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Multicultural Health Institute

Creating Gatekeepers of Community Health

2007-2008

MHI Mission

- Research
- Education
- Dissemination

Multicultural Health Information

Non-profit founded 1995

Goals

- Define disparities in HIV/AIDS in Florida and the Silence is Death and Out in the Open Initiatives
- Describe methodology to effectively recruit, train, track and retain a cadre of culturally and linguistically representative community health workers for both education and screening activities across a variety of disease spectrums
- Instruct participants in the development of a community based health outreach program inclusive of the faith based community, local small businesses, CBO's and local health providers.

Objectives

- Review development Gatekeepers of community health
- Review community assessment process
- Inform group regarding preliminary results
- Summarize overall emerging themes
- Review economic impacts
- Postulate solutions

Paolo Freire

- Without hope, we are hopeless and cannot begin the struggle to change.
 - Hope must be rooted in practice, in the struggle. If not, if there is inaction, you get hopelessness and despair.
- “Pedagogy of Hope”

Empowerment Medicine

- Evolution community assessments/gatekeepers
- NHAC/CHAT/CHIP initiative
- Build capacity, Build HOPE
- Local Response
- Developing effective relationships

Institute Of Medicine

- Unequal Treatment: Confronting Racial and Ethnic Disparities in Health Care
- Consistent body of research demonstrates
 - significant variation in the rates of medical procedures
 - by race
 - even when insurance status, income, age, and severity of conditions are comparable

Perceptions vs Realities

- Policy maker/provider/institutional perspective
- Community/consumer perspective
- Physical structures/existing programs vs. utilization/relationships
- Cultural/linguistic barriers

Social Justice

- Creation of a Multidisciplinary team
- Residents, self proclaimed leaders, group designated leaders, churches, elected public officials, university/research teams, health providers, merchants, educators, social services, justice, funding resource's etc.

Methodology

- Grass roots assessments
- Focus groups
- Creation of Partnerships
- Incorporation Gatekeeper project
- Analysis/Dissemination of Results
- Policy recommendations

Community Organization

- Newtown Health Advisory Council (NHAC)
- Community Health Action Team (CHAT)
- Community Health Assessments
- Formulated of broad spectrum of community leaders, health providers, advocates and residents

Community Assessments

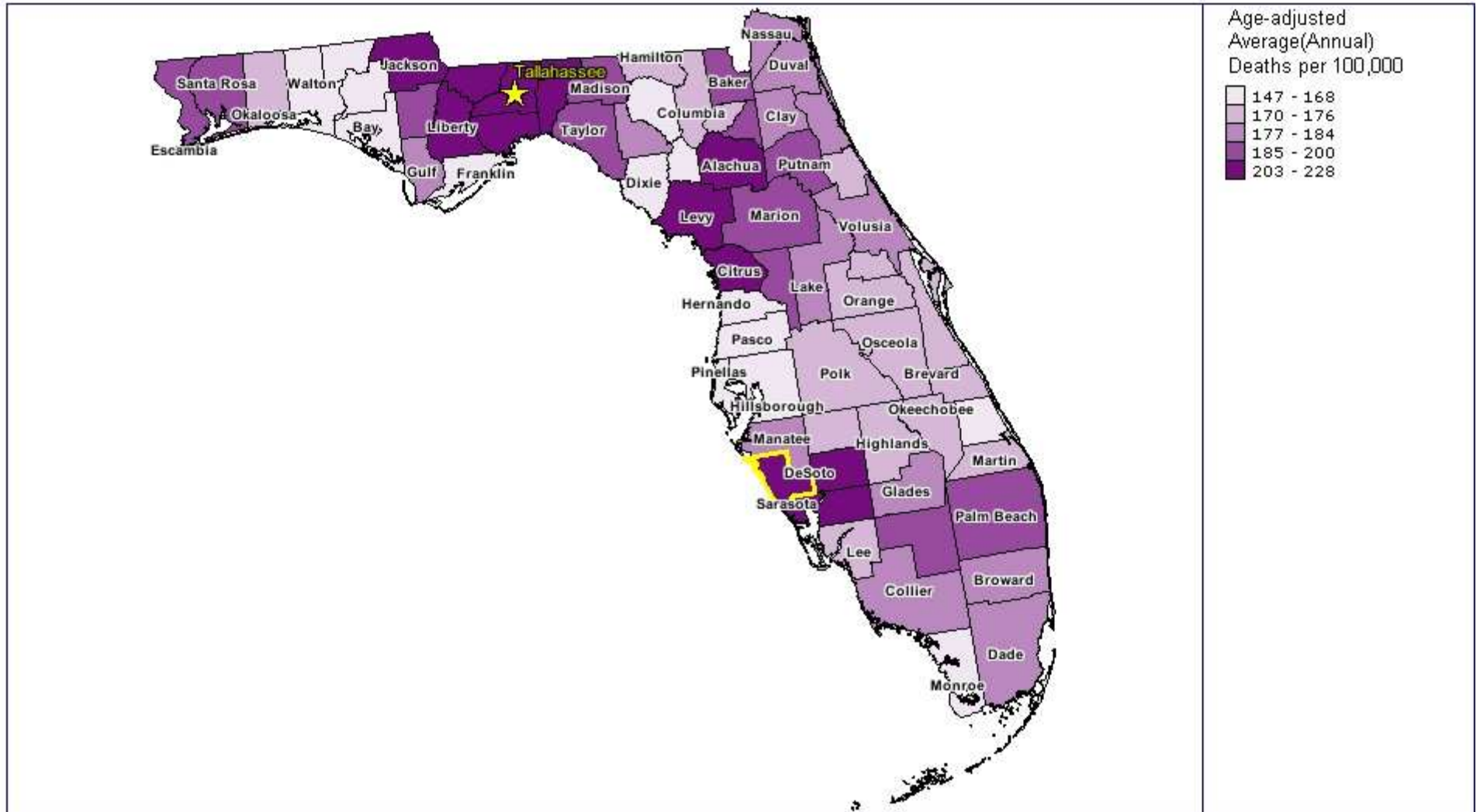
- History
- Precedents
- Impact
- Future potential

SRQ/Newtown

- “Island” of 95% AA population within “sea” of 95% homogeneous Caucasian population
- Striking disparities between the two groups
- Socioeconomic and health status
- Numerous Health Disparities
 - AA Infant mortality rates 5x local rate
 - AA 30% local HIV/AIDS, 5% local population
 - AA 50% HIV/AIDS cases in Florida, 14% population
 - CVD 99/100k W, 220/100k AA

Florida - Stroke Death Rates

Blacks, Ages 35+, 1991-1998



Department of Health and Human Services
Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion

Newtown



Benefits

- Identify key health problems-all perspectives
- Identify health care needs of distinct populations/subgroups
- Provide objective information to assess strengths/weaknesses in local health delivery
- Recommendations for prevention, detection, treatment and followup
- Improved strategic planning

Process

- Preliminary focus groups
- Evolution of assessment instrument
- Evolution of testing/outreach sites
- Evolution of means to sample population with limited resources
- Evolution of formalized focus groups
- Evolution of assessment analysis

Examples

- Cancer, Culture Literacy Conference
- William Dressler, PhD
 - Culture refers to aggregate/shared knowledge in a social system
 - Degree to which individuals share that knowledge
 - Degree to which individuals act on that knowledge
 - These effects can be apparent both in terms of pathophysiology and in terms of health behaviors

Phases

- Phase 1 Community Input, preliminary data
- Phase 2 Survey data collection
- Phase 3 Focus Groups, Survey analysis
- Phase 4 Summary presentation/feedback
- Phase 5 Final report- prelim, survey, focus groups, interactive solutions

Domains of interest

- Spring 2007 preliminary focus groups
- Issues of
 - Access
 - Education
 - Lack of community infrastructure

Preliminary findings

- Initial NHAC report
 - Ltd transportation to health care facilities
 - Need for health education
 - Need for fitness gym
 - Need for safe walking trails
 - More organized youth programs
- Presented to Newtown Front Porch
5/10/07
- Mandate received to proceed with more extensive analysis

NHAC Preliminary Report



NHAC STRATEGIC VISION

- (1) Empower the community of Newtown
- (2) Strengthen and integrate health care services
- (3) Create the information resources for accountability and continuous feedback on factors affecting Newtown residents' health

CHAT community partners



Group Planning

- Collaboration DOH via CHAT
- Development of instrument
- Training of survey administration
- Extension of Gatekeeper activities
- Dissemination of surveys at various local venues
- Over 300 surveys
- Collaboration with New College, Eckerd and Argosy for data analysis

HIV/AIDS Network (HANS)

- HANS strategic planning group
- HANS Project Unity
- Gatekeeper project as part of Silence is Death initiative Sarasota/Manatee
- Nat'l HIV/AIDS testing week
- World AIDS day

Silence Is Death

- 2007 Statewide Initiative DOH
- Targeting HIV/AIDS disparities top 20 counties
- Local input led to innovative program
- Involved 40 lay people across 2 counties
- 4 hour 500 training
- 20 hour 501 training
- Outreach/counselling/testing

Recruitment

- As part of ongoing focus groups
- Faith based presentations
- Media events print, TV, Radio
- Community health fairs and events
- Fliers
- Incentives offered with gift cards for training
- Word of mouth

Composition

- High school/college students to grandmothers
- Retired health personnel-CNA, RNs
- Professional counselors
- Recovering Substance Abusers
- Faith community
- Some with limited transportation, but all committed to the project

Gatekeepers

- Sarasota/Manatee DOH
- 15 community based sites-barber shops, beauty parlors, parks, social clubs, farmer's markets etc.
- Coordination with DOH mobile testing programs
- Heightened visibility throughout all community events
- Cadre of committed people for further training
- “Foot soldiers” battling health disparities
- Gift card incentives/volunteerism
- Encouraging sustainability

Gatekeepers



Juneteenth MLK Park



Diabetes Fair



Gatekeeper Outreach

