

Throughout the past year, patient advocates across the globe have come together to find innovative ways to share resources and offer support, galvanizing a desire and a need to transform understanding into action. With input from the COVID Advocacy Exchange community, “Harnessing Our United Strength to Create Meaningful Change” debuted four unique working groups that will work to address topics in racial and ethnic health disparities, access to care, patient-focused drug development and the future of advocacy, throughout the year.

Featured Speakers



Sheila Thorne
President and CEO,
Multicultural Healthcare
Marketing Group, LLC



Tina Ripperger
Accenture, Managing
Director
What If Innovation, Partner,
Global Head of Life Sciences



Neil Bertelsen
Health Technology
Assessment International
(HTAi) Patient and Citizen
Involvement Group



Brad Love, PhD
Co-Founder and Chief
Culture Officer, GRYT Health



Gary Nolan
Independent Advisor

Harnessing Our United Strength to Create Meaningful Change

Key Points and Resources

Understanding Racial Health Inequities and Implementing Transformative Action

- **Social determinants of health** are situations that drive health behaviors and health outcomes. Striving for health equity requires acknowledging and addressing the existence of these circumstances such as access to healthy food, education, safe living conditions, stress, etc.
- **Racism is a key social determinant of health and a significant public health issue. It contributes to chronic stress, including raced-based traumatic stress.** This intense stress can exacerbate existing health conditions and contribute to poor overall health, disproportionately affecting people of color.
- [The Report of the Secretary’s Task Force on Black and Minority Health](#) is a landmark report illustrating that people of color receive suboptimal care in the US. This inspired the creation of the US Department of Health and Human Services [Office of Minority Health](#) and established an office of minority health in each state.
- [The National Center for Cultural Competence](#) develops literature and policy as well as resources and training to support health care organizations in their efforts to provide culturally competent care.

Cultivating Mindsets and Behaviors to Foster Individual and Organizational Change

- A learner’s mindset means embracing failure in the spirit of adaptability and learning from opportunities that did not go according to plan. Audacity also helps us learn and create change through action.
 - Supporting behavior: **Signaling** aids collaboration. For example, ask, “**can you help me build this?**” rather than, “what do you think?” This encourages expansive perspective instead of expert input.
- A people-first mindset means being problem obsessed and solution agnostic by exercising curiosity. Continue to ask “why” to deeply understand the issues at hand rather than developing fixed solutions.
 - Supporting behavior: Adopt the **WHY** method. Ask, **What do you know? How do you know it? You sure?**
- A fluid collaboration mindset means encouraging diverse perspectives to bring about innovative solutions from disparate ideas.
 - Supporting behavior: **Greenhousing (SUN)** - Suspend judgment, Understand the perspective or reasoning for the idea, and Nurture thinking behind the idea by asking questions.