

Community Synergy

Uniting Against Health Disparities

This resource was made as part of a collaborative workshop at the 2024 AD Summit focusing on community engagement where attendees analyzed case studies and developed strategies to partner with community organizations to address health inequities.

BREAKOUT CASE STUDIES

CASE STUDY 1

Wind Falls is a conservative rural town and home to an Indian Reservation with a population of 10,000. 14% of people live below the poverty line. There is no public transportation. The county health department is not in town, and most residents access care at 1 of 4 family practices or the Tribal Health Center. Housing insecurity affects many residents, some of whom live in vehicles, campers, and tents in a large encampment. Recent funding from the federal and state level has led to the creation of two harm reduction community-based organizations (CBOs), though there has been community pushback. Increases in crystal meth use over the last decade has coincided with an ongoing increase in rates of HIV diagnoses, especially in men who have sex with men (MSM). Your leadership has just informed you that you'll be implementing a detailing campaign in Wind Falls for HIV prevention.

- 1. What community organizations could you connect with to better understand the experiences of patients (brainstorm 2-3 types of organizations)?**
 - Indian health service
 - Faith-based groups
 - Community health centers
 - Local pharmacies
- 2. How could you partner with community members and local organizations to develop an action plan to address health disparities and/or stigma?**
 - Create materials to offer language that helps reduce stigma and bias
 - Attend community festivals/set up booths
 - Place the materials in emergency and urgent care settings (many people get primary care treatment in these settings)
- 3. What community resources would you want to share with clinicians during your detailing visits?**
 - [ViiV Connect](#) → copay card



- Ask organizations to recruit/nominate persons with lived experience (patients or caregivers)
- [Ready-Set-PrEP](#) → PrEP free of cost
- Support groups
- Ensure accessibility to community resources
- Offer resources for screening, testing, and treatment for prevention of STIs
- Offer prevention tools (condoms) at no cost
- One-page patient information sheets to provide education on prevention, screening, treatment, symptoms to look out for, when to seek medical attention, etc.

CASE STUDY 2

Smallville is a small Midwest city with a population of 70,000 that typically votes democratic. 40% of residents live below the poverty line. Smallville has a bus line, a public library, a number of churches, and a local health department. The city is considered a food desert, housing only a few grocery stores and no food co-operatives or fresh markets. Though Smallville is a primarily Black community, residents regularly report little representation in their healthcare providers, and often encounter judgment and a lack of cultural humility. A recent study found that Smallville has a disproportionately higher rate of adults diagnosed with type 2 diabetes than other Michigan cities of similar size. Your leadership just informed you that you'll be implementing a detailing campaign in Smallville for type 2 diabetes.

1. What community organizations could you connect with to better understand the experiences of patients (brainstorm 2-3 types of organizations)?

- Church leadership
- Pharmacies
- Local health departments

2. How could you partner with community members and local organizations to develop an action plan to address health disparities and/or stigma?

- Reach out to see if there are any members in the community who have a skillset, like gardening, that can form a community gathering at the garden to share healthy eating ideas or ways to improve diabetes outcomes
- Connect with local health departments to see if they have funds available to provide free or low-cost testing supplies
- See if local pharmacies have someone to engage in grant funding opportunities to support low-cost diabetes medications
- Host a diabetes breakfast at a church to improve patient education

3. What community resources would you want to share with clinicians during your detailing visits?

- Pharmacists to provide education to clinicians on medication cost information and what may fit the community needs best