

Tips for Reaching the Health Disparate

A “health care disparity” typically refers to differences between groups in health coverage, access to care and quality of care.

Health Disparate Issues	Possible Ideas
Race/Ethnic	<ul style="list-style-type: none">• Provide brochures with appropriate graphics for the specific populations• Reach out to the community with educational materials or sessions• Include faith-based organizations – this may positively influence certain race/ethnic populations (e.g., Non-Hispanic Black and Hispanic)• Discuss the reasons why patients from specific race/ethnic groups with low immunization rates are not immunized to gain insight for educational needs
Health Literacy	<ul style="list-style-type: none">• Use simple, clear and concise patient printed materials• Ensure handouts are written at a 5th grade level (or below)• Reduce or avoid medical jargon• Use the ‘teach-back’ technique to evaluate patient’s understanding• Ensure materials can be read/understood by your patient population. If translated into the intended language, translate it back to English to see if the meaning and tone of the message stayed the same. <p>The Centers for Disease Control is a source for tools, standards and guidelines: http://www.cdc.gov/healthliteracy/index.html</p>
Lower Socioeconomic Status	<ul style="list-style-type: none">• Provide information that the vaccination is FREE for Medicare patients and many other insurances• Find out the actual cost for underinsured patients or those without insurance and where they can get a FREE immunization• Assist with finding convenient locations for vaccine• Work with local faith-based or community groups to assist with transportation• Teach clinicians the importance of discussing the consequences if patient is not immunized• Promote influenza vaccines in lower socioeconomic housing developments<ul style="list-style-type: none">○ Set up clinics in the housing development areas○ Provide posters and awareness information○ Provide locations of where vaccines are available in community• Involve family members and friends to help patient receive immunizations



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