In our own backyard

- New Jersey is one of the country’s most diverse state
- Of New Jersey’s 9 million residents, nearly a quarter are foreign born

NJ Health Disparity Priority Areas

- Asthma
- Breast, cervical, prostate, and colorectal cancer screening
- Cardiovascular disease
- Diabetes
- Hepatitis C
- HIV/AIDS
- Immunizations (adult and child)
- Infant mortality
- Injuries (accidental) and violence
- Kidney disease
- Obesity
- Sexually transmitted diseases

Source: https://www-doh.state.nj.us/doh-shad/resources/HealthDisparities.html
Social determinants of health (SDOH) have a major impact on people’s health, well-being, and quality of life. Examples of SDOH include:

- Safe housing, transportation, and neighborhoods
- Racism, discrimination, and violence
- Education, job opportunities, and income
- Access to nutritious foods and physical activity opportunities
- Polluted air and water
- Language and literacy skills
Our institute’s health equity programs in New Jersey

Health & Safety Training

1:1 Consultations

Resilience Network
Case Studies on Equity and Resilience

"Thank God nobody got infected in our business or in our family."
Vaccine Access in the West Ward

The Challenge

- Outreach in Haitian Creole was unavailable
- Misconceptions on comorbidities and vaccines
- Location of conventional vaccines sites were not easily accessible
The Approach

• Communication materials in Haitian-Creole
• Addressing COVID-19 vaccine myths live on the Haitian Radio Channel
• Partnered with a trusted messenger well known to the Haitian community
• Offered a Haitian feast as an incentive
Serving Vulnerable Communities

Local partnerships
Address language barriers
Tailored outreach
Staff that represent the community
Responsive to community needs

globalhealth.rutgers.edu
Collaboration

“If everyone is moving forward together, then success takes care of itself.”

Henry Ford

Questions and feedback?