

Racial & Ethnic Health and Healthcare Disparities

| Working Group Leader | BMS Champion | GRYT Health Leader |
|--|---|-------------------------------|
| <p>Sheila Thorne</p> <p><i>President and CEO, Multicultural Healthcare Marketing Group, LLC</i></p> | <p>Kemi Osundina</p> <p>Tammi Fanson</p> | <p>Jessica Valence</p> |

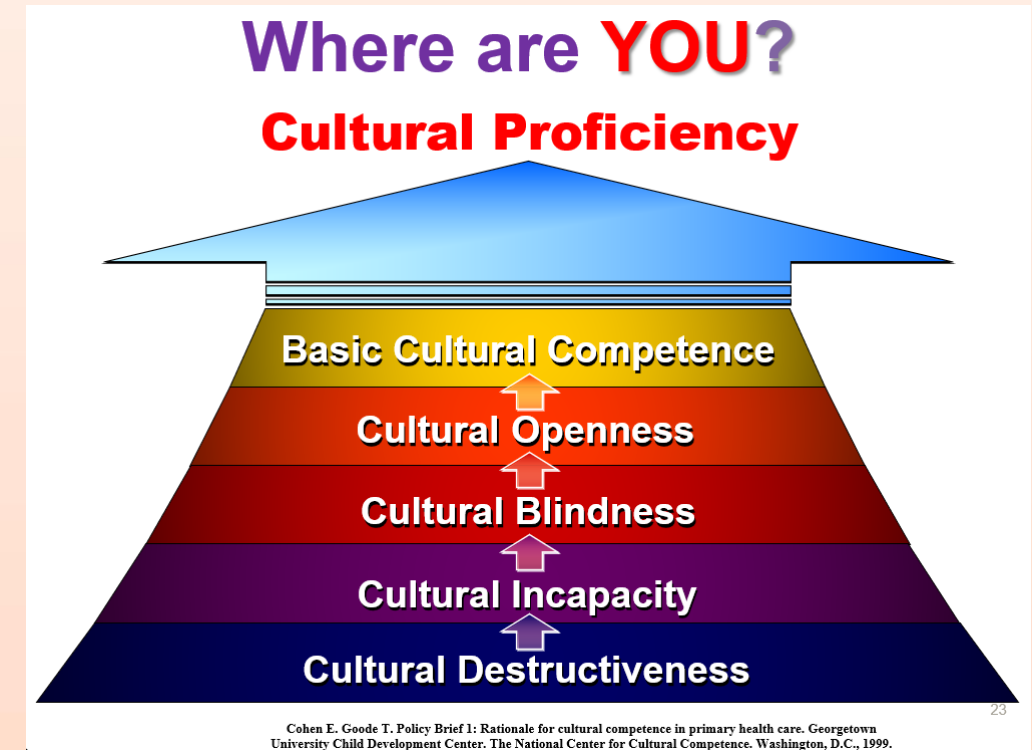
Participants' Affiliate Organizations



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Key Insights that Inspired Session 1 Conversation

- “Cultural humility is the foundation of cultural competency”
- Sheila’s comment and opening keynote



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Key Insights that Inspired Session 1 Conversation

“There’s more diversity within groups than between”

- Irish Americans have cultural differences from Italian Americans...but they both “look” white and similar
- With People of Color, there is an immediate and observable difference in how they “look” even though they may have many things in common
- Sheila introduced “Cognitive Shortcuts” and “Enlivening Receptivity” through your presence as ways to increase cultural competency
- **We size people up by the way they look without taking the time to know who they are.**

“I trust the people I trust, even if they are not the ‘experts’”

- Trust and expertise are two very different things. **I don’t care how much you know until I know how much you care.**
- People who are “experts” have failed to serve people of color
 - “Not taking present-day accountability of my intersectionality”
 - Industry and providers have to understand the day-to-day of today
 - It’s not Henrietta Lacks. It’s March 2020 to now, for the sister on the street, how are they living?
- Sheila referenced the book “Medical Apartheid” which addresses medical / research abuses since colonial times

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“Hardly asked vs. hardly participate” People of color are not hard to reach. They are hardly reached.

- People are talking about how minorities are under-represented or “not participating” at the same rates...
- But what is being done to understand and correct the reasons why? Don't blame victim. Find the reasons for disparities.
- Sheila “walks the route.” Where are the bus stops? How much does it cost for bus fare or parking?
 - Why aren't the forgotten sites, the under-funded ones, the sites included in the COVID trials?

“Statistics are people with the tears rubbed off”

- People who are in positions of power need to hear and be a part of these conversations
- Who do we want/need to include?

“The Business Case for Diversity”

- Sheila introduced for conversation the concept of “doing well by doing good.” You can make money and serve society. The two are not mutually exclusive. It's about enlightened self-interest.
 - How are we part of creating and defining the business case for diversity across our organizations and our communities

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Where our working groups will take us?

- Sheila concluded the session by asking “what is the strategy to reach people of color?”
 - There are 235 black newspapers in the U.S.
 - “We need you” - what will we demand together for change?
 - Not being racist isn’t enough. How will we be anti-racist?
 - “I’m tired of being the only chocolate chip in the room.”

“There is a fierce urgency of now” - Martin Luther King Jr.

Join Us for the Next Working Group Session



Thursday, March 11, 2021
12:00 – 1:30pm ET