Faces of Disparity: Video and Community Awareness Campaign

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Abstract Text:

*Faces of Disparity* is a fifteen-minute documentary that portrays health disparities from the perspectives of multidisciplinary experts and multicultural consumers. Produced by a statewide public/private coalition to end health disparities, the video is a part of a community awareness campaign that targets various stakeholders: consumer groups who are managing their own health; professionals who are caring for culturally and linguistically diverse populations; and policy makers who are analyzing implications of their policy decisions on health outcomes in various communities.

Informed by the principle that health care is a universal human right, *Faces of Disparity* presents experiences of state residents from diverse racial, ethnic, cultural, and economic backgrounds to illustrate how social determinants of health, prejudice and stereotypes, and cross-cultural and linguistic issues in health care settings impede access to effective care. Suitable for general audiences, allied health professionals, policy makers, educators, and students, the video is innovative in using personal stories of consumers as the means of presenting the CLAS Standards as resources for change.

From 2010 to 2011, *Faces of Disparity* was screened throughout the state for more than 1,000 residents in such settings as community forums, church groups, professional associations, hospitals, universities, and the state legislature. It also was selected by the state medical society for use in continuing education in cultural competency. According to pre-test and post-test evaluations, the video was effective with various audiences in improving viewers’ ability 1) to define health disparities, 2) to identify contributing factors to health disparities, 3) to apply CLAS Standards to a health care setting, and 4) to commit to a specific action toward improving health equity.

This film festival session will explore the process of developing *Faces of Disparity*, research and resources issues, and advantages and disadvantages of working with a voluntary public/private coalition. Participants will discuss the applicability of the video as well as implications for undertaking similar initiatives in their own states. Participants each will receive a DVD that includes the video and instructional materials, including self-study guides and facilitator guides for use with general or professional audiences.

Title:
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National
This presentation is about work being done in the following type of organization:
Advocacy Organization
Primary Category:
Cultural Competence Training
Subcategories:
Health professions school programs, Continuing education/on-the-job learning,
Partnerships with community organizations
Topic Selection:
Film Festival
Slot:
Film Festival: Tuesday, March 12, 2013: 4:00 PM-6:00 PM

Scheduled Time:
4:00 PM

presenter
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Biography: Lorrie Greenhouse Gardella is a national leader in social work education who has focused her career on promoting educational and professional advancement for underrepresented communities. In her 25 years in higher education, she has developed award-winning educational programs in culturally responsive health and human services. Her recent books, The Life and Thought of Louis Lowy: Social Work Through the Holocaust (2011), and A Dream and A Plan: A Woman’s Path to Leadership in Human Services (2004), explore cultural identity as a professional resource in the face of prejudice and discrimination.