Information Provision and Communication with Minority Groups and Underserved Populations

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Энэ хуралд хувь нэмрээ оруулах боломж олдсондоо баяртай байна

Estoy encantado de tener la oportunidad de contribuir a esta conferencia.

Cieszę się, że mam możliwość współtworzenia tej konferencji

我很高興有機會為這次會議做出貢獻

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Resulting in…

- poor health communication
- diminished comprehension
- possible misinformation that risks safety
- noncompliance *(or inability to comply)* with advice
- poorer health outcomes.

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Social Determinants of Health

- Environmental conditions in which people were born, live, and age
- Public health impact
- Contribute to health disparities
- Not only culture and linguistic diversity

- Impact may be greater in certain contexts – Covid 19, pregnancy, preventative healthcare

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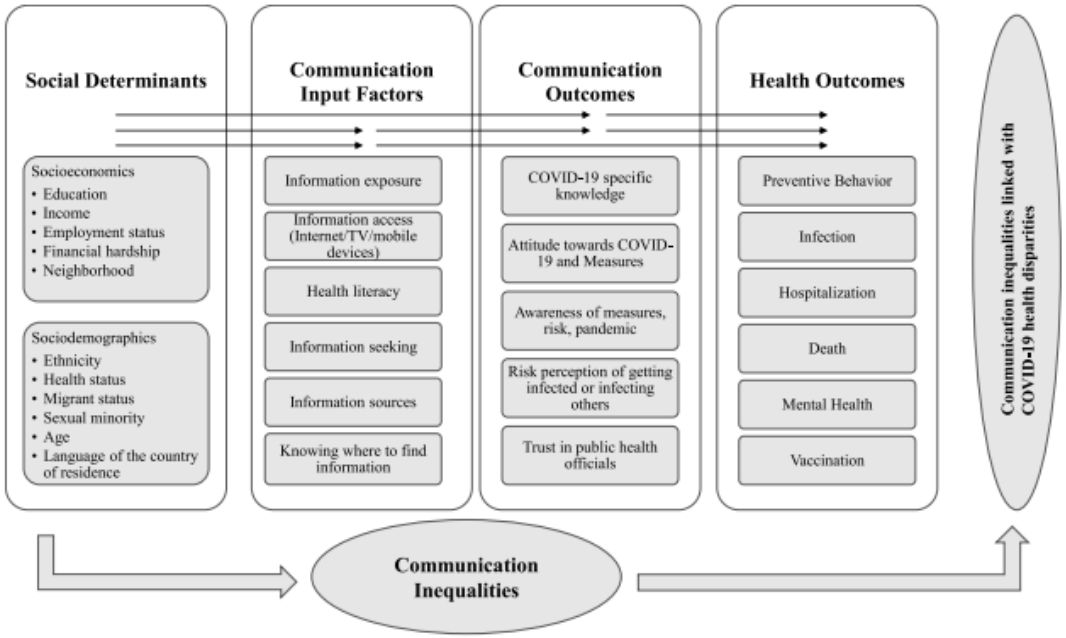

Fig. 1 Hypothesized conceptual framework of communication inequalities linked with health disparities. The framework is derived from the Structural Influence Model of Viswanath et al. [23] and its adaptations by Lin et al. [26], Savoia et al. [31], and Kontos et al. [25]. Social determinants impact communication input factors, communication outcomes, and health outcomes, which can lead to communication inequalities and health disparities in vulnerable groups during the COVID-19 pandemic. The black arrows indicate the relationships investigated in this review as defined in the inclusion and exclusion criteria

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- Who are your population?
- How & where do they communicate?
- What do people need to know?
- When do they need to know it?
- Co-design & collaboration

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Roma Daja

- Roma women have mixed experiences in maternity services
- A quarter of Roma women's first point of contact with maternity services was when they were giving birth
- Some Roma mothers stated a barrier was not having a GP or medical card when first pregnant
- Fear mistreatment and experience racism and discrimination /judgement
- Co-design was key, representation may foster trust

https://www.hse.ie/eng/services/mhml/roma-health/roma-daja-supporting-roma-women-during-and-after-pregnancy/roma-daja-supporting-women-during-and-after-pregnancy.html

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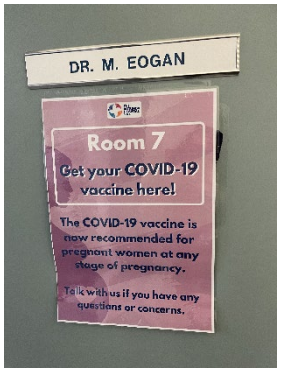
Onsite Vaccination

- DOVE Clinic



- Majority of eligible women chose vaccination when recommended and offered contemporaneously with an antenatal visit
- Provider recommendation is consistently important
- Trusted gateways
- Make it easy!

Irish Medical Journal
Established 1867

Issue: Ir Med J; Vol 114; No. 3; P313

Recommending & Offering Vaccination in Antenatal Clinics: An Initiative to Improve Uptake

M. Eogan[1], M. Lawless[1], J. Gleeson[1], C. Ritter[2], B. Cleary[1], R. Drew[1]

1. The Rotunda Hospital, Dublin. 2. Inclusion Health Hub, Safetynet Primary Care.

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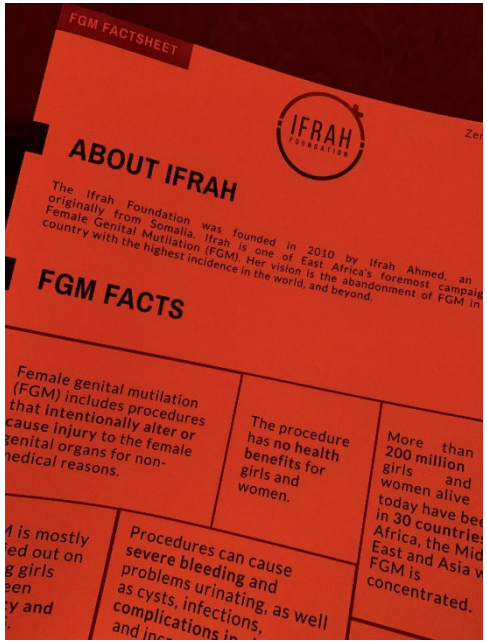
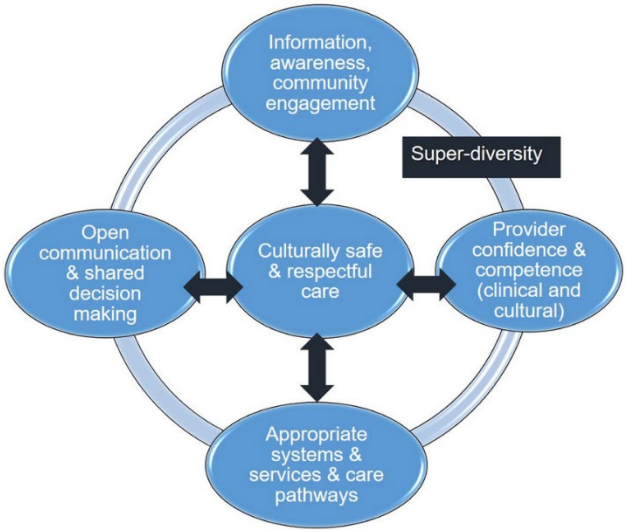
Cultural Awareness

- FGM
- How best to meet people's need
- Shape culturally appropriate service delivery





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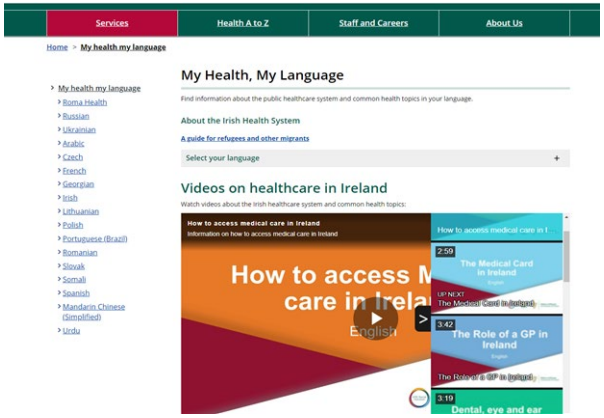
Translation / Interpretation

- In-person / telephone
  - ‘work as imagined’ versus ‘work as done’
  - practical and privacy issues
- AI App based tools
  - Real time
  - Excellent for closed questions
- Online resources
- Infographics
- Future



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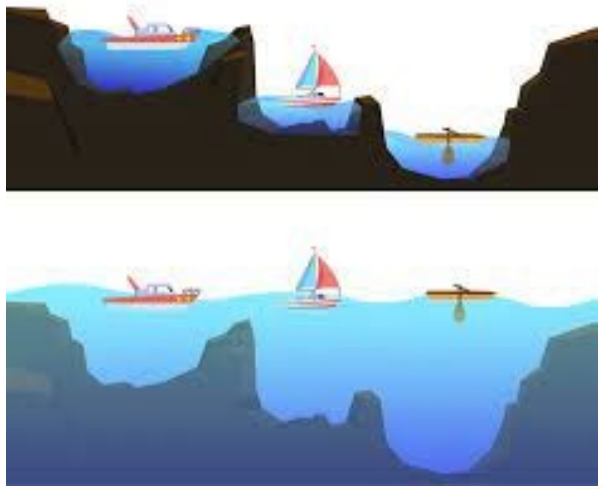
Final Points

- We are all learning
- Many improvements – but remember the digital divide & other barriers
- Co-design and collaboration



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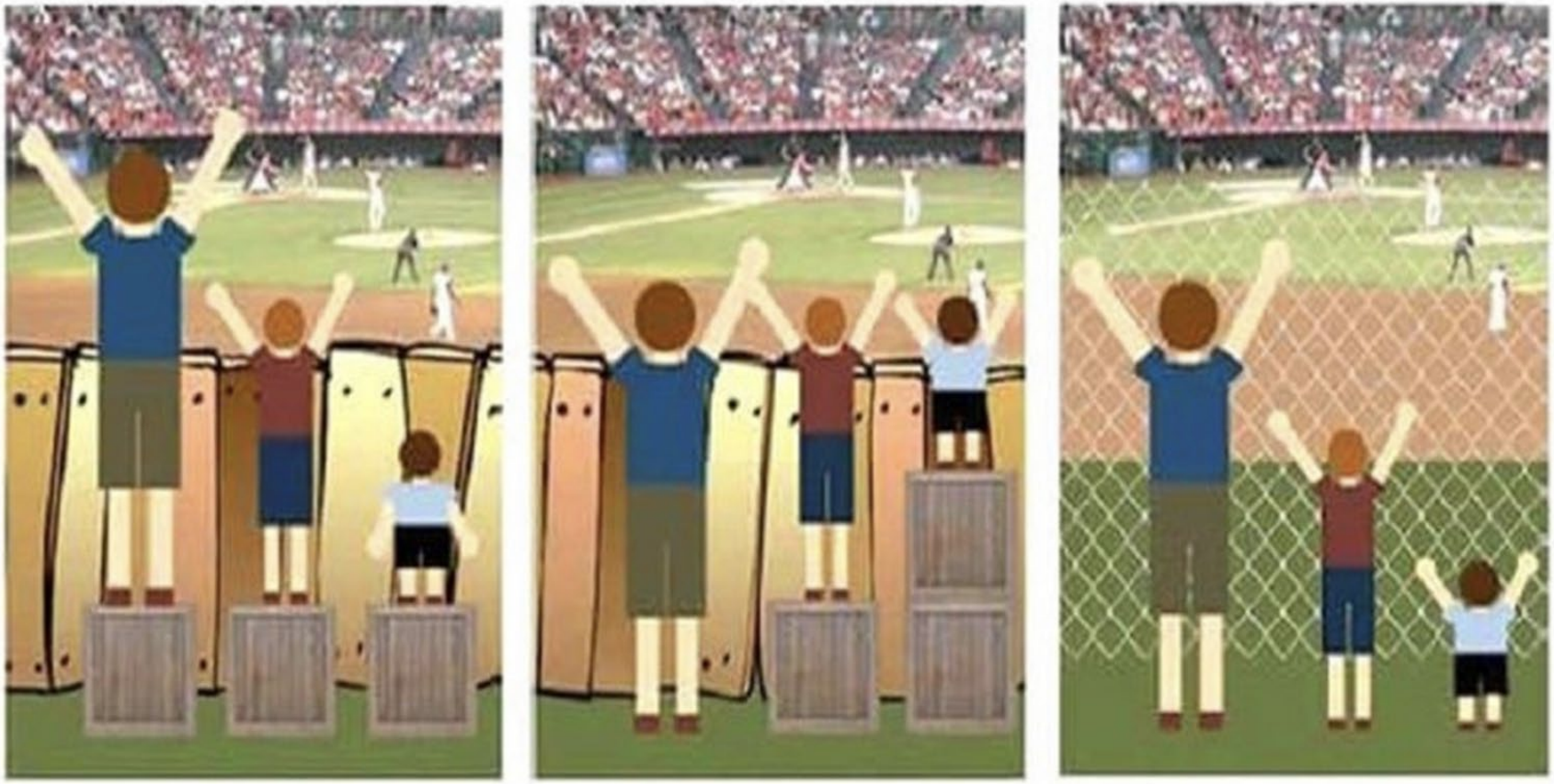
More to do!