

Welcome to:

Promoting Equity in Health Communications

Hosted by the Centers for Disease Control and Prevention's (CDC)
Office of Health Equity (OHE)



Agenda for Meeting

- **Moderator messages** – Sarah Anderson, CDC Office of Health Equity (OHE) Policy
- **Introduction to Health Equity and OHE** – Dr. Leandris Liburd, Acting Director, CDC OHE
- **Communicating About Health Equity** – Isa Miles and Jessica Franks, CDC OHE Communications
- **Office of Communications** – Sara Bedrosian, CDC Office of Communications Inclusive Communication and Training Team
- **Partner presentations**
 - Lakeshore Foundation
 - CDC Foundation
 - National Association of State Offices of Minority Health (NASOMH)
- **Question and Answer Session**
- **Resources and Survey**

Logistics and Accessibility Information

- Slides will be shared with participants following the webinar.
- Please feel free to put any questions you have into the Q&A box at the bottom of your Zoom screen. Q&As will only be visible to participants if the question is answered. We likely will not have time to get to every question, but the slides will include numerous resources and ways for you to contact CDC if you require further assistance.
- CART captions:
<https://www.streamtext.net/player?event=16733PromotingEquityHealthCommunications>
- ASL Interpretation and Spanish Simultaneous Translation are available. Click the "Interpretation button" at the bottom of your Zoom screen.

This information will be put in the chat.



Introduction to CDC's Office of Health Equity

Leandris C. Liburd, PhD, MPH
Acting Director, Office of Health Equity

CDC Office of Health Equity (OHE)

Mission and Vision

- **Mission:** The Office of Health Equity exists to ensure health equity is embedded in an all-of-public health approach to overcoming persistent health disparities and health inequities across a range of population groups that disproportionately experience poor health outcomes.
- **Vision:** All people have the opportunity to attain the highest level of health possible.



Celebrating 35 Years of Baking
HEALTH EQUITY
Into Public Health

<https://www.cdc.gov/healthequity/>

Office of Health Equity Partner Webinar Series

- October 2023: [Respiratory Virus Season and Health Equity: Information about Respiratory Syncytial Virus \(RSV\), COVID-19, and Flu | Health Equity | CDC](#)
 - Slides are available in English and Spanish
 - OHE blog about the webinar with more information from our partners (Unidos US, EverThrive Illinois, National Urban League, and The Partnership for Inclusive Disaster Strategies): [Partnership for Health and Vaccine Equity: Protecting Diverse Communities from COVID-19, RSV, and Flu | Blogs | CDC](#)

Connect With Us!

- **[Subscribe to Health Equity Partner Updates](#)**: Subscribe to this email list for updates and information about events related to the CDC Office of Health Equity.
- **[Health Equity Matters](#)**: quarterly e-newsletter that shares news, perspectives, and progress related to minority health and health equity.
- **[Health Matters for Women](#)**: monthly e-newsletter that provides information on what is happening in women's health around CDC and other agencies.
- **[Conversations in Health Equity](#)**: blog devoted to increasing awareness of health inequities and promoting national, state, and local efforts to reduce health disparities and achieve health equity.
- Engage with us on **(Twitter) @CDCHealthEquity** and **LinkedIn @CDCHealthEquity**



Stay tuned for more Office of Health Equity partner calls !

Communicating About Health Equity

Isa Miles and Jessica Franks
CDC OHE's Communications Team

Agenda

- Health Equity Message Testing
- Health Equity Communication Principles
- Importance of Accessible and Inclusive Communication



Health Equity Message Testing

Talking About Health Equity is Challenging

- Health equity is complex
- Health equity isn't one-size-fits-all
- Views related to health equity may create barriers:
 - Personal responsibility
 - Us vs Them mentality
 - Health equity isn't public health
 - Often viewed as political in nature
 - Health equity will never be achieved



Message Testing Background

- **Purpose:** Conduct rigorous message testing to help us develop effective messages and messaging frames for relevant audiences in support of CDC and OHE's health equity agenda.
- **Goal:** Identify challenges to effective health equity messaging and develop framing insights to address those challenges.
- **Activities:** literature review, environmental scan, key informant interviews (N=14), 8 diverse focus groups (N=45), in-depth interviews, qualitative analysis, summary and recommendations report



Message Testing: Equality & Equity

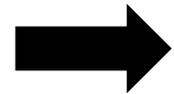
Equality and Equity

- Most people believe in **equality** and think it is a good goal/aspiration



Frame equity as an approach to achieving equality

- **Equity** is a new and potentially confusing and uncomfortable term for general audiences



Avoid using the terms “fairness” or “fair” when describing “equity”

“We can give everyone shoes, or we can give everyone shoes that fit them.”



- General audience → use definitions and images related to **individuals**
- Public health audience → use a **systems view** rather than individuals

How People Think About Health

- Public health (and medical) messaging about the impact of personal behaviors on health are accepted as a core belief for many people.
 - Messages about the role of systemic factors are new to general audiences and may be difficult to accept and understand.
 - Messages that minimize the role of personal behavior on health outcomes without further context may be met with resistance.
 - People feel they have more control over their personal choices and less control over large systems and structures.
 - Health = medical care and doctors.



Health Equity Communication Principles



Frame health equity as achievable



Meet your audience where they are



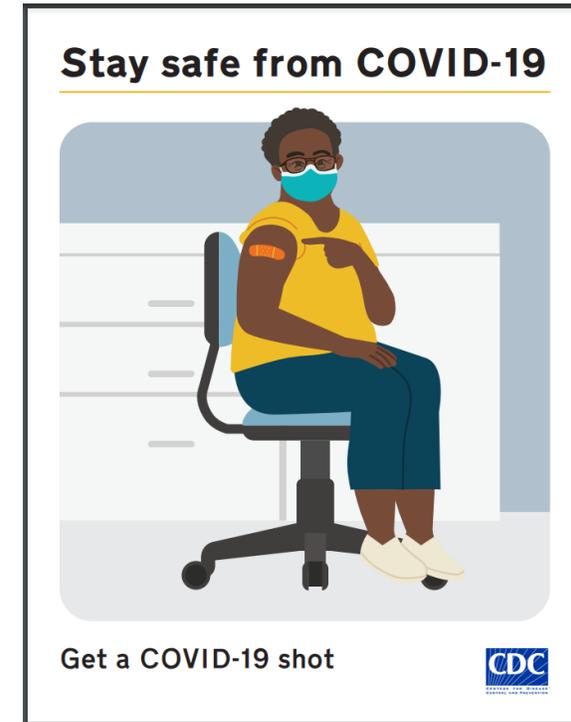
Communicate health equity as a “we” issue



Importance of Accessible & Inclusive Communication

Why is Accessible & Inclusive Communication Important?

- Because health equity impacts everyone, it's critical that we address all people inclusively and respectfully in messaging and imagery.
 - Cultural relevance, accessibility, language translation are important both legally and ethically
 - Federal Language Access Plans, Rehabilitation Act of 1973 (Sections 504 and 508), Americans with Disabilities Act (ADA), Plain Language Act
- Equitable approaches can benefit everyone → Achieving health equity is not a zero-sum game (e.g., COVID-19 Materials for People with Intellectual and Developmental Disabilities and Care Providers)





Health Equity Matters
newsletter



Health Equity in Action



Conversations in Equity
blog



www.cdc.gov/healthequity

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

*Join our partnership listserv
(Note that you will have to
confirm the subscription before
receiving any emails) →*



The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



Accessible and Inclusive Communication: CDC's Office of Communications

Sara Bedrosian

Inclusive Communication and Training Team Lead

CDC's Office of Communications

CDC's Office of Communications Goal

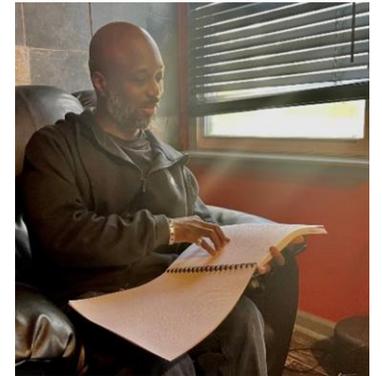
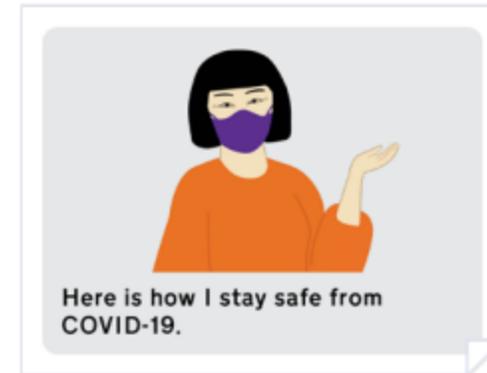
- CDC communication that is “as clear and understandable to people with disabilities as it is for people who do not have disabilities.”

[Americans with Disabilities Act of 1990](#)

Accessible, Inclusive Communication Helps People

- Inclusive communication is more than 508 compliance.
- Making content accessible to specific audiences may involve:
 - Formats understandable by people with intellectual or developmental disabilities (IDD) or people who have extreme low literacy (ELL)
 - Videos with American Sign Language (ASL) for people who are Deaf or hard of hearing
 - Materials in braille for people who are blind or who have low vision.

✓ 1 idea per page



Adults with Literacy Limitations

- The Plain Writing Act requires federal agencies to use plain language when they communicate with the public...
...but plain language is not always enough.

Over 30 million adults in the U.S. read or write at or below a 3rd grade level

Almost 130 million adults in the U.S. read or write at or below a 6th grade level

Accessible Communications – 2023 Progress

Products for the Public



- COVID-19 website:
 - COVID-19 ASL YouTube Playlist
 - COVID-19 Easy To Read (ETR) Web Hub
 - COVID-19 braille web page with digital braille-ready files & 5 embossed braille products sent to 50 states
- Respiratory Virus Resources for People with Disabilities
- Health Equity and COVID-19
- COVID-19 Toolkit for People with Disabilities
- Flu and People with Disabilities

COVID-19 mini-campaign development and promotion to 14+ partners



New Tool

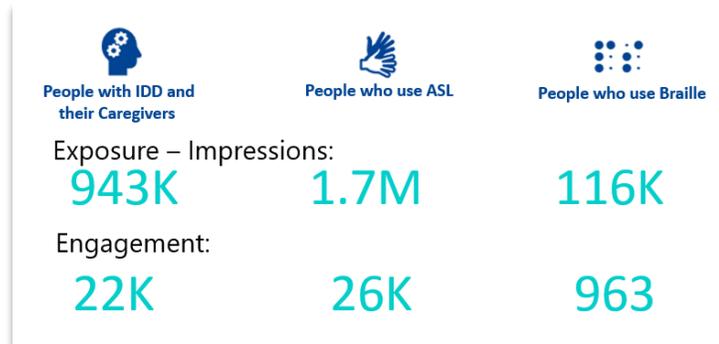
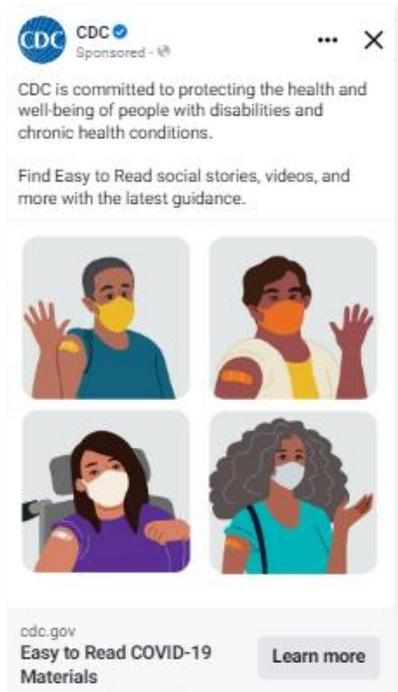
Developing Products for Adults with Intellectual Developmental Disabilities and Extreme Low Literacy

CDC Staff Development

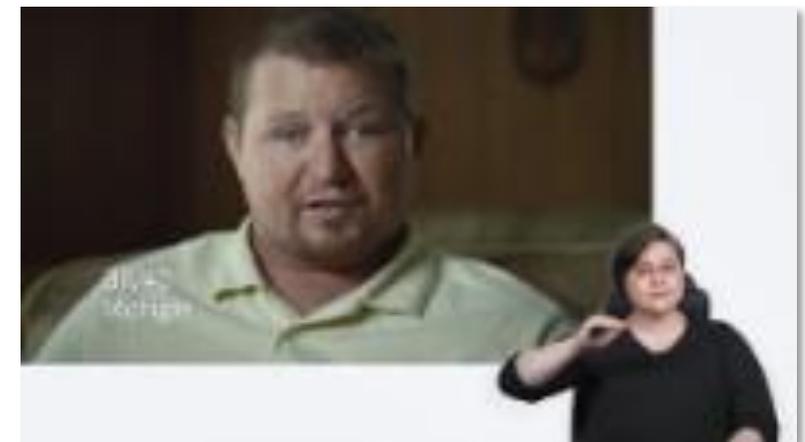
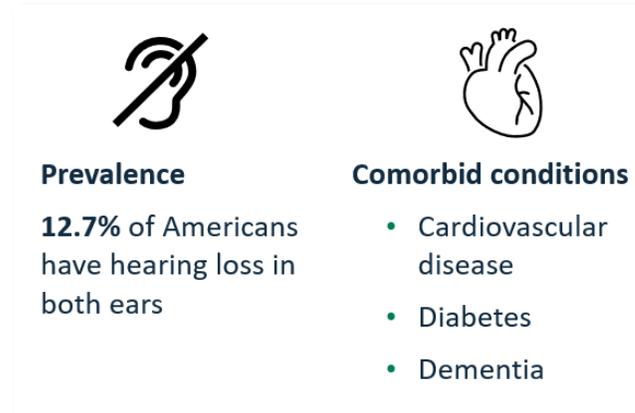
- **1,000** staff trained on Plain Language and Easy-to-Read Product Development in 2023

Recent Accessible Communication Campaigns

COVID-19 Accessible Communication Mini Campaign



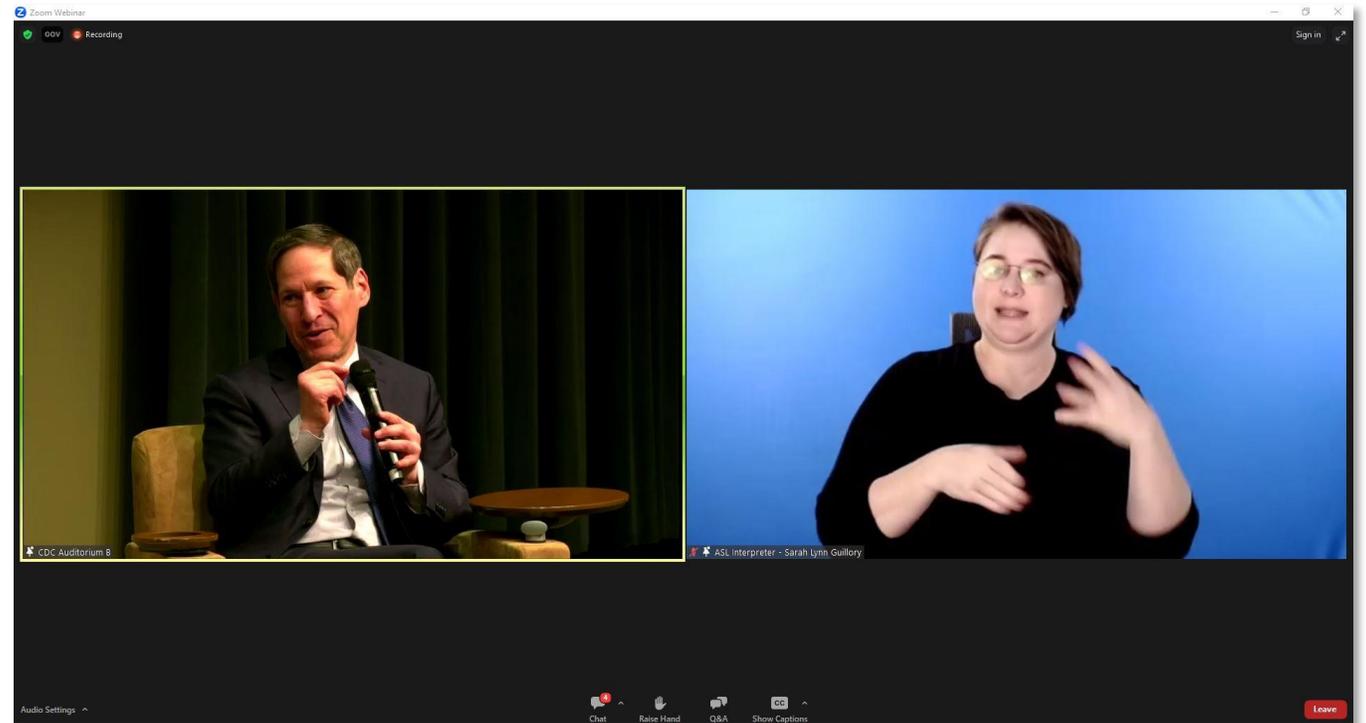
Tips From Former Smokers® campaign using ASL



<https://youtu.be/hBQYOnwbRcY?si=aRn33KOxLaGuYxRj>

Call to Action – Keep Trying!

- Build accessibility in at the beginning
- Use inclusive language and a health equity lens
- Engage directly with intended audiences, if possible
- Keep listening
- Partner with organizations who advocate for people with disabilities



Partner Presentations

- Lakeshore Foundation
- CDC Foundation
- National Association of State Offices of Minority Health (NASOMH)

Partner Presentation: Lakeshore Foundation

John Kemp, Esq.
President and CEO





WE ARE LAKESHORE

Our vision is a world in which every person has the opportunity to achieve a healthy, active, independent life.

Our mission is to provide opportunity for individuals with a disability to live a healthy lifestyle through physical activity, research, advocacy and health promotion.

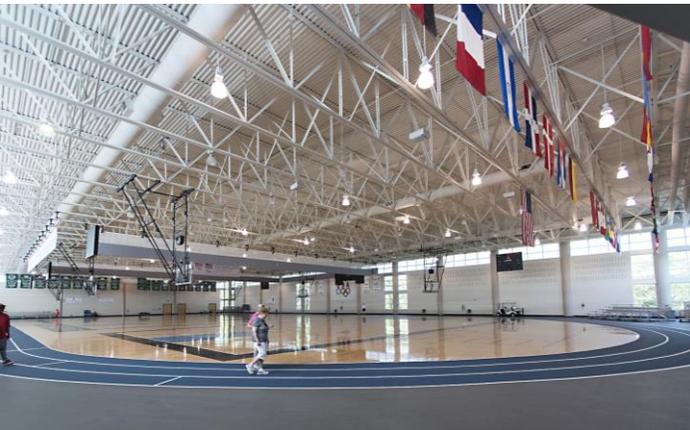


LAKESHORE



Our Facility

- Fieldhouse
- Three Hardwood Courts
- 200-meter Indoor Track
- Fitness Center
- Aquatics Center
- Group Exercise Studios
- Regions Climbing Wall
- Shooting Range
- Sports Science and Performance Center
- Research Lab
- Nutrition Lab
- Telesuites



Lakeshore Community Health:

Advancing Opportunities for Optimal Health and Wellness for All People, In All Communities



Community Awareness
through partnerships, grants,
engagement/outreach,
communication campaigns,
and recruitment.



Virtual Expansion of
Lakeshore's programmatic
reach through health
coaching, virtual fitness and
wellness, chronic disease
prevention and management.



Training, Education,
Assessment and
Consultation services for
schools, businesses,
community-based
organizations, and health
professionals.

Disability is part of health equity.

<https://www.nih.gov/news-events/news-releases/nih-designates-people-disabilities-population-health-disparities>

NEWS RELEASES

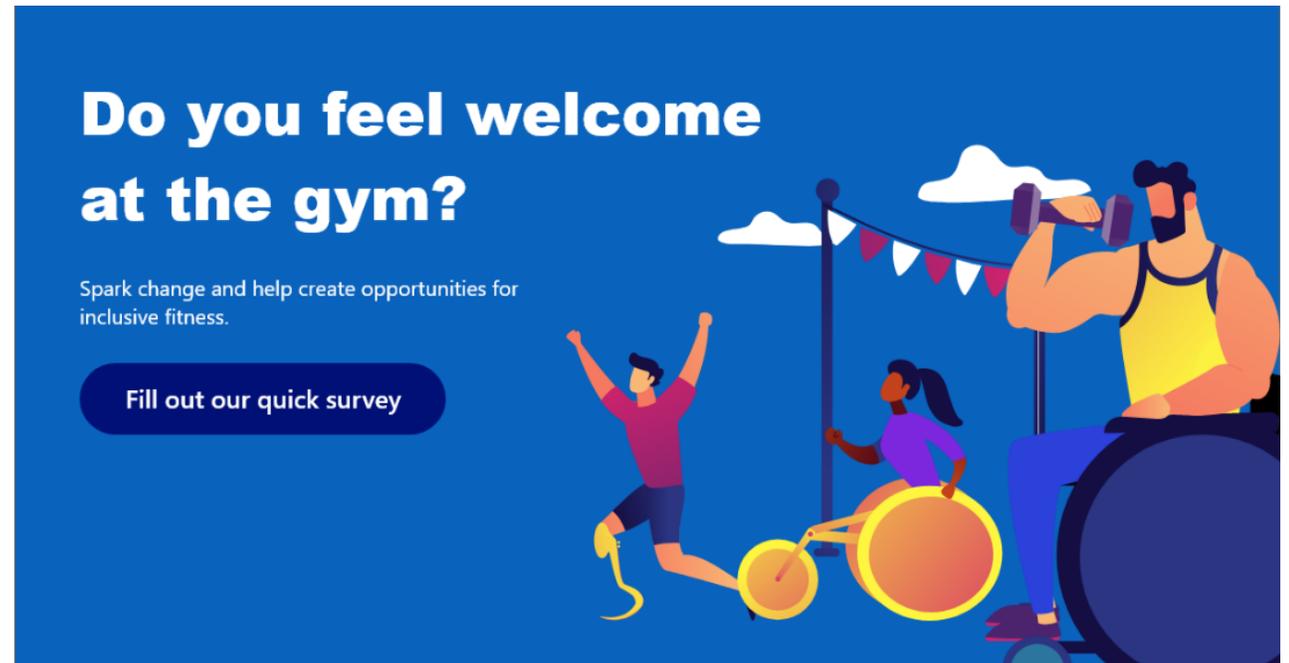
Tuesday, September 26, 2023

NIH designates people with disabilities as a population with health disparities

Designation, new research program and update to NIH mission are actions to ensure inclusion of people with disabilities.

National Survey on Disability and the Fitness Industry

- ❑ Lakeshore organized a national survey to learn if disabled people feel welcome in fitness spaces.
- ❑ Sent over 1 month, through social media and partnership outreach, over 1,125 people responded.



Survey Says...

81% of people with disabilities
don't feel welcome in fitness spaces.*

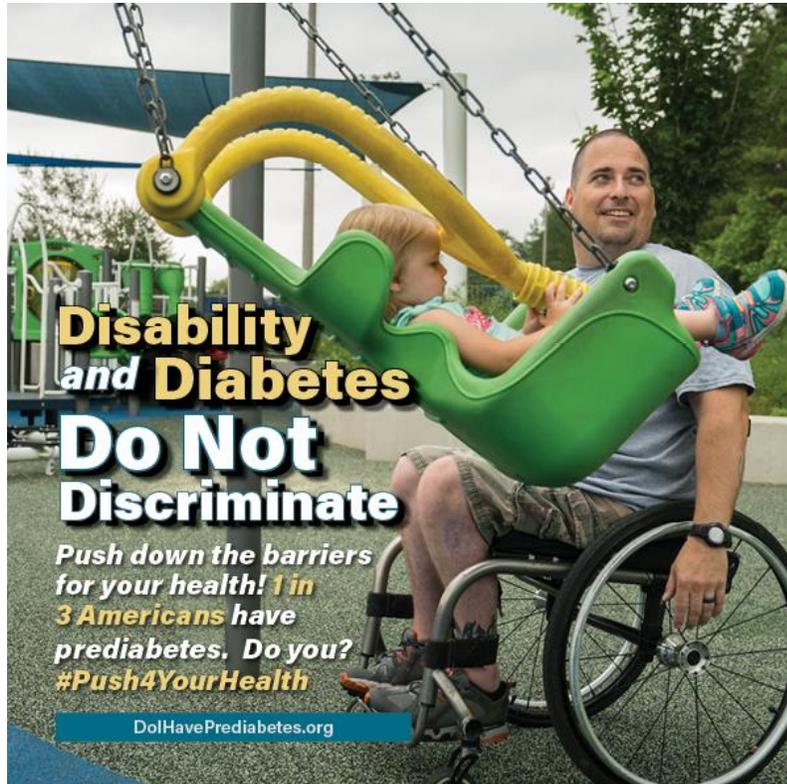
LET'S CHANGE THAT.

Meet our crew of qualified candidates with disabilities at TrainersForHire.com

*Source: Lakeshore Foundation, Aug. '21



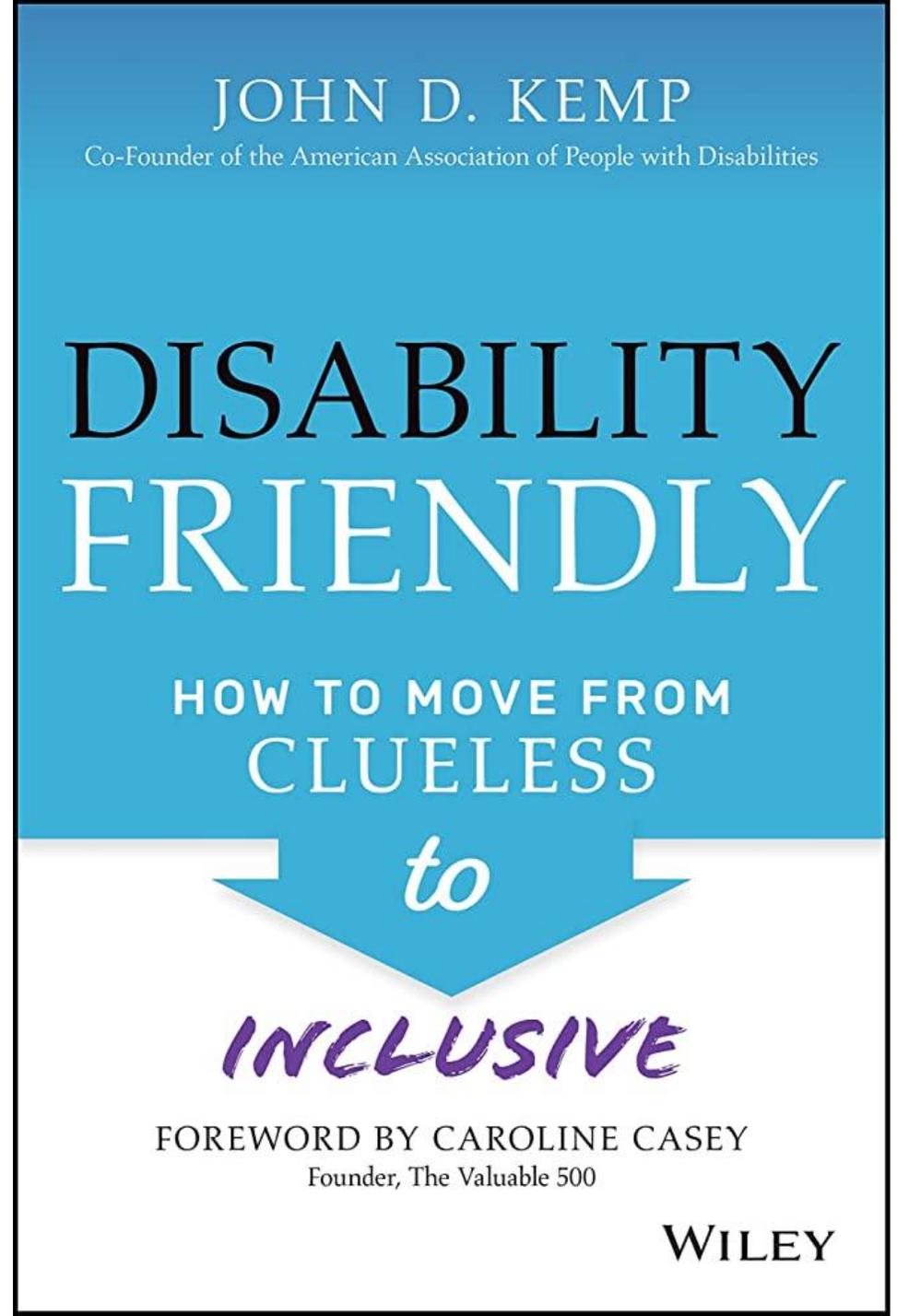
#Push4YourHealth Campaign



committoinclusion.org/pushforyourhealth/

Resources to learn more!

- 9 Guidelines for Disability Inclusion – committoinclusion.org
- Disability Friendly: How to Move From Clueless to Inclusive
- Disability and Ableism Webinar Series
 - What is Disability?
https://www.youtube.com/watch?v=XEXpleTsh_Q
 - What is Ableism?
<https://www.youtube.com/watch?v=GU0qGZaLQml>





Let's Connect!

Visit
lakeshore.org

Follow Us



Email
communityhealth@lakeshore.org

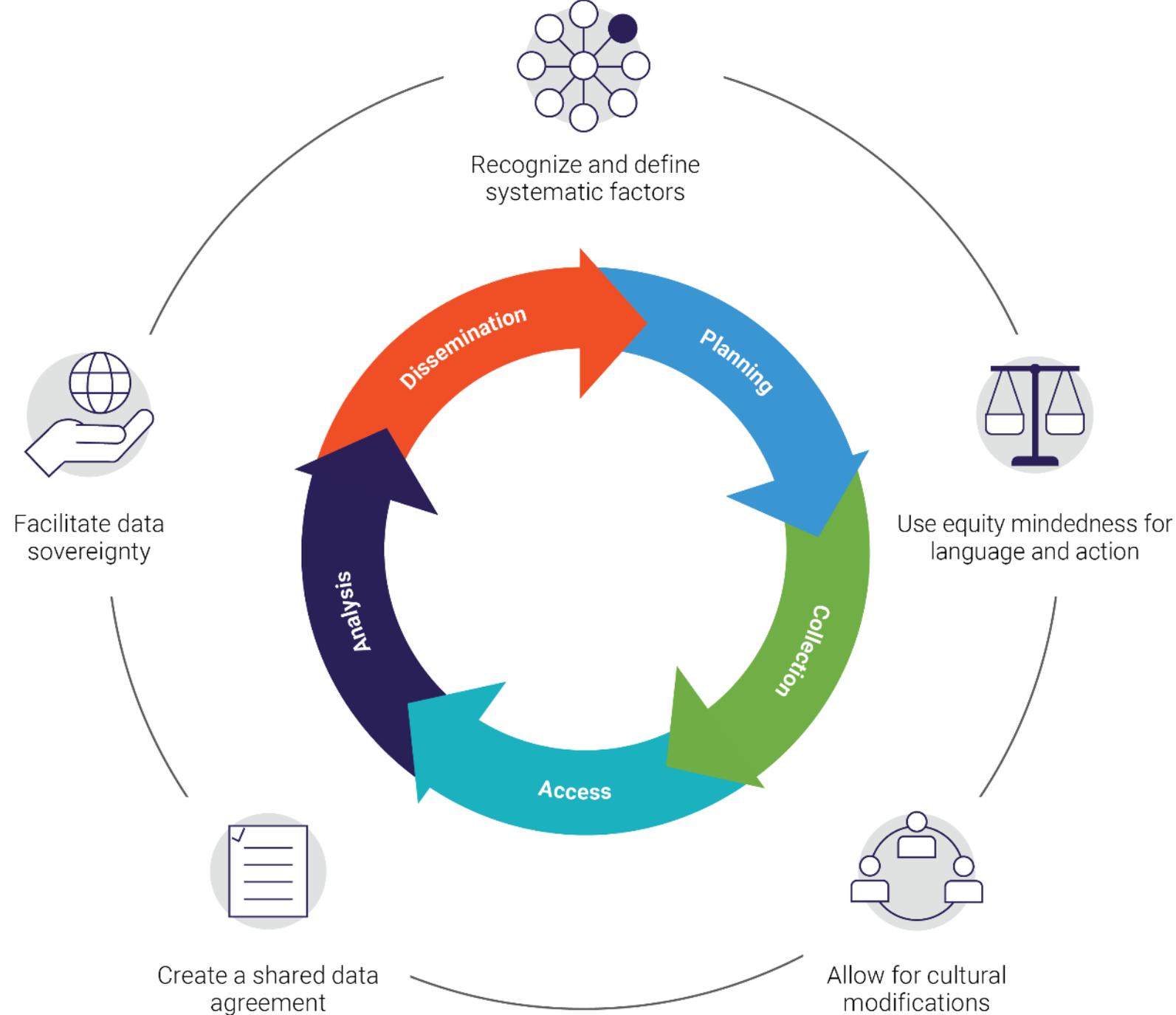
Partner Presentation: CDC Foundation

Pamela Roesch, MPH
Senior Health Equity Data Analyst

Data Equity Prin

These 5 equitable **practices** can be applied at **any stage of the data life cycle.**

Even if they were not applied at an earlier phase.



Dissemination Aims

- ✓ **Change Mindsets:** Reach a broad range of actors and help them understand their unique role in promoting data equity
- ✓ **Identify Opportunities:** Help individuals in different roles and sectors discern when the principles could be applied
- ✓ **Improve Practice:** Offer tools for public health practitioners to practice data equity and center those with lived experience in their daily work

**COLLABORATIVE
REPORT DESIGN**

**SOCIAL MEDIA
CAMPAIGN**

**EMAIL
CAMPAIGN**



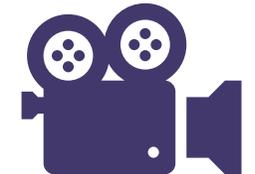
WEBPAGE



- ✓ Change Mindsets
- ✓ Foster Collaboration
- ✓ Improve Practice



VIDEOS



**TRAININGS AND
WORKSHOPS**



PRESENTATIONS



**TOOLS FOR
APPLICATION**



Video Campaign Reach: Animated



Video Campaign Reach: Interview-Based



Lessons Learned

- Synergy of broad and tailored communications
- Inclusive, accessible language to build bridges
- Mutual reinforcement of multi-media approach
- Visualizations and interactive tools increase excitement about data



Partner Presentation: National Association of State Offices of Minority Health (NASOMH)

Veronica Halloway
Executive Director



Who Are We?



Our Mission:

Promote and protect the health of racial and ethnic minority communities, tribal organizations, and nations by preventing disease and injury and assuring optimal health and well-being

Partnerships

Collaboration and Community Engagement

- IDPH-Center for Minority Health Services. *(Received funding from the National Epilepsy Foundation)*
- Epilepsy Foundation of Chicago *(win-win partnership to introduce Epilepsy training to low-income and minority groups in central Illinois)*
- Zeta Phi Beta Sorority Inc, Kappa Sigma Zeta Chapter *(Community partner for reaching the focus communities)*
- Springfield School District 186 – Graham Middle School and Lanphier Highschool *(Seizure First AID training and Epilepsy 101)*
- Springfield and community partners *(information table at the State Capitol and 5K walk and learn)*

End Epilepsy: In partnership with the National Epilepsy Foundation

Objectives:

- To explore unique characteristics about minority populations to enhance outreach strategies.
- To discuss partnership and collaboration efforts with national and local minority health agencies.
- To demonstrate outreach efforts to underserved communities to increase epilepsy education and awareness.



Capacity Building

Learning, Sharing, Supporting, and Mentoring

- Engagement and Learning for local providers
 - Webinars, curriculum training, newsletter, membership emails, social media, and community partnerships
- Peer support and recognition
 - Reached nearly 1,000 Barbershops and Beauty Salons in minority communities
 - Provides stipends and support for organizations
 - Free media and promotional items'
- Increased awareness and education
 - Salons became resource hubs for sharing info
 - Ads and media tailored for specific community needs
 - Uptake in COVID-19 Education and vaccinations with trusted community partners

Shots in the Arms: White House COVID-19 Equity Team Barber & Beauty Shop Initiative

Objectives:

- Improve COVID-19 awareness, education and vaccine uptake in communities of color and rural communities.
- Barbershops and beauty salons helped address vaccine hesitancy in Black communities with disproportionately low vaccine rates.
- The goal was to increase vaccine rates by 70%.

Partners:

- The White House
- Black Coalition Against COVID-19
- Shea Moisture
- University of Maryland
- SOMHS



Workforce Development

Focused Outreach, Education, Recruitment and Retention

Utilizing CLAS Standards

The National Culturally and Linguistically Appropriate Services (CLAS) Standards are services that are respectful of and responsive to the health beliefs, practices, and needs of diverse patients. CLAS is a way to improve the quality of services provided to all individuals, which will ultimately help reduce health disparities and achieve health equity. The National CLAS Standards are a comprehensive set of 15 action steps that provide a blueprint for individuals and health and healthcare organizations to provide CLAS.

- A comprehensive set of 15 action steps that provide a blueprint for individuals and health and healthcare organizations to provide CLAS.
- SOMHs have been adopting those standards in their grant making processes.
- Requires all partners to incorporate at least one health literacy and one health.
- Programs must be mindful of utilizing services available for their audience.
- Programs must identify one or two standards in the performance measures, a cultural competency objective/task, and also language access to the performance measures to all approved workplans.
- Transitioning use of [CDC SMARTIE Goals](#) into our programs and initiatives.



Are you working to achieve health equity in your community?

Resources:

- [National CLAS Standards](#)
- [Community Health Worker Training Program](#)
- [CHW certification by states](#)
- [California Health Equity Toolkits](#)
- [CDC SMARTIE Goals](#)

For support, join NASOMH today!

There are 3 ways to access membership information:



<https://nasomh.org/>



info@nasomh.org



Questions and Answers



Feedback Survey

- The survey appear after the webinar ends.
- The survey is optional.
- **Three questions:**
 - How well did this webinar explain CDC's role in supporting equity in health communications?
 - How well did the webinar explain CDC partners' roles in supporting equity in health communications?
 - Tell us more! Please share any additional comments or suggestions on how we can improve our programming, including future topics for our health equity partner calls.

Thank you!

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



CDC Health Equity Resources

- [Health Equity - Office of Health Equity - CDC](#)
- [Health Equity Guiding Principles for Inclusive Communication | Gateway to Health Communication | CDC](#)
- [Health Equity Video Series | Health Equity | CDC](#)
- [Health Equity In Action | Health Equity \(cdc.gov\)](#)
- [CDC's CORE Commitment to Health Equity | Health Equity | CDC](#)
- [Foundations of Health Equity Training Plan - CDC TRAIN - an affiliate of the TRAIN Learning Network powered by the Public Health Foundation](#)

Health Equity Communications Resources

[Conversations in Equity Blog](#) (CDC): A collection of blogs dedicated to increasing the awareness of health inequities. We share stories on how partnerships help address health disparities to ultimately achieve our vision of ensuring all people have an opportunity to live as healthy as possible.

[Clear Communication Index \(CCI\)](#) (CDC): A research-based tool to develop and assess public communication materials (includes a score sheet with items representing the most important characteristics that enhance and aid people's understanding of information).

[Inclusive Images](#) (CDC): A resource with hints to help you decide whether a particular image or set of images is culturally appropriate, clear, and inclusive, and to make sure that the image supports and does not detract from your message.

[Inclusive Images for Health Equity](#) (CDC): An internal tool to assist agency communicators with selecting inclusive images and photography, and includes links to additional resources (e.g., Getty images, CDC stock photos, and more).

[Product Development Tool for Adults with Intellectual Developmental Disabilities and Extreme Low Literacy](#) (CDC): A stand-alone tool to guide product development for those who may not be familiar with the IDD/ELL audience (includes a user guide and score sheet).

[Minimized Text Complexity \(MTC\) Guidelines](#) (UNC Chapel Hill, Georgia Tech): Guidelines aim to make CDC materials understandable to people who read at or below a third-grade level, especially individuals with intellectual and developmental disabilities.

[eHEALS scale](#): An 8-item measure of eHealth literacy developed to measure consumers' combined knowledge, comfort, and perceived skills at finding, evaluating, and applying eHealth information to health problems.

[Health Equity Resources](#) (CDC Foundation): Examples of the rich work happening throughout the health equity field. Categories include strategies and frameworks, research and data, and programs toolkits and guidance to assist those interested in learning more about and being involved in health equity work.

[Messaging research: Effective public health communication strategies for divisive political climate](#) (Big Cities Health Coalition): Findings and recommendations for how to move audiences who are skeptical of public health interventions to better support the important role governmental public health departments and leaders play in their communities.