



Equity In Healthcare

Let's have the conversation

Date: February 22nd

Time: 6pm EST



Public Health
Agency of Canada

Moderator
Faduma Wais
Pronouns: She/Her



Host
Gloria Mcmayoni
Pronouns: She/Her





LAND ACKNOWLEDGMENT

While we meet on a virtual platform, I would like to begin by acknowledging the Indigenous Peoples of all the lands that we are on today. The Federation of Black Canadians acknowledges that our work, hub members, youth council, staff and organizational reach expands to all of Turtle Island and that recognizing this is only the beginning of our decolonizing journey. At FBC, we actively seek to dismantle colonialism through our 6 pillars as it impacts the Black Canadian community and engage in active Allyship with indigenous organizations and peoples.

BLACK SETTLER'S ACKNOWLEDGEMENT

We acknowledge the settlers of African descent and their descendants who were kidnapped, stolen, and trafficked to North America against their will or in search of a safe place to live their lives and raise their children. Please join me in a moment of reflection to acknowledge the harms and mistakes of the past, and present, and how we each, in our own way, can work towards healing through collaboration, kinship, and the pursuit of justice.

AGENDA

1. House Keeping
2. Digital Public Square Presentation
3. Global Health and Innovations Lab Presentation
4. Demographics Survey
5. Panel Discussion



Digital Public Square

Effie Argyropoulos

Project Lead at Digital Public Square



Digital Public Square (DPS) is a Toronto-based not-for-profit dedicated to serving communities with good technology. We build digital platforms that address misinformation narratives online and raise awareness for health promoting behaviours, particularly for communities who are disproportionately impacted by misinformation. DPS began as a project at the University of Toronto in 2013, and our work has since grown to reach millions of people worldwide across the Americas, Europe, the Middle East, Africa, Asia, and Canada.

Effie Argyropoulos is a Project Lead at Digital Public Square, leading on the organization's public health project portfolio. Effie has a background in public health and community engagement. Her current projects focus on addressing vaccine hesitancy in equity deserving communities, and raising awareness around opioid and substance related harms in labour intensive industries.

Addressing Vaccine Hesitancy in Black Communities in Canada

February 22 2024

Digital Public Square

February 2024



Our Approach

Guiding principles for our work with equity deserving communities & creating an inclusive product development process

- 1. With, not for**
- 2. Economic parity**
- 3. Communities are the experts**
- 4. Sustainability and governance**
- 5. Prioritize accessibility, privacy and safety**

What we learnt about how to approach Black health communications

We conducted three focus group with 27 members from Black communities and were told to:

1. Acknowledge the long history of medical racism contributing to vaccine hesitancy
2. Recognize the contributions of Black HCPs to the vaccine development process
3. Ensure more representation of Black community members in the platform
4. Establish trust in the platform through transparency about how information will be used
5. Leverage the platform to respond to community user needs

Moving at the Speed of Trust

Moving at the Speed of Trust: Thoughts and Feelings about Vaccination in Black Communities

Welcome! This platform is an opportunity to learn and share your experiences with the healthcare system in Canada. We want to better understand your perspectives on routine vaccines across the life course. The knowledge you share with us is entirely confidential.

Get started

About

Your responses are part of an effort to address the scarcity of race-specific data in Canada—particularly on the experiences of Black communities. Our goal is to equip healthcare providers with the information they need to serve you better.


We do not collect personally identifiable information (PII) on this website without your consent. The information that you choose to share with us is entirely confidential. At the end of the project, broad data summaries and learnings from this platform will be shared with the Public Health Agency of Canada to inform future health services for Black communities.

For more information you can read our full [Privacy Policy](#) and [Terms of Use](#). We recognize that legal language is tied to legacies of colonialism and may not be as accessible to everyone. If you want to talk to someone about this privacy policy or terms of use, get in touch with us hello@digitalpublicsquare.org.

This tool was developed by [Digital Public Square](#) and the [Federation of Black Canadians](#), with design support from [Evenings & Weekends Consulting](#).

New! Duration: 4 mins

From History to Healing: The Vaccine Story



Start Topic →

New! Duration: 3 mins

COVID-19 Today: What's Next for Us?



Start Topic →

New! Duration: 5 mins

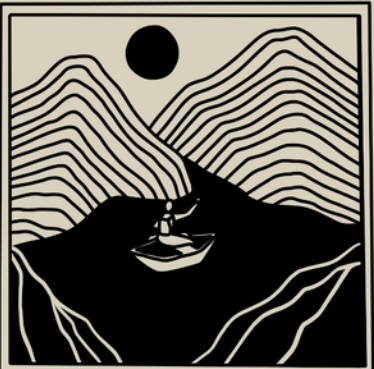
Beyond the Myths: Navigating STBBIs in Diverse Communities



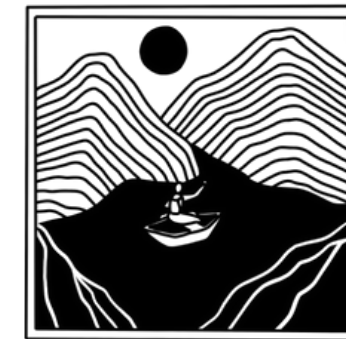
Start Topic →

New! Duration: 4 mins

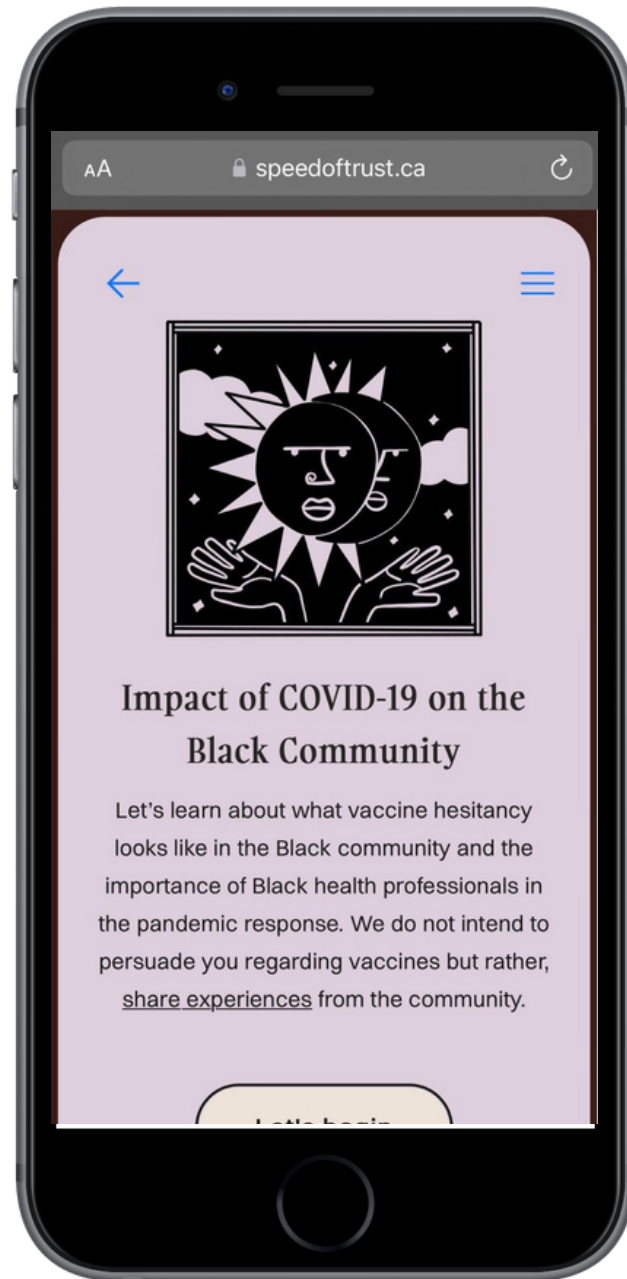
The Flu Dialogue: Uncovering Its Impact in the Black Community



Start Topic →

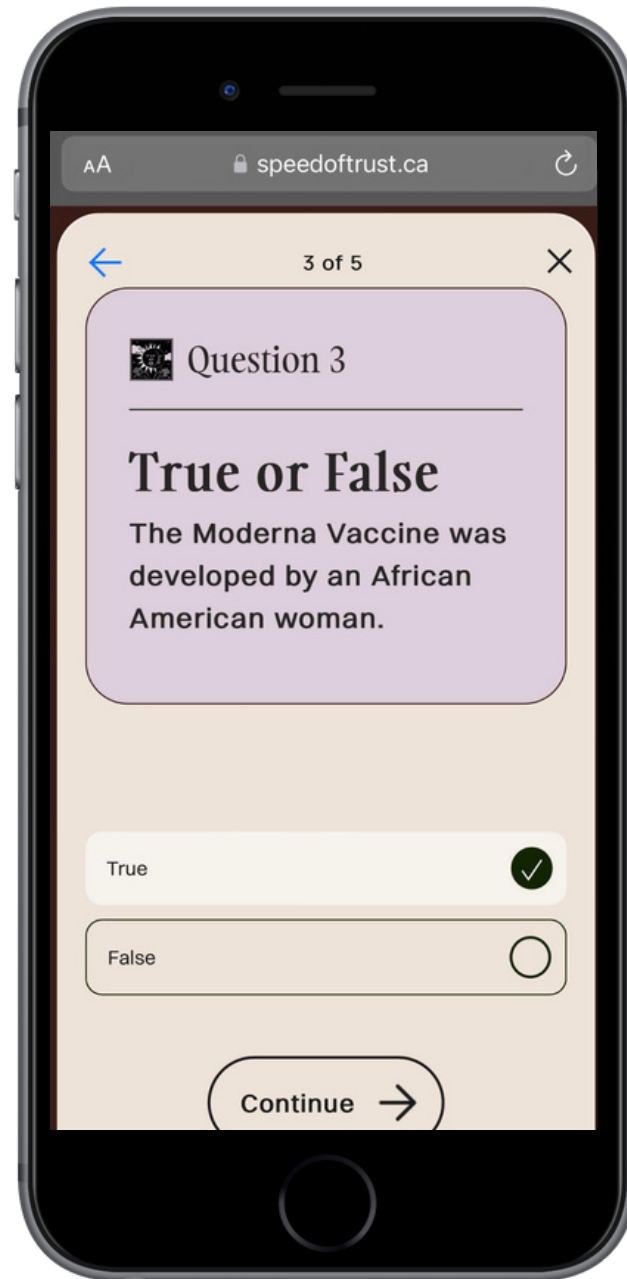


User Journey



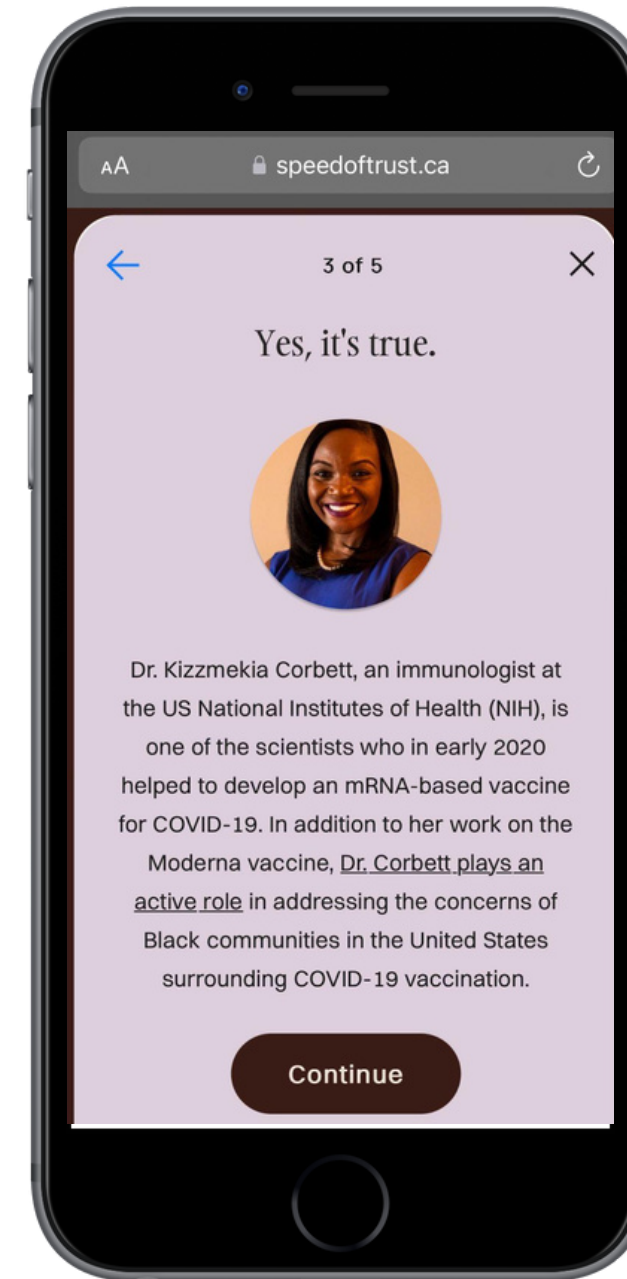
Introduction

Topic overview + disclaimer



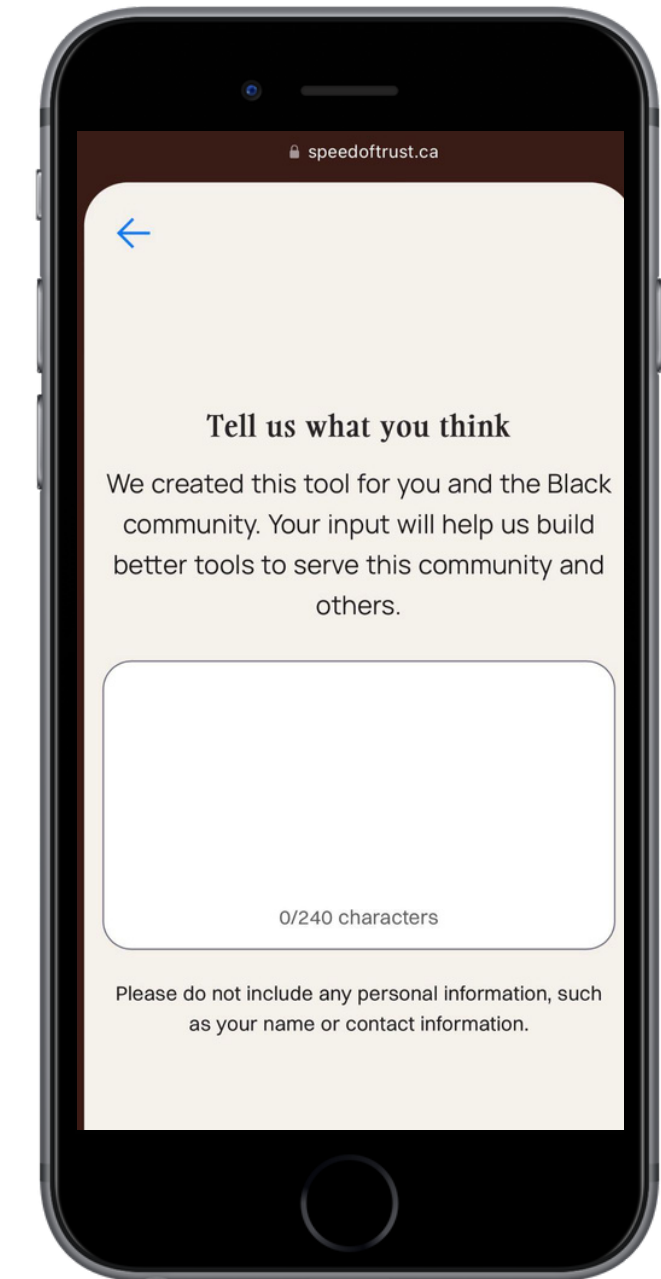
Question

presents a claim to weigh-in on



Explanation

provides further information about the claim



Feedback

lets user express their thoughts in open text



Speed of Trust

Try it now

Acknowledgements

Digital Public Square would like to thank the Public Health Agency of Canada for their continued support in this work.



Public Health
Agency of Canada

Agence de la santé
publique du Canada

STBBI PRESENTATION

Bethelehem Girmay

Research assistant at the Global Health & Innovation Lab



Beth is a recent graduate from McMaster University, holding a Graduate Diploma in Clinical Epidemiology. Currently, Beth is studying at Western University doing her second year of her Masters studying Health and Rehabilitation Science. Her research interests include global health, infectious diseases, neglected tropical diseases (NTDs), epidemiology and implementation science. She also graduated from the University of Toronto Scarborough (UTSC) in 2019, with a major in Population Health and a double minor in Psychology and Anthropology. Beth also holds a certificate in Medical Office Administration (MOA) from Evergreen College. As a Research Assistant in the Global Health and Innovations Lab (GHIL), she is currently working on a qualitative study on STBBI, partnering with the Federation of Black Canadians.

Knowledge mobilization around Sexually Transmitted and Blood-Borne Infections (STBBIs) among the Black populations in Canada

Qualitative Study



SSRC



FEDERATION OF
BLACK CANADIANS
FÉDÉRATION DES
CANADIENS NOIRS

Western
UNIVERSITY • CANADA



Objectives

- Overview
- Goal & Objectives
- Methods
- Status of Interviews

Overview

STBBIs: Sexually transmitted and blood-borne infections

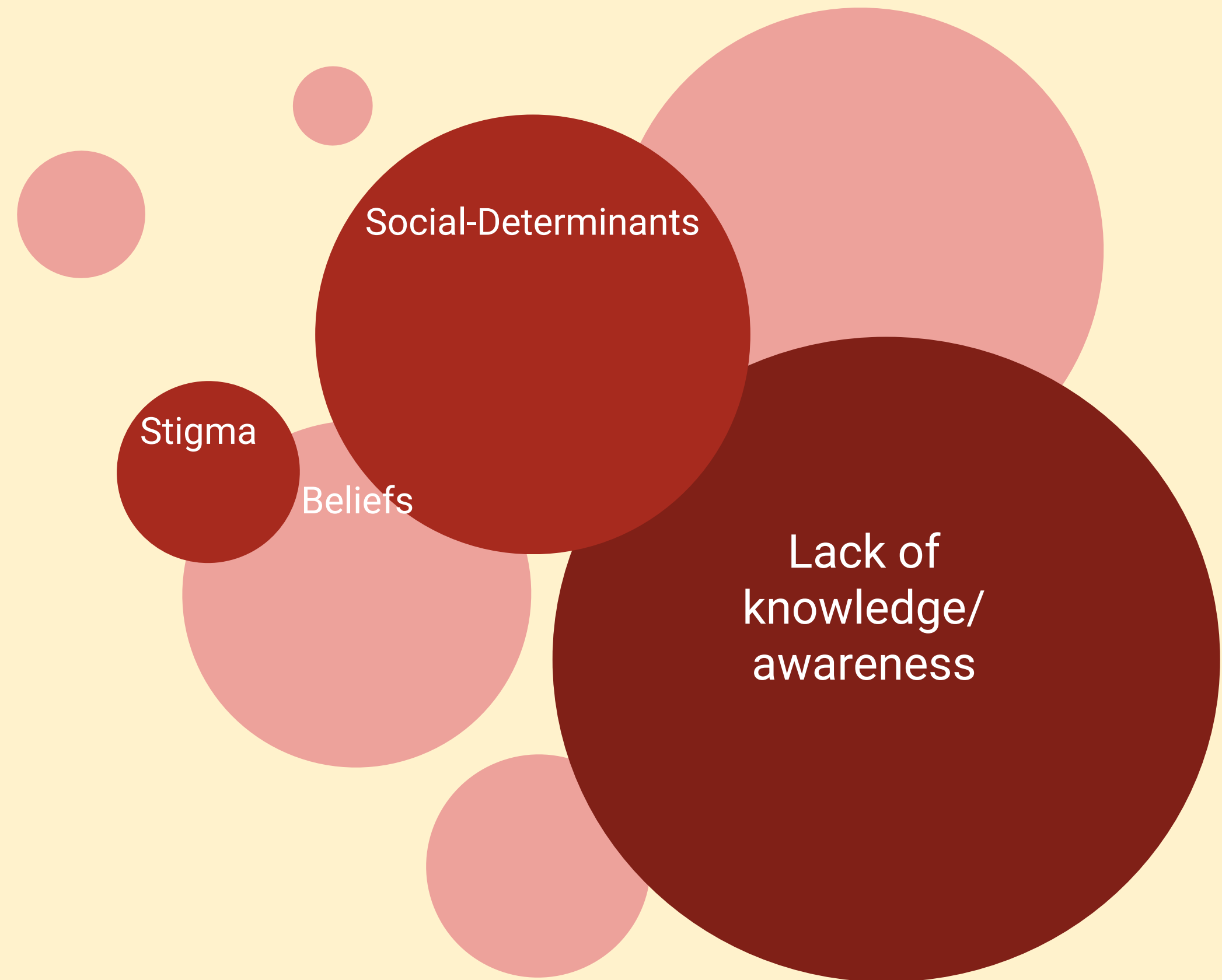
Risk factors: Sexual behaviour, substance use, education, income & employment, culture & race, etc.

Epidemiological evidence: Racialized populations, youth & young adults, gbMSM, etc.

- Rates of STBBI are increasing in Canada & US, with a disproportionate impact in Black populations

Overview

- Despite improved access to testing & treatment
 - STBBI rates are still increasing
- Targeting knowledge mobilization around STBBI
 - creating plain-language summaries, research reports, presentations, infographics



Goal and Objectives

Goal: Apply implementation science methodologies to generate new knowledge about how best to improve awareness of preventive measures and testing around STBBIs among Black populations in Canada.

Objectives:

1. Assess the level of evidence-based knowledge and awareness of STBBIs in the Black community.
2. Examine the barriers to accessing knowledge around preventative measures and testing for STBBIs, which will support the effective development of awareness workshops on STBBIs for the Black community.
3. Assess the barriers and facilitators to applying preventive measures to reduce STBBIs among Black communities.
4. Develop recommendations on mobilizing knowledge around preventative measures related to STBBIs among Black communities that can help inform future social policy interventions.



What are the barriers and facilitators to **Knowledge** of STBBIs, prevention and testing in the Black population in Ontario?

Methods

1. Qualitative study

a. Semi-structured interviews and Focus groups

- Semi structured interviews
 - Stakeholders (Black populations ages 18-34)
 - Key informants (STBBI experts in Ontario)
- Focus groups
 - Stakeholders (Black populations ages 18-34)

Qualitative study - interview topics

Semi-structured interview and focus group (Stakeholders) topics:

1. Barriers and facilitators to knowledge around STBBI infections, prevention and testing
2. Beliefs and attitudes towards STBBI vaccines and treatments
3. Experience with STBBI treatment and care

Semi-structured interview (Key-informants) topics:

4. Key informants' community involvement
5. Barriers and facilitators to implementing STBBI programs (educational and vaccine workshops)
6. Challenges in outreach to Black populations

Up-to-date Status: Interviews

Interview type	Key-informant interviews	Semi-structured interview	Focus groups
<i>Contacted</i>	49	18	• 0
<i>Completed</i>	7/30	0/30	0/4
<i>Scheduled</i>	0/30	1/30	0/4

Thank you!

QUESTIONS?

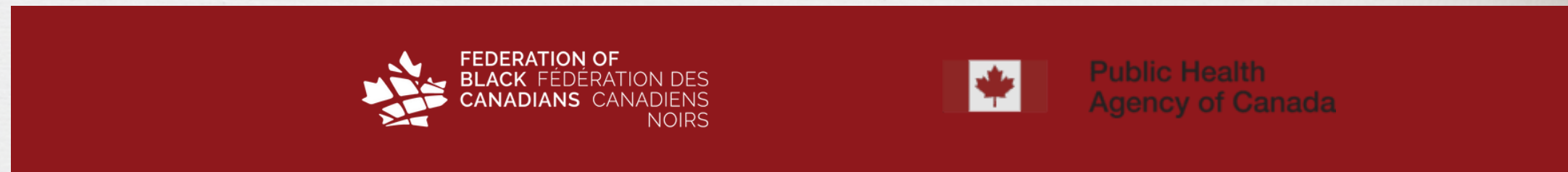
Immunization Awareness Campaign

Joshua Lawal

Pronouns: He/Him



THE COUNCIL FOR BLACK AGING COMMUNITY OF MONTREAL
RESPECT • MINDFULNESS • CARING



PANEL DISCUSSION



Biobelemoye Irabor

Registered Nurse - Calgary Alberta



Is a registered nurse who graduated from the University of Manitoba in 2018. After starting in post-operative surgery, she transitioned to part-time nursing while working full-time as a research coordinator. In 2021, she moved to Calgary to pursue further education and currently work as a casual RN. Outside of work, she enjoys singing in the choir, reading mystery novels, and sipping green tea with honey. Biobelemoye is passionate about mentorship and advocacy in healthcare, striving to uplift others in the profession.

Aderinsola Obafisoye

Registered Nurse - Winnipeg Manitoba

A Registered Nurse since 2020, specializing in Neonatology, she is driven by a fervent commitment to improving healthcare outcomes for vulnerable populations. Currently, Aderinsola is eager to advance her expertise by pursuing a Nurse Practitioner degree, with a focus on bridging critical gaps in care. Beyond her professional pursuits, she cherishes moments spent with loved ones, relish quiet introspection, and delight in culinary adventures within the city or while traveling. Hailing from Winnipeg, Manitoba, she brings a diverse perspective shaped by her experiences and passion for making a meaningful difference in healthcare.





Olivia Nwaakocha

PharmD student - Waterloo, ON

Olivia is a Doctor of Pharmacy candidate at the University of Waterloo, having already earned an Honours Bachelor of Science degree in biochemistry from the University of Guelph. She is driven by a passion for equitable healthcare, particularly advocating for black health equity. As a member of the Black Pharmacy Professionals of Canada, she actively promotes these ideals within the pharmacy community. With clinical and research experience at St. Michael's Hospital, Olivia has contributed to critical studies on COVID-19 diagnostics, and as a COVID-19 assessment centre educator, she prioritizes underserved communities to enhance adherence and outcomes. Olivia's active involvement in vaccine pop-up clinics across Ontario demonstrates her commitment to addressing healthcare disparities, alongside her past role as a Junior corporate regulatory officer at Health Canada, emphasizing her dedication to drug safety and compliance.

QUESTION 1

From your experience in the field, what do you feel has worked well to increase confidence with the healthcare system among marginalized groups, and what parts of the system do you feel still need to be improved?



FEDERATION OF
BLACK CANADIANS
FÉDÉRATION DES
CANADIENS NOIRS



Public Health
Agency of Canada

QUESTION 2

How can healthcare providers effectively address vaccine hesitancy and build trust among patients and communities?



FEDERATION OF
BLACK CANADIANS
FÉDÉRATION DES
CANADIENS NOIRS



Public Health
Agency of Canada

QUESTION 3

Are there culturally sensitive approaches or community-based interventions that have been successful in increasing immunization rates among Black populations?



FEDERATION OF
BLACK CANADIANS
FÉDÉRATION DES
CANADIENS
NOIRS



Public Health
Agency of Canada

QUESTION 4

What strategies or initiatives have shown promise in engaging Black community leaders, organizations, and influencers to promote vaccine awareness, acceptance, and uptake?



FEDERATION OF
BLACK CANADIANS
FÉDÉRATION DES
CANADIENS NOIRS



Public Health
Agency of Canada

THANK YOU FOR COMING!
CONNECT WITH US



@FBCFCN