

# Impact of Health Communications on Ethnic, Racial and Underserved Populations

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# Health Disparities

- Health disparities are the persistent gaps between the health status of minorities and non-minorities in the United States.
- Despite continued advances in health care and technology, racial and ethnic minorities continue to have more disease, disability, and premature death than non-minorities.

U.S. Department of Health and Human Services: A Strategic Framework for Improving Racial/Ethnic Minority Health and Eliminating Racial/Ethnic Health Disparities, 2008.

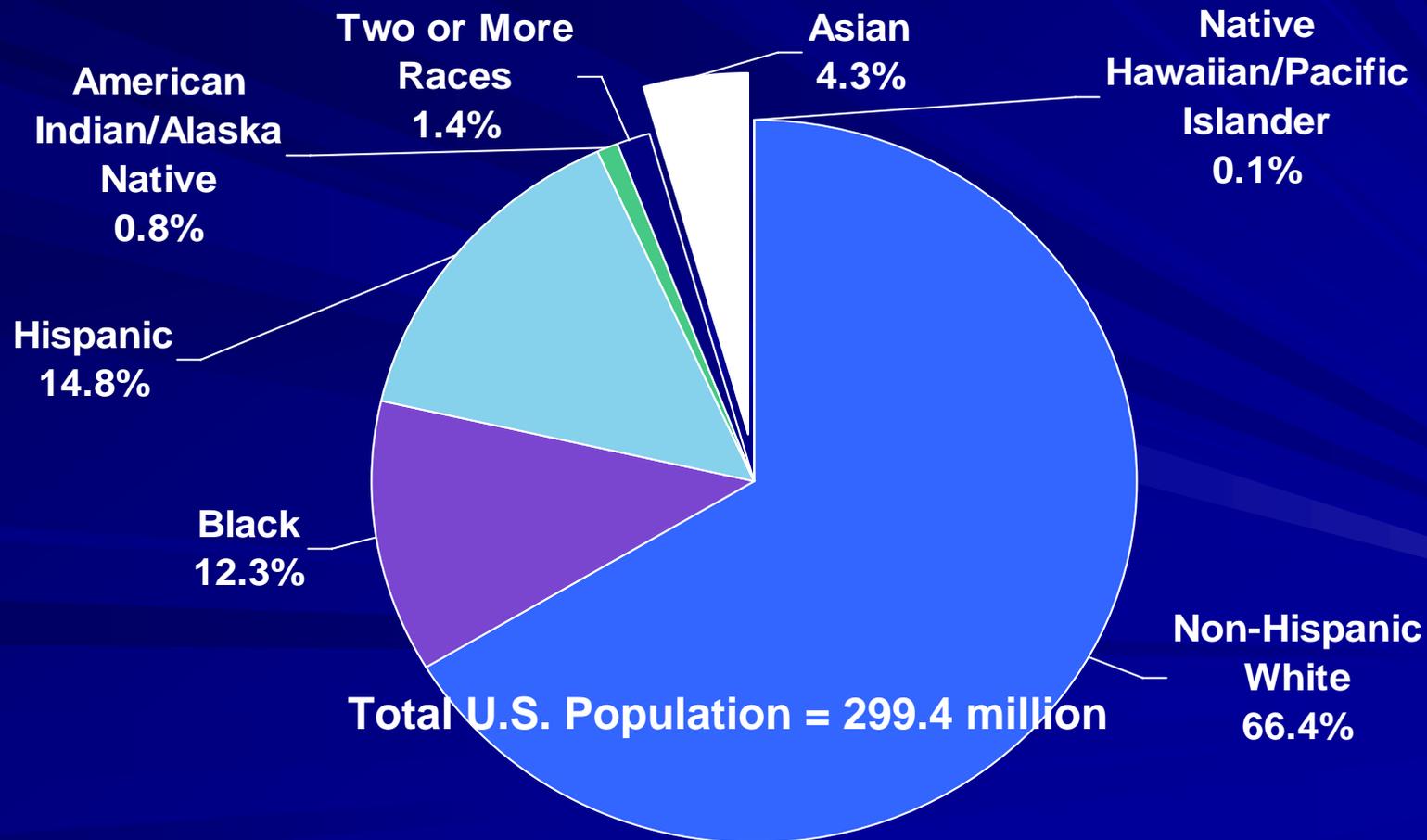
# Causes of Health Disparities

Two major factors are:

- Inadequate Access to Care
- Substandard Quality of Care

U.S. Department of Health and Human Services: A Strategic Framework for Improving Racial/Ethnic Minority Health and Eliminating Racial/Ethnic Health Disparities, 2008.

# Distribution of U.S. Population by Race/Ethnicity, 2006



# 10 Leading Causes of Death U.S. Population

- ***Heart disease***
- ***Cancer***
- ***Stroke (cerebrovascular diseases)***
- Chronic lower respiratory diseases
- ***Accidents (unintentional injuries)***
- ***Diabetes***
- Alzheimer's disease
- Influenza/Pneumonia
- Nephritis, nephritic syndrome, and nephrosis
- Septicemia

# Primary Consumers of Ethnic Media

Racial and ethnic populations prefer ethnic Media:

- 55% of Hispanic Americans
- 42% of African Americans
- 40% Arab Americans
- 25% Native Americans
- 25% Asian Americans

Bendixon & Associates for New California Media (NCM) in partnership with Center for American Progress Leadership Conference on Civil Rights Education Fund – Final Report, 2005.

## Reliance on Mainstream Media for Information

- 14% Hispanic Americans
- 38% Arab Americans
- 41% Asian Americans
- 41% Native Americans
- 53% African Americans

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## % of populations that visit ethnic Websites in the home

- 45% Arab Americans
- 35% Asian Americans
- 17% African Americans
- 16% Native Americans
- 10% Hispanic Americans

Bendixon & Associates for New California Media (NCM) in partnership with Center for American Progress Leadership Conference on Civil Rights Education Fund – Final Report, 2005.

## % of Populations – Low or no use of the Internet

- 24% Arab Americans
- 33% Asian Americans
- 51% African Americans
- 54% Native Americans
- 76% Hispanic Americans

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Conference on Civil Rights Education Fund – Final Report, 2005.

# Types of Communications

- **Care Communications:** Risks that we know how to manage.
- **Consensus Communications:** To reach agreement on risk and risk management
- **Crisis Communications:** Uncertainty about risk management

# Methods of FDA Communications

- Consumer Publications (Easy Readers and Translations)
- Education Campaigns (Translations)
- Exhibits (Easy Readers and Translations)
- Fact Sheets (Translations)
- Federal Register Notices
- Media Briefings
- Media Interviews
- Press Releases
- Stakeholder Briefings and Roundtables
- Testimony and Speeches
- Websites

# Partnerships

- Federal Agencies –
  - Indian Health Service
  - HHS Office of Minority Health National Partnership for Action
  - Administration on Aging
  - U.S. Department of Agriculture, Cooperative Extensive Research Service
  
- Non-Profit National and Community-based Organizations
  - National Alliance for Hispanic Health
  - Minority Institutions of Higher Education
  
- Private Sector –
  - National Council on Patient Information and Education
  - National Association of Chain Drug Stores

# Challenges to Communications

- Cultural Competency
- Health Literacy
- Limited English Proficiency