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

- Introduce you to the Community PARTners Core at the University of Pittsburgh Clinical and Translational Science Institute
- Orient you to the specifics of the New Pittsburgh Courier collaboration
- Highlight the success of the partnership and outline lessons learned and future steps
WHAT IS THE COMMUNITY PARTNERS CORE?

- 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)

- 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?

- 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

- Community PARTners agreed that this was an innovative idea worthy of funds from the Community Based Participatory Research Pilot program

- Introductions were made and partnership was established

- Appropriate timeline was decided upon by all parties

- 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/Culture & Racism/Prejudice Communication
- HIV/AIDS
- Tobacco
- Child/Adolescent Health
WHAT DID THE TIMELINE LOOK LIKE?
Community Core worked with NPC to create a timeline, working backwards so deadlines could be met.

PARTS OF THE PAGES: FEBRUARY 2012
FOCUS ON VIOLENCE PAGE

DISSEMINATION

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

- YES! A strong working partnership was formed between Community PARTners, the Urban League, and the NPC
- NPC readership was more informed of health topics pertinent to them
- 2nd Pilot was awarded for 8 more segments (August 2012 – March 2013)
  - NEW ADDITION: Information on research studies currently recruiting African American participants
- 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

- Community PARTners (Partnering to Assist Research and Translation)
  - PARTners@hs.citl.edu
  - Toll-free phone number: 1-866-422-1575
- 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 Viruta, MPH