



OMH State Partnership Grant

Governor's Interagency Council on Health Disparities

November 28, 2007

Presentation Overview

- **Need to Improve Communication Capacity**
- **Council Responsibilities**
- **Project Plan**

Need to Improve Communication Capacity

- **Washington's population is growing, aging, becoming more racially/ethnically/culturally diverse**
- **Washington's communities of color continue to face disproportionate inequities in ill health and mortality**
- **Communication barriers contribute to inequities**
- **December 2006 windstorms serve as an example**

“The same things that lead to disparities in health in this country on a day-to-day basis led to disparities in the impact of Hurricane Katrina.”

Dr. David Satcher
Former Surgeon General

Council's Responsibilities

Section 43.20.275 RCW:

“... promote and facilitate communication, coordination, and collaboration among relevant state agencies and communities of color, and the private sector and public sector, to address health disparities.”

Project Plan

- **Hire an Outreach Coordinator**
- **Convene and staff interagency workgroup to coordinate statewide efforts to improve communication capacity**
- **Create a communications directory**
- **Document gaps, identify recommendations to improve capacity/fill gaps**
- **Create and implement an outreach strategy for the Council**

Project Logic Model

ACTIVITIES

RESULTS

If we take these initial steps...	...to build the capacity to reach communities of color...	...and we use the channels and networks effectively...	...then we may contribute to these impacts...	...and ultimately help produce these outcomes:
<p>Convene an interagency workgroup</p> <p>Identify and learn about existing efforts to reach communities of color in Washington State</p>	<p>Identify where communities of color reside</p> <p>Identify community contacts that can serve as channels to reach communities</p> <p>Identify appropriate modes of communication</p> <p>Identify language, literacy, and cultural needs</p>	<p>Provide outreach about the Council</p> <p>Seek input into the Council's work</p> <p>Disseminate culturally and linguistically appropriate health messages</p> <p>Provide emergency preparedness and response information</p>	<p>Improved participation among communities of color into the Council's policy-making work</p> <p>Increased health knowledge, attitudes, and behaviors among communities of color</p> <p>Program and policy changes in organizations, systems, and environments</p>	<p>Reduction in health and health care disparities by race/ethnicity</p>

PUBLIC HEALTH

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HEALTHIER WASHINGTON**

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