

*AIM, REACH, AND P4VE  
PRESENTS:*

# “HEALTH EQUITY: METHODS TO SUPPORT COMMUNITIES”

COMMUNITY-BASED ORGANIZATIONS/GRASS-ROOTS RESPONSE,  
CHALLENGES, SUSTAINABILITY, AND THE PATH FORWARD (COVID19 &  
BEYOND)

“DR. DAN”

DANIEL B. FAGBUYI, M.D.

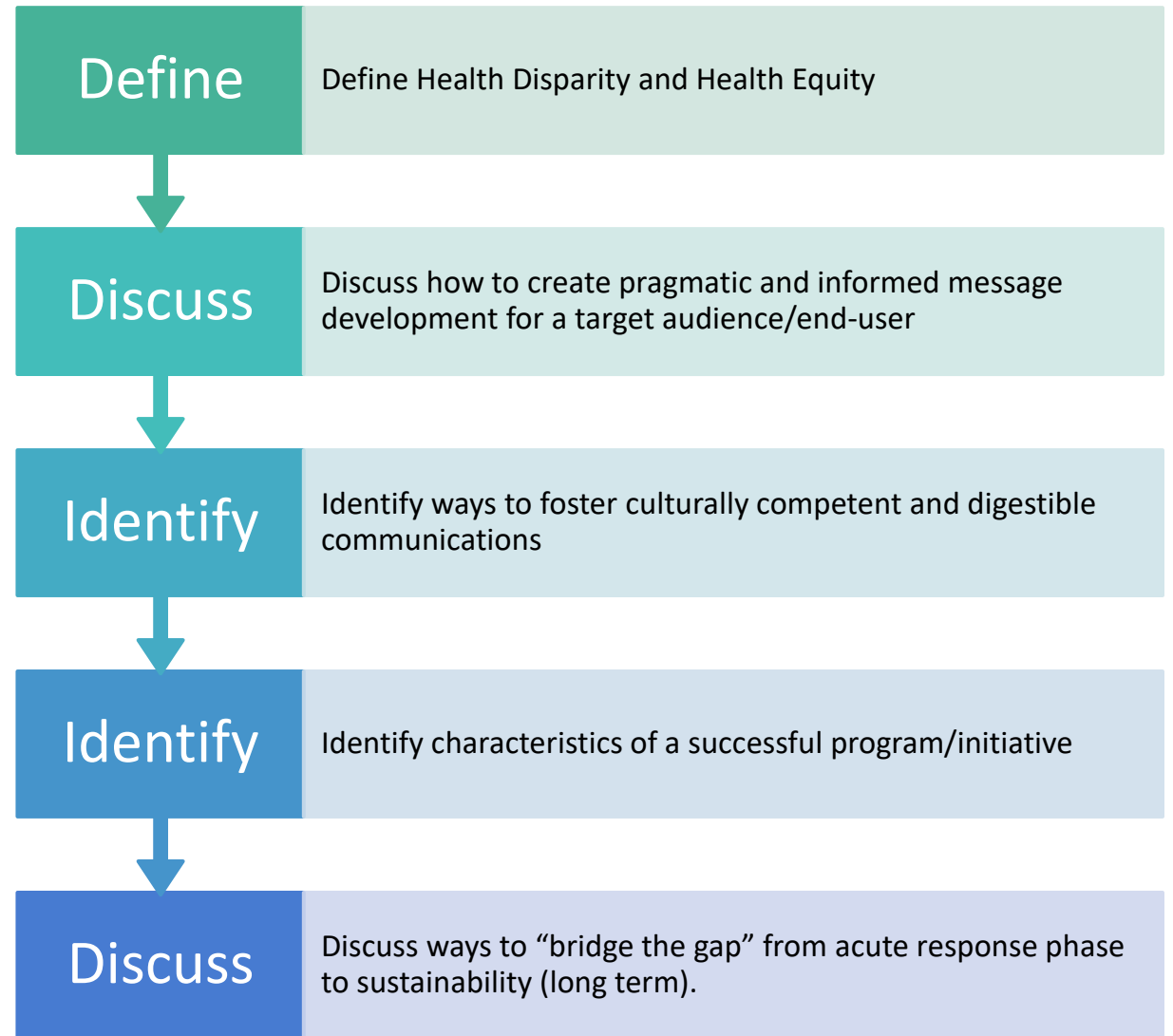
ER PHYSICIAN, FMR BIODEFENSE & PUBLIC HEALTH APPOINTEE

@DOCDANMD IG/TWITTER

# DISCLOSURE

- I am speaking today as a consultant to AIM/P4VE on health/vaccine equity
- I will NOT be discussing any particular drug or pharmaceutical
- This discussion is for informational purposes only

# OBJECTIVES



# HISTORICAL CONTEXT/BACKGROUND

- Violations of trust among communities of color by US public health service, healthcare institutions, and medical community in general
- Lack of access to quality healthcare
- Racial and ethnic disparities in the quality of healthcare received and outcomes



# WHAT IS HEALTH DISPARITY?

Difference in outcomes and causes among groups

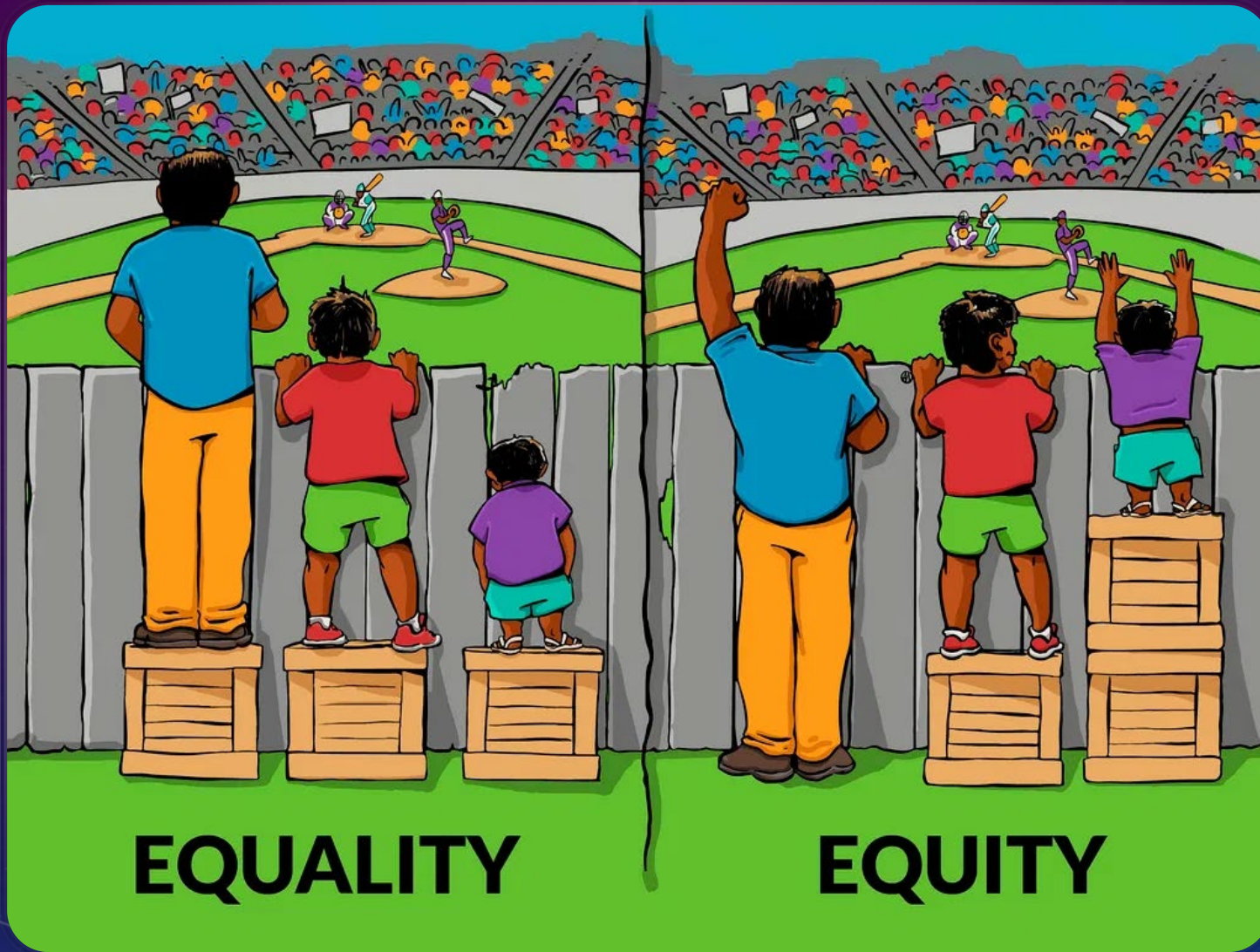
Characterized by differences in where they live, play, work, learn, etc.

The experience results in greater burden of disease/adverse health outcome

Figure 1

## Social Determinants of Health

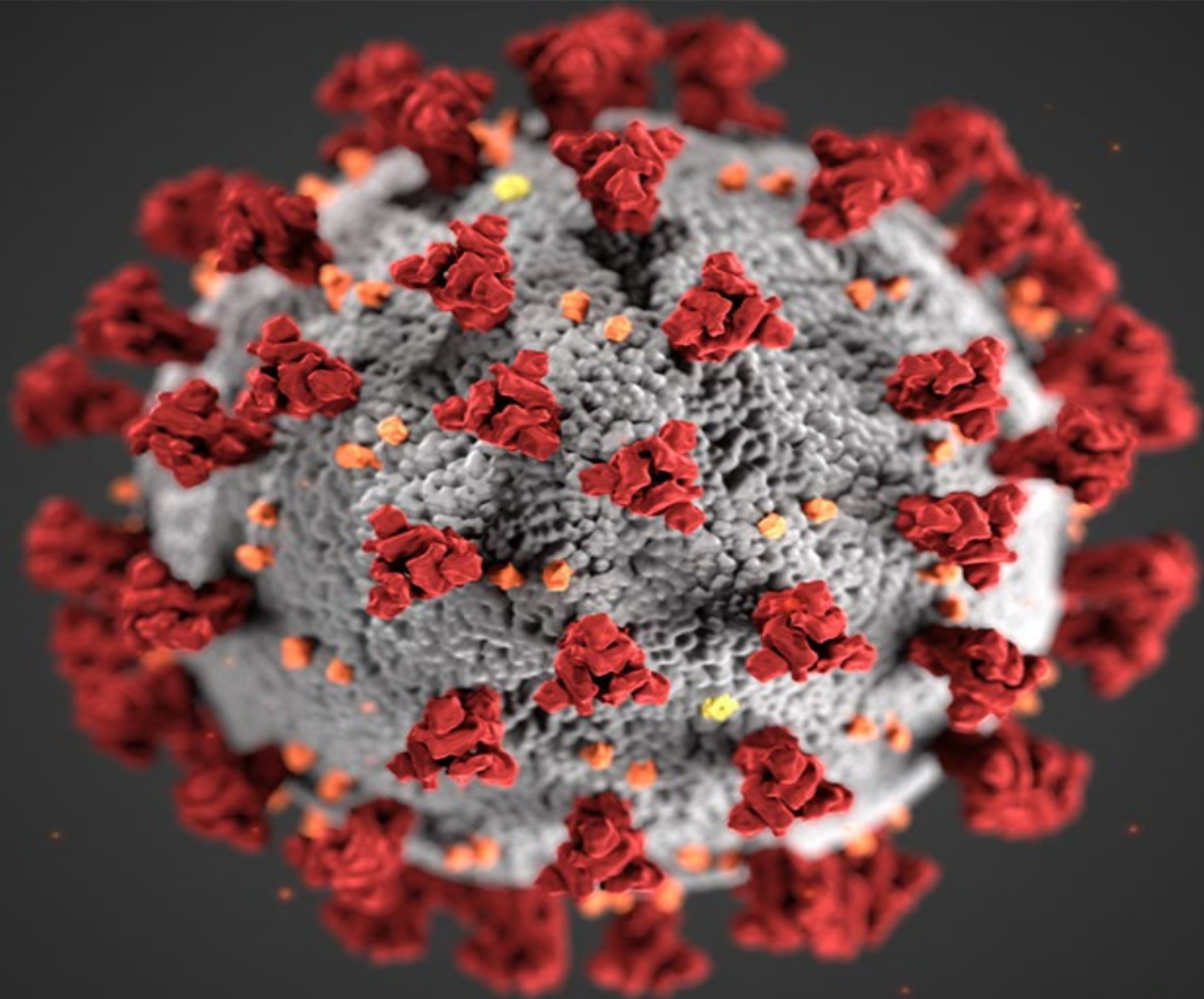
Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment Income Expenses Debt Medical bills Support	Housing Transportation Safety Parks Playgrounds Walkability Zip code / geography	Literacy Language Early childhood education Vocational training Higher education	Hunger Access to healthy options	Social integration Support systems Community engagement Discrimination Stress	Health coverage Provider availability Provider linguistic and cultural competency Quality of care
<b>Health Outcomes</b> Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations					



# WHAT IS HEALTH EQUITY?

- Adopted from John Hopkins Alliance for a Healthier World
- Artist: Angus Maguire







# COVID19 – THE GREAT MAGNIFIER

Public Health Security threatened

Need for rapid Medical Countermeasures (MCMs), e.g. vaccines, therapeutics, PPE, etc.

Fear, distrust, and rampant misinformation/disinformation

Health disparities magnified!!! We couldn't ignore it!!!







fake news

bias

analyze

fact-check

propaganda

deepfakes

# MISINFORMATION

alternative facts

media literacy

algorithms

disinformation

privacy



# CULTURALLY COMPETENT COMMUNICATIONS: PRAGMATIC APPROACH TO MESSAGING

- Who is the target audience? Where do they congregate? Meet them where they are?
  - E.g barbershop, place of worship, hiphop music/event
- Who is the messenger? Looks like or is from the target community?
- How does the messenger relate to the intended receiver?
- Are there other cultural nuances that need to be considered?
- Who are you consulting to give you feedback and critique on how to implement and engage various communities?

# MEET PEOPLE WHERE THEY ARE!

**Bloomberg**

## Black Doctors Work Overtime to Combat Clubhouse Covid Myths

By [William Turton](#)  
February 11, 2021, 6:00 AM EST Updated on February 11, 2021, 2:07 PM EST

- ▶ Conspiracies flourish on app including about vaccines and 5G
- ▶ 'Hey, I was skeptical too, but here's where I am now'



Black Doctors Combat Covid Myths on Clubhouse App

Look forward to financial planning with Schwab.

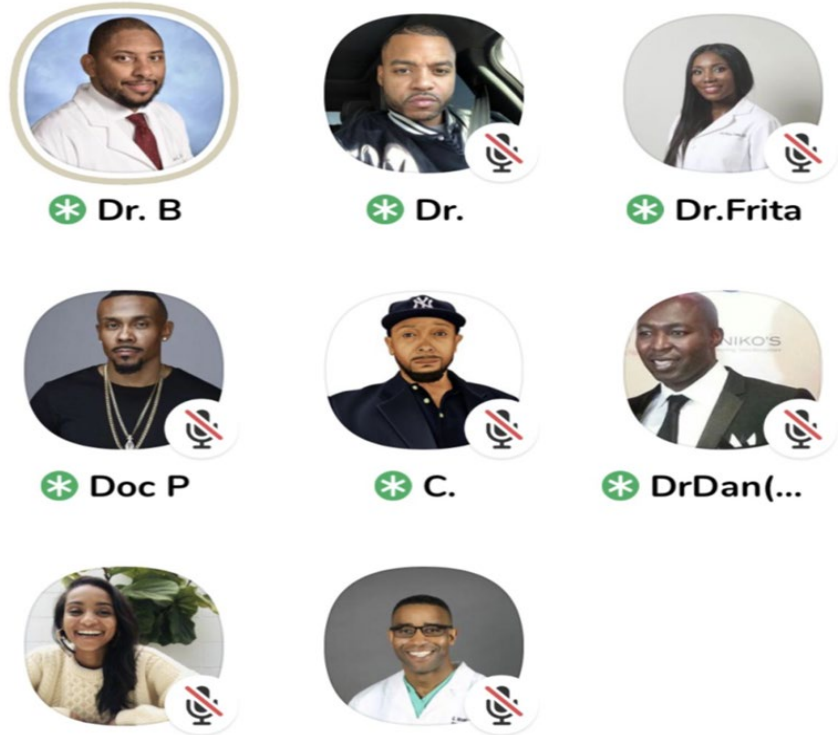
Easy to get started

Flexibility to make changes

Live help when you need it

**Bloomberg**

## A Few Black Docs: COVID-Hiccups, shortages, and updates.



\* Dr. B

\* Dr.

\* Dr.Frita

\* Doc P

\* C.

\* DrDan(...

Azza

Geoffrey

# CAN I GET A WITNESS?

One of those people is Patrice Withers-Stephens, 38, of Dallas, Texas. At first, Withers-Stephens said she was skeptical of the vaccine and the speed at which it was developed. “I couldn’t wrap my mind around -- how do you push something through so fast?” Withers-Stephens said. She had even heard rumors about a chip inside of the vaccine, which she said made her uneasy.

But a conversation with Gadir on Clubhouse changed all of that. “She truly literally changed my mind. She helped me understand clinical trials and what the ingredients were in the vaccine,” Withers-Stephens said.



# WHAT DOES SUCCESS LOOK LIKE FOR YOU?

- Short term vs Long term
- Acute phase of the Pandemic vs After the pandemic resolves or virus becomes endemic
- Sustaining initiative and passing it on to community leaders with decision-making power; capabilities and infrastructure
- Avoiding the “valley of death”. Providing funding and support programs and initiative during and after covid. E.g. Sustaining healthy communities by building trust and supporting non-covid initiatives that are associated covid co-morbidities.

# CHARACTERISTICS OF A SUCCESSFUL PROGRAM

- Available Funding to maintain and upgrade infrastructure
- The Community is in the “driver seat”.
- Community leaders with decision-making capability are at the table at all levels of planning, etc.
- Data driven
- Culturally competent communications with novel approaches welcome
- Engaged with community before, during, and after public health emergencies
- Shares lesson-learned and best practices to improve health outcomes in diverse communities

# COMMUNITY ENGAGEMENT & THE CHARGE FORWARD

- Beauty of the Public-Private-Partnership
- Leverage the “trusted messenger” to attain racial and ethnic group vaccine equity
- Community connections and relationships are best nurtured before a disaster/pandemic
- Break silos and barriers by communicating and sharing resources and strategies among one another based on personal experiences and lessons-learned
- Racism is public health issue. Do your part to help us address this!



# COMMUNITY ENGAGEMENT & THE CHARGE FORWARD

- What are you doing to sustain the programs you are currently funded for and what's the plan long term?
- How are you handing over your program?
- Burn-out is real! Take a break from those vaccine clinics.

QUESTIONS???

