

# Communicating Evidence using A Health Equity Lens

How do we Generate the Right Evidence to Support Decision Makers

June 20, 2023

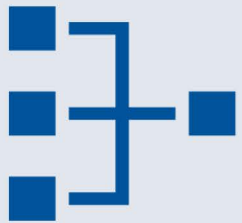
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**NIH PRAGMATIC TRIALS  
COLLABORATORY**

Rethinking Clinical Trials®

# Health Equity Lens



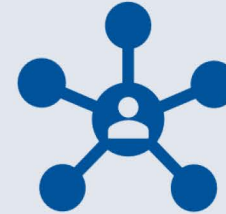
Systemic  
social and  
health  
inequities



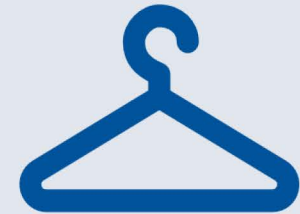
Diverse  
Community



Community  
Engagement



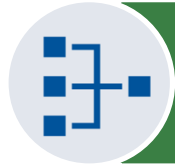
Intersectionality



Tailored  
strategies

Adapted from the CDC, 2022. [https://www.cdc.gov/healthcommunication/Health\\_Equity\\_Lens.html](https://www.cdc.gov/healthcommunication/Health_Equity_Lens.html)

# Health Equity Lens Application



Messaging Racism and Xenophobia Key Drivers of Health  
*Noninclusive Schools Systems Drive Discrimination among Latinx Youth In College*



Diverse Team to Interpret Results  
*Input from LATIN-19 on Interpretation of Findings*



Engagement from Inception to Dissemination  
*Access For Immigrants to Disseminate Study Findings- Spoken Word*



Disaggregating results by Gender, Race, and Documentation Status  
*Intervention works for Male, US-Born Youth but not other Groups*



Multiple Tailored Communication Strategies to Reach Diverse Audience  
*Paper, Presentation at Coalition Meeting, and Media Engagement*

# Key Points

- Communication plays an important role in driving awareness and actions promoting health equity
- Engagement strategies in interpreting, designing messages, and disseminating messages are fundamental
- Partnerships with diverse influencers and decisions makers can help enhance the reach and impact of communication