**Diversity, Equity and Inclusion Resources for Evidence-Based Health Promotion Programs (EBHPP)**

“*Strength lies in differences, not in similarities.” - Stephen R. Covey*

The objective of this list is to distribute resources that assist in establishing diverse and inclusive evidence-based program settings across all communities in Wisconsin. Keep in mind, this is merely a beginning.

If you would like to further your knowledge of health equity, the UW Population Health Institute has partnered with the Wisconsin Center for Public Health Education training to develop three health equity 101 training modules.

**Health Equity Module 1**: [Introduction](https://wicphet.org/sites/default/files/courses/health-equity/intro/story_html5.html) (approx. 10 mins) The first module begins with an introduction to health equity. It discusses how health is more than just sickness or its absence, and that health inequities are more than just differences in health outcomes.

**Health Equity Module 2:** [Health & Power](https://wicphet.org/sites/default/files/courses/health-equity/health-power/story_html5.html) (approx. 10 mins) The second module explores the relationship between health and power, considering what it means to suggest that “the root cause of health inequity is powerlessness.”

**Health Equity Module 3:** [Operationalize Health Equity](https://wicphet.org/sites/default/files/courses/health-equity/operationalize/story_html5.html) (approx. 20 mins) The third module discusses ideas for operationalizing health equity in practice, and specifically looks at opportunities to expand the definition of health, strategically use data, assess and influence the policy context, and strengthen community capacity to act on health inequities.

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| **Outreach, Recruitment, Marketing** |  |
| How often do our flyers and brochures have images of diverse populations? | Are there people of more than one race and/or ethnicity in the image?  [Guide to Diversity and Inclusion Marketing](https://online.maryville.edu/online-bachelors-degrees/marketing/resources/diversity-in-advertising/)  [Marketing & Recruitment](https://www.ncoa.org/article/marketing-recruitment) – Best Practice Clearinghouse |
| How often do we distribute marketing materials in diverse communities? | [Inclusive Outreach and Community Engagement](https://icma.org/articles/pm-magazine/how-facilitate-inclusive-community-outreach-and-engagement) to find out the racial demographics of your community click [here](https://www.census.gov/quickfacts/fact/table/rockcountywisconsin,NC/PST045223) |
| How often do we consider gender when conducting outreach to promote health equity of all genders? | [Recruiting and Engaging Older Men in Evidence-Based Health Promotion Programs](https://www.hindawi.com/journals/jar/2016/8981435/)  [Culturally Responsive Health Promotion to Address Health Disparities in African American Men: A Program Impact Evaluation](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7450466/) |
| How often do we conduct outreach with the LGBTQI (Lesbian, Gay, Bisexual, Trans, Queer, Intersex) community? | [SAGECare](https://www.sageusa.org/what-we-do/sagecare/) – Creating more welcoming care for LGBTQ+ elders |
| How often do we conduct outreach with the Black/African American community? | [Black and African-American Outreach Guide](https://www.nhpco.org/wp-content/uploads/African_American_Outreach_Guide.pdf)  Example – [Health Promotion interventions for African Americans delivered in U.S. barbershops and hair salons](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8365990/)  [Outreach strategies to recruit low-income African American Men to participate in health promotion programs](https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1002&context=hpp_faculty_pubs) |
| How often do we conduct outreach with the Latinx community? | [Communication Strategies to Improve Outreach to Latino Communities](https://static1.squarespace.com/static/5b47c71ae2ccd1440bb641db/t/5c3534db8a922d5a0fea59ce/1546990811830/Communication+Strategies+for+Latino+Outreach.pdf)  [Marketing templates in Spanish](https://www.ncoa.org/article/marketing-and-recruitment-materials-for-the-chronic-disease-self-management-program) |
| How often do we conduct outreach with communities living with disabilities? | [Toolkit for Being Inclusive of Participants with Disabilities](https://healthyagingnc.com/wp-content/uploads/2020/01/Disabilities-Inclusion-Toolkit_version-2018.pdf)  [Wi DHS Office for the Deaf and Hard of Hearing](https://www.dhs.wisconsin.gov/odhh/index.htm) – resources, including sign language interpreting and other technology accommodations  [Tip Sheet: Engaging People with Disabilities in Evidence-Based Programs](https://www.ncoa.org/article/tip-sheet-engaging-people-with-disabilities-in-evidence-based-programs) |
| How often do we conduct outreach with Native American Communities? | Indian Service Education Materials and Resources [(online catalog)](https://www.ihs.gov/diabetes/education-materials-and-resources/index.cfm?module=productList)  [Engaging American Indian/Alaska Native Elders in Falls Prevention Programs](https://www.ncoa.org/article/engaging-american-indian-alaska-native-elders-falls-prevention-programs)  [Successful Strategies & Lessons Learned from Implementing Evidence-Based Programs in American Indian, Alaska Native, and Native Hawaiian Communities](https://www.ncoa.org/article/successful-strategies-lessons-learned-from-implementing-evidence-based-programs-in-american-indian-alaska-native-and-native-hawaiian-communities) |
| How often have we held health fairs or evidence-based health promotion workshops in diverse community settings or spaces that embrace diverse communities? | [The reach and rationale for community health fairs](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3909725/) |
| **Awareness and Education** |  |
| How often do our staff and volunteers include members of diverse communities? | [8 Strategies for Creating a More Inclusive Volunteer Program](https://blogs.volunteermatch.org/8-strategies-for-creating-a-more-inclusive-volunteer-program) |
| How often are members of diverse communities represented on our advisory committees, boards, task forces and planning groups? | [Recruiting Volunteers](https://ctb.ku.edu/en/table-of-contents/structure/volunteers/recruiting/main) – Learn how to grow your organization, reduce the burden on paid staff, and diversify your organization by recruiting volunteers. |
| How often do we hold workshops with diverse communities? | [Toolkit: Enhancing Cultural Competence](https://ctb.ku.edu/en/enhancing-cultural-competence) |
| How often do the participants in our programs represent the diversity of our community? | [Recruiting and Retaining Program Participants – Rural Health Information Hub](https://www.ruralhealthinfo.org/toolkits/health-promotion/4/recruiting-and-maintaining) |
| How often do we think about the language that we use when we present our programs to those who may have language or literacy challenges? | [Best Practice Guide](https://www.reframingaging.org/resources) – Reframing Aging |
| **Community Engagement** |  |
| How often do we seek consultation from the disability community about reaching persons with disabilities in our service area? | [Toolkit for Being Inclusive of Participants with Disabilities](https://healthyagingnc.com/wp-content/uploads/2020/01/Disabilities-Inclusion-Toolkit_version-2018.pdf)  [WI Office for the Deaf and Hard of Hearing](https://www.dhs.wisconsin.gov/odhh/index.htm)  [Blind or Visually Impaired Information and Services](https://www.dhs.wisconsin.gov/obvi/index.htm) – WI DHS |
| How often do we seek consultation from the LGBTQI community about reaching LGBTQI persons with your services/programs? | [Leadership and Staff Training](https://sageusa.care/our-services/coaching-training/) – SageCare LGBTQ+ Aging Cultural Competency |
| How often do we seek consultation from the Latino/Latinx community about reaching Latino/Latinx persons with your services/programs? | [Promoting Health Equity in the Latinx Community](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10153429/)  [Latinos Living Healthy](https://lulac.org/programs/health/) |
| How often do we seek consultation from the Black/African American community about reaching Black/African American persons with your services/programs? | [Care for Black Older Adults Matter](https://sinaigeriatrics.ca/black-older-adults/) |
| How often do we seek consultation from the Native American community about reaching Native American persons with your services/programs? | [Engaging American Indian/Alaska Native Elders in Falls Prevention Programs](https://www.ncoa.org/article/engaging-american-indian-alaska-native-elders-falls-prevention-programs)  [Successful Strategies & Lessons Learned from Implementing Evidence-Based Programs in American Indian, Alaska Native, and Native Hawaiian Communities](https://www.ncoa.org/article/successful-strategies-lessons-learned-from-implementing-evidence-based-programs-in-american-indian-alaska-native-and-native-hawaiian-communities)  [How Can Proven Evidence-Based Resources Better Reach Native Elders?](https://www.ncoa.org/article/how-can-proven-evidence-based-resources-better-reach-native-elders) |