

APHA Annual Conference

Focus on Equity: Policies, Partnerships and Programs



Eleven abstracts and one poster presentation from Henry Ford Health System were accepted for oral presentation at this year's American Public Health Association (APHA) annual conference, Nov. 10 – 14 in San Diego, Cal.

According to Kimberlydawn Wisdom, M.D., M.S., senior vice president of Community Health & Equity and chief wellness & diversity officer at Henry Ford Health System, "Henry Ford's innovative community health and wellness initiatives are far-reaching, encompassing youth programming, nutrition, family planning, community partnerships, tobacco cessation, healthy births and healthcare equity. If you're attending the conference, we hope you can stop in to hear our presenters."

**Special APHA
Conference Edition**

Use the APHA app to locate and attend these sessions. All authors are from Henry Ford Health System unless otherwise noted.

Driving Healthcare Equity in the Motor City: Engaging health system, patient and community stakeholders to close the gap

5016.0 Special Session: Wednesday, Nov. 14 from 10:30 a.m. to noon

Power of Partnership: Leveraging Community and Organizational Partnerships to Drive Culture Change and Equity Goals

Authors: Nancy Combs, M.A., Jaye Clement, MPH/MPP, and Kimberlydawn Wisdom, M.D., M.S., et al.

Driving home lessons learned from building a culturally-appropriate tobacco cessation training program for an international audience

Authors: Amanda Holm, MPH, Alexander Plum, MPH, CHES, Michael Simoff, M.D., Bethany Thayer, R.D., et al.

Driving healthcare equity in the Motor City: Engaging youth through a health system's commitment to closing the gap

Authors: Barbara Blum-Alexander, MPH, MSW, Murlisa Lockett, M.A., Kimberlydawn Wisdom, M.D., M.S., et al.

Engaging and training health system leaders to advance healthcare equity

Authors: Janan Saba, Denise White Perkins, MD., Ph.D., Kimberlydawn Wisdom, M.D., M.S., et al.

3025.0 Monday, Nov. 12 from 8:50 to 9:10 a.m.

Fresh Prescription: A Program to Improve Nutritional Knowledge and Access to Fresh Produce

Authors: Jasmine Omar, M.D., Chinyere Uju-Eke, M.Ed, B.S., Barbara Blum-Alexander, MPH, MSW, Kimberlydawn Wisdom, M.D., M.S., et al.

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3171.0 Monday, Nov. 12 from 10:30 to 10:45 a.m.

Creating a consistent voice in perinatal messaging across Metro Detroit through an inter-organization social media perinatal messaging campaign

Authors: Ally Rooker, MPH, Jaye Clement, MPH/MPP, Kimberlydawn Wisdom, M.D., M.S., et al.

3163.0 Monday, Nov. 12 from 10:30 to 10:50 a.m.

Beyond access: Understanding barriers to contraceptive use among low-income African-American women in Detroit

Authors: Deborah Bamel, MPH¹, Jaye Clement, MPH/MPP, Kimberlydawn Wisdom, M.D., M.S., et al.

3301.0 Monday, Nov. 12 from 3 to 4 p.m.

Poster Session: Nourishing Babies, Nurturing Moms: The DIEBO Collective Impact Project

Authors: Gwendolyn Norman², R.N., MPH, Ph.D., Jaye Clement, MPH/MPP, Yolanda Hill-Ashford³, MSW, et al.

4065.0 Tuesday, Nov. 13 from 9 to 9:15 a.m.

Developing culturally responsive family planning care for African American women in Detroit

Authors: Jaye Clement, MPH/MPP, Lucy Pickard-Sullivan, MPH, MRCPCH, Jeffrey Rakover, MPP, Kimberlydawn Wisdom, M.D., M.S., et al.

4264.0 Tuesday, Nov. 13 from 1:40 to 2 p.m.

Case-based Healthcare Equity Training to Improve Birth Outcomes: The Sew Up the Safety Net Experience

Authors: Gwen L. Alexander, Ph.D., MPH, Jaye Clement, MPH/MPP, Kimberlydawn Wisdom, M.D., M.S., Yolanda Hill-Ashford, MSW³, et al.

5108.0 Wednesday, Nov. 14 from 10:45 to 11 a.m.

Using Community Health Workers to Drive Social Media Engagement and Reach of Perinatal Health Information

Authors: Ally Rooker, MPH, Linda Reyes, Kimberlydawn Wisdom, M.D., M.S., et al.

(¹) Institute for Healthcare Improvement, Cambridge, Mass.

(²) Wayne State University, Detroit

(³) Detroit Health Department

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News from the Offices of Community Health, Equity & Wellness and Diversity & Inclusion Spring/Summer 2018

Keep Calm and Lead On

By Kimberlydawn Wisdom, M.D., M.S., senior vice president of Community Health & Equity and chief wellness & diversity officer at Henry Ford Health System



In my 20 years of busy emergency medicine practice with Henry Ford Health System, I relied on my intense urban medical training and experience every day. But there was something else I relied on that became just as valuable. I learned to Keep Calm. In the midst of seeming chaos, disarray and constant commotion, I realized the importance of being non-reactive, not to let emotion take over reason, and to never stop thinking how to best meet the needs of patient and families.

As I led my ER team, we kept working. We stopped the bleeding, started the breathing, gave clot busters for heart attacks, opened chests to resuscitate hearts, delivered babies, and tried to give shots of hope daily. Even when it became overwhelming, we didn't sit down and rest. We continued to treat every patient who walked or rolled through the doors. And we did it all - first and foremost - by keeping calm.

For anyone working in health care, today's political, news and social media environments have many parallels to practicing in a busy ER. Every day there is a new crisis or another event that dominates the news media and fills our Facebook feeds. The tides turn quickly, and yesterday's hot topic is old news as another more surprising or uproarious event emerges.

In the midst of disruption and what often feels like turmoil, it's as important as it was in that busy ER to keep calm and lead on. Although not as fast-paced, in Community Health we also have our moments where, more than ever, we are called to keep calm and focus on the persons and communities we are called to serve.

Over the last several months, I have had countless conversations with people expressing angst regarding walls being built in this country and communities being separated. While we may not have the ability to influence those decisions, there are many more opportunities where leadership can impact walls or barriers that separate. First, at the 2017 Mackinac Policy Conference, Detroit Mayor Mike Duggan reminded us about the walls that exist in our own community, such as the Detroit

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Celebrating 10 Years of Youth Summits

Generation With Promise (GWP), led by Dr. Kimberlydawn Wisdom, held its 10th annual Youth Summit on Jan. 18, attended by more than 200 youth and adults, including 155 students. Youth Wellness Ambassadors from six of the 12 total schools facilitated the sessions. The Detroit Pistons led a clinic and launched a PistonsFit Challenge running from February through May. Schools tracking and achieving the greatest amount of physical activity will be entered to win a grand prize. Henry Ford board member and business leader Greg Jackson, who has made a generous \$100,000 gift to GWP, attended the Youth Summit and enjoyed Instant Recess and other interactions with youth and staff. In addition to five Youth Summits, Jackson's gift will also fund five GWP summer programs. GWP is a grant-funded initiative led by Henry Ford that brings nutrition education, physical activity promotion, and youth leadership development to elementary, middle and high school students throughout metro Detroit, as well as nutrition education for adults in a variety of community settings.

