

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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