Bridging the Gap to Improve Health Literacy

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Health Equity and Community Engagement
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A healthier community through leadership in health strategy.
TARRANT COUNTY PUBLIC HEALTH

**OUR MISSION**
The Health Equity and Community Engagement Division at Tarrant County Public Health works to address health equity issues and reduce health disparities in Tarrant County.

**WE DO THIS THROUGH:**
- Assessing the community
- Researching best practices and policies
- Partnering with individuals and groups affected by health disparities
- Collaborating with local, state, national and federal organizations to enhance resources and develop successful strategies
- Training Tarrant County Public Health staff and our community on health equity issues
- Developing programs to support a broad-based health equity movement
- Evaluating the success of these programs

**HEALTH EQUITY & COMMUNITY ENGAGEMENT**

**HEALTH INEQUITIES**

**HEALTH DISPARITIES**

**COMMUNITY HEALTH IMPROVEMENT PLAN**

**COMMUNITY PARTNERSHIPS**

**HEALTH EQUITY ASSESSMENTS**

**COMMUNITY HEALTH TRAININGS & RESOURCES**
The assumption is that everyone benefits from the same supports. This is equal treatment.

Everyone gets the supports they need thus producing equity.

One gets exceedingly more than is needed, while the other gets exceedingly less. Thus, creating a huge disparity.
Looking Through the Health Equity Lens
Our Story

MAPP - Your Community Roadmap to Health!

A Healthier Community

Evaluate, Implement, Plan

Action Cycle

Community Themes & Strengths Assessment
Forces of Change Assessment
A MAPP Assessments
Community Health Status Assessment
Local Public Health System Assessment

Formulate Goals and Strategies
Identify Strategic Issues

Organize for Success / Partnership Development

Our Vision
100+ Community Partners

Working together on a common agenda with mutually reinforcing actions, shared measures and constant communication = positive “collective impact”

Adapted from and used with the permission of Insightformation, Inc.
Priority Area 1: Education

Priority Area 2: Environment

Priority Area 3: Health Care Access
Enhance access to high quality health care through health literacy.

Priority Area 4: Partnerships
Increase access to resources across Tarrant County engagement of key stakeholders in the Tarrant County community to create collective impact.
SOCIAL DETERMINANTS OF HEALTH

The social determinants of health are the conditions in which we are born, we grow and age, and in which we live and work. The factors below impact on our health and wellbeing.

- Childhood experiences
- Housing
- Education
- Social support
- Family income
- Employment
- Our communities
- Access to health services

Source: NHS Health Scotland
Health Literacy Research

- To develop and support programs to reduce the negative effects of limited health literacy.

- To incorporate health knowledge and skills into the existing curricula of kindergarten through 12th grade and adult education and community programs.

- To develop culturally and linguistically sensitive programs to promote health literacy and health education.
High Risk Groups

- Elderly
- Minorities
- Immigrants
- Poor
- Homeless
- Incarcerated individuals
- Persons with limited education
- Limited English Proficient (LEP)
patients with low HEALTH LITERACY...

- Are more likely to visit an **EMERGENCY ROOM**
- Have more **HOSPITAL STAYS**
- Are less likely to follow **TREATMENT PLANS**
- Have higher **MORTALITY RATES**

www.cdc.gov/phpr
Low Health Literacy Indicators

- Missed appointments
- Skips preventive measures, such as mammograms and other tests
- To avoid shame, many do not ask questions, or “act as if”
Limited English Proficiency

Individuals who do not speak English as their primary language and who have a limited ability to speak, write, read, or understand English can be Limited English Proficient (LEP).

Top 7 counties with highest LEP populations

- El Paso County
- Harris County
- Hidalgo County
- Maverick County
- Starr County
- Webb County
- Zapata County

Source: Migration Policy Institute, [www.migrationpolicy.org](http://www.migrationpolicy.org)
Dallas/Fort Worth
LEP Population

- **879,120 LEP** residents in the Dallas/Fort Worth area as of 2016.

- Total of **6,446,768** residents in the 12 counties across the Metroplex.

Source: North Texas Council of Governments, 2016
Tarrant County LEP Population

210,263 residents in Tarrant County speak English less than “very well” and have Limited English Proficiency.

Source: 2015 United Way of Tarrant County Community Assessment
LEP Population Characteristics

- Low-Income
- Under-insured
- Low literacy rates
- High rates of chronic disease
- No exposure to U.S. educational system
- Social Isolation from necessary resources
Funding provided by the National Network of Libraries of Medicine, South Central Region
May 1, 2017 to April 30, 2018
May 1, 2018 to April 30, 2019
Culture Matters!

“We are all ONE but different, Different but the Same!”

YR 1/2
## Cultural Competency Continuum

<table>
<thead>
<tr>
<th>Cultural Destructiveness</th>
<th>Cultural Incapacity</th>
<th>Cultural Blindness</th>
<th>Cultural Pre-Competence</th>
<th>Cultural Competence</th>
<th>Cultural Proficiency</th>
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<tbody>
<tr>
<td>Forced assimilation, subjugation, rights and privileges for dominant groups only.</td>
<td>Racism, maintain stereotypes, unfair hiring practices.</td>
<td>Differences ignored, “treat everyone the same”, only meet needs of dominant groups.</td>
<td>Explore cultural issues, are committed, assess needs of organization and individuals.</td>
<td>Recognize individual and cultural differences, seek advice from diverse groups, hire culturally unbiased staff.</td>
<td>Implement changes to improve services based upon cultural needs.</td>
</tr>
</tbody>
</table>

Cross, T., Bazron, B., Dennis, K., & Isaacs, M. (1989). *Towards a culturally competent system of care: A monograph on effective services from minority children who are severely emotionally disturbed*. Washington, DC: Georgetown University Child Development Center

[https://www.youtube.com/watch?v=_JNUxwHh7j8](https://www.youtube.com/watch?v=_JNUxwHh7j8)
Cultural Humility

A process and a lifelong commitment to self-evaluation and critique to improve relationships and outcomes.

Source: Alameda County Public Health Department, www.acphd.org
PHASE 1: Let’s Talk Health

CURRICULUM DEVELOPMENT

TARGET POPULATIONS

KEY PARTNERS
Strategies to Improve Communication

- Explain things clearly in plain language.
- Focus on key messages and repeat.
- Use a “teach back” or “show me” technique to check understanding.
- Use educational materials that include pictures to enhance understanding.
- Effectively ask questions.

PHASE 2: Let’s Talk Health - Visual Images For Healthy Living

TARGET POPULATIONS

CURRICULUM DEVELOPMENT

KEY PARTNERS

PHASE 2: Let’s Talk Health - Visual Images For Healthy Living

TARGET POPULATIONS

CURRICULUM DEVELOPMENT

KEY PARTNERS
Successful Engagement Strategies with LEP Population

- Culturally competent interactions with diverse staff.
- Be sensitive to language barriers and check for understanding: language interpreters, translators and language lines.
- Easy-to-understand materials, pictures, visual aids and demonstrations.
The assumption is that everyone benefits from the same supports. This is equal treatment.

Everyone gets the supports they need thus producing equity.

All 3 can see the game without supports or accommodations because the cause(s) of the inequity was addressed. The systemic barrier has been removed.
“Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.”

~ Margaret Mead (1901 – 1978)  
American cultural anthropologist
TARRANT COUNTY PUBLIC HEALTH


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