

A photograph of three young Black women smiling and posing outdoors at sunset. The woman on the left has curly hair and is wearing a dark top. The woman in the center has straight hair, wears glasses, and a white t-shirt with a circular logo that says 'I NEED MY SPACE'. The woman on the right has curly hair and is wearing a red tank top with the text 'Think of the beauty of you' written on it. The background is a warm, golden sunset over a field of tall grass.

# **Reducing Racial Disparities in Health Outcomes**

**United Way  
of Dane County**



The Power of Many. **Working for All.**





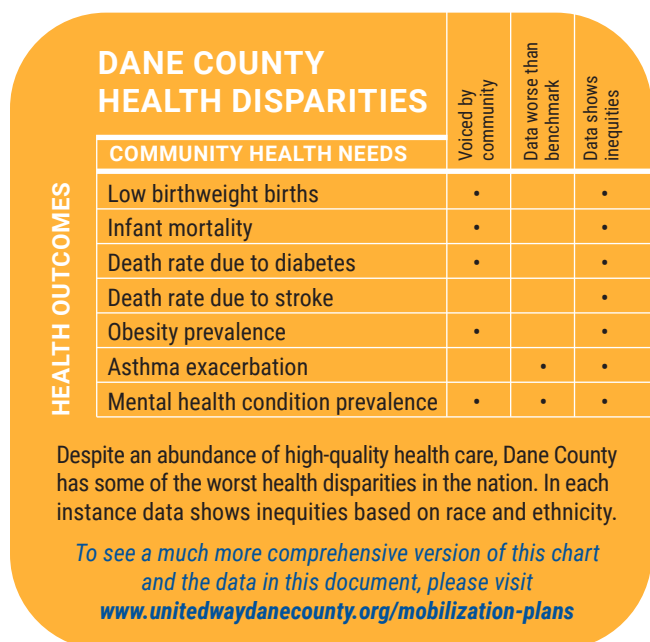
## At United Way of Dane County, we're committed to addressing community health care needs and promoting overall well-being.

While our community remains a top place to live, raise a family and retire, for our BIPOC neighbors (including Black, Indigenous, Latinx, Southeast Asian and people of color) in Dane County, income, education and health inequities and disparities remain consistent. Unfortunately, in Dane County the color of your skin, the ZIP Code in which you live has a significant impact on your quality of life, life expectancy and a wide range of health outcomes.

**The evidence is clear, and the need is urgent. Our focus is to reduce racial disparities in health outcomes and increase trauma and resiliency supports in Dane County.**

## WHY IT MATTERS

BIPOC community members are significantly more likely to experience lower-quality health care, have less access to resources like education and to experience prejudice in their professional and personal lives. One result of these experiences is stress, which contributes to medical conditions like high blood pressure, heart disease, stroke and eye disease.<sup>1</sup> Wisconsin and Dane County rank high in overall health care nationally. Yet, we have some of the worst health disparities in the nation.<sup>2</sup>



<sup>1</sup> Williams DR, Sternthal M. Understanding racial-ethnic disparities in health: sociological contributions. J Health Soc Behav. 2010;51 Suppl(Suppl):S15-27. doi: 10.1177/0022146510383838. PMID: 20943580; PMCID: PMC3468327.

<sup>2</sup> 2019-2021 Dane County Community Health Needs Assessment.  
[https://www.uwhealth.org/files/uwhealth/docs/pdf6/UW%20Health%202019-2021%20CHNA\\_FINAL.pdf](https://www.uwhealth.org/files/uwhealth/docs/pdf6/UW%20Health%202019-2021%20CHNA_FINAL.pdf)

## OUR VISION:

### A Dane County Absent of Racial Health Disparities

By building on community, clinical and academic wisdom, we intend to improve health outcomes and reduce disparities across the county. Our strategies are built on an understanding of social determinants of health that includes an increased understanding of community-based strategies and increased diversity of the health care workforce to accelerate progress towards improving the health care outcomes for BIPOC community members.



Together, with the help of local programs and nonprofits, we will ensure that the places where Dane County residents receive social and medical health services provide an equitable, affordable, accessible and culturally-safe care experience that meets the unique needs of every population.

## GOALS AND STRATEGIES:

### 1. REDUCE RACIAL HEALTH DISPARITIES IN DANE COUNTY

Health inequity arises from social, economic, environmental and structural disparities that contribute to intergroup differences in health outcomes both within and between groups identified by race.

**Strategy:** Increase culturally relevant, reflective, and safe wellness models and programs defined and/or led by BIPOC communities.

**Strategy:** Increase capacity in communities to address health disparities for BIPOC residents (example: invest in Fund Health Programs that are community-based and in which disparities are persistent).

**Strategy:** Increase community-based health programs that address BIPOC communities.

**Strategy:** Advance clinic and community linkages to improve health access.

**Strategy:** Increase patient and/or family information exchange with desire to expand current levels of linkage across the care coordination continuum.

**Strategy:** Increase community-based maternal child health programming for BIPOC communities.



## 2: INCREASE RESILIENCY AND TRAUMA SUPPORTS FOR DANE COUNTY RESIDENTS

Intercultural clinical communication depends on more than language. Understanding and responding to patients' symptoms and concerns requires broader cultural knowledge.

**Strategy:** Increase culturally-safe and responsive trauma and resiliency programs (example: mental health programming) for BIPOC communities.

**Strategy:** Cultural adaptation of behavioral or mental health intervention.

**Strategy:** Embed culture brokers\* into care teams for individuals and families disengaged from mental health supports due to racism, power dynamics and distrust.

*\*Culture Brokers are paraprofessionals trained to act as mediators or go-betweens in clinical settings. They can provide the missing context to practitioners and patients to improve clinical communication. (Examples of Culture Brokers include: Community Health Workers, Health Education Specialists, Healthy Birth Ambassadors)*



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Full mobilization plan is available at [www.unitedwaydanecounty.org/mobilization-plans](http://www.unitedwaydanecounty.org/mobilization-plans)