Many communities of color have a large mistrust in medicine due to the large amount of medical racism that they have faced. This trend of medical mistrust can be traced back to historical events such as the Flexner Report and the Tuskegee Syphilis Study which have uncovered the differences found in minority care even after the equalizing of socioeconomic variables. "Medical mistrust is not just related to past legacies of mistreatment, but also stems from people's contemporary experiences of discrimination in healthcare" (Commonwealth Fund). This webinar discusses how and why communities have a large amount of mistrust in the medical field and medical practitioners, and how we can combat this issue.

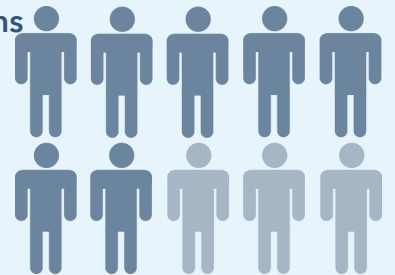Every **one out of five** African American adults have said they have been "personally treated unfairly"

Source: Race, Health, and COVID-19

7/10 African Americans believe that people are treated unfairly based on race or ethnicity when they seek medical care
Data source: Kaiser Family Foundation

●●● WEBINAR PANELISTS ●●●

Moderator:
Mr. Joseph Gaspero

CEO & Co-Founder,
Center for Healthcare Innovation

Ms. Shannon Stephenson

CEO,
Cempa Community Care

Ms. Phyllis Rodgers

CEO & Founder,
Peer Plus Education and Training
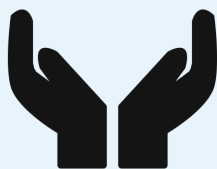Advocates

••• BEST PRACTICES •••

Building Community Advisory Boards

- Build community advisory boards that represent the community to ensure people who understand the community is educating it.
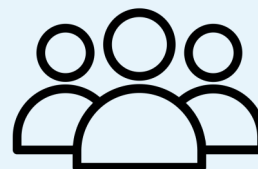
Make building trust an internal priority

- Building trust should be an intentional effort that is supported by the staff and key leaders and executives. Additionally, these efforts should involve and engage the target community.

Leveraging Faith-Based Community organizations and other trusted individuals to circulate health information

- Faith-Based community organizations are important because they have established trust within the community.

Developing Community Health Worker programs

- Employing individuals who live and work in communities of color to make certain the needs of the community are met.

Training Physicians and staff on the importance of gaining cultural competency and recognizing unconscious biases

- This could be done by improving patient-provider relationships to have more confidence in their providers than the "healthcare system" or "Big Pharma". Invest in cultural competency training for staff, as evidence supports culturally competent providers can help build trust with underserved patient communities.

Attending to Affordability, Access to Barriers

- According to The Commonwealth fund, patients say they are treated with less respect by health care providers due to their incomes, race, or the type of insurance they hold causing them to fear they may not receive the best quality care.