

Health Equity and Disparities in the Time of COVID-19

July 20-24, 2020 | Virtual Conference 2020

IHA 19th Annual Health Literacy Conference

Welcome we will get started at 8:00 am PST • 11am EST

Plenary: Addressing COVID-19 Inequities: Mapping the Work Ahead- Results From the Workgroup Surveys



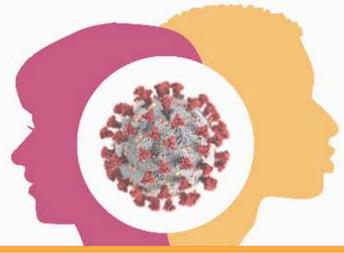
Marian Ryan, PhD, MA, MPH
Institute for Healthcare Advancement

Rachel Roberts, MPH, CHES
Institute for Healthcare Advancement

Joy Deupree, PhD, APRN, WHNP-BC
College of Nursing, University of South Carolina

Lakesha Kinnerson, MPH, RHIA, CPHQ
Samford University, School of Public Health

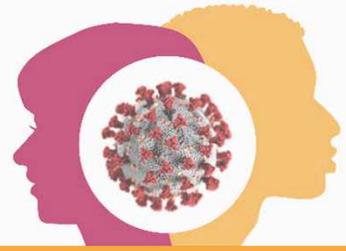
Housekeeping



Today's Session Information

- **Connect to audio** using your computer speakers
- **All attendees will be muted** during the presentation
- **The presentation will be recorded and posted** by August 3rd

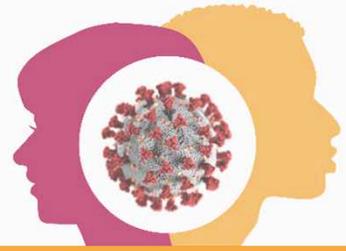
Housekeeping



Evaluations and Contact Information

- Please fill out the **brief session evaluation** found on the contents tab.
- **To receive CEUs you must submit an Overall Conference Evaluation.** A link to this evaluation will be emailed to all participants after the conference ends on Friday, July 24
- Technical difficulties - email **support@limitlessasr.org**
- All other questions - email **conference@iha4health.org**

About our Moderator



**Marian Ryan, PhD,
MA, MPH**

Institute for Healthcare
Advancement

Dr. Ryan elected to earn her PhD as an AHRQ fellow at Brandeis University, MA after resigning her corporate career mid-life. She began her healthcare career 25 years earlier as a life-flight respiratory therapist working in the NICU for a tertiary hospital in southern California. Upon earning her MPH and leaving the hospital, she began a professional journey that included health program development and evaluation, health literacy and patient education, and performance improvement working with both payer and provider sectors.

Dr. Ryan has successfully combined her programmatic and clinical expertise with her informatics knowledge to help organizations use data effectively to improve performance and identify gaps in patient cohorts for targeted intervention. In her new position as Chief Policy and Research Officer for IHA she is enthusiastic about moving forward policy and research with the potential to immediately impact patients.

Introduction

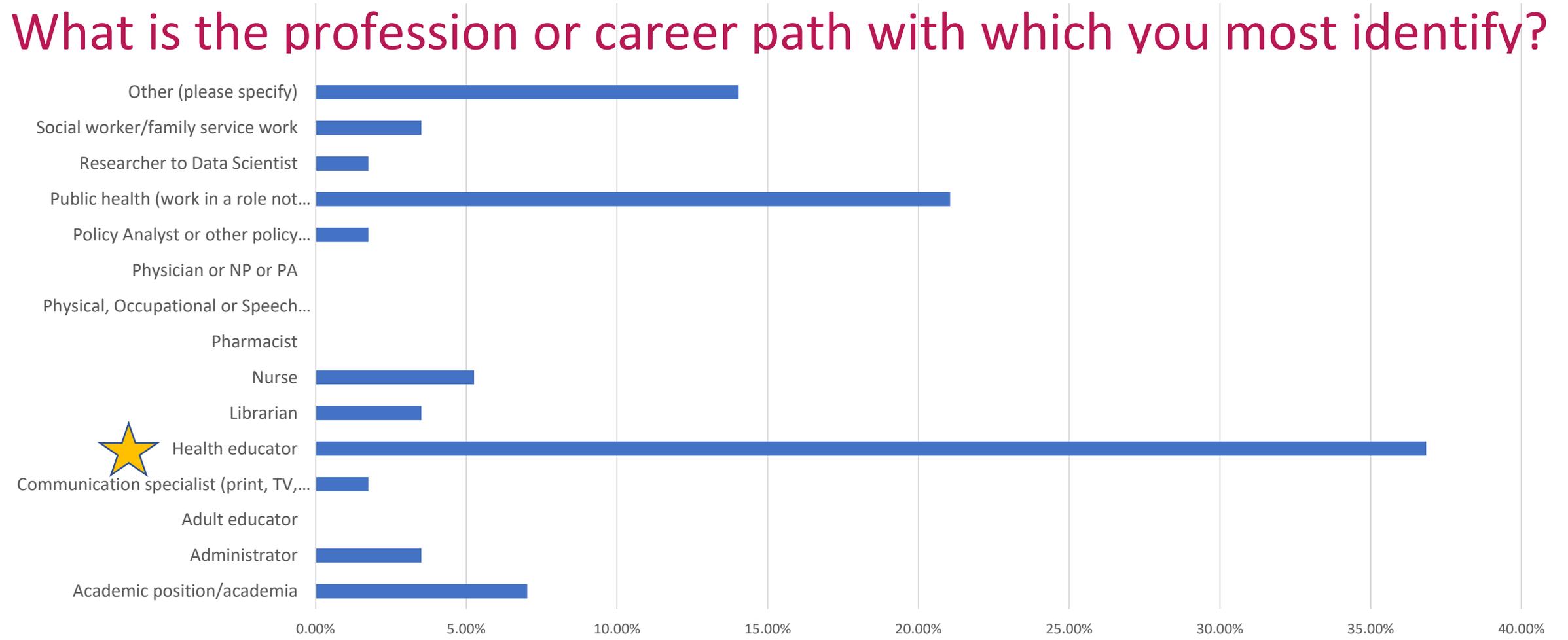


- IHA transformed its 19th Annual Health Literacy Conference to a virtual event over a full week
- Post plenary session surveys
- COVID-19 – brought to the forefront gaping and deep wounds in the U.S.
- Call to action by everyone!
- Please add to this vibrant discussion today by posting your input into the Q&A

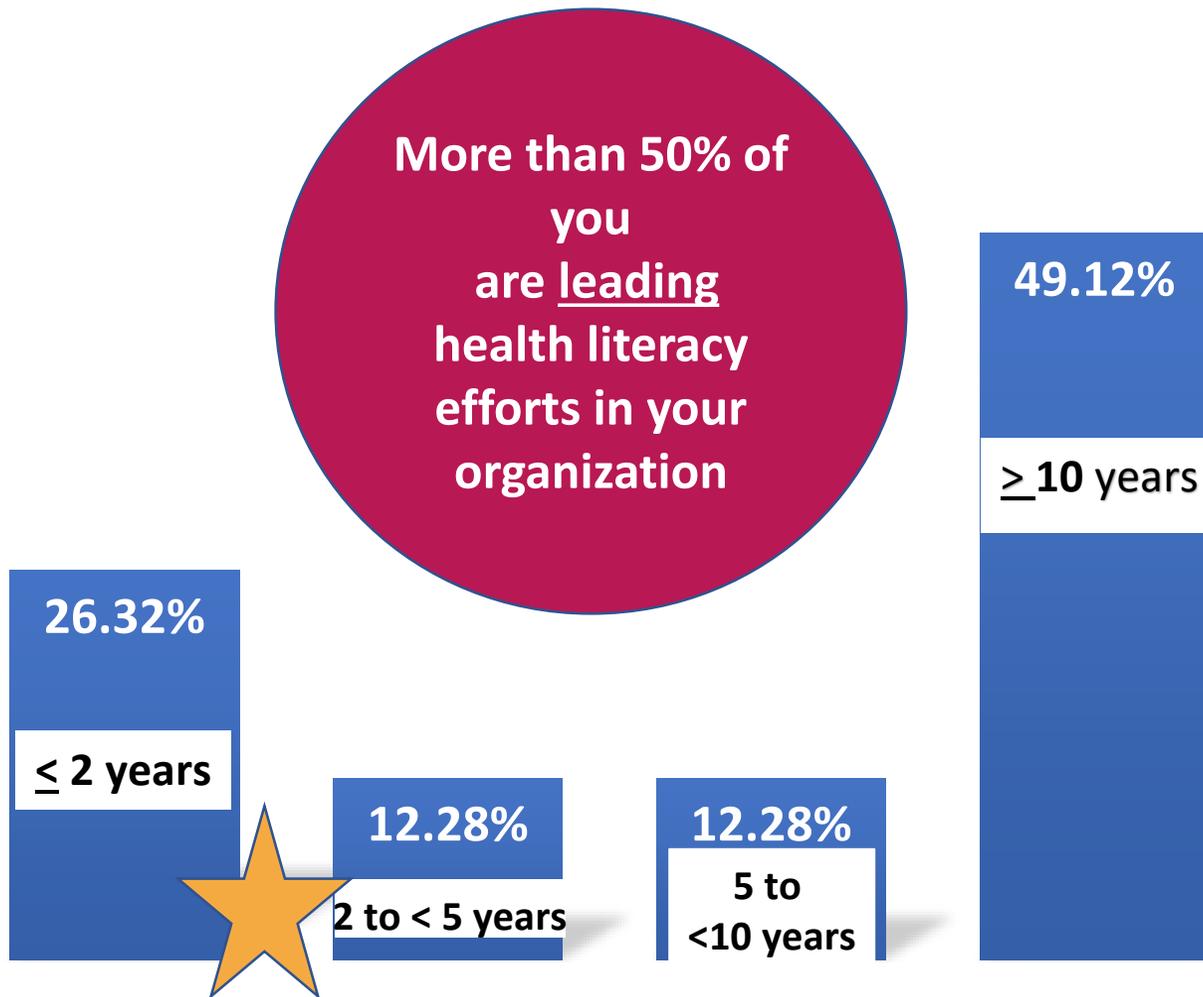
Your Journey-Your Profession



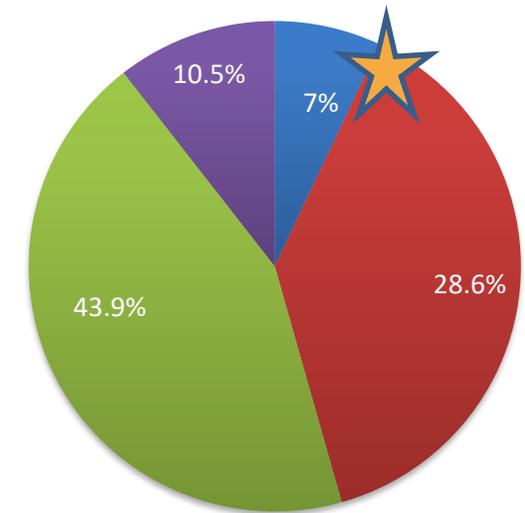
What is the profession or career path with which you most identify?



Experience in your profession and work in Health Literacy?

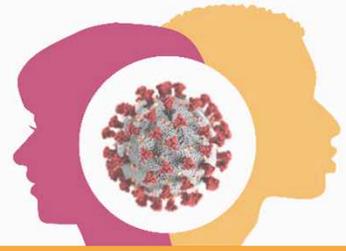


How would you qualify your work in Health Literacy?



- New to Health Literacy
- Basic Knowledge and use of Health Literacy principles
- Good knowledge and use of Health Literacy principles
- Proficient and lead Health Literacy efforts

About our Panelist



**Joy Deupree PhD,
APRN, WHNP-BC**

University of South Carolina,
College of Nursing

Joy Deupree, is a Professor and Associate Dean for Practice Innovation, Partnerships, and Policy at the University of South Carolina College of Nursing in Columbia, South Carolina. A Robert Wood Johnson Foundation Executive Nurse Fellow 2014-2017, she teaches Leadership in the doctoral program and is actively involved in health literacy research for numerous projects that target underserved and vulnerable populations in the southeast.

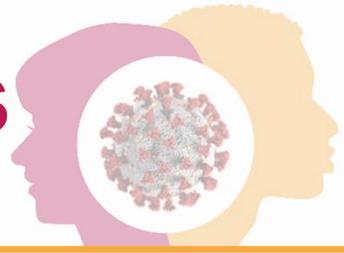
Recognizing Dr. Deupree's expertise and leadership in health policy and health literacy, in 2015 by gubernatorial Executive Order #4 Dr. Deupree was appointed to serve on the Alabama Health Care Improvement Task Force. During her tenure on the task force, she organized and hosted a statewide Health Literacy Summit to determine the readiness of the state to support an organized effort for health literacy. Results of the study led her to establish and chair the Alabama Health Literacy Initiative which continues to be sustained by the UAB School of Nursing. In 2017, the Centers of Disease Control and Prevention added Alabama to the list of recognized statewide health literacy initiatives.



Coronavirus and Health Literacy/Health Equity: How are we responding?

Joy Deupree PhD, APRN, WHNP-BC
University of South Carolina
College of Nursing

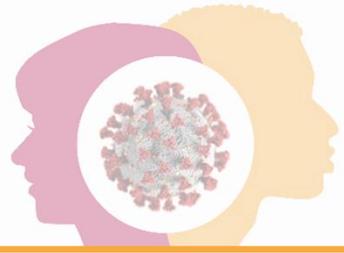
What we learned from Monday's Panelists



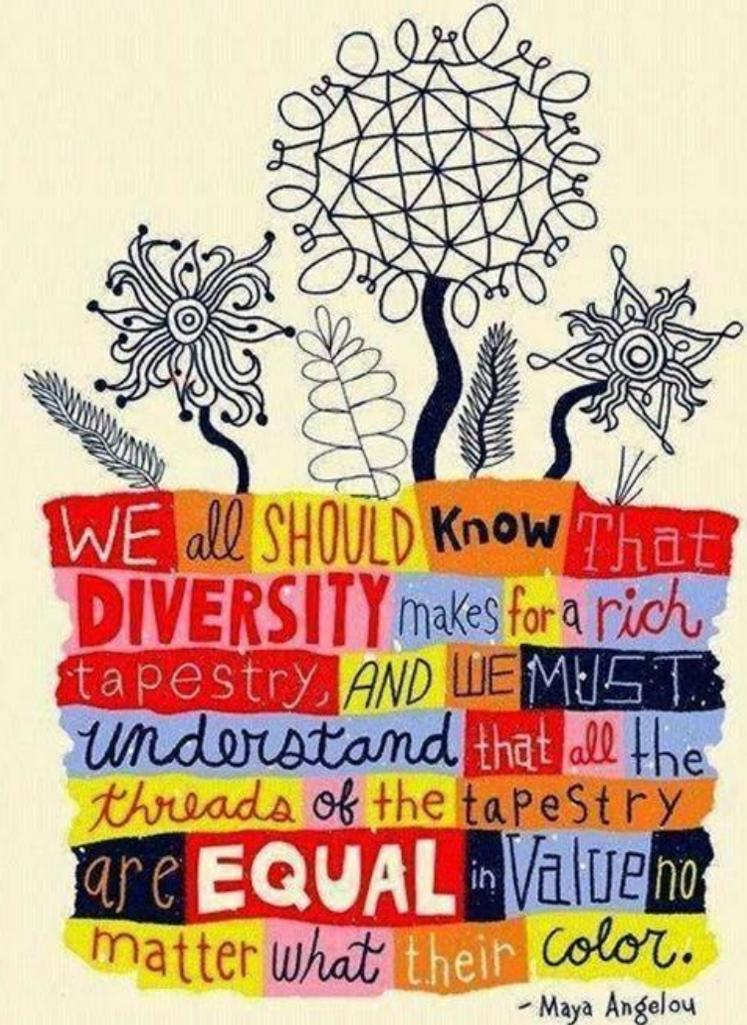
- *Leadership roles*
- *Strategies to create partnerships to address pandemic issues*
- *How to advance health literacy and health equity and/or reduce health disparities*

The slides that follow address the above key points from panelists this week along with examples from my leadership activities in the field of health literacy/health equity

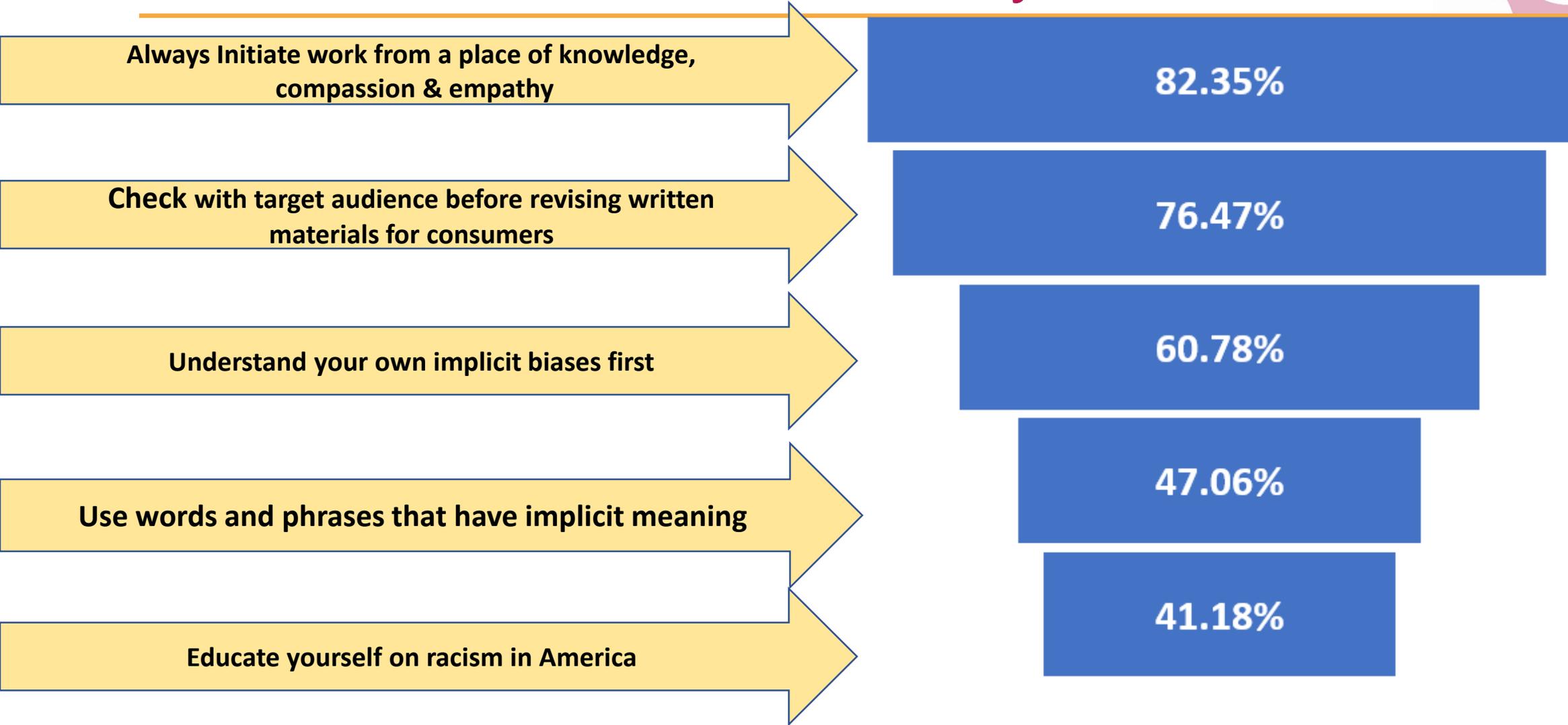
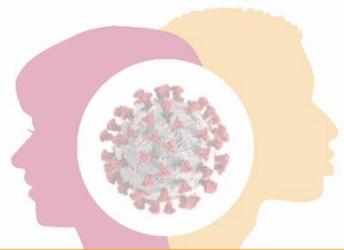
Viki Lorraine, M.S.
Education Consultant
Michigan Department of Education



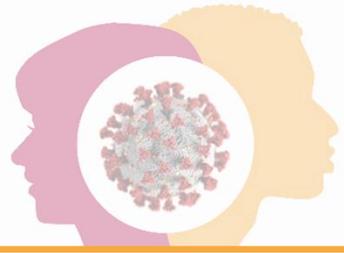
Must use your head and
your heart for
implementation of health
literacy initiatives



Plain language starts from your heart and head. What does this mean to you?



Clinical and Translational Science Research

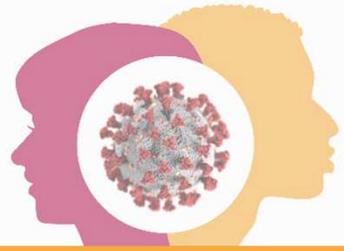


Pamela Pimental, R.N.
Community Research Liaison; UC at Irvine, CA
Institute for Clinical and
Translational Science (ICTS) and
UCI Sue and Bill Gross School of Nursing

Gandhi



Robynn Zender, M.S.
Community Health Research
Manager, UC at Irvine, CA Institute
for Clinical and Translational Science
(ICTS)



PRACTICE and ADVOCACY

- ❖ Isolation / loneliness has been a growing health epidemic in the elderly for decades.
- ❖ A pandemic with physical distancing exacerbates these consequences and can cause exacerbation of cognitive decline and may become prone to failure to thrive (FTT).
Decreased appetite followed by weight loss.
- ❖ Feeling connected (socialization) can benefit both mental and physical health.





Terry Greene, M.S.
Environmental Health Specialist
JSI Research & Training Institute

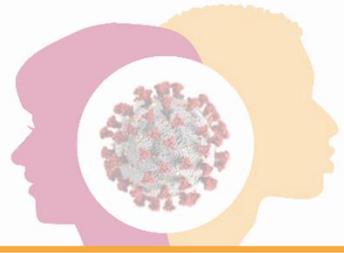


ADVOCACY
&
PRACTICE



Rachel Roberts, M.P.H., CHES
Institute for Healthcare Advancement
Manager, Community Health
Engagement and Strategy

My journey: Background in the field of Health Literacy and Health Equity

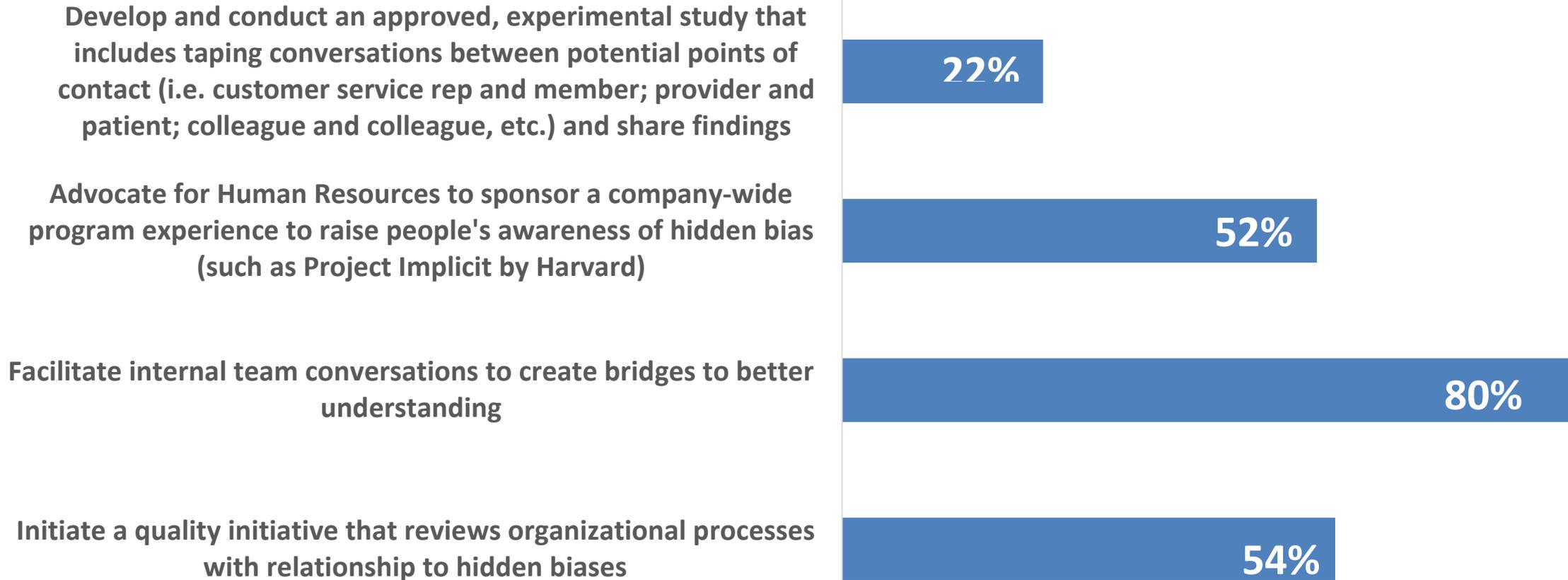
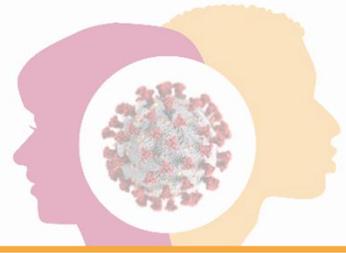


- Born & raised Talladega, AL
- Sylacauga, AL (volunteerism/education)
- Employed- UAB Birmingham, AL 1999 (20 years)



Began research journey for Health Literacy 2000

What steps would you take to address structural racism in your organization?



Key Points in Summary



- **Research**

- Community-based participatory grants, create opportunities to partner

- Build a team – practice partnerships with a University that is mutually beneficial

- **Practice**

- Build a relationship with someone different and do it with stories of the heart.

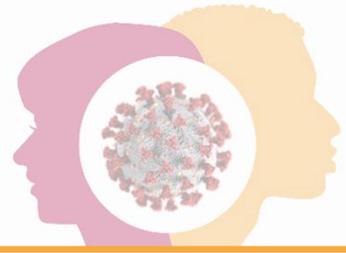
- Reach out to elderly in ways they need

- **Policy**

- Plain Writing Act 2010- is the agency you are working for implementing this with all materials?

Advocacy - Go big or go home

My journey: Education & Policy Health Literacy/Health Equity



**THE UNIVERSITY OF
ALABAMA AT BIRMINGHAM**

Knowledge that will change your world

Women's Health NP

Worked in clinics that treated
indigent and vulnerable
populations

First research Health Literacy
2001-Pfizer \$100K

Fever Management for Children
Ages 6 months to 6 years

**Executive Nurse Fellows
2014-2016**



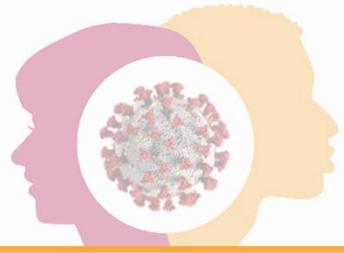
Robert Wood Johnson Foundation

I used health literacy as my
topic for my application



Gubernatorial Appointment
Executive Order #4 2015
Health Care Improvement
Task Force

My journey: Advocacy, Practice and Policy for Health Literacy/Health Equity



Alabama Health Literacy Initiative

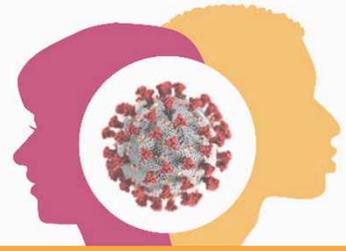
- ✓ Strategic Plan available online
- Recognized by Centers for Disease Control and Prevention
- Sustained by the UAB School of Nursing



What solutions or plenary themes would you like to share?

What questions do you have?

About our Panelist

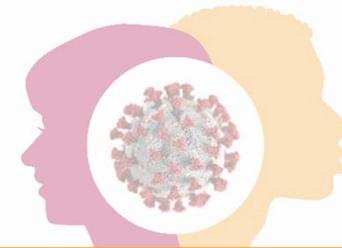


**Rachel Roberts,
MPH, CHES**

Institute for
Healthcare Advancement

Rachel Roberts is the Community Health Engagement & Strategy Manager at the Institute for Healthcare Advancement (IHA). Rachel received her Bachelor's Degree in Health Science and Master's Degree in Public Health from California State University, Long Beach, with an emphasis in community health education.

For over 25 years, Rachel has worked alongside healthcare professionals and providers to design disease management and health promotion programs. She has taught a variety of topics ranging from prenatal care to diabetes management in various clinical and community-based settings including the Orange County Health Care Agency, Mission Hospital's Camino Health Center, and the American Diabetes Association. In addition to working at IHA, Rachel is a part-time faculty member at California State University, Fullerton where she teaches in the Public Health and Kinesiology departments.



COVID-19 Stories: How the Pandemic Has Widened Existing Health Gaps

Rachel Roberts, MPH, CHES

Institute for Healthcare Advancement

Life before COVID-19

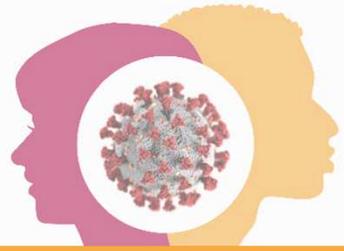


A decorative floral border surrounds the word "march" written in a black cursive font. The border features various flowers in shades of red, orange, yellow, and green, along with green leaves and small red berries.

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|----------|--------|----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

The date 16 (Monday) is circled in blue. The text "ST. PATRICK'S DAY" is written below the circled date.

Tuesday panel



Stan Hudson, MA, CDFT
Wisconsin Literacy, Inc.



Ana Chavez
IHA - La Habra
Family Resource
Center



Suzy Newby, MA, CCC-SLP
Genesis Rehab Services



Ernesta Wright, BA
The G.R.E.E.N.
Foundation



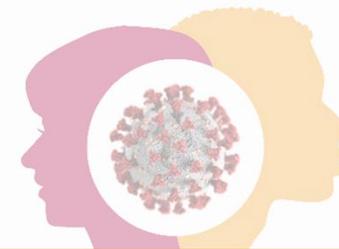
Chris Stigas
University Health Network

Challenges

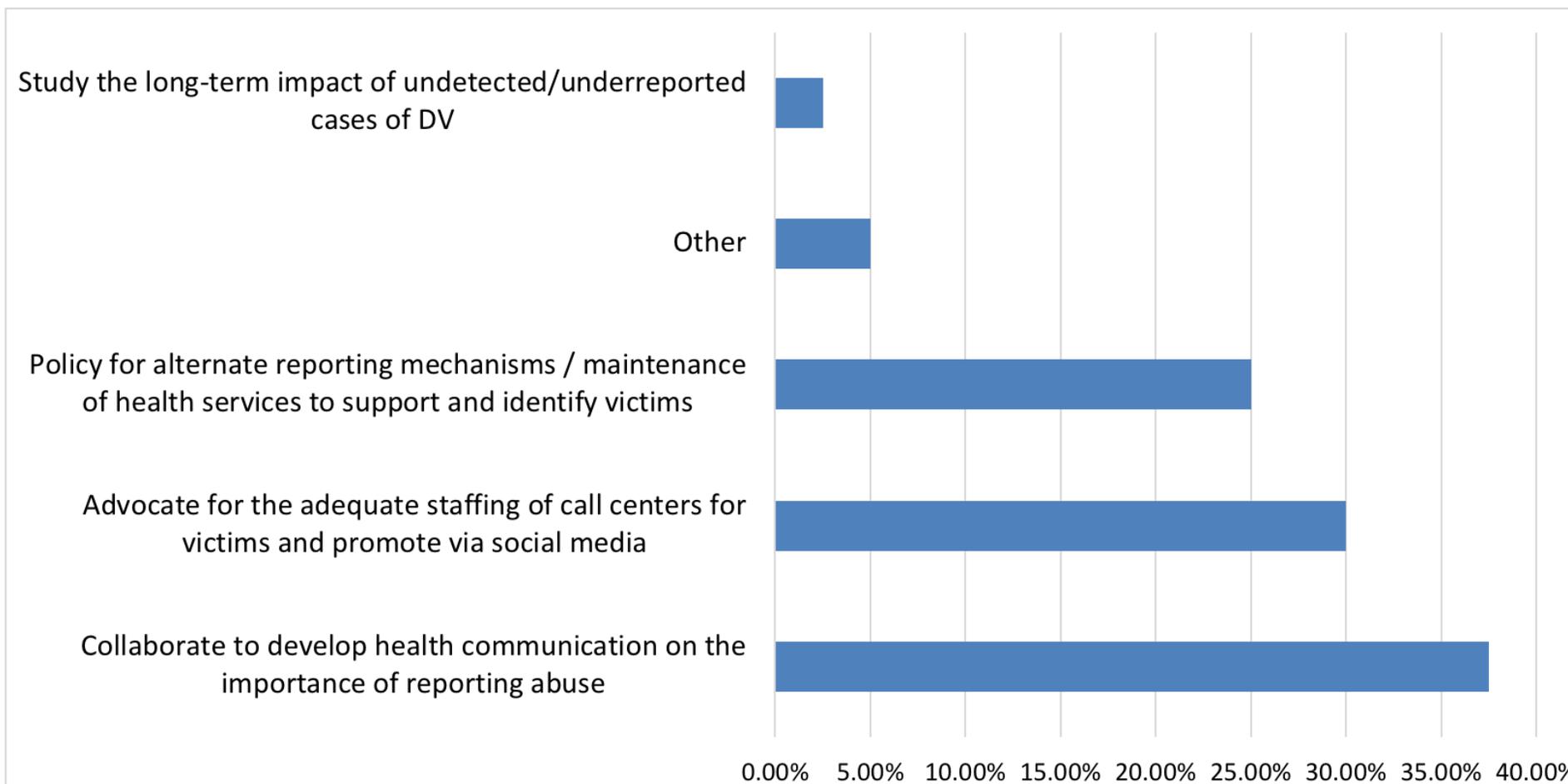
- Financial
- Loneliness
- Safety concerns
- Patient-centered care
- Outreach



Domestic Violence



Fewer domestic violence cases are being reported. What would you initially explore further as a solution?

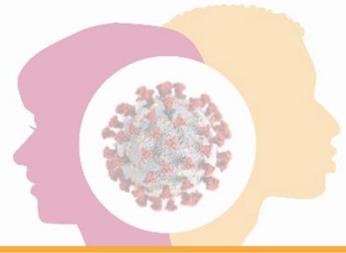


Domestic Violence



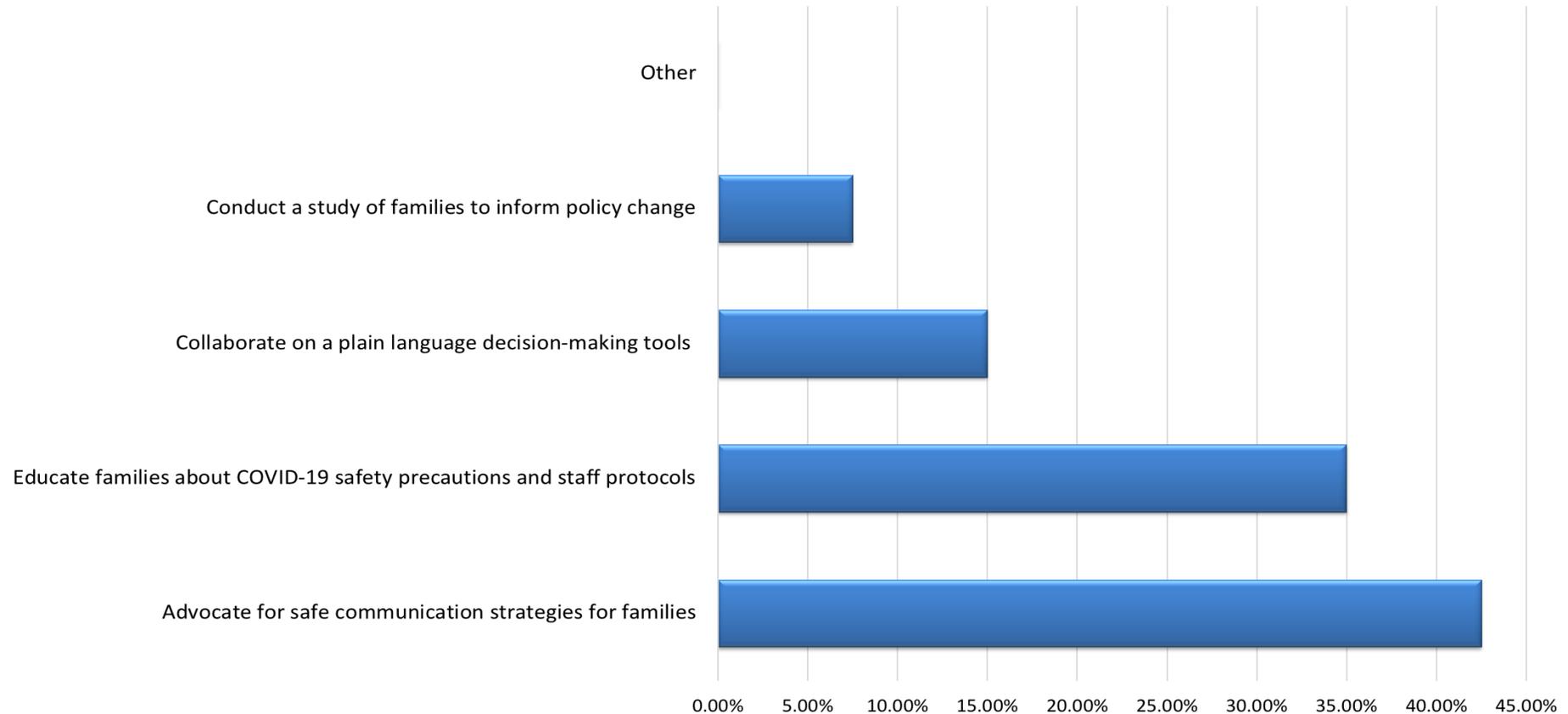
Other responses

- Develop relationships in communities
- Provide school teachers a way to identify risk factors during online teaching vs face to face and having an easy way to communicate with other agencies of concerns.



Older adults

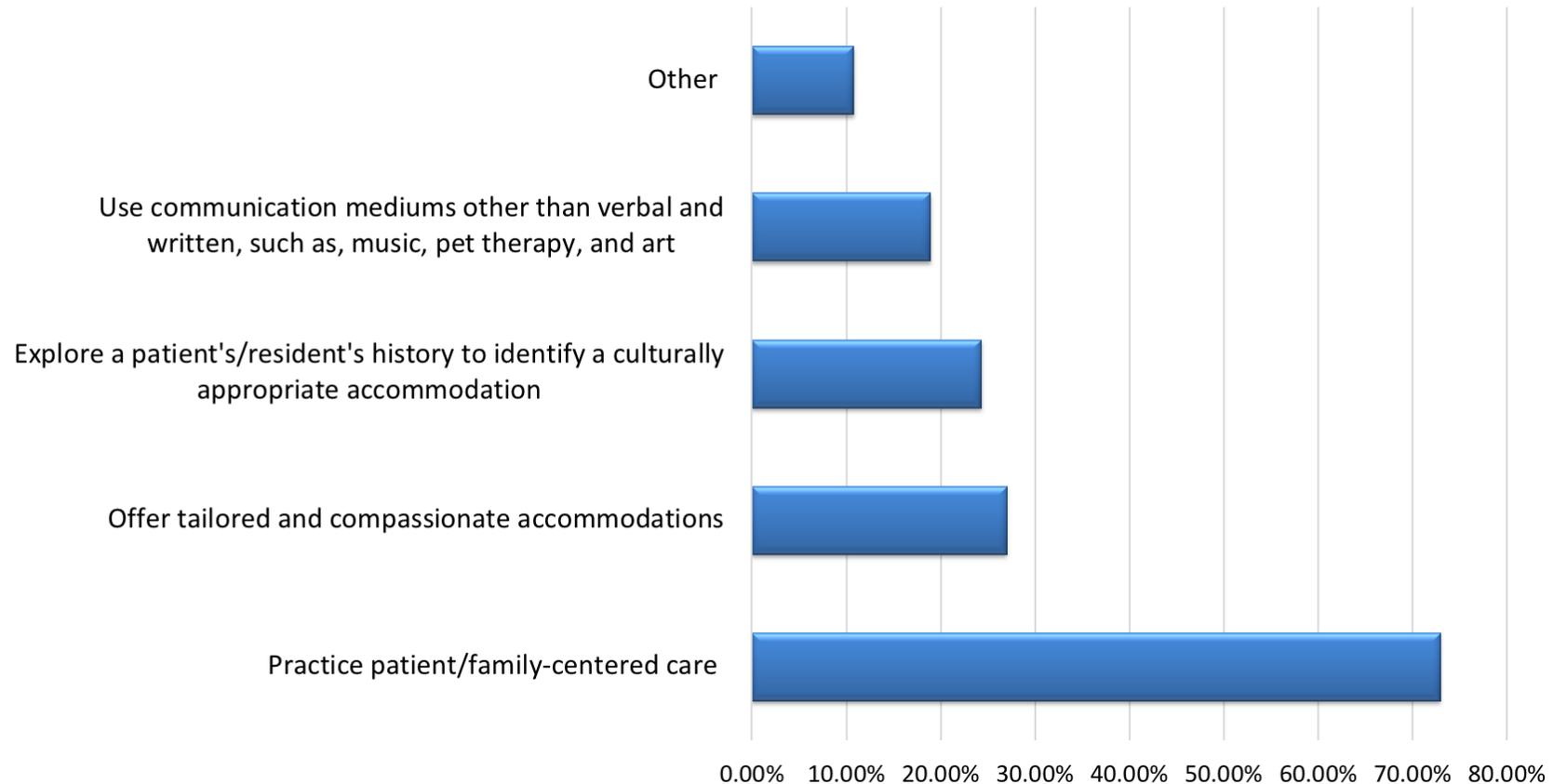
What solution or suggested intervention would you initially offer to help the families of residents in senior living facilities?



Complex conditions



Communication with individuals living with medically complex conditions do not always understand the biases healthcare providers unintentionally project when caring for them. What strategies in your organization have you used to address this challenge?



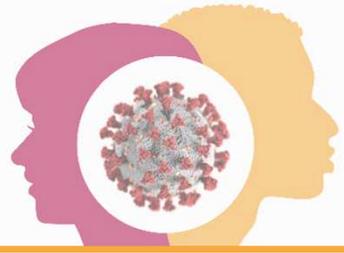


**Advocacy
Research
Policy
Practice**

What actions will you take to reduce health inequities and systemic barriers, and improve health literacy?



Your responses



- Consider the ways in which we communicate with people of all backgrounds and abilities. Include their voices when creating new policy. Advocate for changes. Prepare material in a way that considers differently-abled people.
- Include the population, their needs and challenges discussed during this session when planning health communications on COVID-19 and vaccination (a current work project)

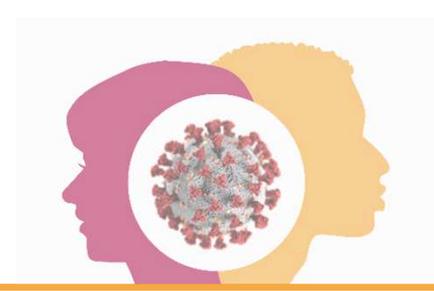


Education

What subject matter would you like to have the opportunity for more information or education?



Your responses



- Information technology applied to health literacy
- Impact of stigma on various populations as it relates to current events
- How to work with elected officials to ensure their understanding of health literacy

Your responses

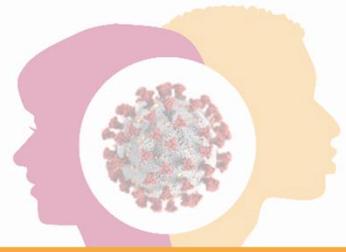


The "how." There's so much "what" and "why," but public health education in higher education have already made this clear. Younger professionals understand this very well, but we don't get to learn how to put it in action.



What solutions or plenary themes would you like to share?

What questions do you have?



Plain Language: Increasing Understanding & Providing Social Justice

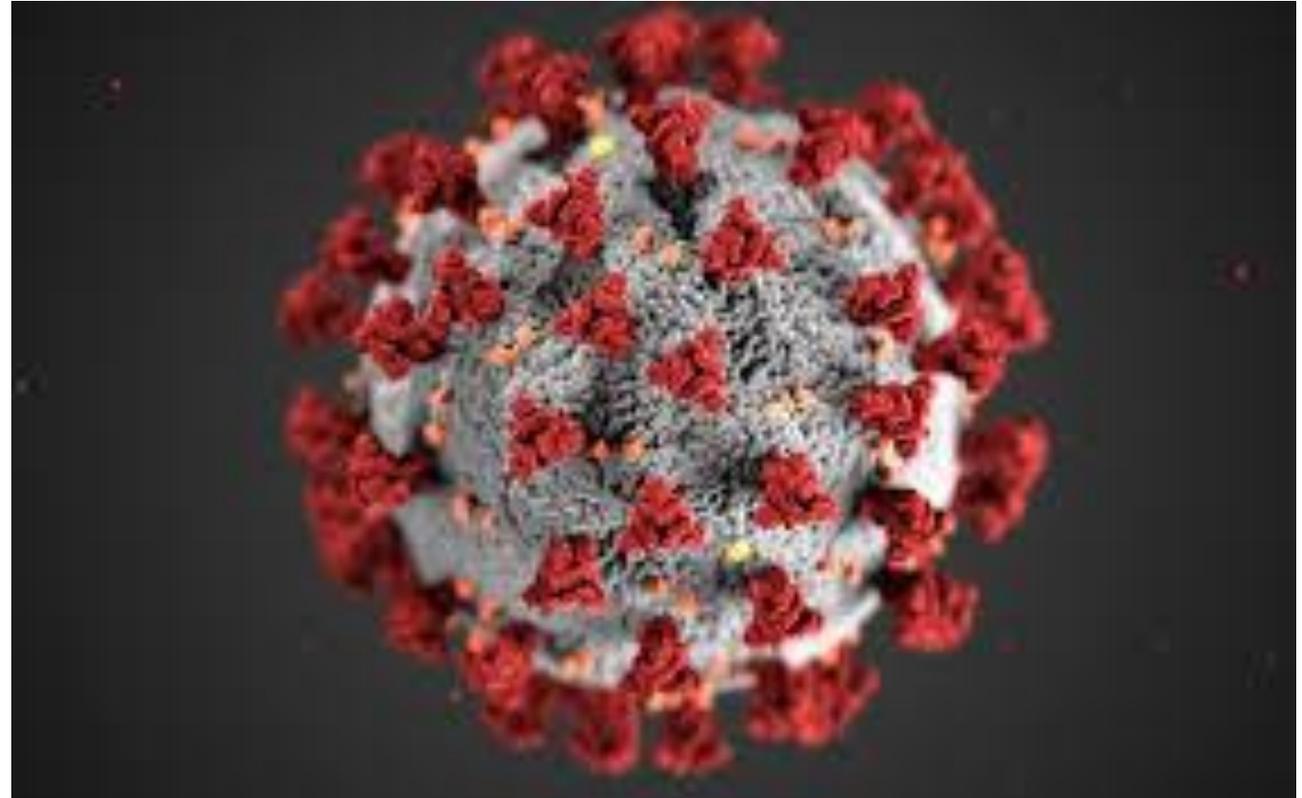
Rachel Roberts, MPH, CHES
Institute for Healthcare Advancement



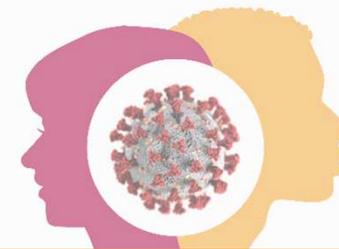
Plain language

“Not only are many documents overwhelming to read but, as you pointed out, they are often being read with fear and adrenaline surging.”

2020 Conference attendee



Thursday's panel



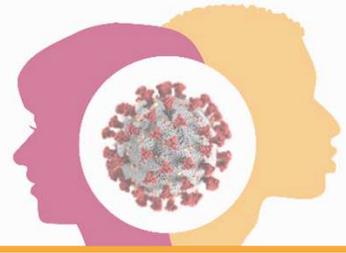
Barbra Kingsley, PhD
Partner with Kleimann
Communication Group



Rima Rudd, ScD
Harvard T.H. Chan School
of Public Health



Casey Mank (Moderator)
Center for Plain Language



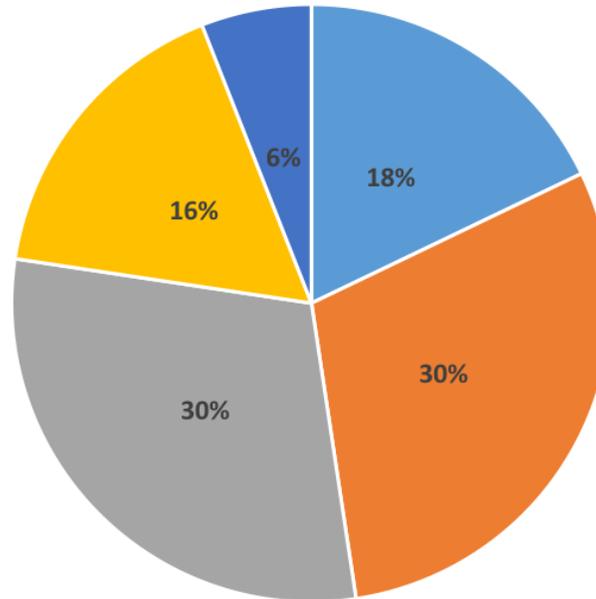
Thursday plenary

- Plain Language Act of 2010
- Federal Plain Language Report card
- Steps to create plain language communication
- Social Justice

Clear communication during crisis

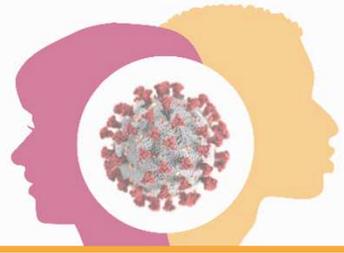


How can we ensure all people have equal access to critical information?



- Obtain funding to study the early communication network in the U.S. with COVID-19
- Create a multi-organization coalition to use plain language and disseminate via multi-channels
- Collaborative to create an information and dissemination plan specific to each group
- Advocate with local officials to create disaster preparedness plan
- Other

Clear communication during crisis

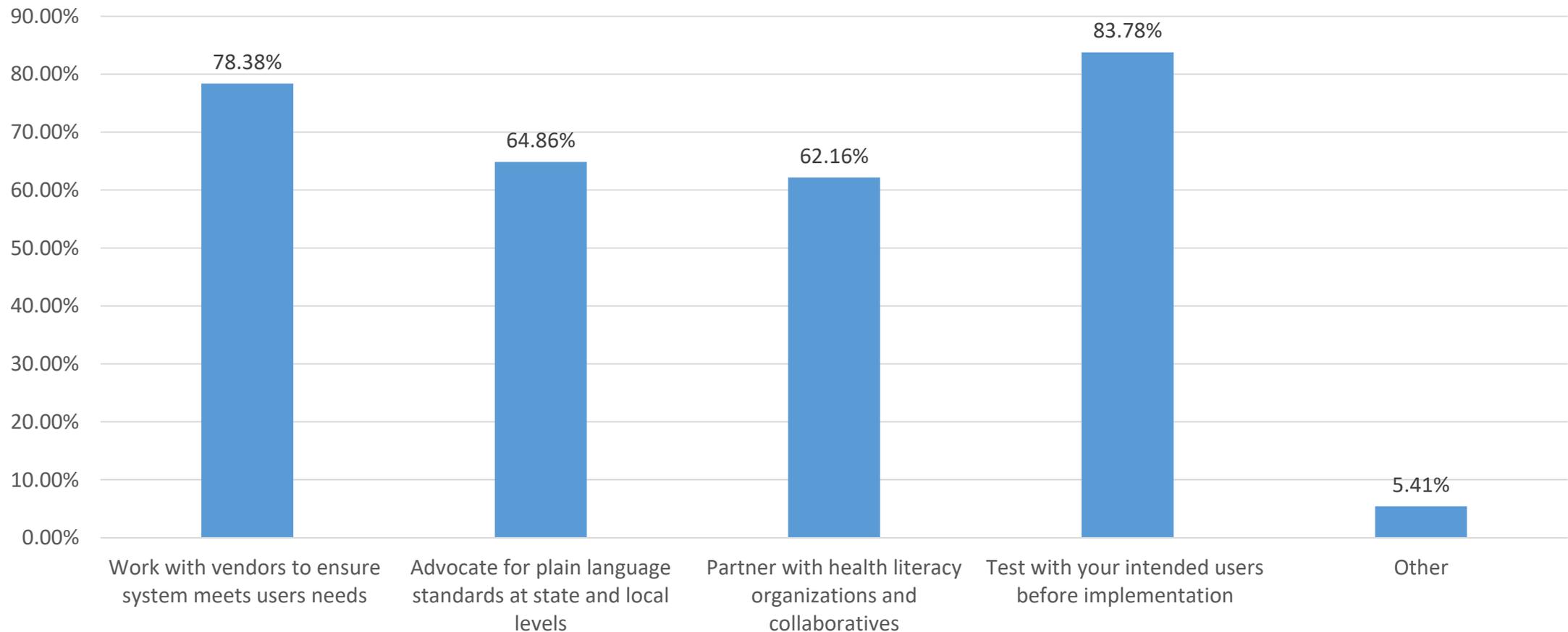


- Increase access to reliable internet and smart devices
- Advocate for a State and Local Plain Writing Acts
- Consistent messaging and collaboration from ALL levels of government/leadership.

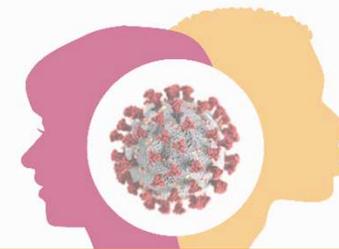
Digital/electronic information



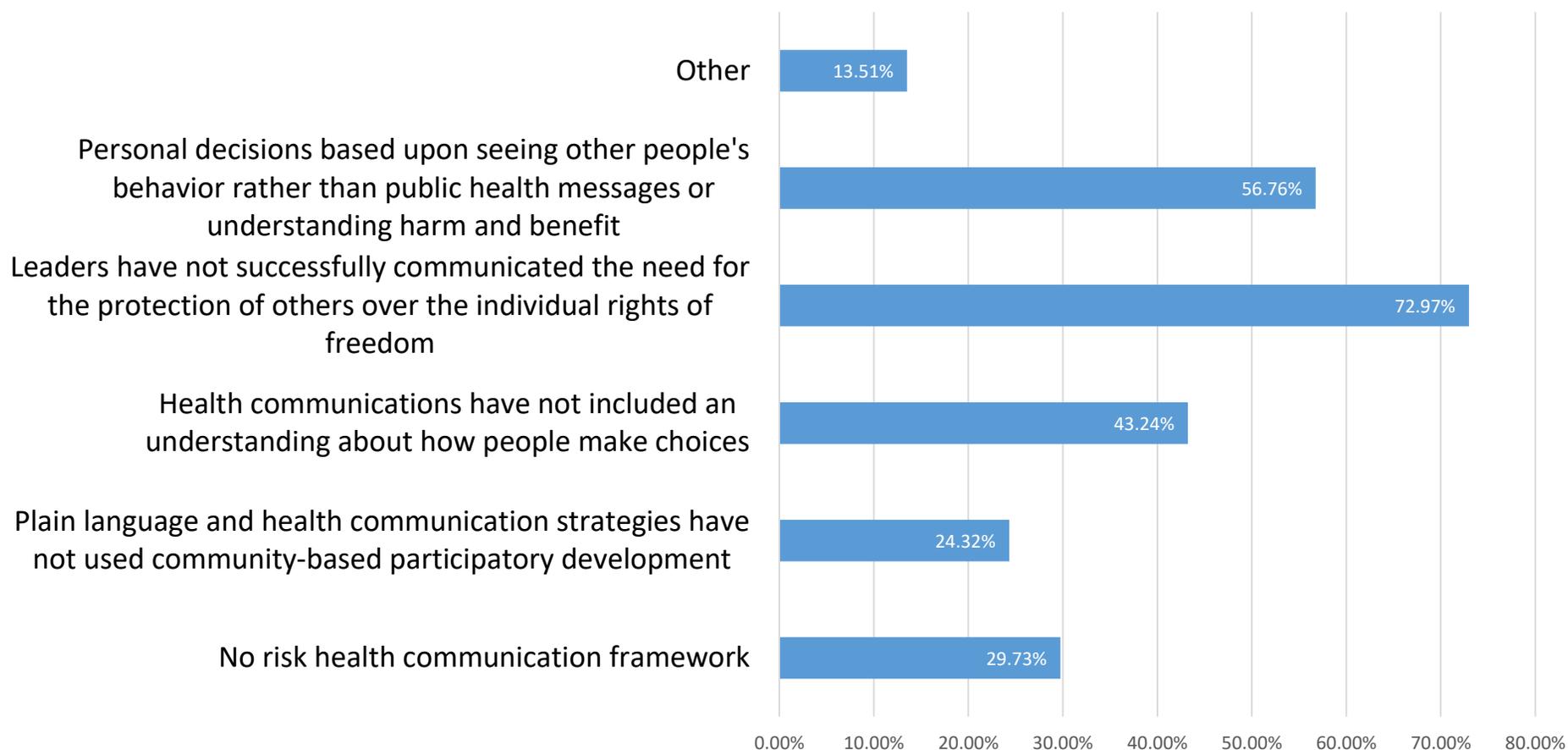
What steps do we need to take as we move from written to digital/electronic health information?



Face covering and compliance



Why has the message to wear a face covering failed to garner greater compliance?



Thoughts

Please write in any call to action or other thoughts you wish to share that were not addressed in these survey questions.



Your responses



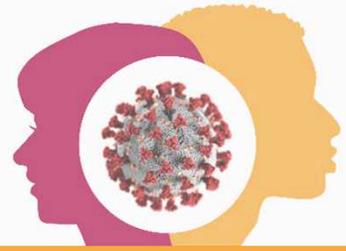
- There is a great divide with seniors. Most are not savvy with technology, cannot see or hear well, may have problems with comprehension or language.
- Addressing barriers around delivering effective messages around preventing COVID-19 and other health problems to marginalized groups. Issues of social justice and privilege should not be ignored.



What solutions or plenary themes would you like to share?

What questions do you have?

About our Panelist

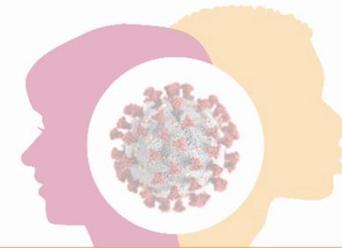


**Lakesha Kinnerson,
MPH, RHIA, CPHQ**

Samford University,
School of Public Health

Lakesha Kinnerson is an Assistant Professor and Program Coordinator of the Bachelor of Science in Health Information Management Undergraduate Program Coordinator at Samford University. She holds a Master of Public Health and Bachelor of Science in Health Information Management from the University of Alabama at Birmingham and is currently a doctoral learner. She is past president of the Alabama Health Information Management Association and serves on national health information workgroups.

Her research interests include consumer informatics, health inequities, and health literacy.



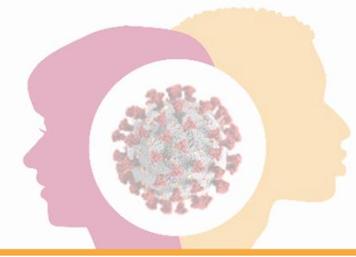
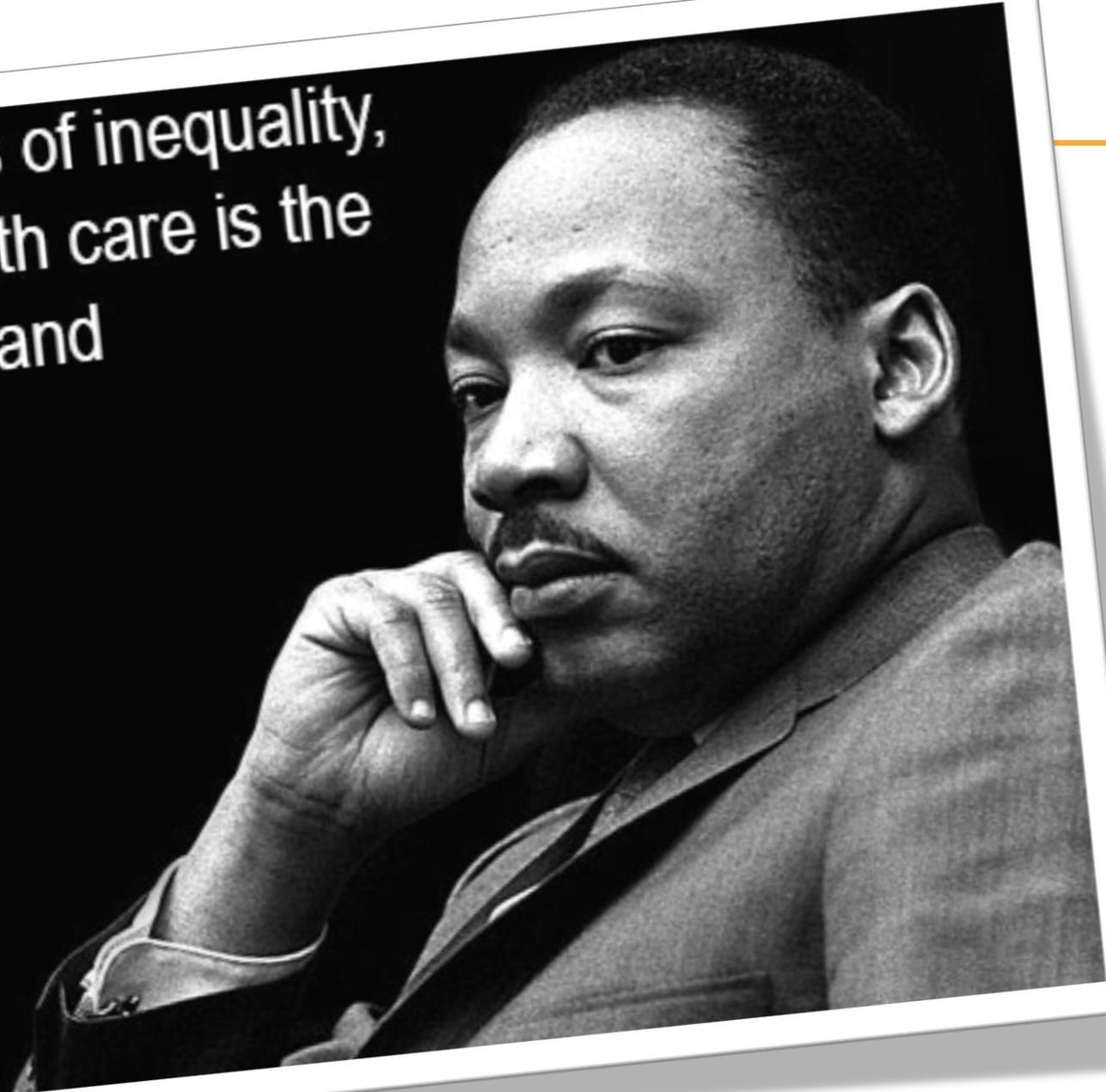
Addressing COVID-19 Inequities – Strategies to Rebuild Our Nation for an Inclusive Future

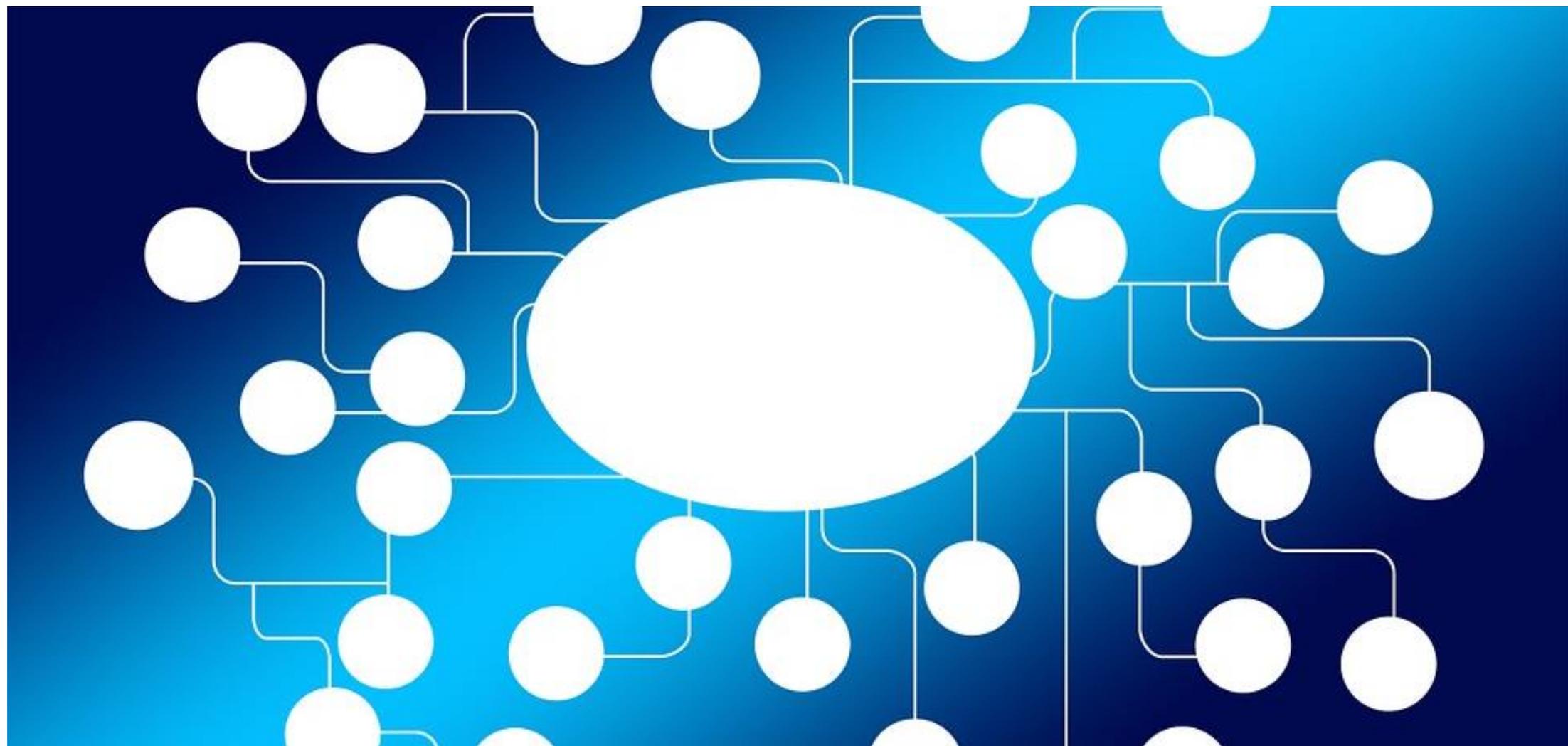
Lakesha Kinnerson, MPH, RHIA, CPHQ

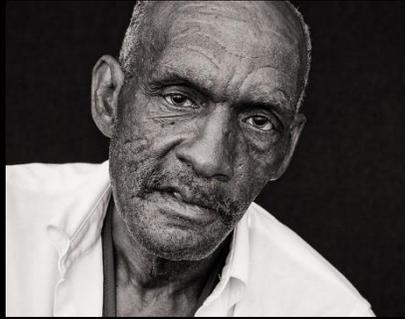
Samford University
School of Public Health

Birmingham, Alabama

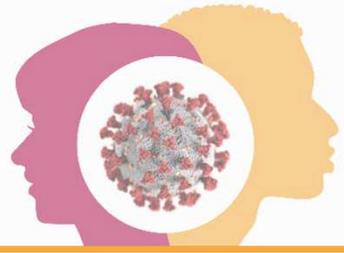
“Of all the forms of inequality, injustice in health care is the most shocking and inhumane.”







Key Points



- Wilma Alvarado-Little, Janet Ohene-Frempong, and Teresa Wagner discussed COVID-19 and inequities, and the community's role in advancing policy, advocacy, and education to address these issues especially as we prepare subsequent waves.

TRUST
communication
linguistically
justice
appropriate
respectful
mindful equitable
language
inclusive

Janet Ohene-
Frempong



awareness
consumers
messages
digital
justice
health access
social
gap
killer
silent
community
epidemic
workers
policy
communication
civics

Teresa
Wagner





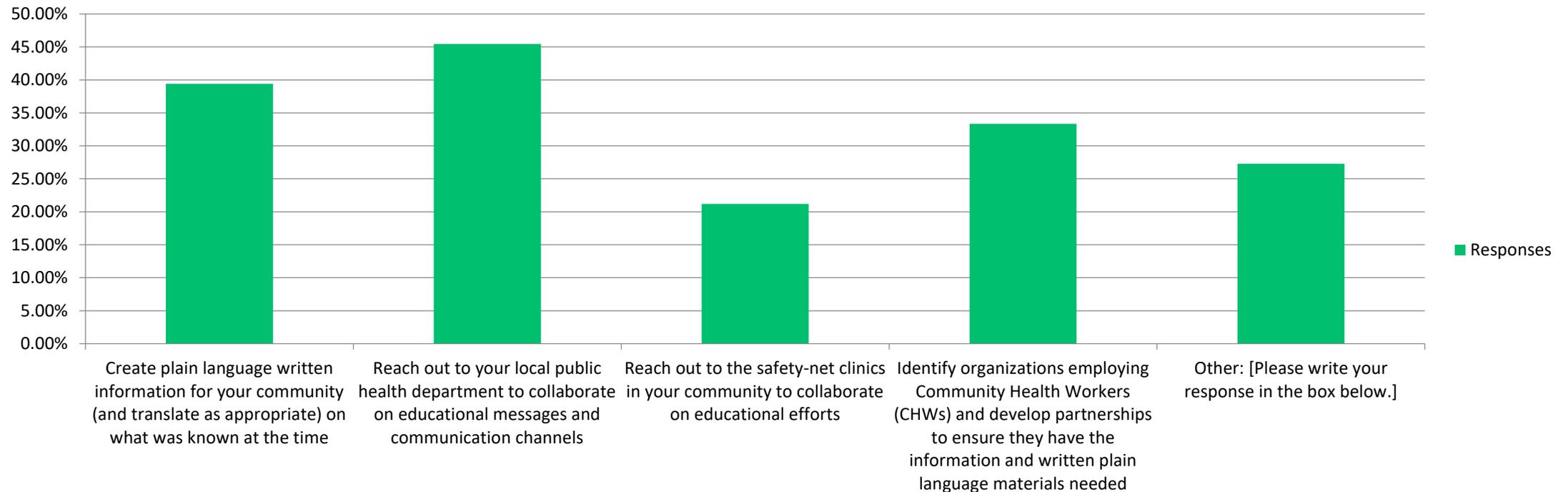
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Calls to Action

Your Responses



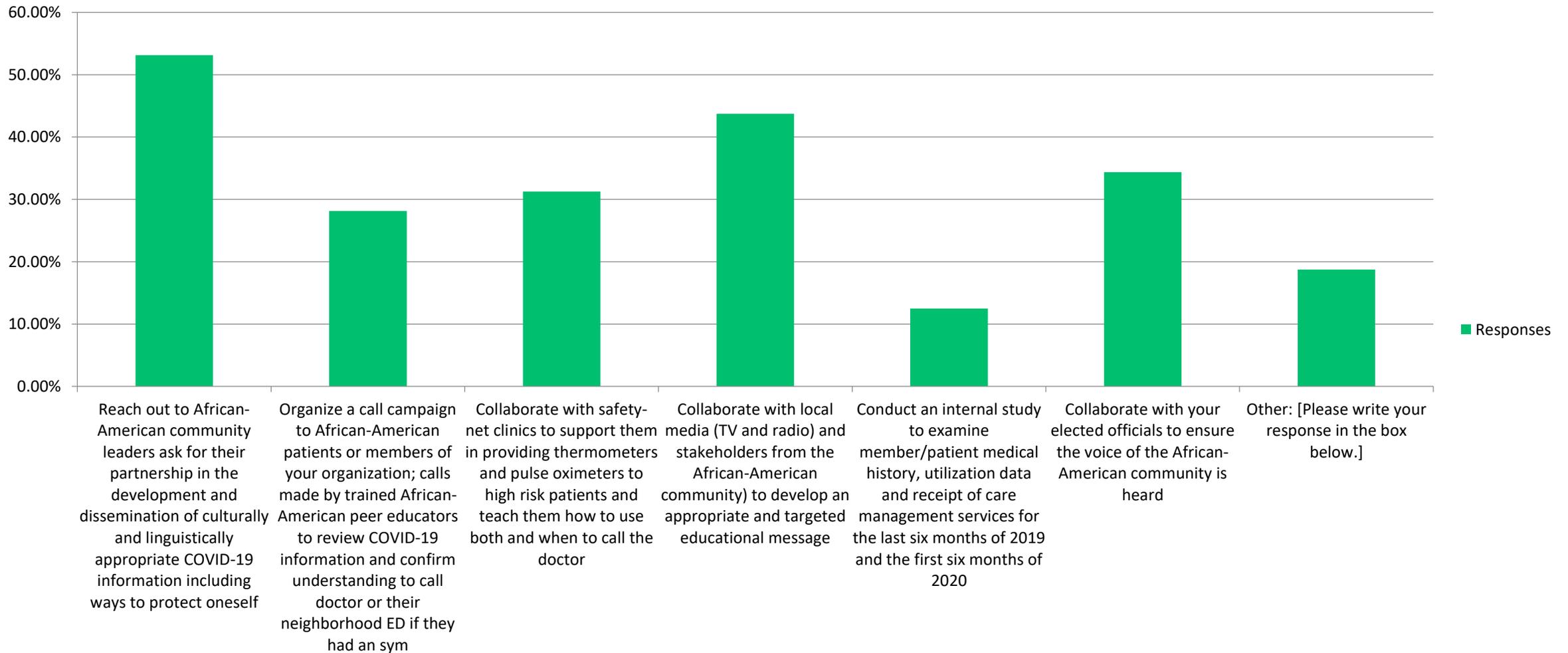
COVID-19, a new disease caused by a new virus began spreading rapidly throughout the world in early 2020. Among the choices below, what would you (or did you) undertake as your first action?

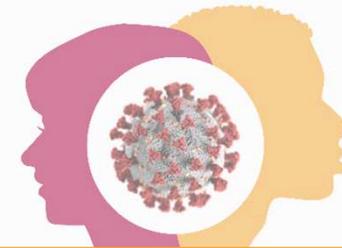


Your Responses



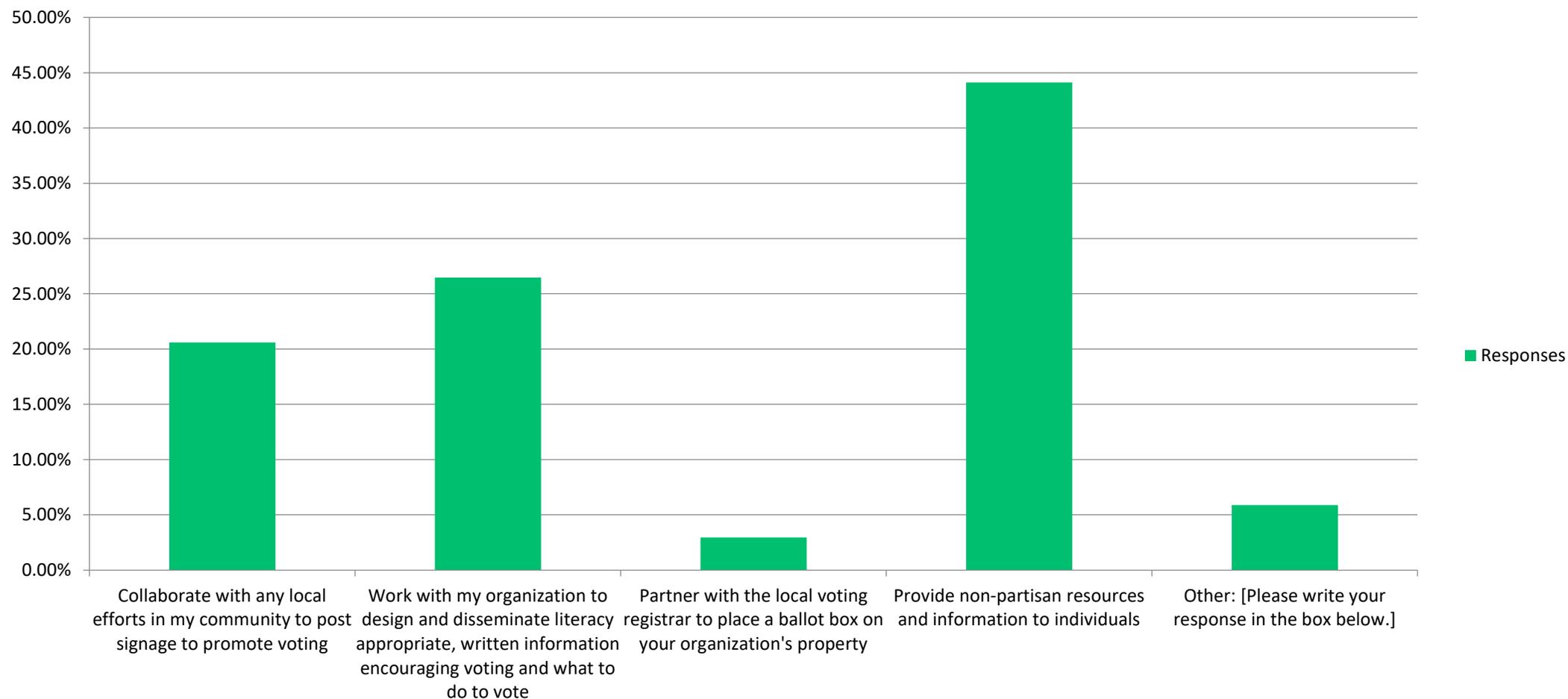
As the data starting coming out on the disproportionately high death rates among African-Americans what actions would you (or did you) do in your community?



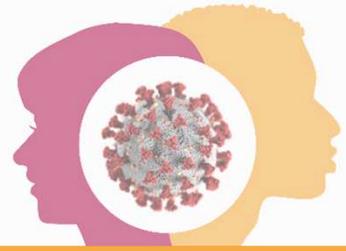


Your Responses

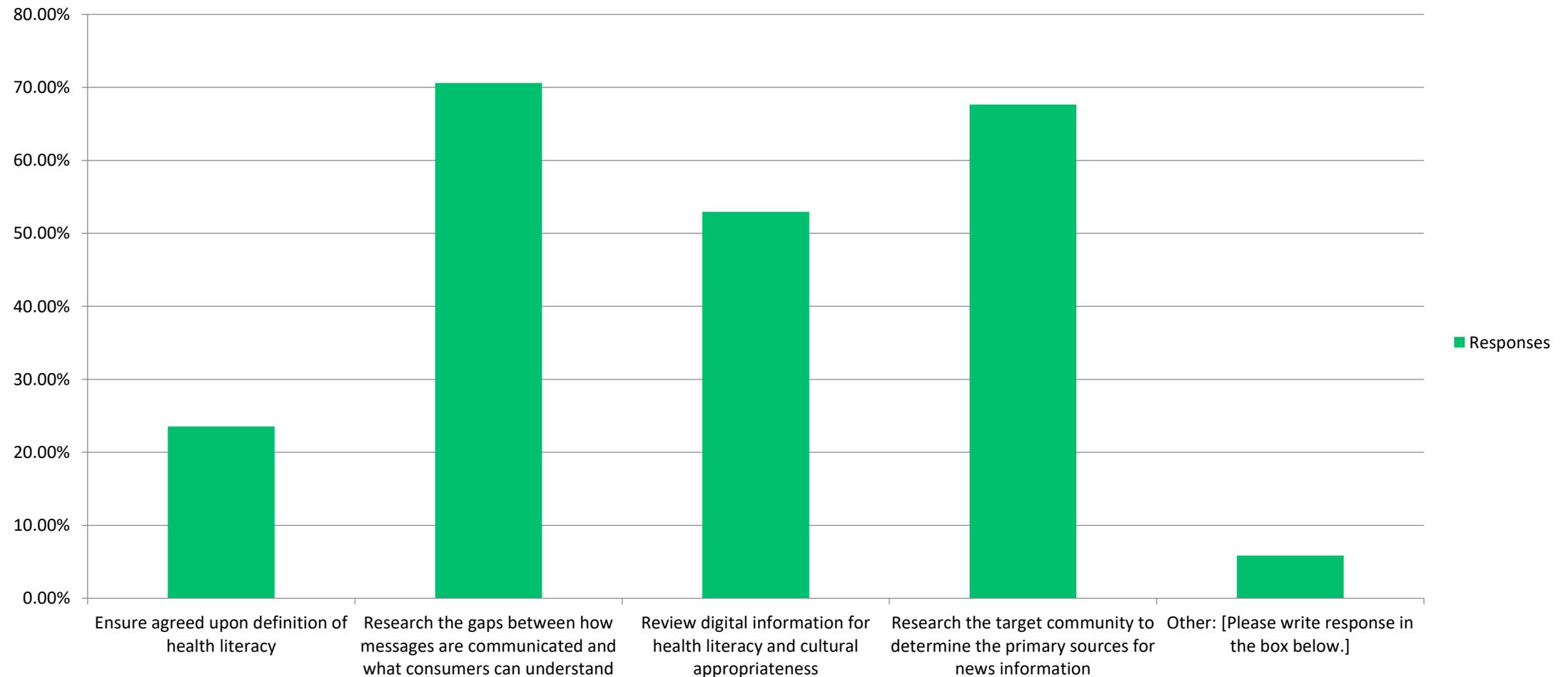
Among the choices below what action would you do to ensure everyone votes in November, especially those most impacted by COVID-19?



Your Responses



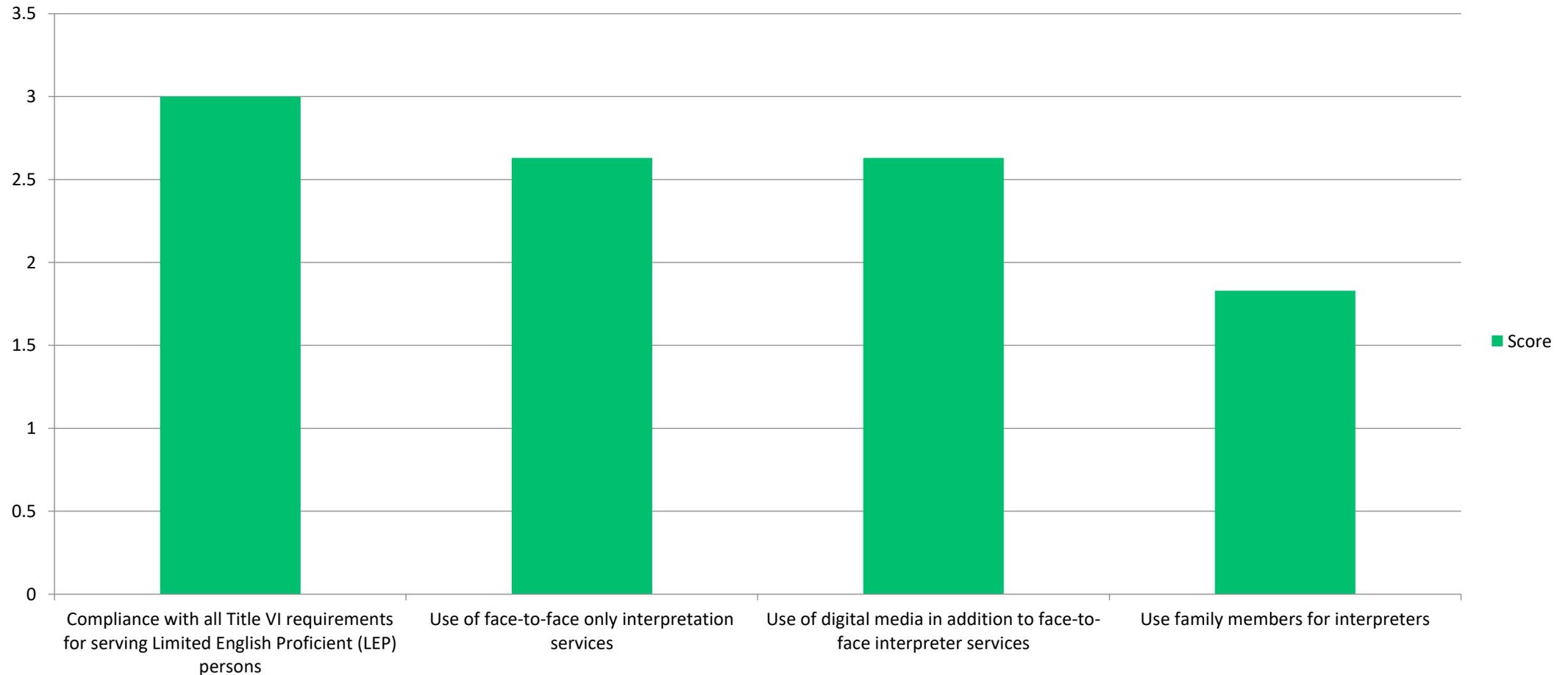
How do we prepare in advance for an emergency to ensure awareness of and access to information in an effort to reach targeted populations?



Your Responses



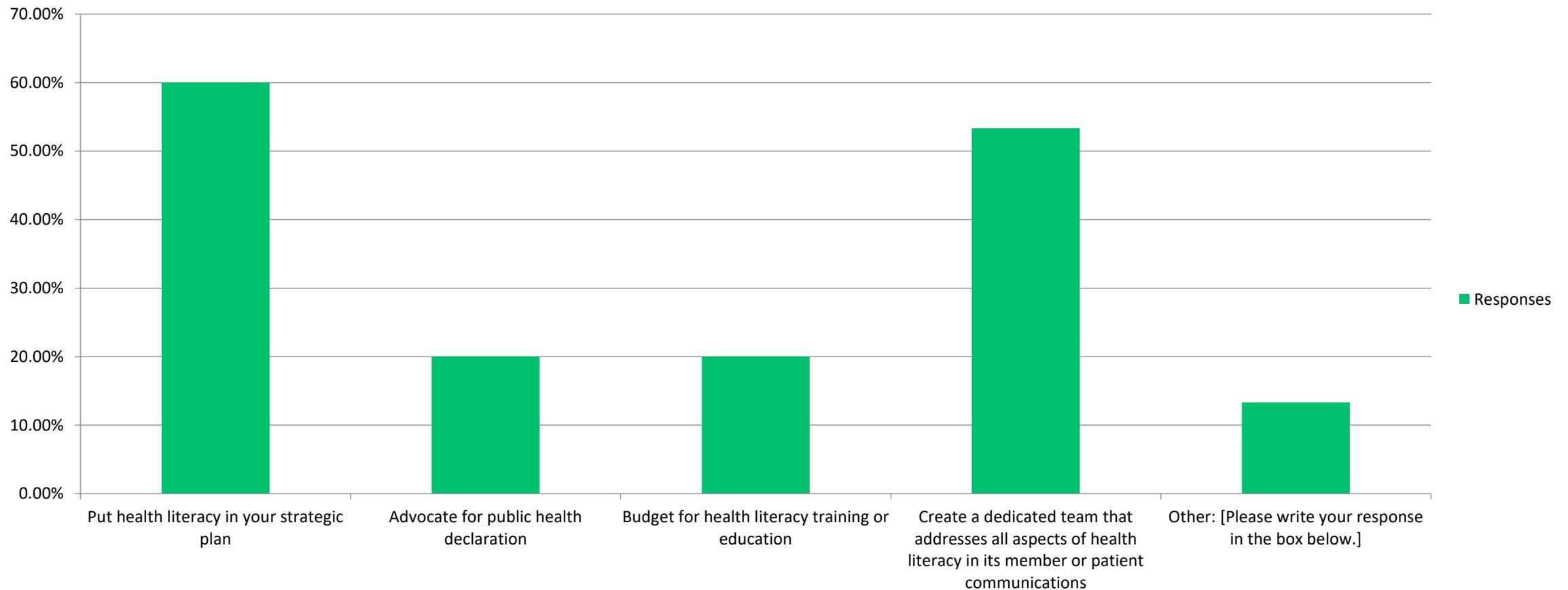
Please rank the items below in priority that your organization uses to communicate with all populations

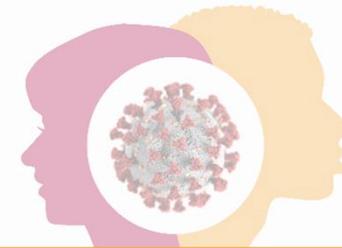


Your Responses



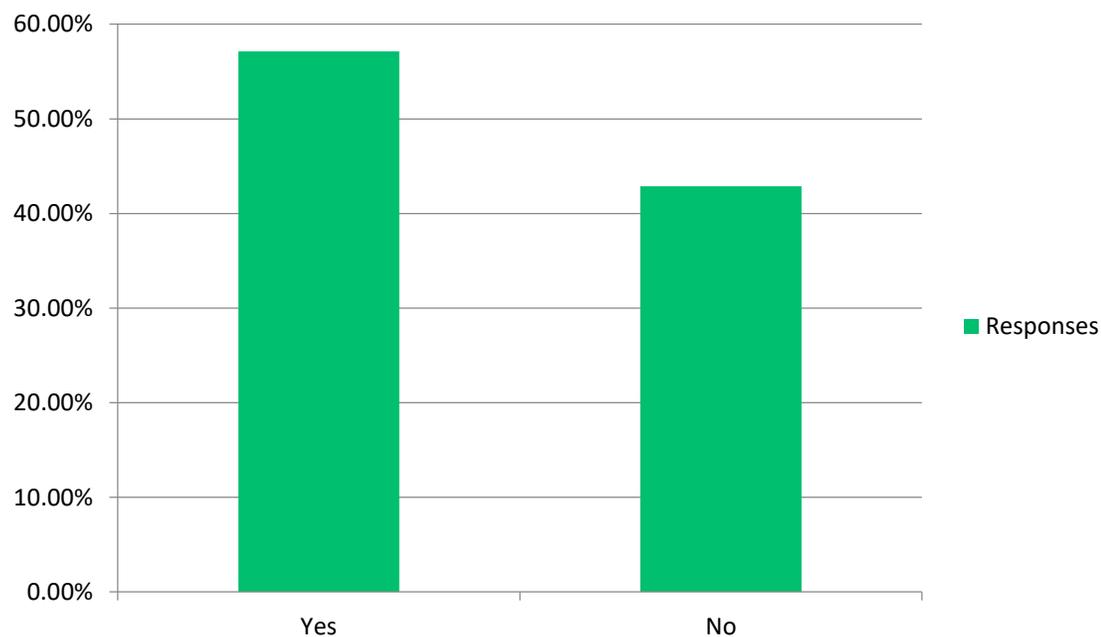
It is proposed that health literacy should be identified as a social determinant of health. What are you or your organization doing to address health literacy as a social determinant of health?



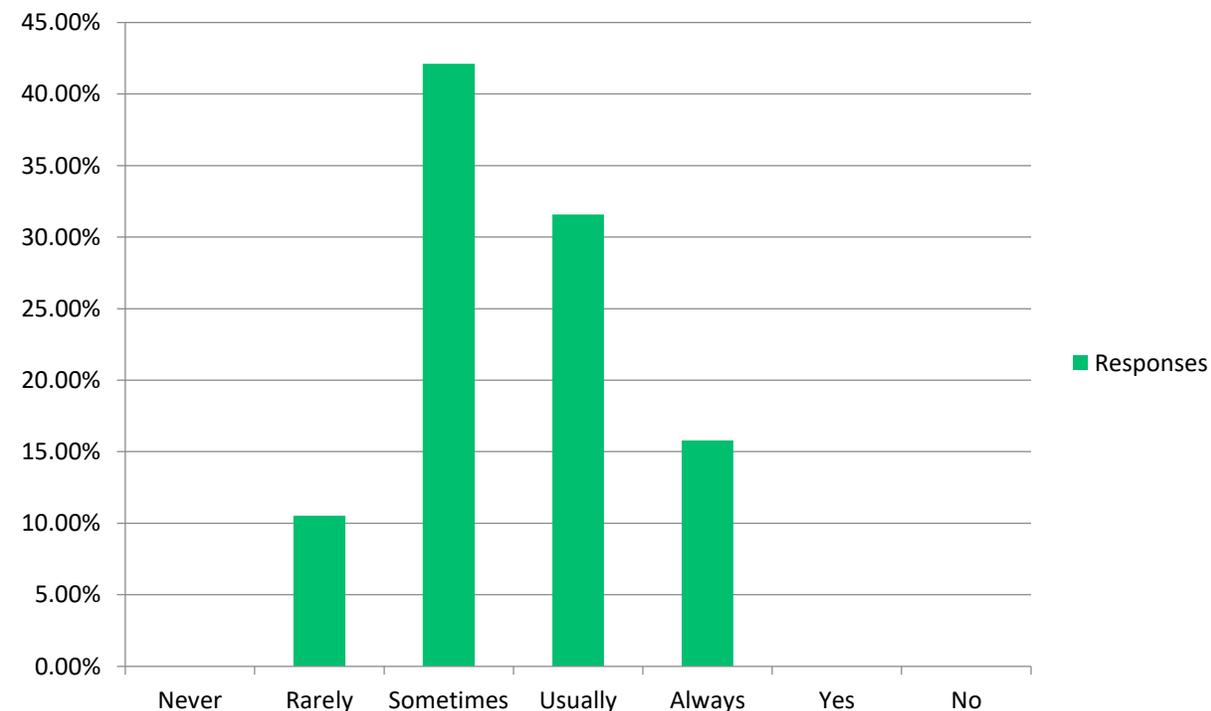


Your Responses

Do you use health information technology (such as electronic health record, patient portal, digital literature) to communicate with patients or consumers?



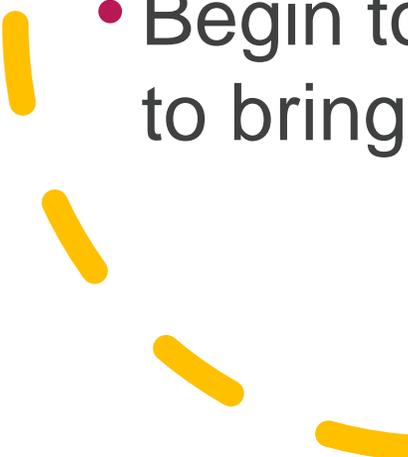
How often do you or another person assess the health literacy level of information posted within the health information technology?





Your Responses

Please write in any call to action or other thoughts you wish to share that were not addressed in these survey questions.

- Developing health literacy curricula for K-12 students.
 - Begin to take steps today to ensure that changes are made to bring literacy to all.
- 





What solutions or plenary themes would you like to share?

What questions do you have?



What next? (conclusion)

- Our work is only beginning!
- We each may have work to do individually as a first step
- Ongoing discussion on the Health Literacy Solutions Center site
- Share innovation that has been effective but also efforts that have not worked
- Attend the Health Literacy in Action/Health Literacy Annual Research Conference October 19 -21, 2020