

**TAKE CHARGE OF YOUR
HEALTH TODAY. BE
INFORMED. BE INVOLVED.**

**Creating an Academic/Community
Partnership with Local Media to
Eliminate Health Disparities**

**University of Pittsburgh Clinical and
Translational Science Institute, Community
PARTners Core in collaboration with the
Urban League of Greater Pittsburgh and the
New Pittsburgh Courier**

PRESENTER DISCLOSURES

Maria Catrina Virata

The following personal financial relationships with
commercial interests relevant to this presentation
existed during the past 12 months:
"NO RELATIONSHIPS TO DISCLOSE"

GOALS OF THIS PRESENTATION

- o Introduce you to the Community PARTners Core at the University of Pittsburgh Clinical and Translational Science Institute
- o Orient you to the specifics of the New Pittsburgh Courier collaboration
- o Highlight the success of the partnership and outline lessons learned and future steps

WHAT IS THE COMMUNITY PARTNERS CORE?

- o Community PARTners (Partnering to Assist Research and Translation) is the community engagement core of the University of Pittsburgh's Clinical and Translational Science Institute (CTSI)
- o Led by:
 - Elizabeth Miller, MD, PhD, Chief of Adolescent Medicine, Children's Hospital of Pittsburgh of UPMC
 - Esther L. Bush, President and CEO, Urban League of Greater Pittsburgh

HOW DID THIS COLLABORATION HAPPEN?

- o Esther Bush came up with the idea to partner with the New Pittsburgh Courier (NPC) to disseminate findings from the book titled, "Allegheny County: Health in Black and White" published in 2010
- o Community PARTners agreed that this was an innovative idea worthy of funds from the Community Based Participatory Research Pilot program

o Introductions were made and partnership was established

o Appropriate timeline was decided upon by all parties

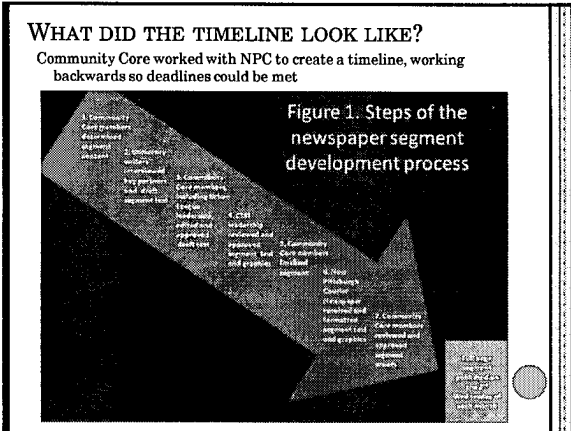
o Each segment would include:

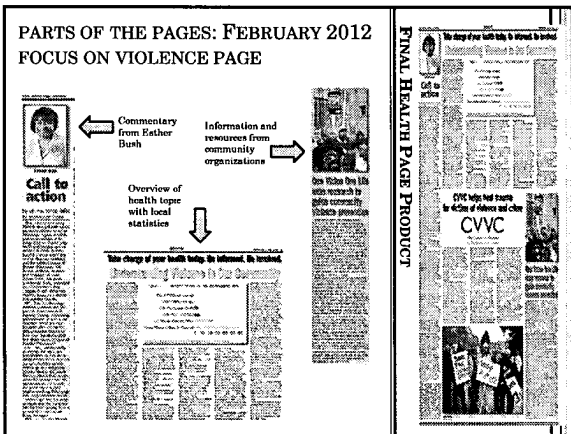
- A summary of each health disparity highlighted in Allegheny County: Health in Black and White
- 1-2 relevant community resources for readers who wanted more information
- A commentary from Esther Bush

AND THEY WERE OFF!

Topics included:

- Introduction to Health Disparities
- Cancer
- Violence
- Obesity
- Community Health Centers & Doctor/Patient Communication
- HIV/AIDS
- Diabetes
- Child/Adolescent Health





DISSEMINATION

- o Monthly health page was distributed to 10,000 NPC subscribers
- o The NPC also posted each article individually online
 - Total hits as of September 2012 were over 47,000!
- o Community PARTners staff emailed final page to contributors for circulation within their networks

WAS THIS COLLABORATION SUCCESSFUL?

- o YES! A strong working partnership was formed between Community PARTners, the Urban League, and the NPC
- o NPC readership was more informed of health topics pertinent to them
- o 2nd Pilot was awarded for 8 more segments (August 2012 – March 2013)
 - NEW ADDITION: Information on research studies currently recruiting African American participants
- o Things to work on:
 - Cover more health topics wanted by the community
 - Effectively solicit feedback from subscribers
 - Focus on current research studies



CONTACT US FOR MORE INFORMATION

- o Community PARTners (Partnering to Assist Research and Translation)
 - PARTners@hs.pitt.edu
 - Toll free phone number: 1-866-422-1575
- o Special THANK YOU to members of the CORE:
 - Lisa Guizzetti, MPH
 - Jennifer Jones, MPH
 - Michael A. Yonas, DrPH
 - Jessica G. Burke, PhD
 - Esther L. Bush
 - Elizabeth Miller, MD, PhD
 - Maria Catrina Virata, MPH