

Advancing Programs and Policies to Integrate Racially and Ethnically Diverse Communities into Emergency Preparedness

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Overview

- **State of the Nation**
 - Persisting Disparities
 - Lagging Efforts
 - Research, Program and Policy Priorities
- **Center for Health Equality**
 - Current Initiatives
 - Future Directions
- **Office of Minority Health, USDHHS**
 - Current Initiatives
 - Future Directions



State of the Nation...

- National, state and local attention to emergency preparedness has gained increasing momentum.
- However, as evidenced by Hurricane Katrina (August 2005) efforts to recognize and integrate the needs of racially and ethnically diverse (RED) communities are lagging behind.
 - RED communities continue to face disparities before, during and after emergency events.
 - This may in large part be due to gaps in programs and policies addressing their needs.

Persisting Disparities for RED Communities

- Literature from the past 30 years strongly indicate that racial/ethnic minorities suffer disproportionately at each phase of an emergency



Sources: DP Andrulis, NJ Siddiqui, and JL Gantner. Preparing Racially And Ethnically Diverse Communities For Public Health Emergencies. *Health Affairs*, September/October 2007; 26(5): 1269-1279; Perry et al., 1982; Fothergill et al., 1999; Perry et al., 2003; Pastor et al., 2006; Munez, 2006; Messias and Lacy, 2007; Carter-Pokras et al., 2007; Elder et al., 2007

Persisting Disparities for RED Communities

- **Major contributors to these disparities:**
 - Socioeconomic factors (e.g., low literacy, poor housing)
 - Culture and language barriers
 - Distrust of messengers and service providers
 - Lower perceived personal risk
 - Little or no preparation and protective action
 - Reliance on informal sources of information

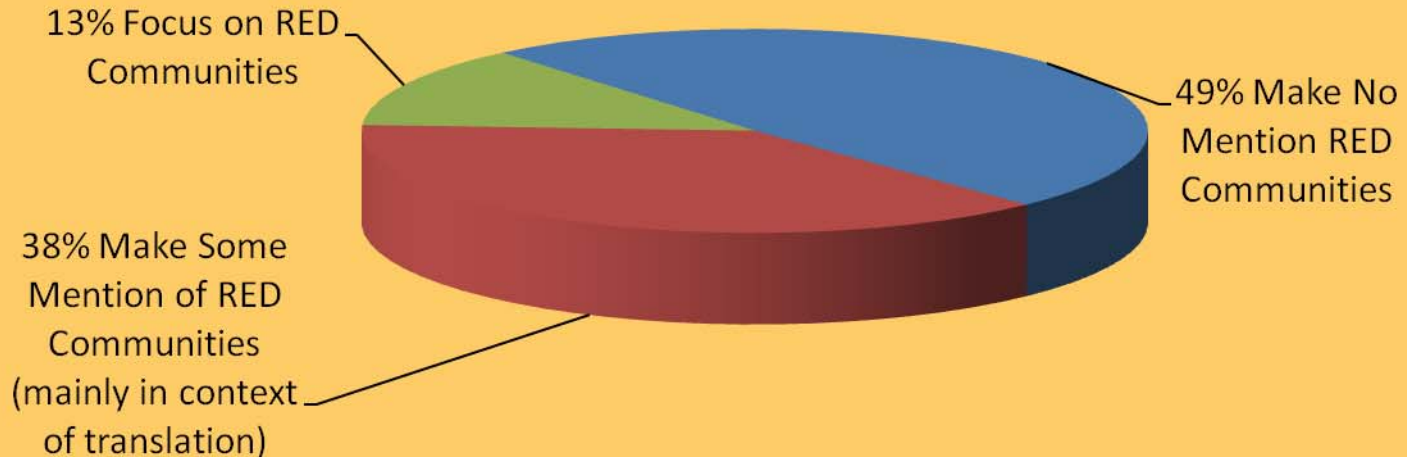
Our findings also indicate that limited attention, knowledge and capacity to address the unique needs of minorities adds to these disparities

Sources: Andrulis, Siddiqui and Gantner, 2007; Perry et al., 1982; Fothergill et al., 1999; Perry et al., 2003; Pastor et al., 2006; Munez, 2006; Messias and Lacy, 2007; Carter-Pokras et al., 2007; Elder et al., 2007

Lagging Preparedness Efforts for RED Communities

- The vast majority of organizations involved in emergency preparedness activities have not integrated the needs of RED communities.

Of 301 organizational websites* on emergency preparedness:



Source: Andrulis, Siddiqui and Gantner, 2007

*Websites originated from government, private for-profit and not-for-profit, community and academic organizations.

Menu
Today's Special

Our wines leave you nothing to hope for.
(Swiss restaurant menu)

Salad a firm's own make; lipid red beet soup with cheesy dumpling
in the form of a finger; roasted duck let loose; beef rashers beaten
up in the country people's fashion.
(Polish hotel menu)

For your convenience, we recommend courteous efficient self-service
(Hong King supermarket)

Identified Research, Program and Policy Priorities

Our findings indicate that there is a need for:

- Culturally tailored and linguistically appropriate emergency risk communication strategies (beyond literal translation).
- Public health training content, drills and exercises that include scenarios with RED communities.
- Standardized measures, standards of preparedness, and evidence-based evaluations.
- Coordination of federal, state, and local resources, roles and responsibilities.
- Public and private funding to address major gaps in the field.
- Drawing on expertise and integrating cultural competence into emergency preparedness plans and actions.

Source: Andrulis, Siddiqui and Gantner, 2007



Drexel Center for Health Equality's Initiatives on Emergency Preparedness for RED communities

National Consensus Panel on Emergency Preparedness and Cultural Diversity

- Supported by the Office of Minority Health, U.S. Department of Health and Human Services
- First national initiative to address fragmentation among sectors and to bring together expertise and perspectives of key agencies and individuals in emergency management and cultural competence/disparities reduction.
- Mission: To provide guidance to national, state and local agencies and organizations on the development of effective strategies to advance public health emergency preparedness and eliminate disparities for racial and ethnic communities across all stages of an emergency event.

Panel Members

- 33 federal, state and local government, academic, not-for-profit and for-profit organizations representing:
 - Emergency Management and Homeland Security
 - Healthcare and Public Health
 - Emergency Risk and Crisis
 - RED Communities
 - Cultural Competence



First Panel Meeting

- September 10-11, 2007, Washington, D.C.

Objectives:

1. To develop a national consensus statement on integrating RED communities across the full spectrum of emergency preparedness activities and strategies.
2. To establish guiding principles of what would comprise a culturally competent approach to emergency preparedness and would eliminate disparities for racial and ethnic communities.



Panel Recommendations

- *Promoting the Active Involvement and Engagement of Communities & Building Trust*
 - Identifying racial/ethnic subgroups and their specific needs, as well as community efforts, resources, assets, challenges and barriers to fully reaching and engaging them.
 - Building sustainable partnerships with community- and faith-based organizations.
 - Involving and engaging representatives of RED communities in the development and delivery of appropriate messages.

Panel Recommendations

- *Developing coherent guidance & strategies for incorporating RED communities across critical areas of preparedness activities*
 - e.g., Developing drills and exercises that include scenarios with RED and LEP* communities and key cultural competence principles.
- *Coordinating Roles, Responsibilities & Resources*
 - Identifying and assigning roles and responsibilities across organizations, agencies and sectors.
 - Centralizing resources and facilitating communication across sectors.

**Limited English Proficiency*



National Resource Center on Advancing Emergency Preparedness for Culturally Diverse Communities

- www.diversitypreparedness.org
- *Supported by the Office of Minority Health, USDHHS*
- *Mission:*
 - To provide a central and comprehensive database of resources and an information exchange portal on advancing preparedness and eliminating disparities.
- *Target Audience:*
 - Communities, government, emergency planners, emergency managers, first responders, health care providers, public health professionals, researchers, businesses and policymakers

National Resource Center Objectives

- Highlight best practices and provide concrete and practical information on: successful programs; evaluation design and tools; education and training; and research on advancing emergency preparedness for racial and ethnic communities.
- Highlight relevant policy developments and trends to stimulate innovation and new directions in policymaking and service implementation.
- Examine lessons learned by state agencies and service providers in their practices to instruct others in resolving similar issues.
- Facilitate communication, information exchange and networking, as well as promote collaboration among stakeholders and experts across the spectrum of agencies, sectors and communities.



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Resources:

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Advancing public health emergency preparedness and eliminating disparities for racial and ethnic communities.

An initiative of the Office of Minority Health, U.S. Department of Health and Human Services, and the Drexel University School of Public Health, the **National Resource Center on Advancing Emergency Preparedness for Culturally Diverse Communities** is a comprehensive database and communication portal on best practices, research and information for preparing racially and ethnically diverse communities for public health emergencies. Learn more [About the Center](#).

Start your search by typing keywords into the search box on this page, or use the [Advanced Search](#) or [Browse by Topic](#) features.

What's New at the Center?



Sept 10-11, 2007, Washington, D.C.

The First National Consensus Panel Meeting on Emergency Preparedness and Cultural Diversity

A panel of over 30 experts representing health care, emergency preparedness, homeland security, racial and ethnic communities, cultural competence, and major geographic regions of the nation are convening for the first time to develop recommendations on integrating racially and ethnically diverse communities across all facets of emergency preparedness planning and implementation.

[more...](#)

9/5/2007

September is National Preparedness Month

A nationwide effort held each year to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and schools.

[more...](#)

9/5/2007

New Training!

Cultural Competence in Disaster Situations.

[more...](#)



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Recent Additions

[Emergency & Community Health Outreach \(ECHO\)](#)

[Developing Cultural Competence in Disaster Mental Health Programs: Guiding Principles and Recommendations](#)

[Helping Children Cope with Crisis: A Guide for African American Parents](#)

[Barriers to and Facilitators of Effective Risk Communication among Hard-to-Reach Populations in the Event of a Bioterrorist Attack or Outbreak](#)

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[Drexel University School of Public Health Center for Health Equality at Drexel School of Public Health](#)



CHE's Future Directions

- *Issuing a national consensus statement and guiding principles on integrating culturally diverse populations into public health emergency preparedness.*
 - Broad-based statement
 - Advancing panel recommendations
 - Promoting a national agenda
 - Raising awareness of the importance of the issue
 - Providing guidance to policymakers
 - Providing guidance to community-based organizations, first responders, emergency planners and managers, and health care providers
 - Providing direction to researchers

CHE's Future Directions

- *Convening the Second National Consensus Panel Meeting in Summer 2008*
 - Developing sector-specific recommendations on culturally competent emergency preparedness and management strategies.
 - Developing recommendations on model programs and best practices.
- *Highlighting value of state- and community-based research to guide and direct programs and policies*
 - Interest in convening California-based panel of state and community representatives to identify current efforts, gaps, challenges and actions for addressing preparedness needs of RED communities

**The USDHHS Office of Minority
Health's Initiatives on Emergency
Preparedness for RED Communities**

About the OMH

- Established 1986, U.S. Department of Health and Human Services (HHS)
- Mission - to improve and protect the health of racial and ethnic minority populations
- Develop health policies and programs that promote the elimination of health disparities
- Advise the HHS Secretary and the Office of Public Health and Science (OPHS) on public health activities affecting American Indians and Alaska Natives, Asian Americans, Blacks/African Americans, Hispanics/Latinos, Native Hawaiians, and other Pacific Islanders

OMH Emergency Preparedness Activities

- Katrina Hurricane impetus to take action
- Established the First National Consensus Panel on Emergency Preparedness and Cultural Diversity
- Developing the First National Resource Center on Advancing Emergency Preparedness for Culturally Diverse Communities
- Created a Center for Public Health and Emergency Preparedness in Disadvantaged Communities (Center without Walls)
- Project Reconnect—AAPCHO/ICC
- Medical Home System of Care
- Improve Responsiveness of Emergency Entities/Personnel to Latino Victims of a Disaster
- Developing a cultural competency e-learning curriculum for first responders

Center for Public Health and Emergency Preparedness in Disadvantaged Communities (Center without Walls)

- Serve as a resource to OS and ASPR for emergency/disaster incidents, specifically for minority communities
- Facilitate the participation of racial and ethnic communities in all facets of emergency preparedness
- Develop an overall strategic approach to address public health disasters, pre and post
- Develop specific tools to enhance the capacity of first responders and
- Provide technical assistance to minority communities to enhance their knowledge of emergency preparedness planning and execution processes

Project Reconnect-AAPCHO

- Design a model approach to assist people displaced by Hurricane Katrina to receive comprehensive cancer control services
- Work collaboratively with the Intercultural Cancer Council (ICC)
- Project also focused on preparing displaced Katrina residents to pre-Katrina communities

Medical Home System of Care

- Build and coordinate a community and health care-based comprehensive medical home
- Initiative in Northwest Louisiana to shape planning and resources for disadvantaged communities affected by Katrina
- Apply a collaborative Medical Home concept to rural and inner City Northwest Louisiana

Improve Responsiveness of Emergency Personnel (EP) to Latino Victims of a Disaster

- Contribute to the knowledge of EP and enhance their ability to reach Latino communities
- Establish a Disaster Advisory Group to provide guidance on strategies to reach Latino communities affected by a disaster
- Conduct formative research to identify effective training and out-reach materials
- Develop a “Tool Kit” to Improve responsiveness of emergency personnel

Cultural Competency E-learning Curriculum for Disaster Preparedness Personnel

- Develop Cultural Competency E-learning Curriculum for Disaster Personnel
- Curriculum to be tailored to preparedness, response, and recovery phases of disasters
- Developmental stages of the project (organized an advisory committee, conducted a comprehensive literature review, conducted a focus-group needs assessment)
- Conducted a Consensus-Building meeting to develop an e-learning curriculum outline

OMH's Future Directions

- Continue to support public and private disaster preparedness activities for racial/ethnic minority communities, such as the Drexel University projects.
- Continue to promote federal policies for the inclusion of racial/ethnic minority communities in all phases of disaster planning, recovery, and response.
- Continue to build partnership with community-based organizations as brokers to reach racial/ethnic minority communities during disaster episodes.
- Continue to explore the use of technology applications (e-learning programs, PDA communication devices, blogs, etc.) to improve communication systems to reach racial/ethnic minority communities

Questions?

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