

Finding Unity while Remaining Distanced

By Kimberlydawn Wisdom, M.D., M.S., Senior Vice President of Community Health & Equity and Chief Wellness & Diversity Officer at Henry Ford Health System



As a System, as the Henry Ford Family, we continue to be resilient amid the COVID-19 crisis, and stand with our communities to provide care, mourn the loss of many, and offer support as we navigate a way forward. As we reopen facilities, we are committed to doing so safely, in a way that puts your health first.

The safety and wellbeing of our patients, colleagues, family, friends and the communities we serve is our first priority. During the pandemic, this commitment has persisted. Our response incorporated creative ways to deliver safer care, in direct correlation to our communities' needs. We were, and continue to be, so grateful to our communities for the outpouring of love and support, donations of medical equipment, meals and more. In this new world, our promise to you is to continue to take every precaution to provide the safest health care possible.

As a System, as the Henry Ford Family, we continue to unite for Black lives and voice our collective desire to end racism and improve the health and safety of people of color. As we learn together, we are committed to opening new, deeper conversations on racism and inequity, and to provide safe spaces for that learning to take place.

Across the country, the recent murders of George Floyd, Breonna Taylor, Ahmaud Arbery, Rayshard Brooks, many more names we know, and more that we do not, have brought forth global protests, organizational commitments, and kitchen table conversations. The ways we utilize our words hold such power. We are all people, we all matter. But until Black Lives Matter, there is no truth in the statement "all lives matter."

I've heard it explained this way: If someone's house is on fire, the fire department rushes to that house to fight the fire. It wouldn't make sense for the fire department to aim their hoses at all the houses in the neighborhood – the resources must go to where the fire is raging. The fire department cares about the other houses, but has to fight the fire at the burning house. As a society, we must rush to where there is imminent danger, we must engage in conversations about racism and inequity, and we must take actionable, intentional steps to shape an equitable way forward, ensuring safety for the entire neighborhood and community. Healing begins with an awareness of the problem, dialogue about its nature and the development of strategies to create a more promising future.

This moment in time is aligning and integrating our System in new ways. As we reopen our facilities, and open ourselves to conversations on racial equity, we remain steadfast in our dedication to be a trusted partner in health care and healing.

(continued on page 4)

Rapid Response Initiative Does Its Part to Flatten the Curve

When the City of Detroit was first confronted with COVID-19, Henry Ford's Global Health Initiative (GHI) knew that quick action was needed to protect the most vulnerable and underserved residents. Leveraging their expertise in working with governments, stakeholders, and collaborative partners both domestic and worldwide, GHI implemented a COVID-19 Rapid Response Initiative (RRI) in early April to address the need.

(continued on page 2)

Rapid Response Initiative Does Its Part to Flatten the Curve

Continued from Page 1

The RRI used on-site rapid testing, mobile testing and mobile outreach to test first responders and essential workers, along with residents of nursing homes, assisted living, affordable housing, adult foster care, homeless shelters and other congregant living facilities (CLFs). Funding was provided by the United Way for Southeastern Michigan and the Vattikuti Foundation.

- **Phase 1:** In partnership with the Detroit Health Department (DHD), GHI launched the first clinic in the nation to offer rapid COVID-19 testing via ID NOW COVID-19 machines donated by Abbott Laboratories, administering 9,000 tests to first responders and essential workers in the City of Detroit. Wayne State University (WSU) medical student volunteers completed 200 tests per day, 7 days per week during the height of the pandemic.
- **Phase 2:** Mobile teams tested 300 individuals per day who worked or resided in CLFs, in partnership with the Centers for Disease Control and Prevention (CDC) and Doctors Without Borders. Henry Ford staff have administered more than 8,800 tests to date, leading to documented decreases in deaths and hospitalizations.
- **Phase 3:** The mobile outreach team provided guidance to 300 CLFs on infection control, cohorting (housing infected and uninfected residents in separate areas), proper cleaning procedures and patient care. The team also consulted on staffing and personal protective equipment (PPE) needs and distributed 2,000 PPE kits. Efforts were led by Henry Ford's Dr. Marcus Zervos, Division Head of Infectious Disease, and Dr. Paul Kilgore, GHI Senior Investigator, along with colleagues at the CDC, WSU and the Detroit Medical Center.

"The commitment and dedication of our staff, volunteers and partners to protecting Detroit's most vulnerable has been humbling to witness," said Helina Misikir, Senior Program Manager, GHI. "This city was especially hard hit by COVID-19, and through these collaborations we've been able to have a positive impact on health outcomes. While more work remains to be done, the connections we've established will allow us to continue this important work for as long as needed."

Henry Ford is prepared to offer ongoing testing and rapid response to counter surges in COVID-19 cases. The RRI has expanded to include both school-based and additional community-based testing with DHD, beginning in early August. GHI will continue building community relationships to help meet Detroiters' needs for behavioral health services, healthy food, and medication management.



Photo Credit CDC Epidemic Intelligence Service Officer Guillermo (Memo) Sanchez *(continued on next page)*

Creating COVID-19 materials for the community

With information changing so rapidly during this pandemic, how do individuals, families and organizations know where to get reliable information on COVID-19 testing, prevention and treatment? Henry Ford's Office of Community Health, Equity, Wellness and Diversity (CHEWD) has created timely educational materials to inform community members. Materials are available at the new Community Health COVID-19 webpage at <https://www.henryford.com/about/community-health/covid19> and on community message boards.

CHEWD's goal in developing the materials was to help readers sort through the cascade of information available on COVID-19 and highlight the most critical information. A suite of fact sheets, shareable graphics for social media, and "COVID-19 101" training modules were shared widely beginning in mid-April. Materials were reviewed for readability and cultural competence, incorporating the latest updates from the CDC and state government.

"This was truly a collaborative effort by so many stakeholders from across the neighborhood," said Daniel A. Washington, president and founder of NW Goldberg Cares, which hosts the Henry Ford-funded community message boards to which the materials were posted. "We are pleased to be a part of a solution to a problem plaguing so many of our residents – many of whom are elderly, not using social media and without internet access at home.

"COVID-19 has further highlighted the need for effective information sharing," said Washington.

"Different groups of people may need specialized information to help recognize COVID-19 symptoms. For example, many materials list 'bluish lips' as a symptom, but for people of color, grayish lips or loss of color in lips may describe this indicator better," said Dr. Kimberlydawn Wisdom, Senior Vice President for Community Health and Equity & Chief Wellness and Diversity Officer. "Such details are critical to preventing the spread of the virus and helping people seek care at the right time. Our health-literate COVID-19 website helps our community members understand we continually strive to live up to our Vision as their 'trusted partner in health.'"

For more information, check out: <https://www.henryford.com/about/community-health/covid19>

Additional resources are available on pages 8-9

[Coronavirus](#) [Contact Us](#) [Get an Estimate](#) [Make a Gift](#)



[Doctors](#) [Locations](#) [Services](#) [MyChart](#) [More](#) ▾

[Home](#) > [About Us](#) > [Community Health](#) > COVID-19 Community Health Resources

About Us

Community Health

COVID-19 Community Health Resources

[Community Health e-Newsletter](#)

[Community Health Needs Assessment](#)

[Wellness Resources](#)

[Community Health Fairs and Screenings](#)

[Faith-Based Community](#)

COVID-19 Community Health Resources

At Henry Ford, our Community Health, Equity, Wellness, and Diversity teams are working hard to respond to your needs and requests, now more than ever. As a trusted partner to our patients and communities, we have created resources you can trust in these difficult times.

COVID-19 Fact Sheets

Clear and reliable information is important. These Fact Sheets are simple, easy to read, and up to date so you can share them as needed

- [COVID-19: Understanding the Basics](#)
- [COVID-19: Social Distancing Guide](#)
- [Ways to Stay Healthy During COVID-19](#)
- [Self-Care During COVID-19](#)
- [Caring for Someone with COVID-19](#)

Recuperative Housing Center Cares for Convalescing COVID-19 Survivors

Henry Ford is partnering with the Neighborhood Service Organization (NSO) and other community partners to create a Recuperative Housing Center (RHC), a secure place for housing-insecure patients to recover from COVID-19. During their 7-14 day stay in the hotel-like setting, patients connect with NSO staff for help with post-recovery housing, and a Henry Ford community health worker to access community resources.

Patients must be at least 18 years old, symptom-free, capable of making decisions about their healthcare, and able to perform daily self-care. The RHC provides medicine, healthcare, personal protective gear, transportation to follow-up appointments and daily screening for signs of COVID-19. No visitors are allowed, and patients are strongly encouraged to stay in their own rooms. If a patient tests positive for COVID-19 while in the RHC, they may be moved to emergency quarantine facilities.

“This program provides the opportunity to offer a stable housing situation to this vulnerable patient population being discharged from the hospital,” said Sue Craft, vice president of Inpatient Case Management and Post-Acute Care Services. “We hope that this connection to additional services and support will improve health outcomes and help to address social barriers to recovery from COVID-19.”

This 90-day partnership aims to shorten hospital stays, reduce readmissions and ER visits, and improve outcomes while caring for the most vulnerable members of the community. Supported by the City of Detroit, the project was launched with initial funding from the United Way for Southeastern Michigan. For more information, visit <https://patch.com/michigan/detroit/nonprofits-pilot-project-establishes-recuperative-housing-center>.



Finding Unity While Remaining Distanced

Continued from Page 1

I wrote these words in 1998, and they still hold true today:

The Heart of Tomorrow: If only we had unbreakable hearts. Since we don't, we must repair our existing hearts. We cannot replace the damaged area, but we can strive to ensure that the remaining tissue will function at maximal capacity. This process often entails identifying and working to remove the barriers of misunderstanding and miscommunication. We can use history as a guide.

Beyond these, however, is work that is innovative and focused on touching Michigan residents through meaningful employment, safer environments, healing, art and creativity, and revitalized, beautified surroundings. (Read more

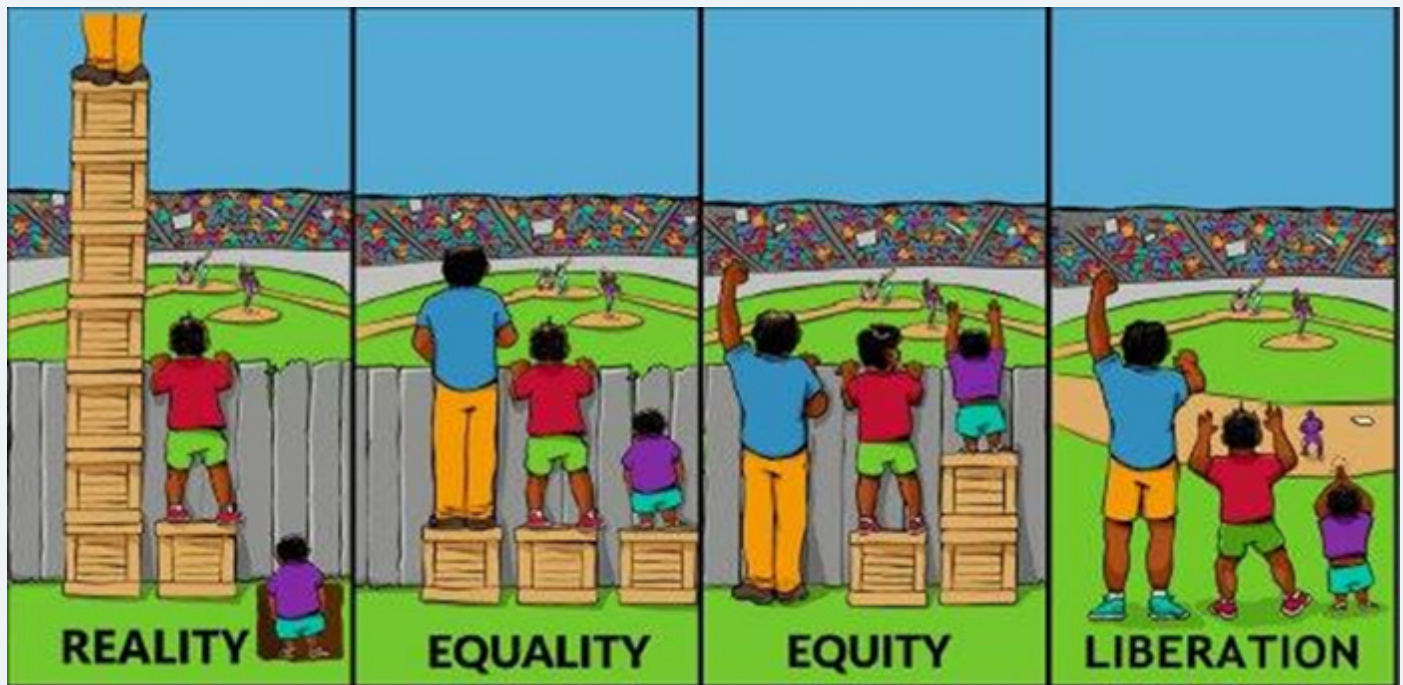
(continued on page 5)

Finding Unity While Remaining Distanced

Continued from Page 4

about Henry Ford's anchor work and the Healthcare Anchor Network on pages 5 through 9 of this issue.)

The lift is heavy, but our team is strong. We are energized by the vitality and resurgence of our city, and the opportunity to lead the way - our differences as a beginning - as we move toward celebrating and leveraging our diversity for growth, better outcomes and better health.



Tobacco Treatment for Teens Set to Launch

Henry Ford's Center for Health Promotion and Disease Prevention has expanded access to its Tobacco Treatment Service (TTS), offering a modified program to reach teens ages 14-17 who are addicted to tobacco in any form, including vaping. Previously, TTS had served patients ages 18 and up, due to concerns about the lack of evidence-based treatments and resources available to teens. However, with teens being strongly impacted by the vaping epidemic, TTS recognized the need to respond.

The new teen program includes three components: 1) a brief phone intervention with a certified tobacco treatment coach; 2) triage to connect teens with age-appropriate online resources from state, federal and nationally recognized resources; and 3) a "check-in" at 1 month post-enrollment to see if the young person needs more support. The program will accept referrals from Henry Ford providers in Epic as well as referrals from athletic trainers, school officials or self-referrals by teens.

"In this pandemic era, there's never been a more important time to quit, and teens need to quit just as much as adult patients," said Amanda Holm, MPH, Project Manager for TTS. "This program aims to match teens with the best resources to meet their needs."

TTS for Teens is available at no cost to patients. For more information, visit henryford.com/tobaccofree and click on "TTS for Teens," or email TobaccoFree@hfhs.org.



Uniting for Black Lives: Henry Ford Strong



Wright L. Lassiter III
President and CEO
Henry Ford Health System



Robert G. Riney
President, Healthcare Operations
and Chief Operating Officer
Henry Ford Health System



Adnan Munkarah, M.D.
Executive Vice President
& Chief Clinical Officer
Henry Ford Health System



Michael Genord, M.D.
President and CEO,
Health Alliance Plan
and Executive Vice
President



Kimberlydawn Wisdom, M.D., M.S.
Senior Vice President of
Community Health & Equity
Chief Wellness & Diversity Officer
Henry Ford Health System

On Friday, June 5 at exactly 1 p.m., Henry Ford leaders, clinicians and non-clinical staff from across the System joined healthcare professionals across the nation in silent reflection for 8 minutes, 46 seconds as a powerful reaffirmation that Black Lives Matter. Organized as part of the #WhiteCoatsforBlackLives movement, this historic observance represented a public commitment by the health system to unite with the community in the service of justice.

CEO Wright Lassiter III spoke in front of Henry Ford Hospital, and Dr. Kimberlydawn Wisdom led the event at One Ford Place. Many Henry Ford employees working at home during COVID-19 returned to their worksites to show support in person, while others witnessed online livestreams broadcast from various locations.

This moment marked the first time many Henry Ford staff had gathered together in months, and represented a chance to reunite, reflect, and envision future work to ensure racial equity. Teams were reminded of what Henry Ford employees can accomplish together, and the collective desire to end racism. HFHS, Health Alliance Plan and all System operating units continue to work to improve the health and safety of people of color, while supporting open, sustained dialogue about ongoing disparities, inequities and injustice.



Robin Damschroder, Executive Vice President for Finance and Administration and Chief Financial Officer:

“The #WhiteCoatsforBlackLives experience cannot be our only action but it was an important one to signal we are in it for the long haul and we intend to be fully immersed in the dialogue at HFHS and in the community. On a personal note, it was a powerful personal experience to be with colleagues to express the full range of emotions from anger, sadness and disbelief we have not come farther and that it is the mountain of future actions by all of us that is required to change this tide.”

(continued on next page)

“I participated in the moment of silence because I felt a deep sense of sadness and hopelessness at the tragic loss of George Floyd and saw it as a symbol of our support for reform, change in our policing and affirming Black Lives Matter,” said **Denise Brooks-Williams, Senior Vice President and CEO, North Market.** “It felt great to have so many team members present and showing support of Black Lives – I felt sad, angry and hopeful all at the same time.”



Ferdinand Gipson, Business Systems Analyst: “It was great for me because we were openly supporting each other as we all, together, dealt with such a sensitive topic. The moment of silence brought tears to my eyes because of my own horrible racial experiences. I also teared up and grieved for those victims who lost their lives. On the other hand, I am happy that societies around the world are showing support for equality with peaceful protests.”



Bethany Thayer, Director, Center for Health Promotion and Disease Prevention: “It was important to me to attend the #WhiteCoatsforBlackLives moment of silence to publicly acknowledge and show my support and respect for POC, my colleagues and friends. I can’t begin to imagine the day-to-day pain and fear faced by POC, but recognize my role isn’t to try, but to be an anti-racist and a co-conspirator.”



COMMUNITY HEALTH, EQUITY & WELLNESS

Coronavirus Disease 2019 (COVID-19): Understanding the Basics

What is Coronavirus Disease 2019?

- Coronaviruses are a large family of viruses.
- In 2019, a new type of coronavirus was discovered.
- This new virus causes Coronavirus Disease 2019.
- Coronavirus disease 2019 is called, for short, COVID-19.

What are the warning signs or symptoms of COVID-19?

- Fever
- Cough
- Shortness of breath
- Chills
- Shaking with chills
- Nausea or vomiting
- Muscle pain
- Headache
- Sore throat
- Loss of taste or smell
- Congestion or runny nose
- Diarrhea

These are usually mild signs. If you have any of these, call your doctor or a COVID-19 hotline before going to see a doctor in-person.

For more information:

henryford.com/coronavirus

Emergency warning signs:

- Trouble breathing
- Chest pain that won't go away
- Sudden confusion, trouble staying awake or alert
- Bluish lips or loss of color in lips

If you have any of these signs, get medical care right away.

Once you get COVID-19, how long does it take to show the warning signs or symptoms?

It can take 2-14 days to show symptoms, but most likely about 5 days. This is called the "incubation period." During this time you could be spreading COVID-19 without knowing.

How does COVID-19 spread?

COVID-19 spreads from **person to person** when someone with COVID-19 coughs, sneezes or breathes. You can also get it by **touching an object** that has the virus on it.

What will happen to someone who gets COVID-19?

For many people, COVID-19 will be mild. It can be treated with common cold and flu medicines like Tylenol. Some people with COVID-19 will need to stay in the hospital.

How is COVID-19 different than the seasonal flu?

The flu and COVID-19 may have similar symptoms. However, COVID-19 is more deadly and spreads faster than the flu.

Who is most at risk for serious illness from COVID-19?

- People over age 65*
- People who already have serious health conditions or a weak immune system**
- Pregnant women could be more at risk, but we are not sure yet

*People of any age can be seriously ill from COVID-19. Older people should be extra careful.

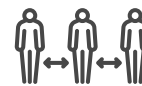
**Serious health conditions may include chronic kidney disease, COPD, heart conditions, diabetes, obesity, sickle cell disease, and others.

People who are at higher risk should call their doctor as soon as symptoms start.

How can I protect myself from COVID-19?



Stay home except if you must go to work, or to get groceries and other essential items.



Stay 6 feet (2 arm lengths) away from others when you go outdoors.



Wash your hands often. Use soap and water for 20 seconds, or an alcohol-based sanitizer.



Don't touch your eyes, nose, or mouth.



Cover your nose and mouth with a mask or cloth when you leave home.

Visit henryford.com/communityhealth for more information.

Last updated: July 16, 2020. For the most updated info go to <https://www.cdc.gov/coronavirus/2019-ncov/index.html>

Coronavirus Disease 2019 (COVID-19): Ways to Stay Healthy

There are many ways to protect yourself from COVID-19. Take these steps to strengthen your immune system. A strong immune system is better able to fight off diseases.



Quit or cut back on smoking. Limit how much alcohol you drink.



Eat plenty of fruits and vegetables and drink plenty of water.



Get enough sleep. Your body needs it to stay healthy!



Exercise often. Take walks outside or find space inside to do a free online exercise class.



Wash your hands often with soap and water for 20 seconds. Use an alcohol-based sanitizer if you don't have soap.



Take time to de-stress. Try prayer, meditation, journaling, or other calming activities.



Some false information is spreading about COVID-19. These actions won't prevent COVID-19 or kill COVID-19 once you have it:

- Taking a hot bath
- Gargling with vinegar, salt water, or other substance
- Using a hot hand dryer
- Rinsing your nose with saline
- Drinking apple cider vinegar
- Drinking disinfectants or bleach
- Putting disinfectants/bleach on your body

WIN Network's Virtual Mommy Meet-Ups support group prenatal patients

With group prenatal care (GPC) visits made impossible by pandemic safety precautions, Henry Ford's Women-Inspired Neighborhood (WIN) Network: Detroit is adapting to meet the needs of pregnant patients and their families. WIN Network has implemented Virtual Mommy Meet-Ups facilitated by community health workers to offer ongoing prenatal education while patients in GPC temporarily transition to individual visits with certified nurse midwives for clinical care.

With no date to resume in-person visits on the horizon, WIN Network is working on planning and implementing completely virtual GPC. Until that is available, Virtual Mommy Meet-Ups provide the educational and social benefits of GPC in a safely distanced format. Lasting 45-60 minutes, sessions cover such topics as breastfeeding, common pregnancy discomforts and concerns, creating a birth plan, and more. The new format reduces transportation barriers that patients may face with in-person visits, but many families need improved internet access and hardware. WIN Network is working to secure funding to support families in accessing these tools.

"Our moms are already vulnerable to stress and anxiety while they are pregnant and this is even more prevalent now during the COVID pandemic," said Courtney Latimer, Program Manager for Community Health, Equity and Wellness. "Our goal is to maintain as much normalcy as possible in a world where the 'new normal' for human connection is virtual."



HONORS AND GRANTS

HONORS AND GRANTS

DiversityInc has ranked Henry Ford Health System #2 in its ratings of Top Hospitals and Health Systems in the U.S. for diversity management, up from a rank of #4 in 2019. The ranking compares healthcare organizations with at least 1,000 U.S. employees on their human capital diversity metrics, leadership accountability, talent programs, workplace practices, supplier diversity and philanthropy. HFHS was also ranked #4 among all companies (including outside of healthcare) surveyed for supplier diversity.

Modern Healthcare has selected Dr. Kimberlydawn Wisdom, Senior Vice President for Community Health and Equity & Chief Wellness and Diversity Officer, as one of its [50 Most Influential Clinical Executives for 2020](#), noting her tireless efforts to address social determinants of health, service on an advisory committee to the federal Office of Minority Health, and selection as Chair of the American Hospital Association's Institute of Diversity and Health Equity.

Henry Ford's Office of Community Health, Equity & Wellness has received \$266,000 in funding through the BET television network's COVID-19 Relief Effort to support rapid-response community outreach addressing African-American health disparities exacerbated by the pandemic. Building on the success of the Fresh Prescription, Women-Inspired Neighborhood (WIN) Network and Knock & Check programs, the funds will support the At Your Door: Food and More (AYD, pronounced "aid") project to promote health and well-being, address chronic disease, and enhance community trust and engagement among those at highest risk of poor COVID-19 outcomes. AYD will provide contact-free deliveries of food, PPE, diapers, education, and equipment for virtual support.



Henry Ford Allegiance supports a community-driven response to the pandemic

When the COVID-19 pandemic impacted Michigan, store shelves were suddenly empty, and families couldn't obtain essential goods like formula and diapers. Community members in Jackson who had mobilized to address equity and socioeconomic issues prior to the pandemic collaborated with local organizations and Henry Ford Allegiance Health (HFAH) to meet urgent community needs.

Grassroots organizations and community members formed Residents in Action (RIA), which decided to support the work of Partial to Girls, an organization focused on meeting needs of parents and babies. Tashia Carter, a member of Partial to Girls and a Community Project Coordinator at HFAH, coordinated this response. RIA then approached Amy Schultz, M.D., Executive Director of Population Health, who worked with the HFAH Procurement department to purchase large quantities of baby formula for community distribution at a lower cost.

"The women from Partial to Girls knew exactly what was needed and how to make it happen," said Schultz. "It has been an amazing opportunity for HFAH to address fundamental social determinants of health during a critical time for local families."

Partial to Girls developed a protocol to ensure safe and sanitary delivery of baby formula and other products, provide information on COVID-19 symptoms, and educate recipients on best practices for slowing the virus's spread. With resources from HFAH and the Jackson COVID-19 Action Network, Partial to Girls made more than 500 deliveries in its first week; deliveries topped 1,200 in mid-May 2020 and kept growing.

"My hope is longer term that mindsets are changed through this process and the community leaders recognize that people can lead their own change," Carter said. "There is power in the people that we serve." She added, "To get the best outcomes, we need to provide the necessary resources and rely on the people to do what they know needs to be done to make impactful change."



Want more *Transforming Times*?

Transforming Times is more than a newsletter. It's how you can keep your finger on the pulse of Community Health, Equity, Wellness and Diversity advancements and partnerships at Henry Ford Health System.

Join our mailing list and access all issues online at: <https://henryford.com/transformingtimes>



If you would like to make an appointment with a Henry Ford physician, please call (866) 655-2757.



all for you

Transforming Times is a publication of the Offices of Community Health, Equity & Wellness and Diversity & Inclusion at Henry Ford Health System. For copies, contact Cynthia Jacques, cjacquel@hfs.org. Access this issue and previous issues of *Transforming Times* online at www.henryford.com/transformingtimes.