

# Workshop To Reduce Chronic Disease in Chicago

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# Workshop To Reduce Chronic Disease in Chicago

## COMMUNICATION TO TRANSFORM HEALTH

### Disclosure of Conflict of Interest Information

I have no existing conflict of information to disclose

AMERICAN COLLEGE OF



P H Y S I C I A N S

Disclosure information stated above is current as of 22 September 2008

# COMMUNICATION TO TRANSFORM THE HEALTH OF CHICAGO

## AN INTERACTIVE APPROACH TO REDUCING HEALTH DISPARITIES

- Disparities are getting worse
  - in spite of tremendous energy, innovation
- Reduce disparities through improved Communication
- New framework includes
  - Cultural Competency
  - Health Literacy
  - Language Specificity

# Building a Healthier Chicago

IMPROVE COMMUNICATION

REDUCE HEALTH DISPARITIES

- Share Lessons Learned
- Share Best Practices
- Apply our energies, resources, skills, experiences and enthusiasm Collectively
- Apply these lessons that we may learn from one to any and all disease reduction or health intervention strategies

# Building a Healthier Chicago

- Convergence of Interest
  - Improve the quality of healthcare for all people
- Communicate
- Cooperate
- Coordinate
- Act as a Catalyst

# Building a Healthier Chicago

- We know the problems
- We know the resources
- We know what is being done and what works
- We know the power of partnerships

HOW DO WE COMMUNICATE  
OUR KNOWLEDGE?

# Towards a Surgeon General's Workshop To Transform Healthcare in Chicago

## Next steps:

Community dialogues with key stakeholders

- Community People/patients
  - Community Health Workers
  - Community Health Care Professionals
  - Physicians
  - CDPH/HHS/politicians
  - Professional Health Associations
  - Insurance Companies
  - NGOs and community groups
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- What can we do better together and how can we do it more effectively?

# Towards a Surgeon General's Workshop To Transform Healthcare in Chicago

## Next steps:

- Innovations:
  - Community Health Information Centers
  - Health Informationalists
  - Promotores
  - Nutritionists – Mobile Farmers Markets
  - Small health care entrepreneurs
  - Beauty Parlors providing Health information
  - Barber Shops discussing prostate cancer
  - Certification Programs

# Towards a Surgeon General's Workshop To Transform Healthcare in Chicago

## Next steps:

- Chicago Asthma Consortium –Community Task Force
  - Series of townhall meetings on communication – Winter
  - Providers and community members design grassroots plan - Spring 2009
- Building a Healthier Chicago – Partners Meeting 14 October
- Faith and Health Summit – 16 October
- Surgeon General's Workshop – Fall 2009
- Calendar of Events

Where do we want to go?  
How do we get there from here?