

Unconscious Bias Influence on Health Equity and Policy Change

By: **Nicolette Powe, DrPH , MS, MCHES**

Assistant Professor, Youngstown State University

2017-2019 Society for Public Health Education, Board of Trustee
Professional Development



"Each of us shines in a different way, but this doesn't make our light less bright." – Albert Einstein

Objective

- 1) Illustrate at least two strategies to influence stakeholders to advance chronic disease prevention policy change
- 2) Define the role of individuals and organizations to implement and disseminate chronic disease prevention strategies focused on improving the social conditions of health inequalities

Disclaimer

 **WARNING**

Ground Rules

- **Open** and **honesty**
- No passing **judgement**
- **Listen**



"Each of us shines in a different way, but this doesn't make our light less bright." – Albert Einstein

Why Are We Here?

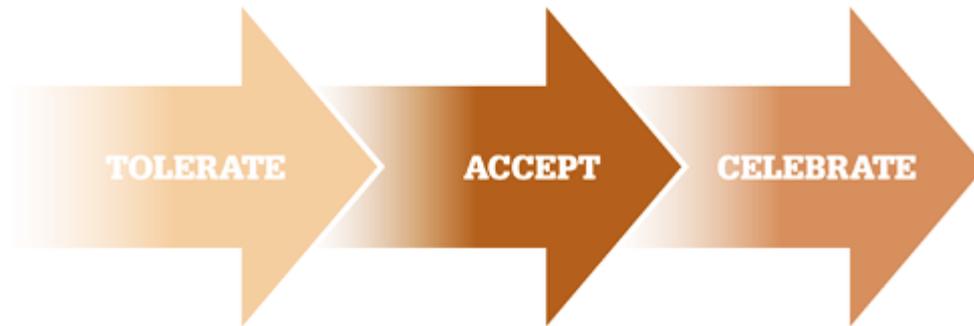
What

- **Introduction**



So What

- **Now What**



"Each of us shines in a different way, but this doesn't make our light less bright." - Albert Einstein

Bias



- Tendency to believe that some people, ideas, etc., are **better** than others that usually results in **treating some people unfairly**
- Personal and sometimes **unreasoned judgment**
- **Prejudice**



“Bias are the stories we make up of people before we know who they are”

Verna Myers

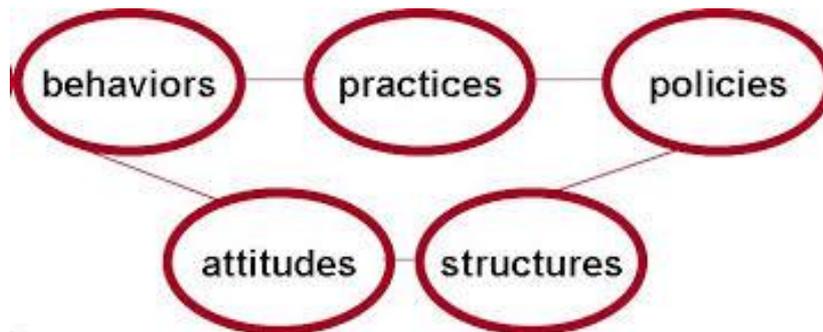


- **How to Overcome Our Bias?**
- Do inventory
- Expand professional and personal circle
- Who is missing?
- Build friendships to establish whole list approach to see the real person
- Stop being a bystander

What is Unconscious Bias?

"You think you are acting normal when you are in your culture"

Edward T. Hall



- **Unconscious biases** are created and reinforced by **our environments and experiences**
- **When we are moving fast or lack all the data, our unconscious biases fill in the gaps**
- **Unconscious bias** can affect our **perceptions, decisions, and interactions**



How Bias Are Present Daily?

Personally

Professionally



Unconscious Bias Video



Interactive Illustration



Open Discussion

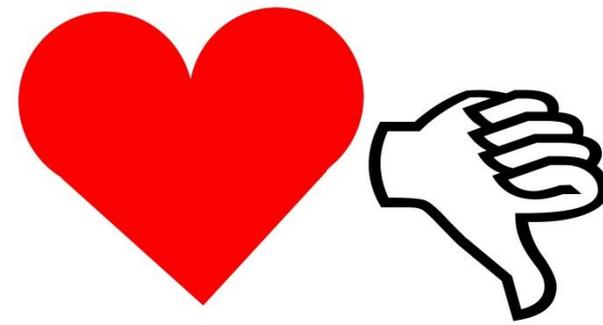
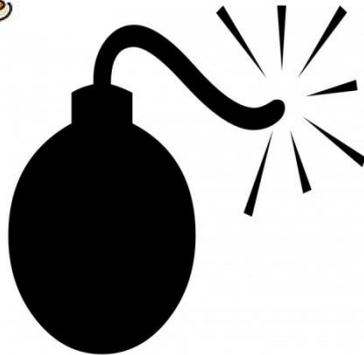
Project Implicit – Take the Test

- Religion ('Religions' IAT)
- Asian IAT
- Skin-tone IAT
- Weapons IAT
- Arab-Muslim IAT
- Gender-Science IAT
- Age IAT
- Native IAT
- Gender-Career IAT
- Presidents IAT
- Weight IAT
- Sexuality IAT
- Race IAT
- Disability IAT

Implicit Test

- Squared Faced
- Long Faced

- Good
- Bad



Advancing Health Equity Through Policy Change



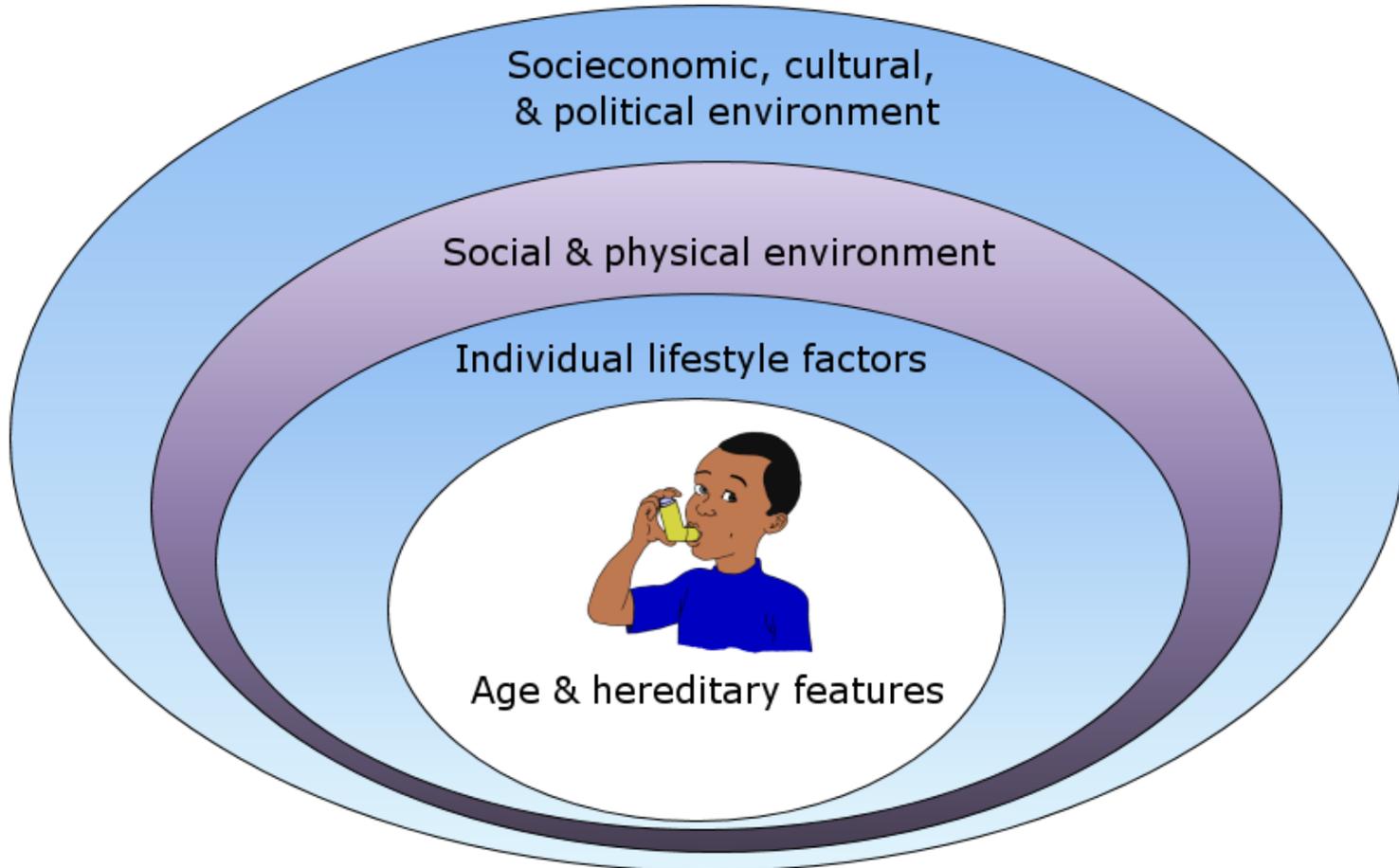
Advancing Health Equity



Communities of color are disproportionately affected by disparities



Determinants of Health



Twin Approach to Health Equity



Population-wide interventions with health equity in mind

+



Targeted culturally tailored interventions to address the greatest burden

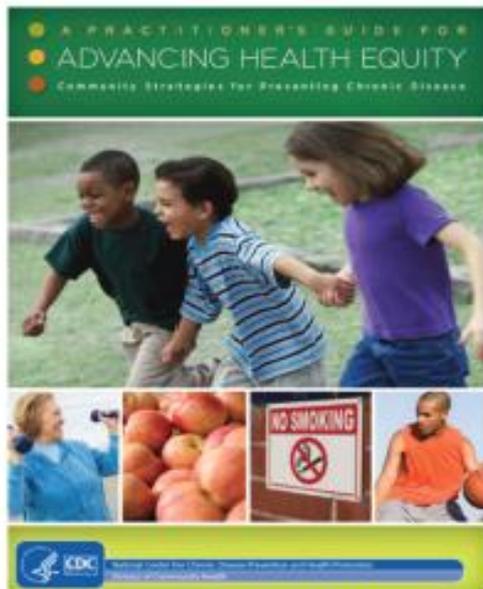
=



Twin Approach

Practitioner's Guide For Advancing Health Equity

Division of Community Health Practitioner's Guide for Advancing Health Equity



Order a single copy at CDC-INFO on Demand:
<http://wwwn.cdc.gov/pubs/cdcinfoondemand.aspx>
Search: *A Practitioner's Guide*

For More Information Subscribe: DCHNews@cdc.gov



Creating Healthy Environments through Smoke-Free Multi-Unit Housing Policies

San Antonio Metropolitan Health District, TX

National Center for Chronic Disease Prevention and Health Promotion
Division of Community Health



Trails Upgraded to Better Connect People and Destinations

Mid-Ohio Regional Health Department, WV

National Center for Chronic Disease Prevention and Health Promotion
Division of Community Health



Using Planning and Zoning to Create Access to Healthy and Affordable Foods

Massachusetts Avenue Project, NY

National Center for Chronic Disease Prevention and Health Promotion
Division of Community Health



Creating Safe Routes in a Rural Community

Sault Ste. Marie Tribe of Chippewa Indians, MI

National Center for Chronic Disease Prevention and Health Promotion
Division of Community Health



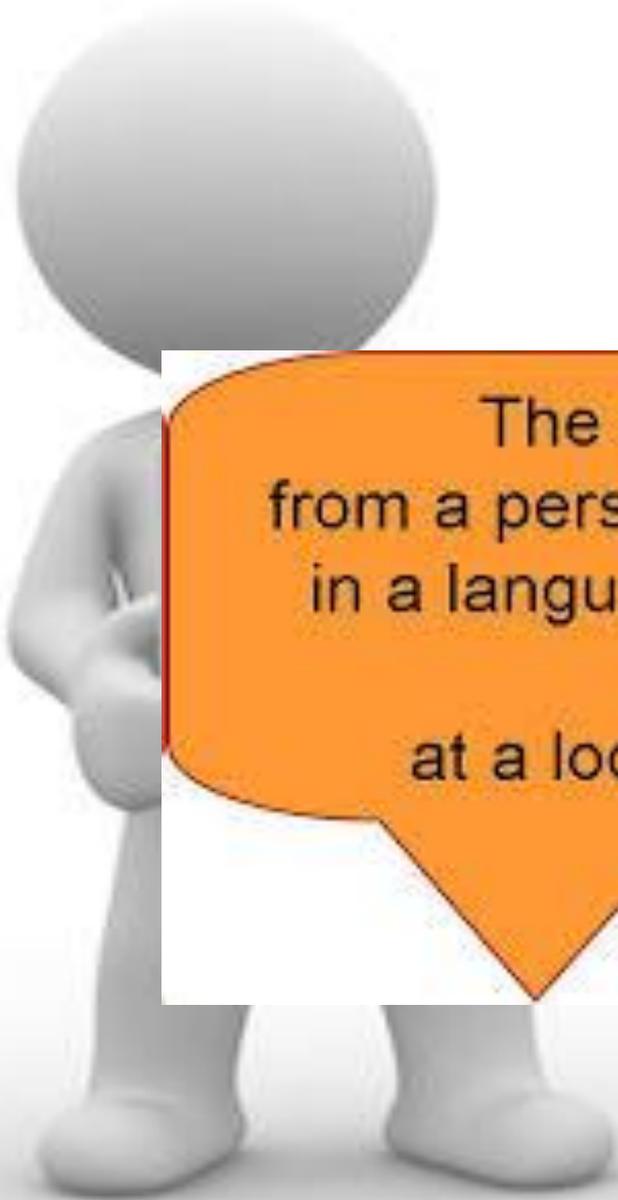
Using Partnerships to Increase Access to Cessation Services

Santa Clara County Public Health Department, CA

National Center for Chronic Disease Prevention and Health Promotion
Division of Community Health







The services I need,
from a perspective I can relate to,
in a language I am comfortable
with,
at a location I can get to.



Benefits of Cultural Competency

- **Clear connection** between **cultural competence**, **quality improvement**, and the **elimination of racial/ethnic disparities**
- **Cross-cultural training**
- Provide a **practical, clinical emphasis** to the **curriculum**
- Provides **reimbursement** for certified or qualified **interpreter or translation services**



Barriers of Cultural Competency

- **Lack of diversity** in leadership and workforce
- Systems of care poorly designed
- **Poor communication** between providers and patients
- **Shortage** of linguistically and culturally appropriate staff



Competence requires



to work effectively cross-culturally.

(Adapted from Cross, Bazron, Dennis & Isaacs, 1989)

Slide Source: NCCC, 2004



Success

Failure

References

- Merriam-Webster. (2011). Bias. Retrieved from: <http://www.merriam-webster.com/dictionary/bias>
- Norton, K. Unconscious bias at work. Retrieved from <https://www.gv.com/lib/unconscious-bias-at-work>
- NIH. What is cultural competency. Retrieved from <http://www.nih.gov/clearcommunication/culturalcompetency.htm>



Questions





thank
you!

Dr. Nicolette Powe
330-941-1895
nwpowe@ysu.edu



Thank

You