



TEXAS SOUTHERN UNIVERSITY



DIVERSITY, HEALTH DISPARITIES, AND COMMUNITY ENGAGEMENT IN RESEARCH 101

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TEXAS SOUTHERN UNIVERSITY
ONCOLOGY CLINICAL PHARMACIST
HOUSTON METHODIST HOSPITAL

OCTOBER 04, 2023

PRESENTATION AT COMMUNITY ENGAGED HEALTHCARE RESEARCH WORKSHOP



National Institute
on Minority Health
and Health Disparities



CANCER PREVENTION & RESEARCH
INSTITUTE OF TEXAS



DISCLOSURE

- Veronica Ajewole is the founding Director of the Community Engagement Core of NIH/NIMHD-Funded, TSU Center for Biomedical and Minority Health Research, PI/Director of CPRIT-funded TSU Breast Cancer Screening and Prevention Center, PI/Director of CMS-funded TSU Aggressive Prostate Cancer Study and PI/Director for CDC/HHD funded Advance Health Equity program
- No relevant disclosure

OBJECTIVES

- Disparity, Diversity, and Equity
- Overview of Social Determinants of Health
- Promoting Minority Health Equity through Community Engagement

WHAT IS HEALTH DISPARITY?

CDC defines health disparities as

- Preventable differences
- In the burden of disease, injury, violence, or opportunities to achieve optimal health
- Experienced by socially disadvantaged populations

Healthy People 2020 defines health disparities as

- Particular type of health difference
- Closely linked with social, economic, and/or environmental disadvantage

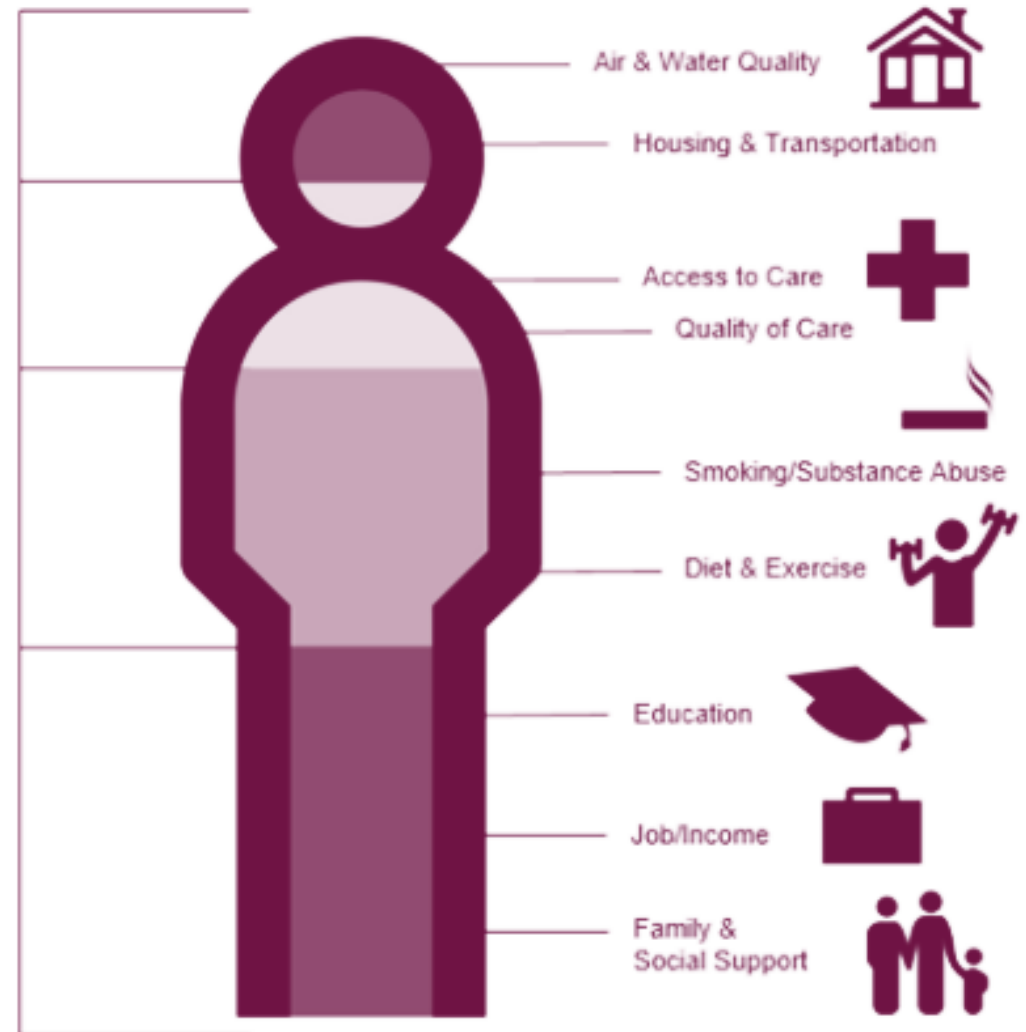
SOCIAL WELL-BEING AND OVERALL HEALTH

10%
Physical Environment

20%
Clinical Care

30%
Health Behavior

40%
Social Economic



Social Determinants of Health

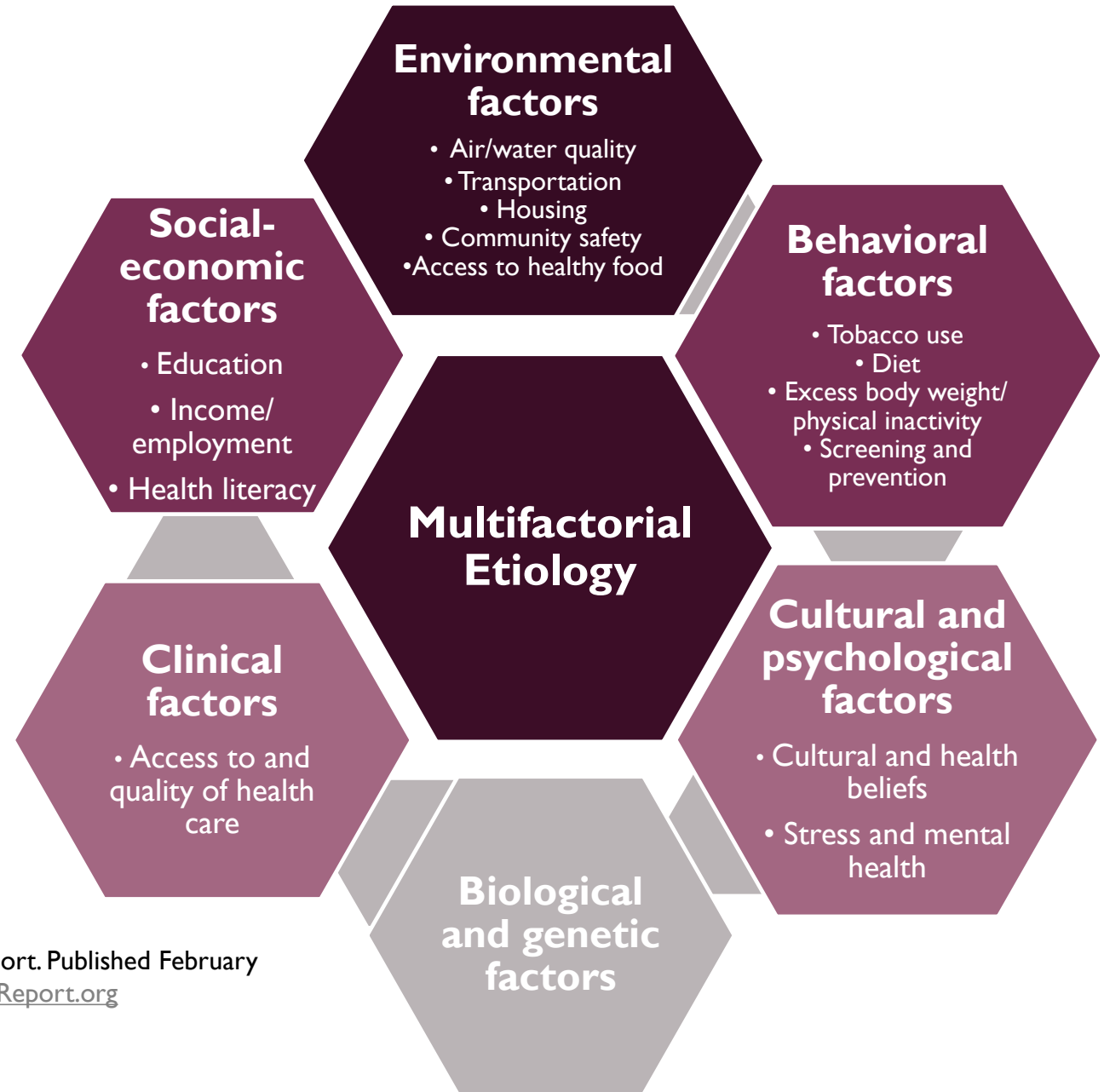


Social Determinants of Health

Copyright-free

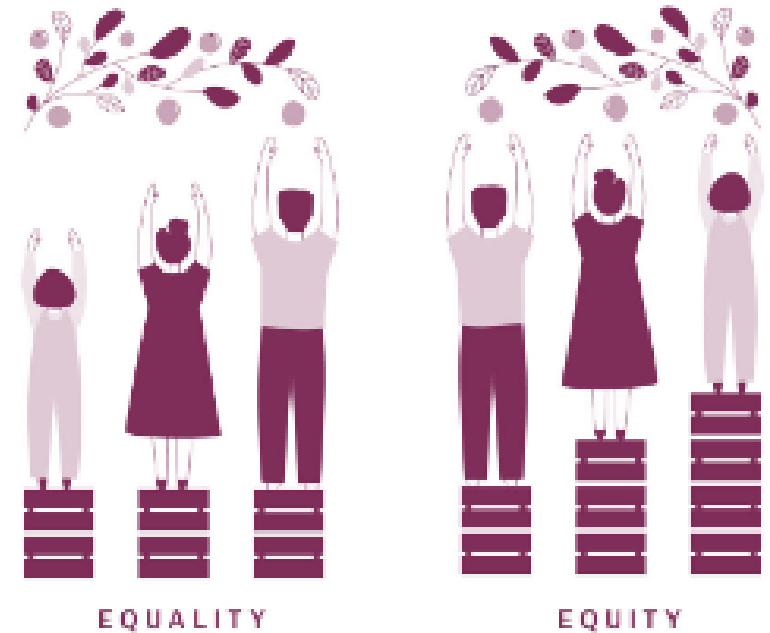
 Healthy People 2030

CAUSES OF HEALTH DISPARITIES

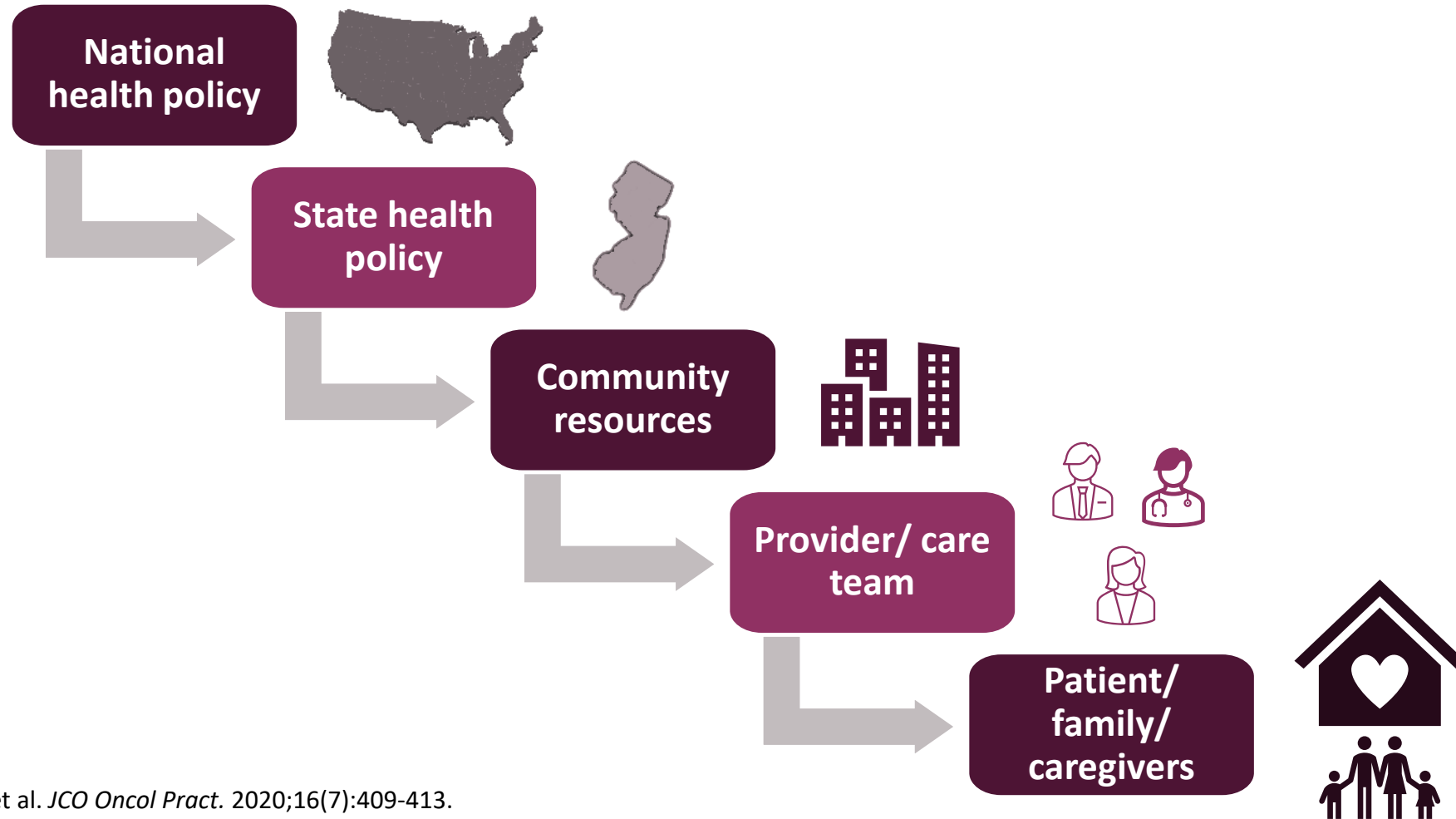


WHAT IS HEALTH EQUITY?

- According to CDC: health equity is achieved when
 - Every person has the opportunity to attain his or her full health potential
 - None is disadvantaged from achieving this potential due to social position or other socially determined circumstances



ACHIEVING EQUITY REQUIRES A MULTILEVEL APPROACH

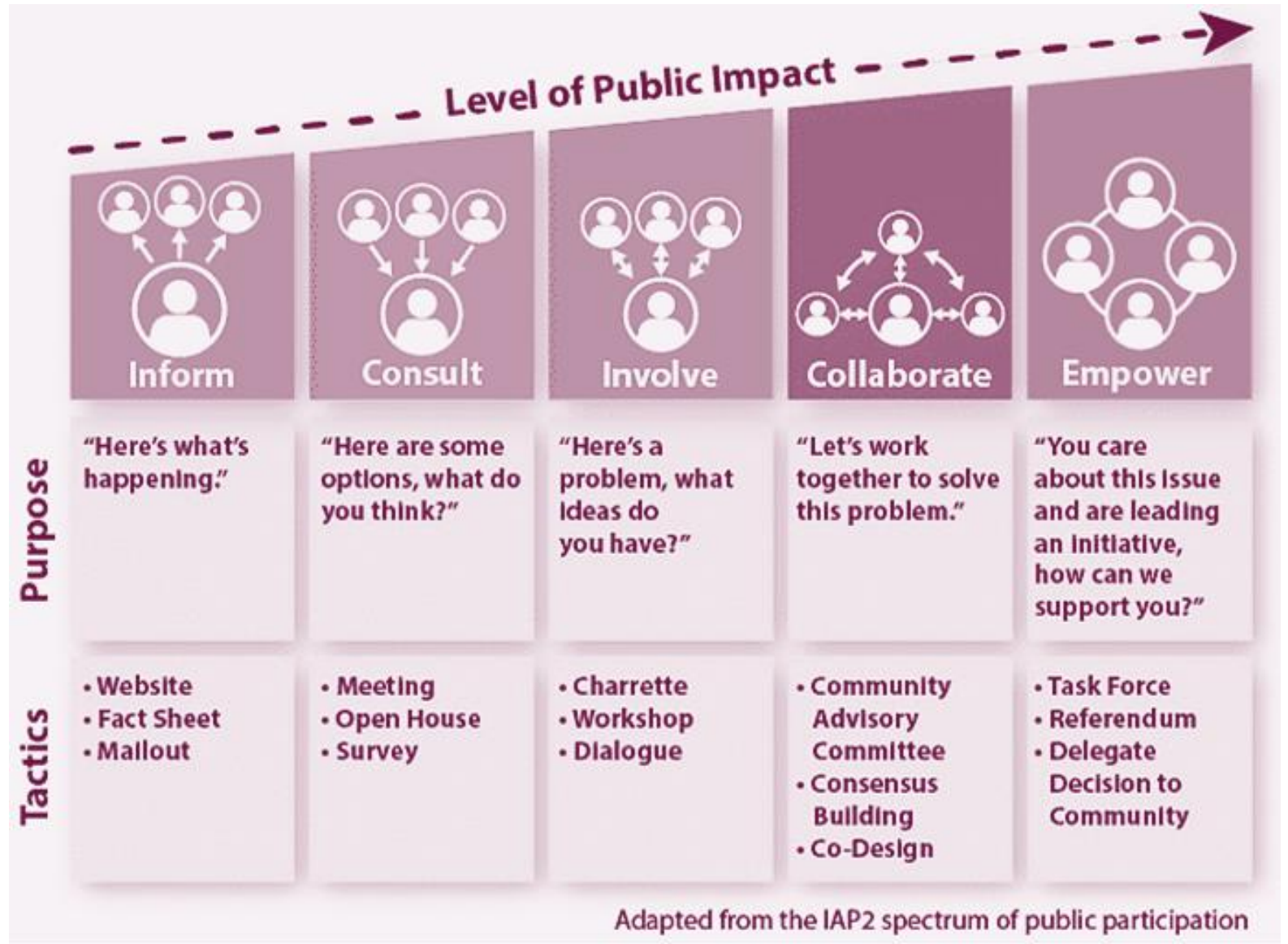
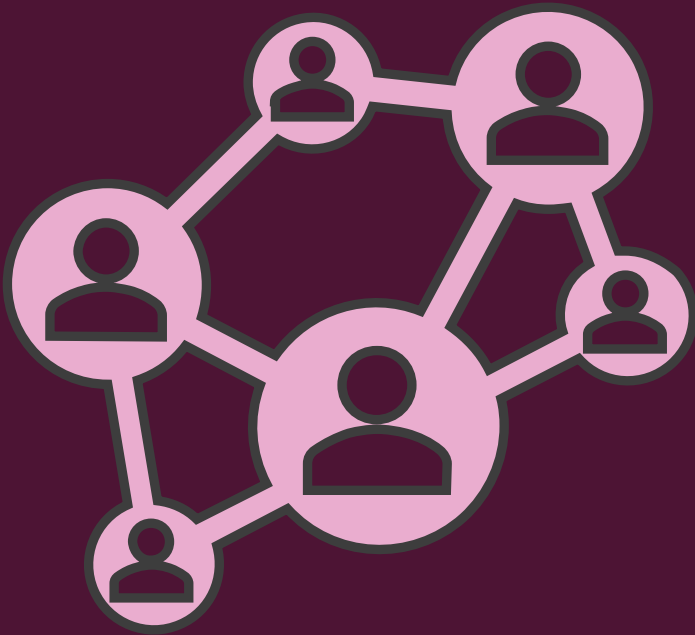


HOW TO ADDRESS HEALTH DISPARITIES AND PROMOTE HEALTH EQUITY



Levit LA, et al. *JCO Oncol Pract.* 2020;16(7):422-430; Palmer NRA, et al. *J Clin Oncol.* 2014;32(36):4087-4094; Polite BN, et al. *J Clin Oncol.* 2017;35(26):3075-3082.

WHAT IS COMMUNITY ENGAGEMENT?



WHAT COMMUNITY ENGAGEMENT ENTAILS?



Meaningful Community and Stakeholder Engagement

Plain
language

Information
sharing

Transparency

Dialogue

Attitude and
behavior

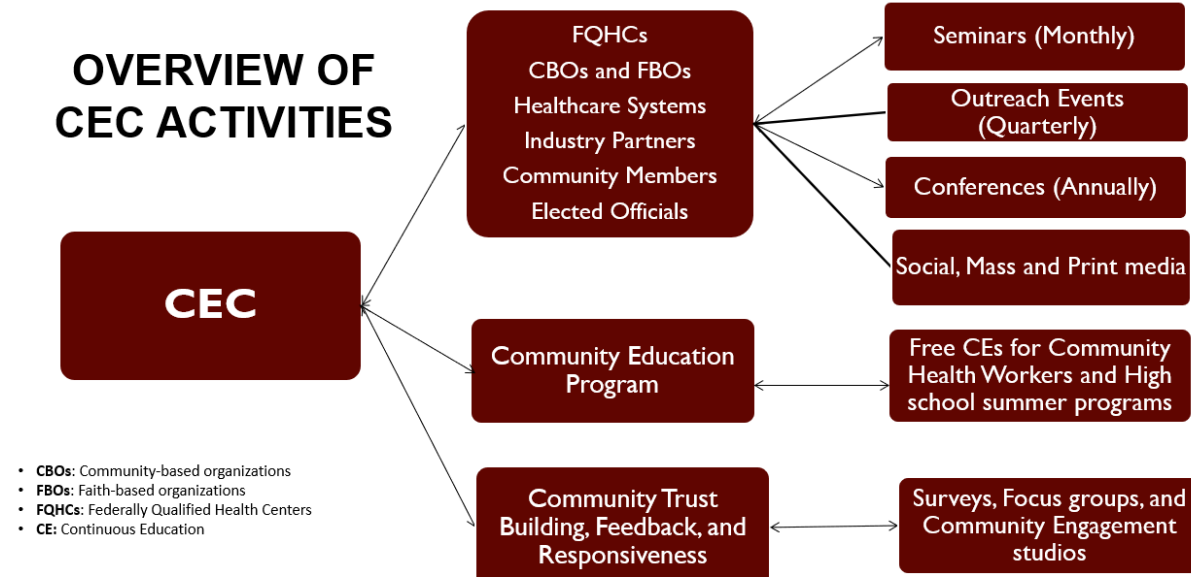
Active
listening

Relationship
building

PROMOTING
MINORITY HEALTH
EQUITY THROUGH
COMMUNITY
ENGAGEMENT

OVERVIEW
OF GRANT
FUNDED
PROGRAMS

OVERVIEW OF CEC ACTIVITIES



- **CBOs:** Community-based organizations
- **FBOs:** Faith-based organizations
- **FQHCs:** Federally Qualified Health Centers
- **CE:** Continuous Education

Overall Approach of Community Engagement Core (CEC)

Aim 1: Identify Health Concerns

- Health report data
- Survey
- Community partner feedback

Aim 2: Increase Research Participation

- Research Education Forums
- Research Guidance
- Website Directory for Active Research

Aim 3: Disseminate Research Findings

- Research Outcomes Conference
- Mass Media
- Social Media
- Website

Community Engagement Core with CBOs, FBOs, FQHC, and Healthcare system Partners

Aim 1: Address Health Concerns

- Healthcare Guidance
- Health Education Seminars
- Focus groups
- Community Engagement Studios

Staff:

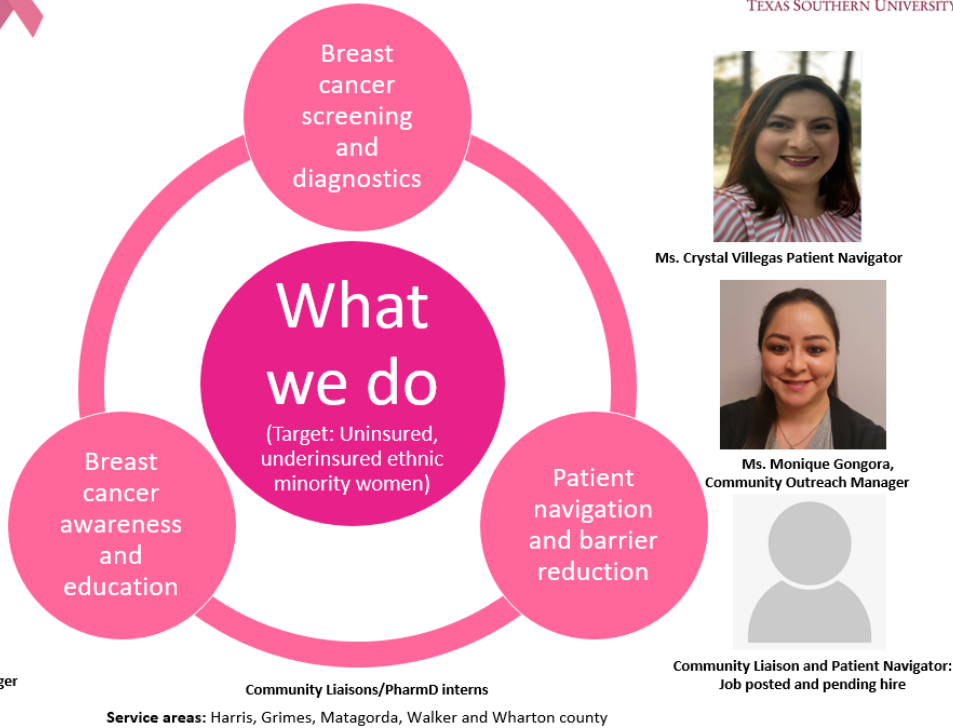
- Dr. Veronica Ajewole, Director
- Dr. Ivy Poon, Associate Director
- Mr. Virgil Elkins, Project Manager
- Dr. Richards Assata, CBPR consultant
- Dr. Rosalia Guerrero, Expert, community-based training
- Dr. Morgan Kirby, Mass media lead
- Ms. Lena Bean, Outreach Coordinator
- Dr. Maria Mejia, Healthcare System Liaison
- Amir Gooden, Social Media Coordinator, CEC

Center for Biomedical and Minority Health Research (CBMHR)

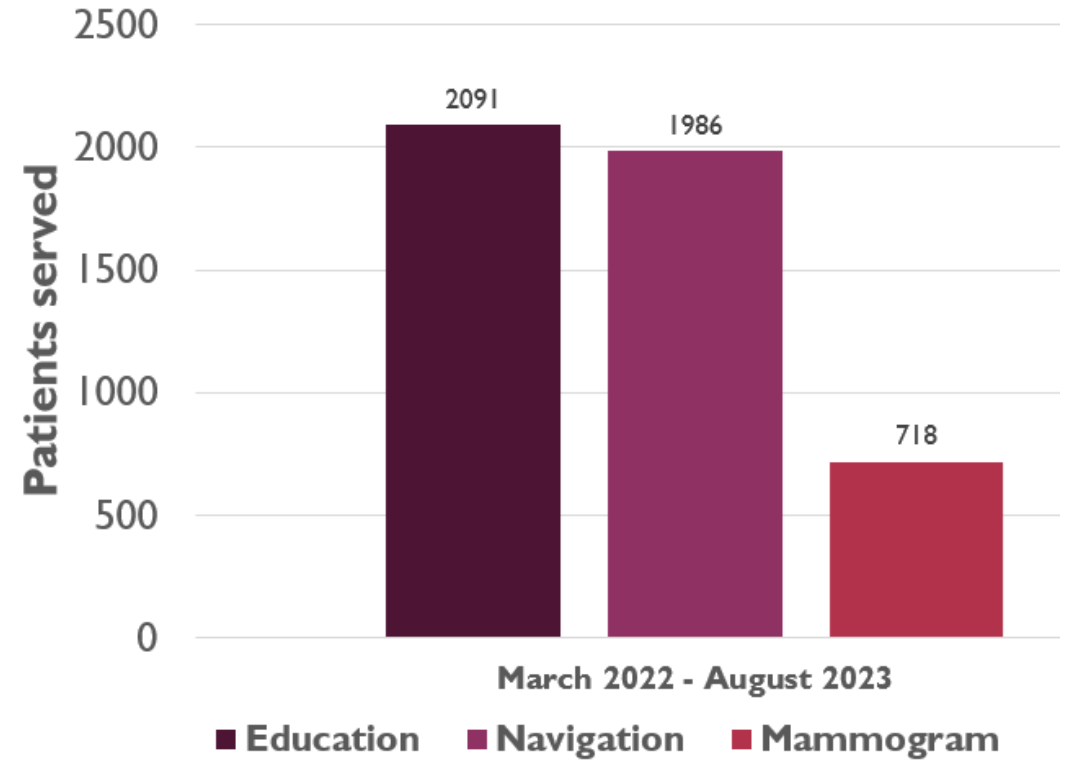
Texas Southern University RCMI U54 Grant, \$8.6M, FY2020 to 2025

PIs/PD: Drs. Omonike Olaleye, Huan Xie, and Dong Liang

Overall Approach of TSU BCSPC



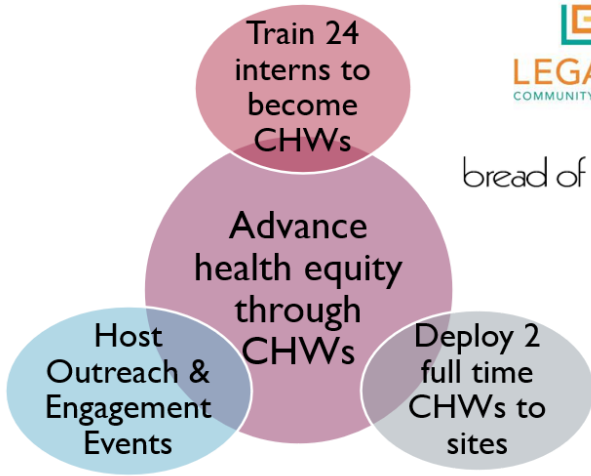
By the numbers



**TSU Breast Cancer
 Screening and
 Prevention Center**

**Cancer Prevention & Research Institute of
 Texas Grant: \$1.0 M, FY2021 to 2024**
PI/PD: Dr Veronica Ajewole

MAIN STRATEGIES



Dr. Veronica Ajewole (PI)
Associate Professor of
Pharmacy Practice
COPHS



Dr. Ivy Poon (co-PI)
Professor of Pharmacy
Practice
COPHS



Ms. Rosalia Guerrero
Community Health Workers
Trainer, UT School of Public
Health



Dr. Flora Estes
Associate Professor of
Pharmacy Practice



\$0.5M CDC/HHD Funded grant



Tomica Fontelroy-Linzer, BA
Program Coordinator II
College of Transdisciplinary
Studies



Kishma S. Morancie
Program Coordinator
College of Pharmacy and Health
Sciences



CHW Interns

Deployed to community
serving sites

Train in health equity
promotion concepts

Provide COVID-19 and
health equity promoting
services



Full time CHWs

Deployed to community
serving sites

Supervise CHW interns
Provide COVID-19 and
health equity promoting
services



Community Engagement

Utilize mass, print, and
social media to engage
community members on
health disparity topics

Host 2 community
engagement
event/seminar on
COVID-19/health equity
related topic



Kassie Thompson, Program Assistant



Sneha George, CHW

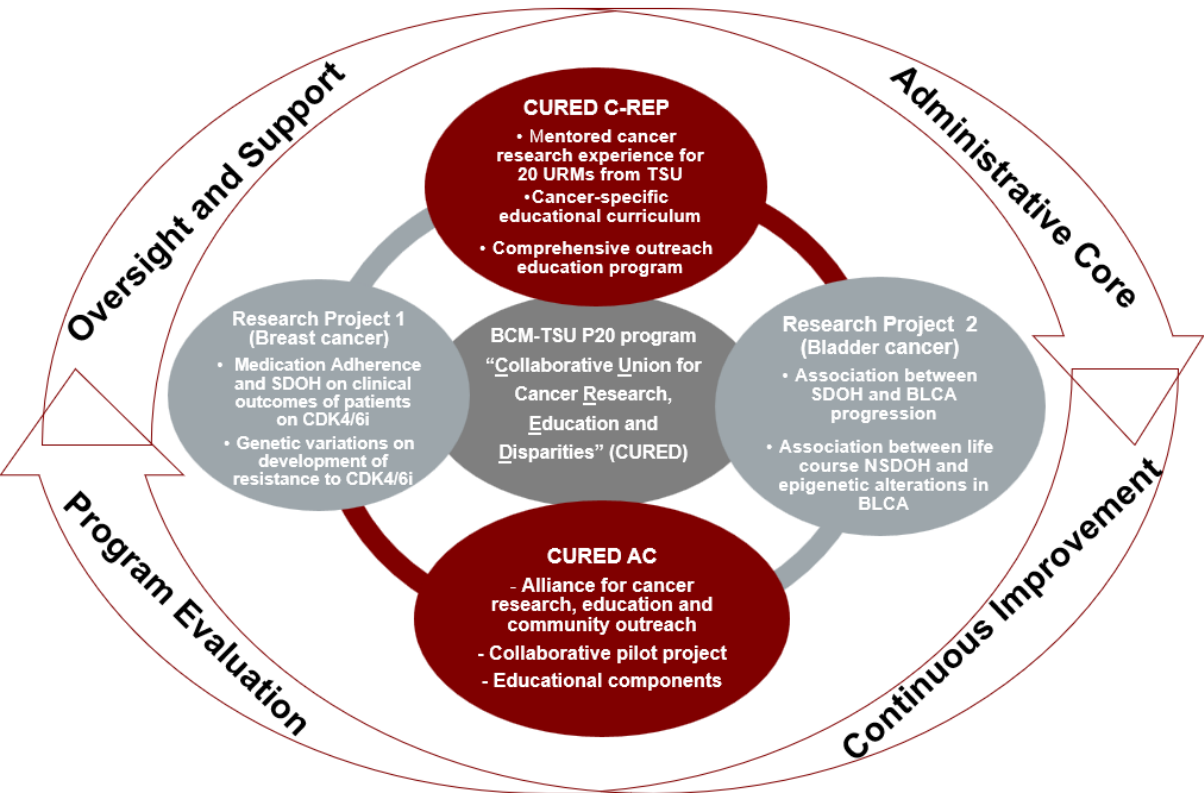


Morgan Carroll, CHW

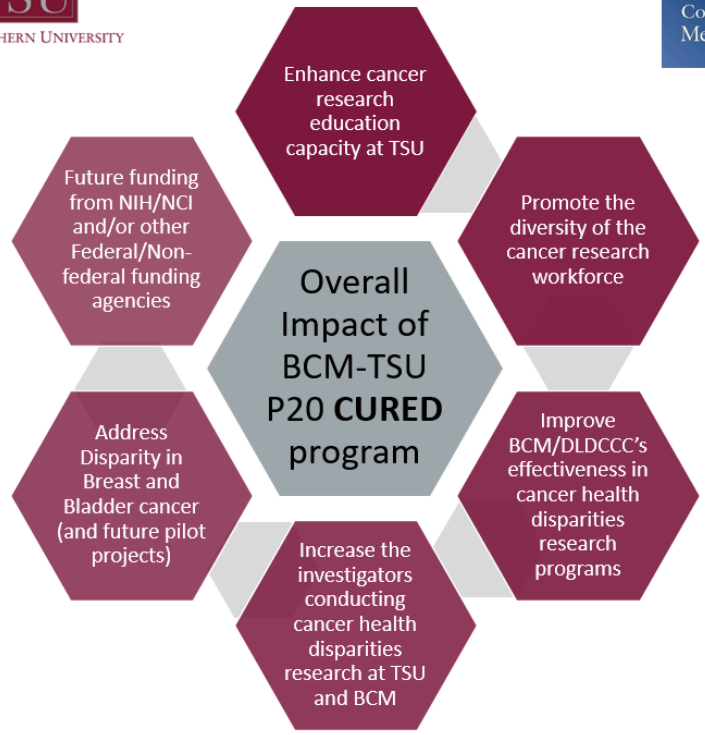
**Advance Health
Equity Program**

**CDC/Houston Health Department Grant,
\$0.5M, FY2022 to 2024**

PI/PD: Dr Veronica Ajewole



- Dr. Veronica Ajewole, Director
- Dr Dong Liang, Co-Investigator
- Dr. Huan Xie, LEAD CREP
- Dr. Flora Estes, Co-Lead, CREP



- Dr Rodney Hunter, Lead, Pilot Project 1
- Dr Laura Solitare, Lead, Pilot Project 2
- Dr Jeffrey Lowe, Co-Lead, Pilot Project 2
- Program Manager: Job posting and hire pending

P20 Partnership Collaborative Union for Cancer Research, Education, and Disparities (CURED)

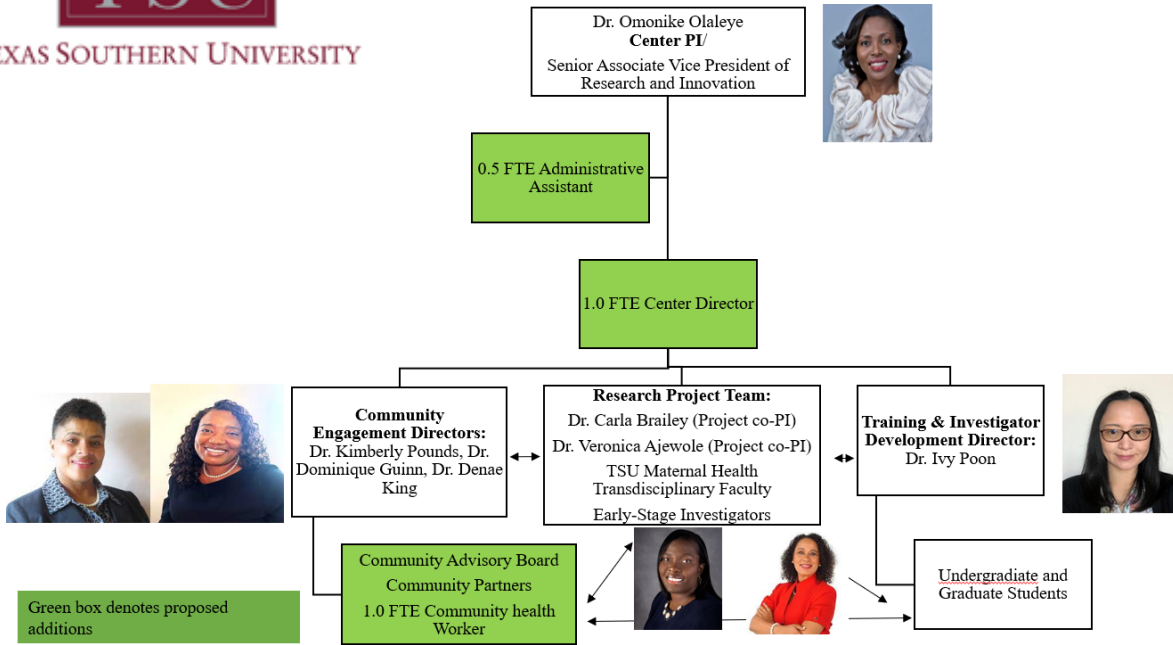
NIH/NCI Center to Reduce Cancer Health Disparities Grant, \$1.1M, FY2023 to 2027

Only grant funded in the US this cycle

PI/PD: Dr Veronica Ajewole



TEXAS SOUTHERN UNIVERSITY



Health Resources and Services Administration
HRSA-23-112

MCHB: Maternal Health Research Collaborative for Minority-
Serving Institutions Research Centers

Objective Review Committee Final Summary Statement

Score: 96

Application Number: 218722

Application Name: TEXAS SOUTHERN UNIVERSITY

State: TX City: Houston

**Gulf Coast Collaborative Center for
Maternal Health Research,
Education, Advanced Training,
Community Engagement, Health
Equity and Justice at Texas Southern
University (MH-REACH^{TSU})**

Health Resources and Services Administration

Grant, \$2.4M, FY2023 to 2028

PI/PD: Dr Omonike Olaleye



**EQUITABLE
BREAKTHROUGHS**
IN MEDICINE DEVELOPMENT™



Dr. Veronica Ajewole,
TSU Site Director



Dr. Omonike Olaleye,
TSU Site Co-Director



Dr. Ivy Poon,
TSU Site Co-Director



Research Coordinator:
Job posting and hire pending



Clinical Pharmacist (funds from CBMHR):
Job posting and hire pending



PhRMA Joins Top Academic Leaders to Announce New Community-Based Initiative to Enhance Clinical Trial Diversity

First-of-its-kind initiative seeks to build trust and address systemic barriers to participation in the development of innovative medicines



TSU award from Equitable Breakthroughs in Medicine Development Program (EQBMED) initiative to diversify clinical trial enrollment pipeline through community site



Dr. Veronica Ajewole,
TSU Site Director



Dr. Omonike Olaleye,
TSU Site Co-Director



Xiomara Ardon,
TSU Site Program support



Virgil Elkins,
TSU Site Program support



TSU BACKBONE PARTNER FOR THE TEXAS HEALTH EQUITY ALLIANCE FOR BREAST CANCER

Bristol Myers Squibb Foundation, the Cullen Trust for Health Care, and a Houston family impacted by breast cancer awarded **\$3.8M** to accelerate this vision in Harris County over the next **3-5 years**



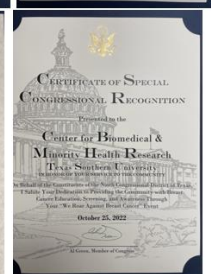
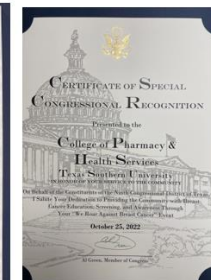
\$1,201,333.00 funding approved from Title III Department of Education



- Training of TSU students across all colleges in health equity services, community engagement, and research
- Address access to care and promote health equity
- Community trust building
- Mobile health Unit
 - Mammogram suite
 - Primary care suite
 - Community/research engagement suite
 - LED Wall for student training and community education
 - Tele-health ready



Proclamation, recognitions, & engagement by elected officials





TEXAS SOUTHERN UNIVERSITY



CBMHR
CENTER FOR BIOMEDICAL & MINORITY HEALTH RESEARCH
COMMUNITY ENGAGEMENT CORE

Funded By:
NIMHD U54 RCMI
2U54MD007605-27A

FACE TO FACE, SHOULDER TO SHOULDER:
LET'S TALK ABOUT PROSTATE CANCER

SEPTEMBER 16TH, 2023, 10AM-2PM

NATIONAL
HBCU
WEEK CONFERENCE



Raising the Bar: Forging Excellence Through Innovation & Leadership
SEPTEMBER 24-28, 2023
HYATT REGENCY CRYSTAL CITY AT REAGAN
NATIONAL AIRPORT | ARLINGTON, VA

Hi Veronica Ajewole,

Welcome to 2023 National HBCU Conference Week.

On behalf of the White House Initiative on HBCUs, thank you for the time and thoughtfulness that went into the preparation of 's exhibitor application submitted for the 2023 National HBCU Week Conference. We appreciate your patience as we reviewed more than 90 applications for the 30 spaces that we have available for this year's exhibit hall.

This message confirms that your application to exhibit during the conference has been selected and will be an outstanding addition to the 2023 HBCU Week Conference Exhibit Hall!



10.20.2023: 11-3pm
TSU CAMPUS SAWYER
PLAZA AND TIGER WALK
Breast cancer education,
no-cost mammogram and
other health services



SCAN QR CODE TO
STAY CONNECTED
ABOUT ALL
PROGRAMS



Transformative, Innovative, and Sustainable Impact in Health Equity Advancement



Grants and
Research

Diversity in
workforce
development

Community
Engagement

Access to
Healthcare

Advance
Health Equity

Training and
Education

Donation and
sponsorship

Stakeholder
Involvement

Strategic
Collaboration



QUESTIONS

THANK YOU



TEXAS SOUTHERN UNIVERSITY



Gulf Coast Consortia

