

2022 SHSMD CONNECTIONS





September 11-14 Washington, D.C. area

SHSMD Connections Preconference Workshop The DEI Journey: Opening Doors through Communications and Partnerships

Sunday, September 11, 2022

Gaylord National Resort & Convention Center

Chesapeake ABC

201 Waterfront Street National Harbor

Maryland 20745





2022 SHSMD CONNECTIONS





September 11-14 Washington, D.C. area

Advancing Health Equity through Marketing and Communications

Dr. Leon D. Caldwell
Senior Director, Health Equity Strategies
Institute for Diversity and Health Equity



Agenda

- Overview of the Health Equity Roadmap
- Transformation stories using the Equity Roadmap
- Ways to integrate the roadmap into your DE&I work through marketing and storytelling

Objectives

- Creating a communication strategy that promotes diversity, equity and inclusion
- Gaining support from your organization to advance health equity
- Producing high quality DE&I content using the Health Equity Roadmap as a framework



AHA Health Equity Roadmap



The Health Equity Roadmap is a framework to help hospitals and health care systems chart their own paths toward transformation — thus becoming more equitable and inclusive organizations.

The Six Levers of Transformation

Research and experience show that leading health equity strategies cut across six levers of transformation within health care organizational structures.















The Continuum

Hospitals and health systems can be in any of the following positions along the continuum.



Exploring •

Exploring the values and resources needed to publicly commit to embarking upon a journey toward health equity.



Committing •

Committing the resources to listen, learn, train and implement policies and practices that establish equity as the standard practice.



Immersing •

Immersing the leadership and system into accountability for implementing policies, procedures and cultural structures that support diversity, equity and inclusion.



Affirming

Affirming a just, equitable system culture with continuous equity self-assessments of policies and practices that remove structural barriers to equity.



Transforming •

Transforming beyond the system toward supporting a sustainable and equitable ecosystem of health care within the community.



Transformation Stories

- IFDHE conducted field tests earlier this year
- Members that took the HETA gathered to share their experience and the importance of scaling the roadmap in their hospitals





"I'm absolutely convinced that most healthcare leaders are committed to eliminating disparities but so many of us don't know how to do it. This roadmap will help institutions identify where they may be doing really well, and where they may need to put some more effort in."

- Jack Lynch III, President and CEO of Main Line Health



Transforming your own organization

After your hospital or health system takes the HETA, what narratives can you tell based on your position on the continuum?

- Are there key data points worth highlighting that can be shared as a blog, interview, infographic, etc.?
- How can you be transparent with your results and what steps are you taking to move along the continuum?
- Can you document your journey as you use the roadmap and share the progress with your community, partners and stakeholders (humility and transparency is key).



Gaining support from your organization's leadership to invest in DE&I

Need to justify why this work is important, and why the time is **now**.

- Have a good elevator pitch for the CEO/C-suite execs
- Create a good value proposition
- Health equity is the future of the U.S. health care system
- The field is adapting to new requirements and opportunities
- Stay current with a growth mindset



Crafting a DE&I based comms strategy

Start with the goal and objectives, then work backwards

• Who do you want to influence? What do you want to achieve? How will you reach your goal? When do you anticipate to reach your goal?

Key criteria to keep the public engaged in your efforts:

- Authenticity and honesty
- Transparency
- Passion and purpose
- Clear goal in mind with concrete steps to get there
- Accountability and humility



Crafting a DE&I based comms strategy cont'd

Develop materials and visually appealing resources that will include the voices of your audience and key partners, stakeholders and community members.

Invest in thought leadership with key members who will help to identify priorities and craft strategies:

- Webinars
- Podcasts
- Professional development trainings
- Infographics
- Case studies



Crafting a DE&I comms strategy cont'd

Use inclusive terms and be specific when describing a population

THIS TERM MIGHT NOT BE THE MOST INCLUSIVE

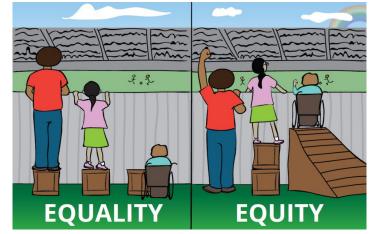
CONSIDER USING THIS AS AN ALTERNATIVE

Avoid using Black, Indigenous and People Of Color (BIPOC): Black, Asian and minority ethnic (BAME) or People of color (POC) unless necessary in a quote; if used in a quote, explain it. Many people object to those terms on varying grounds.

Use people of color only when necessary in broad references to multiple races other than white: We will hire more people of color. Nine playwrights of color collaborated on the script.

Be specific whenever possible. For example: The poll found that Black and Latino Americans are bearing the brunt of the pandemic's financial impact, not people of color are bearing the brunt of the pandemic's financial impact.

Avoid conflating equality with equity



Refer to the AHA Diversity, Equity and Inclusion terminology guide



Three Key Take-Aways

- Engage with c-suite execs on the importance of bringing DE&I to your organization
- 2. Take the HETA and start your health equity journey
- 3. Develop a robust communications strategy that has a clear vision, goal, action items and inclusive language





2022 SHSMD CONNECTIONS





September 11-14 Washington, D.C. area

Questions?

Please be sure to complete the session evaluation on the mobile app!



Biography

Dr. Leon D. Caldwell is an award-winning scholar-activist with experience as a thought leader in education, social innovation, and philanthropy. He is currently the Senior Director of Health Equity Strategies and Innovation with IFDHE at the American Hospital Association. Dr. Caldwell earned his Ph.D. in Counseling Psychology at Penn State University and a Master's of Education at Lehigh University. Dr. Caldwell is also the founder and managing partner of Ujima Developers, a Blackowned, community-centered, equitable real estate development company.





2022 SHSMD CONNECTIONS





September 11-14 Washington, D.C. area

Communications and the DEI Journey: Telling the Story at Every Stage

Jennifer Williams, PhD
Corporate Director Diversity & Inclusion
Phoebe Putney Health System

Ben Roberts

Director Public Relations & Communications
Phoebe Putney Health System



Outline/Agenda

The journey towards a diverse, equitable, and inclusive workplace culture is one that requires planning, partnering, and patience. Communications professionals are a vital partner on this journey as they help to tell the story at every stage. This session is designed to show the importance of a strong communications campaign at each stage of the DEI journey.

Objectives:

- 1. Understanding of the role of Marketing/Communications in executing a successful DEI strategy.
- 2. Receive practical tips for creatively sharing the DEI story at each phase of the journey.
- 3. Best practices and challenges to plan for as the DEI journey gets difficult.





Getting Started: Data Collection







Transparency: Marketing our Strategic Goals Year 1

Entity	FY21
PPHS PPMH PSMC PWMC PPG	 Create a Diversity & Inclusion Council to address proactive strategies for improving our diversity score. Create a diversity scorecard based on input from the Diversity & Inclusion Council to track our progress in becoming a more diverse employer. Add diversity score to annual HR report to the board(s) for each entity.
	 Add metrics for 2022 after benchmarking current state in 2021





Transparency: Marketing our Strategic Goals Year 2

Goal Description and Importance	 People – Diversity & Inclusion Cultural Assessment Report Score Diversity and Inclusion are key components of a healthy and engaged workforce. It shows our commitment to treating everyone equally in hiring, promotions, and opportunities. It causes us to examine our unconscious biases and look beyond our preconceived notions and ways of doing business to become more inclusive, supportive and open to other ideas, thoughts and ways of doing business. We recognize that diversity and inclusion make us stronger as a healthcare community because we more accurately reflect the culture and values of our communities so we may serve them more effectively. The Diversity Index Survey Score measures our progress in meeting standard benchmark activities in Diversity & Inclusion. 	
Entity	FY21	Proposed FY22
PPHS PPMH PSMC PWMC PPG	Diversity Index Survey Score: 46 points out of 100	70 out of 100



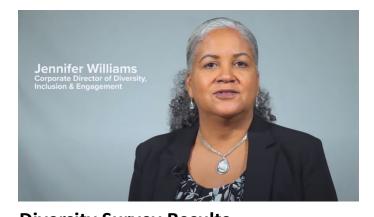
The Role of Marketing: Internal



Diversity Council Introduction"We know a diverse and inclusive workforce is an empowered and engaged workforce."



National Disability Independence Day "Equal opportunity is very important. A lot of times, unfortunately, many people think deaf are lesser-than. We want the message to get across that we can do anything."



Diversity Survey Results"We wanted to understand your perspective on feeling welcome, respected, valued and heard."



One Nurse's Story

"If you were black and you came here for a job, you qualified for one of the pans — a dishpan, a bedpan or a mop-pan. Other than that, you were not getting a job."

Black History Month –



Stand Up Against
Violence
"Phoebe stands firmly
against violence,
xenophobia and
discrimination of any kind."



The Role of Marketing: Internal



International Women's Day March 8, 2021

International Women's Day (March 8) is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for accelerating women's equality.

IWD has occurred for well over a century, with the first IWD gathering in 1911 supported by over a million people. The 2021 IWD theme is "Choose to Challenge" and on March 8th, the Diversity Council chooses to challenge YOU to join the celebration! There are three ways to participate:

- Dress as a woman recognized for social, economic, cultural, or political achievement.
- 2. Wear purple in support of women's equality.
- 3. Send an email to a female colleague who has inspired you.

Be on the lookout for details about how to win prizes for participation!





Ramadan is a sacred month in the religion of Islam and is marked by a time of required fasting. **Fasting (Syam/Sawm)** is one of the **Five Pillars of Islam**. Fasting during this month, Muslims believe they will earn mercy, forgiveness and a discipline of worship that will be pleasing to God (SWA).

Ramadan is the ninth month of the lunar or Islamic calendar. It is the month that "The Glorious Qur'an" was revealed. During this month, the entire Qur'an is required reading along with fasting and additional prayers. These requirements are to show gratitude to Allah for His two great mercies, **The Glorious Qur'an and the life example of Muhammad, The Prophet (pbuh).**

Ramadan begins with the sighting of the New Moon (Hilal). The observance spans 28-30 days, until the next New Moon (Hilal). During this month, Muslims abstain from food, drink, extracurricular activities and sex during the day light hours. 1/30th of the Qur'an is read each day and it is completed over a thirty day period. Charity and other good deeds are increased, spending on oneself is decreased and additional prayers are performed. It is said that good works done in this month of the fast will result in a multiplication of the normal reward for the same works performed in other months. The fast in the month of Ramadan ends with a Feast/Festival, called Eidul Fitr, "The Oft-Repeated Joy of the Return to Nature".





Asian Pacific American Heritage Month

May is Asian Pacific American Heritage Month in the United States.

This month, we are proud to recognize the contributions of our Filipino nurses! In 2019, Phoebe Health System formed an alliance with Passport USA to strengthen the workforce in Southwest Georgia and to create a pipeline for experienced medical professionals. Internationally trained nurses began arriving to our Main and Sumter campuses shortly thereafter. We currently have twenty-three international nurses and sixty-eight are scheduled to arrive within the next year.

Our international nurses have quickly become a part of the Phoebe Family. There are several superstars among the

Ramadan

raised by their managers, , and coworkers. ternational nurses are ward recipients!



Pictured above (Lto B), ReychealCadua, Angeline Glory, Victor Conde, Mary Frandsco, Norabel Obejas, Ivy Tanala, Mary Ann Navera, Suharto Kamir, Josedario Espiritu, Venus Sombillo.

Missing, Adam Wires, Chrinn May Ramos, Bernadette Reyes, Maria Lourdes Jopio, Kris Catherine Lanuza, Jaime Morales, Josephine Justine Tadlip, Kathrine Cendana, Frances Acorda, Amanda Ordonez, Dioresi Baca Sherren Pichel, Theres Allaugus.



The Role of Marketing: External



Phoebe Putney Health System
November 11, 2021 · 🚱

On behalf of the Phoebe Diversity Council, we produced this Veterans Day video honoring the service of members of the Phoebe Family who served in the U.S. armed forces. Please, thank a



Honoring Our Veterans



Phoebe Putney Health System is with Shelby Adams Shank. Phoebe April 19 · 🕙

Sara Jane Houston, Miss Albany 2022, made a special stop at Family Tree this week. She is the author of 'Janeybug's Big Day.' The book is loosely based on a true story of a little girl who wore glasses and then was diagnosed as legally blind. It highlights her experiences as she finds her place in first grade and the teacher who believed in her. 'Janeybug's Big Day' is available on Amazon, and all proceeds go to the Miss America Scholarship Program of Reading Representation in Georgia, which donates books to hospital neonatal units. The event was sponsored by The Author's Chair Program, an extension of the Family Tree's Language and Literacy program that



Reading to Kids



Service Projects





If you're looking for a welcoming and inclusive work environment, considering joining the Phoebe Family. Check out current job openings at www.phoebehealth.com/careers.



Diversity Training

Community Activities



The Role of Marketing: External



Phoebe's new Diversity Council gets to work



ADVERTISEMEN

Phoebe Putney host MLK Day of Service Community Garden project







Phoebe Family members read to local students





It's a Journey...



- Change is Hard
- Too Much, Too Soon
- Unintentional Exclusion
- Comfortably Uncomfortable
- Inability to Change Your Lens



Pride Month Video





Pride Month Video





Three Key Take-Aways

- 1. It's a journey. Pace yourself.
- 2. Executive leadership buy-in is paramount.
- 3. Internal and external communication helps tell your story.





2022 SHSMD CONNECTIONS





September 11-14 Washington, D.C. area

Questions?

Please be sure to complete the session evaluation on the mobile app!



Speaker Biography

Jennifer Williams, PhD is the Corporate Director of Diversity and Inclusion at Phoebe Putney Healthcare System in southwest Georgia. She is a National Diversity Council Certified Diversity Executive (NDCCDE) with vast experience in organizational culture assessment; leadership development; and implementation of policy, procedure, and practice designed to improve workplace culture. "Dr. Jen" is adept at developing highly engaged teams where individuals are empowered to use their strengths to contribute to organizational goals. She is equally skilled in the creation and facilitation of training programs designed to provide practical opportunities for team members to demonstrate understanding of DEI and leadership principles.



jewilliams@phoebehealth.com



Speaker Biography

Ben Roberts enjoyed a 25-year career as a broadcast journalist, earning dozens of state, regional and national awards, including two Emmy Awards. In 2017, he brought his communications and storytelling expertise to Phoebe Putney Health System in Albany, GA where he serves as the system's Director of Public Relations & Communications. He operationalized in-house video production capabilities for the health system and has overseen Phoebe's COVID communications, widely recognized as among the most transparent in the country. Ben is active in many community organizations and proudly serves on Phoebe's Diversity Council.





Bibliography/References

- Deloitte (2018). The diversity and inclusion revolution: Eight powerful truths.
- Deloitte (2017). Transforming into a high reliability organization in healthcare.
- Harvard Business Review (Aug 2018). Research: Having a Black doctor led Black men to receive more-effective care.
- Modern Healthcare (May 2018). Breaking Bias: Diversity and inclusion in healthcare cannot be left to chance.





2022 SHSMD CONNECTIONS





September 11-14 Washington, D.C. area

Opening Doors for LGBTQ+ People & Patients

Tari Hanneman (she/her)

Director, Health & Aging Program
Human Rights Campaign Foundation

Cristal Herrera (she/her)

Director of Marketing & Customer Engagement Renown Health





Scenario - Question 1

You are a transgender person with an upcoming surgery and hospital stay. You want to find out if the hospital has a Patient Non-Discrimination Policy that protects you.

- Go to your hospital/health system website.
- Find your patient non-discrimination policy or Patient Bill of Rights that includes a non-discrimination statement.
- Look to see if it is fully LGBTQ+ inclusive (must include both "sexual orientation" and "gender identity" in the list of protected classes).
- Answer the first question in the Menti Poll
 - How Easy Was It to Find Your Patient Non-Discrimination Policy?



To answer scan QR Code or go to **menti.com** and enter code **4326 4906**





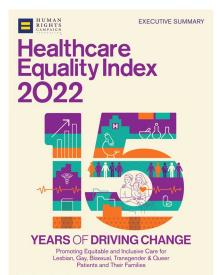
About the Human Rights Campaign and the HRC Foundation

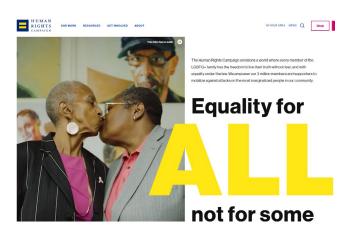
























The Healthcare Equality Index

Healthcare Equality Index 2022



Promoting Equitable and Inclusive Care for Lesbian, Gay, Bisexual, Transgender & Queer Patients and Their Families

Biennial online survey that HRC has used to foster institutional change in how LGBTQ+ care is provided in over 2,000 hospitals and other healthcare facilities nationwide since 2007







HEI 2022

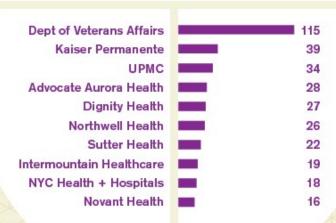




By the Numbers

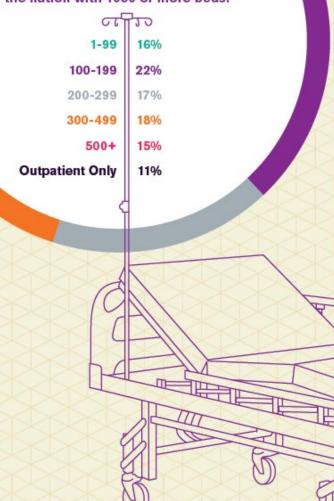
HEI 2022 Participants at a Glance

Facilities from more than 160 different non-profit, for-profit and public health systems / Systems with 15 or more participating facilities:



Participants by Bed Size

Healthcare facilities of all sizes participate in the HEI, including two dozen critical access hospitals with 25 beds or less, as well as more than a dozen of the largest hospitals in the nation with 1000 or more beds.



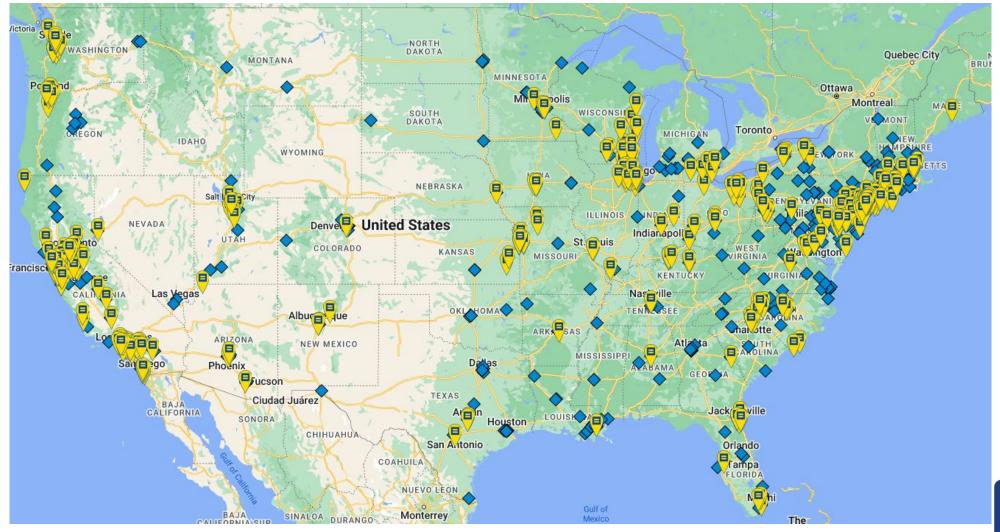
HEI 2022

- Approximately 31% of all US inpatient hospital beds
- Provide over 335
 million outpatient
 visits annually
- Employ over 2.3 million people





Who participates in the HEI?







Mentimeter Poll Results

How easy was it to find your Patient Non-Discrimination Policy?





Scenario - Question 2

You are a transgender person with an upcoming surgery and hospital stay. You want to find out if the hospital has a Patient Non-Discrimination Policy that protects you.

- Go to your hospital/health system website.
- Find your patient non-discrimination policy or Patient Bill of Rights that includes a non-discrimination statement.
- Look to see if it is fully LGBTQ+ inclusive (must include both "sexual orientation" and "gender identity" in the list of protected classes).
- Answer the first question in the Menti Poll
 - Is your policy fully LGBTQ+ inclusive? What terms does it include?



To answer scan QR Code or go to **menti.com** and enter code **4326 4906**





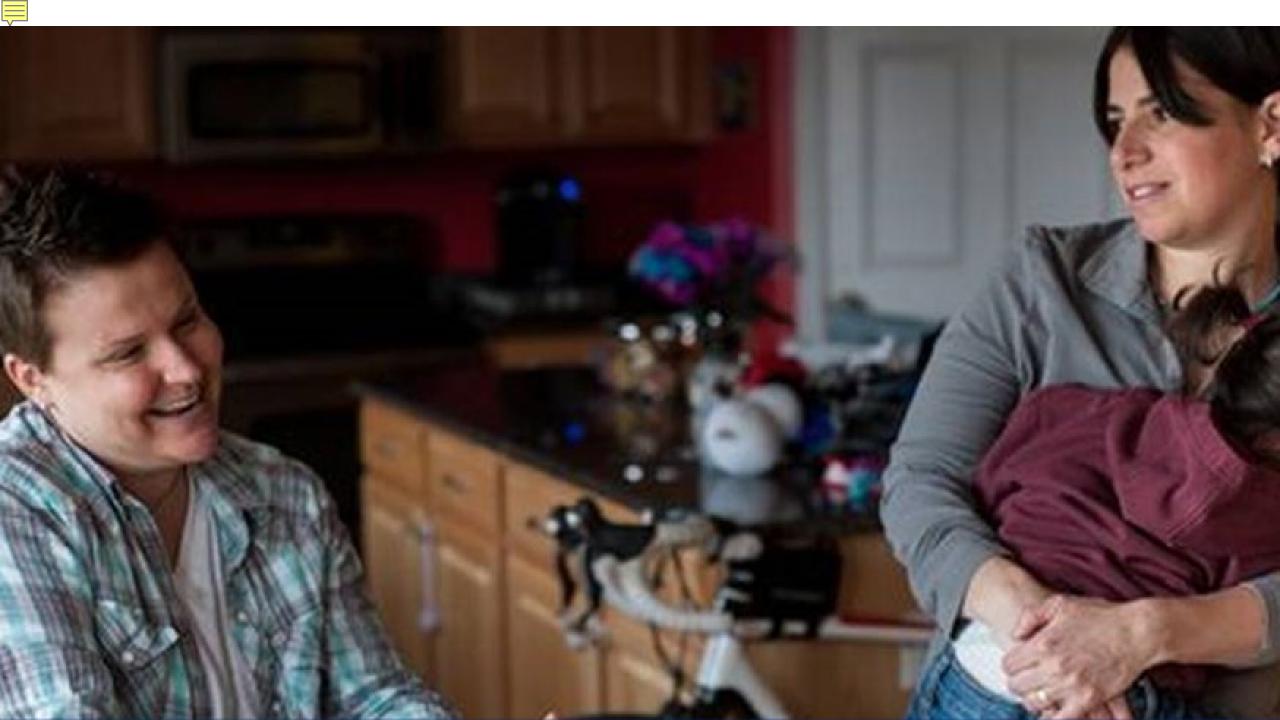
Why the HEI?



Forms of discrimination:

- Refusal to touch
- Harsh treatment
- Visitation denials
- Misgendering
- Inappropriate questions and/or examinations
- Refusal to provide transition related care







Mentimeter Poll Results

Is your Patient Non-Discrimination Policy LGBTQ+ inclusive?





HEI Criteria

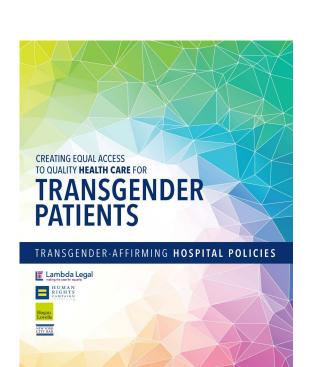


- Scored index
- Criteria 1 Questions & Transgender Inclusive Healthcare Benefits are scored individually
- All other criteria sections are scored as a "menu of options" and participants can receive full or partial credit for each section based on how many initiatives are in place





Sample Resources



Revised May 2016

Does your organization engage in marketing or advertising to the LGBTQ community (other than sponsorship of events)?

In order to receive credit, a facility must:

Describe efforts of marketing efforts and upload a sample of the creative content used to market or advertise to the LGBTQ community.

More information:

In many instances, hospitals advertise in local newspapers and magazines to promote their services, their HEI Leader status and to target the LGBTQ consumer. This is a great way to let the LGBTQ community know what services your facility provides while also reaching the LGBTQ consumer who is in the process of choosing where to receive their healthcare. Ad campaigns and marketing can further a message of a hospital's values around LGBTQ inclusion. Increasingly, ads with authentic images of LGBTQ people are featured in both LGBTQ media outlets and the general press alike.

Check out this article entitled "Companies With LGBTQ-Inclusive Ads Can Increase Sales By 40%, And Here's Why".

Examples:

- Boston Children's Hospital used this ad to promote LGBTQ patients, families and staff.
- Broward Health Imperial Point uses <u>LGBTQ-affirming postcards</u> to illustrate their commitment to LGBTQpatients and their families.
- The Children's Hospital of Philadelphia advertised their commitment to LGBTQ-patient services.
- Saint Luke's Health System developed this ad to promote their status as a Leader in LGBTQ Healthcare
 Equality.
- NYC Health and Hospitals system created <u>this LGBTQ-inclusive image</u> to affirm its commitment to LGBTQ patients and their families.









Tiers of Recognition



Full credit in Criteria 1



- Full credit in Criteria 1
- At least partial credit in Criteria 2, 3, 4
- Score of 80 to 95

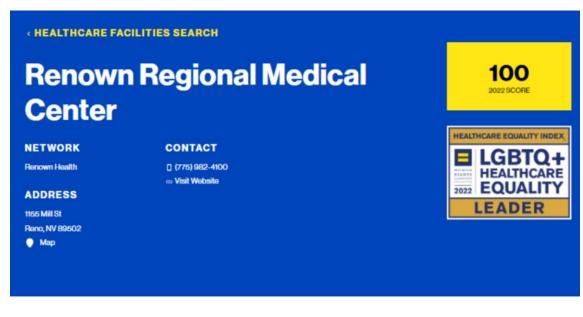


- Full credit in each criteria section.
- Transgender inclusive healthcare benefits for employees
- Top score of 100





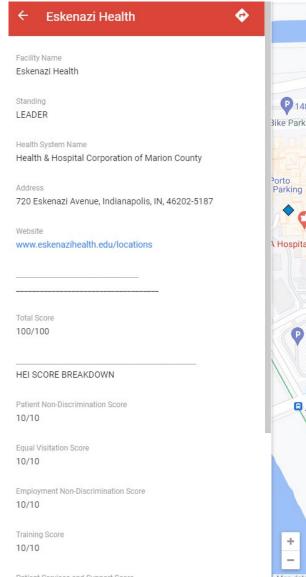
Online Resources for LGBTQ+ Consumers

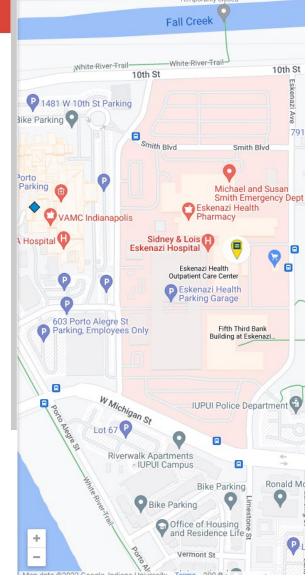


DETAILED RATINGS

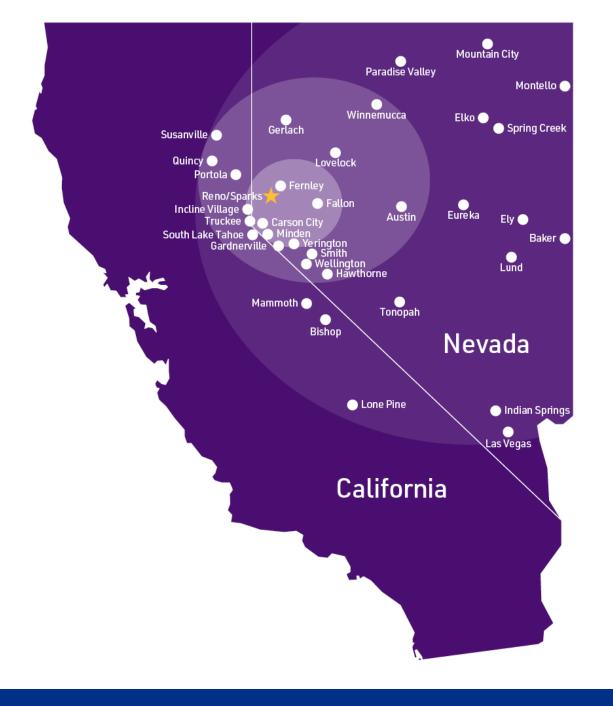
KEY: Yes No Partial No Data Not Applicable











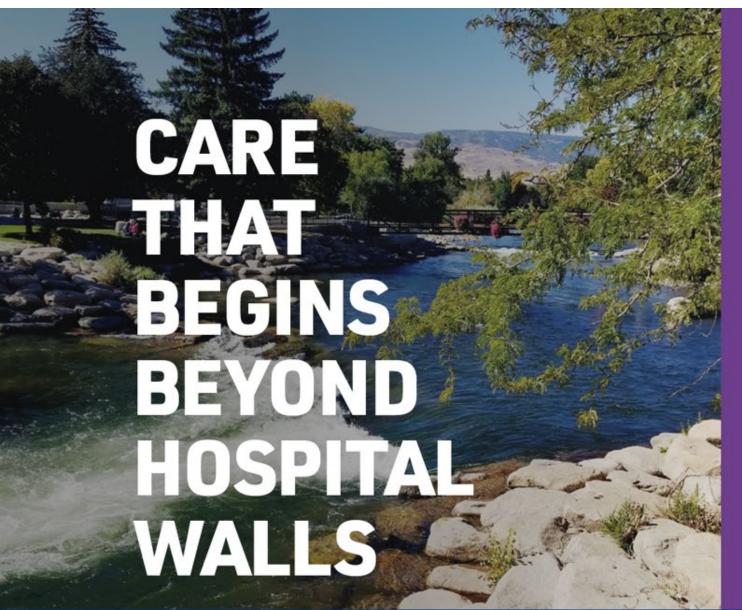
WHO WE SERVE

We are proud to serve more than one million patients — in our 100,000 square mile reach across Nevada, Lake Tahoe and eastern California.





Renown's Goal to Reduce Health Disparities



\$1.5M

community donations, grants and nonprofit sponsorships

205

programs addressing:

- · health
- · mental health
- substance use
- social determinants of health
- physical activity
- nutrition
- · chronic disease
- children and senior health

3.9

million lives touched

\$145,000

diversity, equity and inclusion grant awards to 55 area nonprofits

2021-2023 Community Health Needs Assessment will focus on Health Behaviors, Immunizations and Infectious Diseases, Behavioral Health and Youth and Adolescent Health

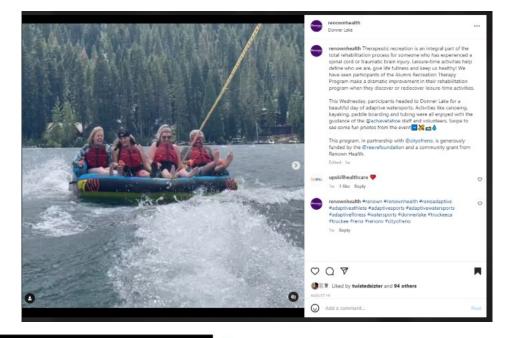


We're winding down #HispanicHeritageMonth by shining the spotlight on Cristal Herrera, our Director of Marketing, Communications & Customer Engagement. Cristal says that, "Hispanic Heritage month is special to me because it reminds me of where I came from. I'm proud of my history, my parents and all the morals and expectations they have passed down to me. Their determination and will lives with me forever. #SISEPuede

I'm so lucky to work for Renown where they are also determi... See more



THE BIGGEST LITTLE CITY IN THE









Happy Pride Month! Here at Renown, we value diversity and support our LGBTQIA patients and employees. We believe in respect for all people and that hospitals should be a safe space for all.

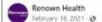
TAKE PRIDE IN DIVERSITY. THIS MONTH & ALWAYS.

FIGHT THE GOOD FIGHT.

Renown

₫೦Cassie Breazeale Harris and 36 others

6 Shares



Dr. Myron Bethel is an OBGYN who has worked at Renown for over 12 years. He shares, "I have increasingly seen evidence of an effort by the institution to create diversity in leadership and in attending to the needs of its increasingly diverse population. 30% of my OB/GYN practice involves maintaining and improving access to healthcare for the underinsured population, which has been a commitment of Renown since its inception. With higher incidence of diabetes and hypertension in our Black/Brown population, we have special clinics to manage these disorders to ensure good outcomes." Thank you for your important work Dr. Bethell



Thank you HEI! Prioritizing the Work

- Updated Medical Records
- Visitation without regard to sexual orientation or gender identity
- Gender Neutral Restrooms
- Employee LGBTQ+ patient-centered care training
- Both "sexual orientation" and "gender identity" are included in both the patient non-discrimination policy and in Renown's employment nondiscrimination policy
- Offering transgender-inclusive healthcare benefits to employees and members of Renown's not-for-profit health plan, Hometown Health
- Providing substantial support and awarding grants to area organizations addressing diversity and inclusion, LGBTQ+ community Pride events and collaboration with LGBTQ+ organizations as an ally





Healthcare Facilities take the HEI to

- Learn best practices for LGBTQ+ equity & inclusion
- Provide patient-centered care to a long-overlooked group
- Enhance patient satisfaction ratings
- Ensure compliance with legal, CMS, ACA, and The Joint Commission requirements
- Enjoy recognition for their commitment to equity, diversity and inclusion from the nation's largest LGBTQ+ civil rights organization





HEI Nuts & Bolts

- The HEI survey is biennial, with the survey in odd years and the reports coming out in March of even years
- HEI 2024 Survey will open in Summer 2023 and will close in Fall 2023
- Survey, required training, and all resources are free
- Survey is online and does not need to be done in one sitting
- All staff at participating facilities have access to free online, on-demand, CME accredited LGBTQ+ training
- The HEI report recognizes ALL facilities that participate





2022 SHSMD CONNECTIONS





September 11-14 Washington, D.C. area

Questions?

Please be sure to complete the session evaluation on the mobile app!



Tari Hanneman (she/her)

Tari Hanneman is the Director of the Health and Aging Program at the Human Rights Campaign Foundation, where she oversees the annual LGBTQ+ Healthcare Equality Index, the Long-Term Care Equality Index, and other projects related to LGBTQ+ health and aging. Tari has over 25 years of experience in the nonprofit and philanthropic sector, primarily focused on the areas of health and women's issues. She previously served as Director of The Women's Fund of and in a number of roles at The California Endowment, one of the nation's largest health foundations. She has also worked for elected officials and non-profits focused on the environment, reproductive rights, and HIV. She has a Master's in Public Administration with an emphasis on Nonprofit Management from the University of Southern California.



Tari Hanneman
Director, Health & Aging Program
Human Rights Campaign Foundation
Tari.Hanneman@hrc.org
HEI@hrc.org
hrc.org/hei



Cristal Herrera Woodley (she/her)

Cristal Herrera Woodley, M.B.A., is an award-winning marketer and communicator who enjoys driving strategy and executing programs that build brand awareness, penetrate new markets, drive revenue growth, and strengthen competitive market positions. Her marketing experience has helped organizations develop compelling campaigns that drive growth and loyalty. Currently, she is the Director of Marketing, Communications and Customer Engagement at Renown Health.



Cristal Herrera Woodley
Director of Marketing, Communications & Customer Engagement
Renown Health

<u>Cristal.Herrera@renown.org</u>

Renown.org





2022 SHSMD CONNECTIONS





September 11-14 Washington, D.C. area

Aligning Sponsorship with DEI Commitment

Michelle O'Keefe, Chief Communications Officer, Eskenazi Health



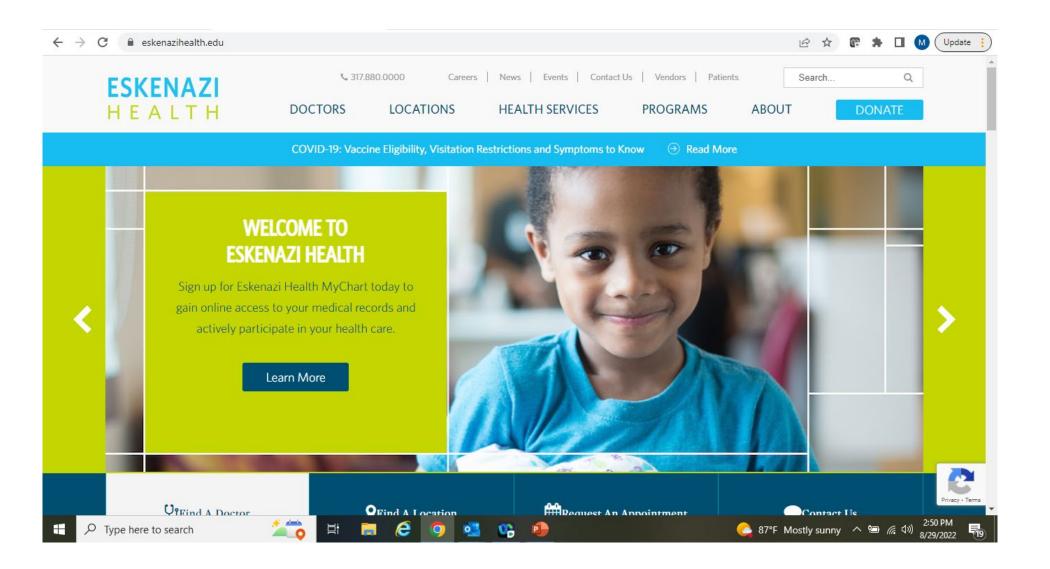
Holding Ourselves Accountable

- Internal assessment
- How can we be part of community change
- Role as an anchor institution
- Identified Community Sponsorship Program as an opportunity
- Launched in January 2021
- Goal: Ensure our limited financial resources are going to values-aligned organizations
- Goal: Encourage community organizations to prioritize DEI
- Goal: Enable measurement and the collection of additional data related to our DEI commitment

Aligning Community Sponsorships with DEI Commitment

- Long history of community sponsorship program
- Established greater definition around community sponsorship
- Redesigned program
- Streamlined focus on financial contributions supporting community organizations
- Standardized application process
- Created small task force for review and approval
- Developed evaluation tool and scoring system







Sponsorship Application Diversity and Inclusion Scoring

n			
Kequesting	Organization		

	Yes 2 Points	Working On It 1 Point	No 0 Points
Organization is actively working to improve racial equity in our community			
Organization serves diverse populations			
Organization promotes their programs and services to diverse populations			
Organization has people of color in leadership roles (board and staff)			
Organization has mandatory diversity and inclusion training for board and staff			
Organization works with diverse vendors and suppliers			
Organization serves Eskenazi Health patients			
Specific event or program seeking funding includes diverse populations			
Specific event or program seeking funding benefits diverse populations			

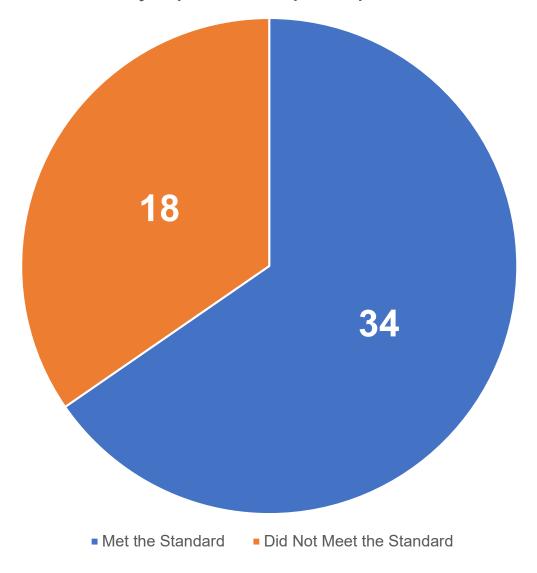
Total Score	
-------------	--

Meets Standard for Commitment to Racial Equity, Diversity and Inclusion	YES	NO
Requires Follow Up Discussion and Coaching with Requesting Organization	YES	NO
Does Not Meet the Standard for Commitment. Do Not Sponsor	YES	NO

Score 14-18	Score 6-13	Score 0-5
Meets the standard	Does not meet the standard, organization requires discussion and coaching	Does not meet the standard, do not sponsor



Community Sponsorship Requests in 2021





Learning Along the Way

- Constant assessment of program
- Living process that continues to evolve
- Committed to not making changes midyear
- Not meeting the standard vs. not communicating well
- Investment of time
- Positive feedback from stakeholders
- Identifying and addressing challenges
- Options being considered for 2023





2022 SHSMD CONNECTIONS





September 11-14 Washington, D.C. area

Questions?

Please be sure to complete the session evaluation on the mobile app!



Michelle O'Keefe, MA (She/Her)

- Chief Communications Officer, Eskenazi Health
- michelle.okeefe@eskenazihealth.edu
- Michelle serves as a trusted guide working with the C-suite on strategic communications, messaging, operations, culture, and diversity, equity and inclusion. She oversees the development and execution of integrated communications and engagement including research-based public and media relations, issues management, marketing, events and outreach, music and arts programming, and values-aligned community sponsorship efforts. Eskenazi Health, one of America's largest essential health systems that also serves as a vital training ground for the Indiana University School of Medicine, includes an urban hospital campus as well as community-based primary and mental health care across Indianapolis.