

**University of Nebraska
Medical Center**

Ira Combs RN, BS

**Decreasing Health Disparities In
African American Men**

“Smaller is Better”

**Small and Personal Health Fairs to Reach
African-American Men**

Facts

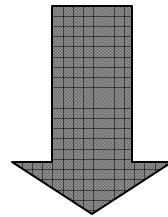
- The prevalence of diabetes in African Americans is approximately 70 percent higher than whites
- The incidence rate for lung cancer in African American men is about 50 percent higher than in white men and the death rate is about 27 percent higher.

Facts

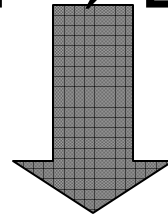
- The prostate cancer mortality rate for African-American men is more than twice that of white men. One out of four African Americans is without health insurance
- Cardiovascular disease is the leading cause of death for all racial and ethnic groups, with a disproportionate burden of death and disability from cardiovascular disease in minority and low-income populations.

Why Screen, Why Educate ?

- Education → Inform Decision Making



- Early detection → Earlier treatment



Higher survival rate

Minority Figures

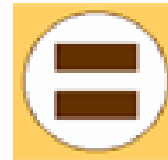
Nebraska 2000 Census 1.7 million

Hispanic/Latino	94,425	5.5%
African American	75,833	4.4%
Asian	26,890	1.6%
Native American	22,204	1.3%
Some other race	55,996	3.3%
Total	275,348	<u>16.1%</u>

Partner With Established Community Trusted Non-health Organizations

- **Civic Groups**
- **Fraternities, Sororities, and Societies**

NAACP
Omaha



**Urban League
of Nebraska**

**100
BLACK
MEN
OF OMAHA, INC.**

Increasing African Americans Knowledge About Screening/Research

Traditional Approaches

- Seminars
- Classes
- Discussion Groups

Non-traditional Approaches

- Men's Night Out Health Fair / Sporting Events
- Call-In Line Cable Program
- Innovating teaching tools "Jeopardy Health"

Increase the Numbers of African American Being Screened

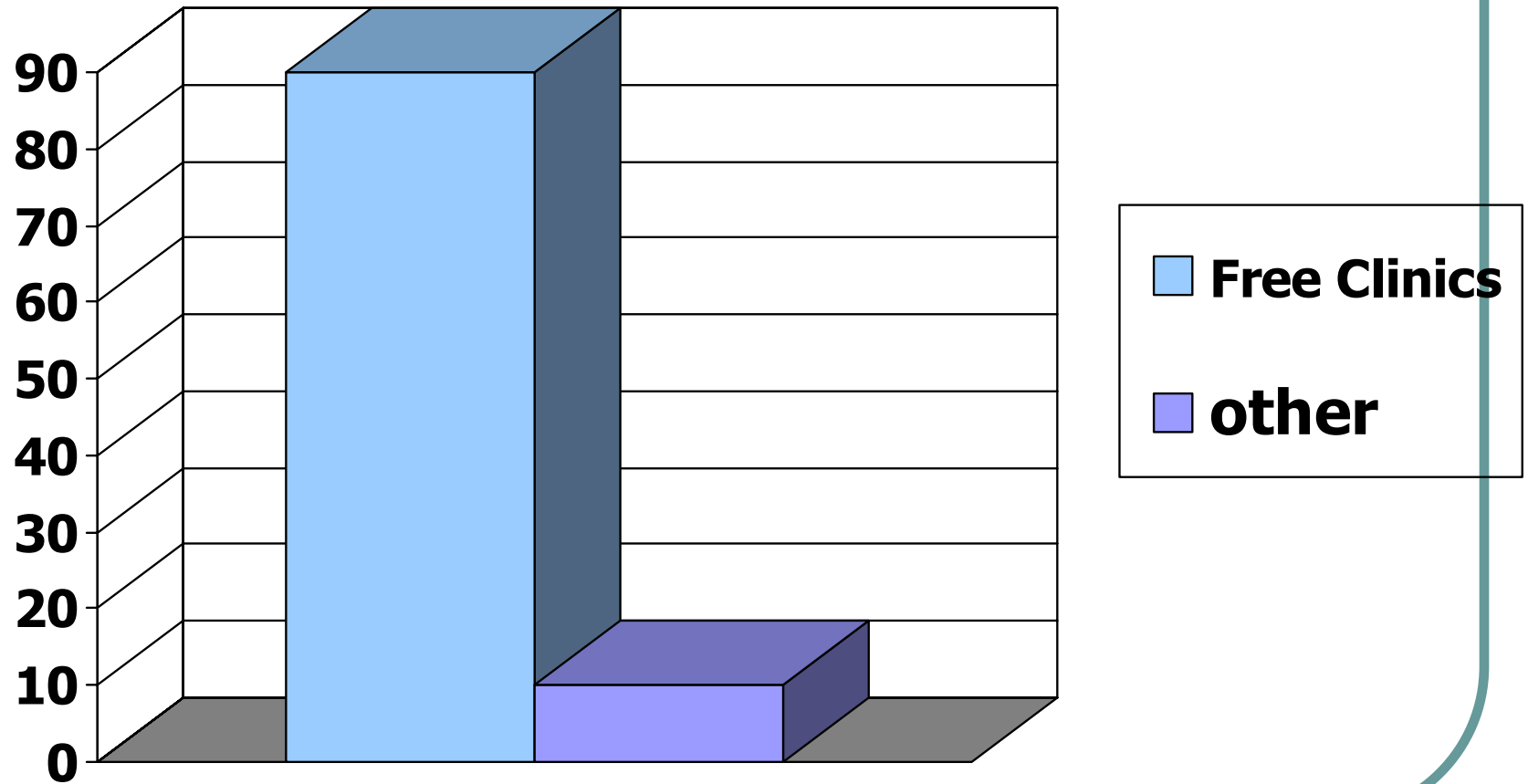
Culturally Sensitive Marketing consists of:

- 1. Awareness and acceptance of cultural differences**
- 2. Awareness of one's own cultural values**
- 3. Recognition that people of different cultures have different ways of communicating, behaving, interpreting, and problem-solving**

Increase Numbers of African Amer. Being Screened

- **Recognition that cultural beliefs impact patient's health beliefs, help-seeking activities, health care outcomes, including adherence to prescribed regimens**
- **You have to have the ability and willingness to adapt the way you work to fit the patient's cultural or ethnic background in order to bring optimal care and services to the patient**

Free Screening=Clinical trial participants



Creative Marketing/Programs

- **Radio/TV**
- **Public Service Announcements**
- **Paid Commercials**
- **Coop Commercials**



The power of one!

The strength of many!

“That rock had been waiting there a thousand years for me to knock it over”--Larry Garcia

Building Trust in the Community

- **Become a presence in the Community**
- **Invest in the Community**
- **Recruit volunteers**
- **Establish a research agenda**
- **Establish and cultivate an evaluation tool**

What People Value

- Trust and Respect
- Caring for “all of me”
- Care When , Where, and What I Need... listening to my input

Take With You these ideas

(Personal)

- **Think outside the box**
 - Be innovative - use your strengths
- **Large is not always better**
 - Small programs more effective
- **The Platinum Rule**
 - “Treat others like they want to be treated”

Take With You these ideas

(Personal)

- **Think like the Big Corp, but treat people like neighbors**
- **Have a Plan**
- **Take your Friends with you**

Clinical Settings –

- Provide information about PCa, HTN, CVA and chronic diseases. Screening among men and their spouses/significant others/families
- Re-interpret test findings and their significance
- Begin to talk about Prevention in addition to Detection.

Community settings -

- Engage in Community-Based Service, Outreach, and Research
- Partner with established community health organizations

Take With You these ideas

**There is
strength in
relationships
built on trust
and respect**



Take With You these ideas

**There is
Power in
Prevention!**



Presenters

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Thank you!

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