Summer Series**
 - **To provide an overview of cultural themes and dynamics of high risk social and ethnic groups**
 - **To provide information on barriers to accessing health care within minority subpopulations**

Satellite Programs to Address Health Equity

- **To offer best practices and strategies for addressing employee stereotypes and prejudices that impact service delivery to underserved minorities and risk groups**

Cultural Competency Satellite Programs

- **Primary conference theme:**
 - **“Addressing Social and Health Disparities in . . .”**
 - **The Incarcerated and Ex-Offender Populations: Cultural Sensitivity from Corrections to the Community (6/23/2010)**

Cultural Competency Satellite Programs

- The Gay, Lesbian, Bisexual, Transgendered, and Questioning Communities (7/21/2010)
- The Native American Indian, Asian, Hispanic and Latino Communities (8/18/2010)

– www.adph.org/alphtn

National Partnership for Action Plan

- U.S. Department of Health and Human Services
- A national plan that captures the status of health disparities throughout the country
- Offers 20 strategies targeting the elimination of health disparities

National Partnership for Action Plan

- Developed from a collaborative effort of representatives from community, faith-based and non-profit organizations, academic institutions, foundations, and Federal, State, and local agencies

National Partnership for Action Plan

- Provides an overview of social vs. medical constructs that impact health outcomes
- Proposes national objectives to assist with the development of plans to address health inequity within the state

National Partnership for Action Plan to Eliminate Health Disparities

- Objective 1: Awareness
 - Increase awareness of the significance of health disparities, their impact on the nation, and the actions necessary to improve health outcomes for racial and ethnic minority populations

National Partnership for Action Plan to Eliminate Health Disparities

- Objective 2: Leadership
 - Strengthen and broaden leadership for addressing health disparities at all levels

**National Partnership for
Action Plan to Eliminate
Health Disparities**

- **Objective 3: Health and Health System Experience**
 - Improves health and healthcare outcomes for racial and ethnic minorities and for underserved populations and communities

**National Partnership for
Action Plan to Eliminate
Health Disparities**

- **Objective 4: Cultural and Linguistic Competency**
 - Improve cultural and linguistic competency

**National Partnership for
Action Plan to Eliminate
Health Disparities**

- **Objective 5: Research and Evaluation**
 - Improve coordination and utilization of research and evaluation outcomes

**National Partnership for
Action Plan to Eliminate
Health Disparities**

- **NPA components**
 - Provision of 20 strategies to address each objective
 - Benchmarks for success
 - Suggested actions and activities
 - Process and outcome measures

**National Partnership for
Action Plan to Eliminate
Health Disparities**

- Data sources available for planning and review

**National Partnership for
Action Plan**

For more information
www.hhs.gov

**National Partnership for Action Plan to
End Health Disparities**
www.adph.state.al.us/minorityhealth
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