

History

The Pennsylvania Department of Health (PDOH) established its Office of Health Equity in 2006.

Health Priorities

The Pennsylvania Department of Health (PDOH) has identified the following health priorities for the people of Pennsylvania, and additional health priorities for racial/ethnic minority populations residing in the state:

Health Priorities for the General Population	Health Priorities Specifically for Racial/Ethnic Minority Populations
Promote Healthy Lifestyles	Eliminate Health Disparities
Prevent Injury and Disease	Assure Workforce Diversity
Assure Safe Delivery of Quality Health Care	Medical Interpretation for LEP Individuals

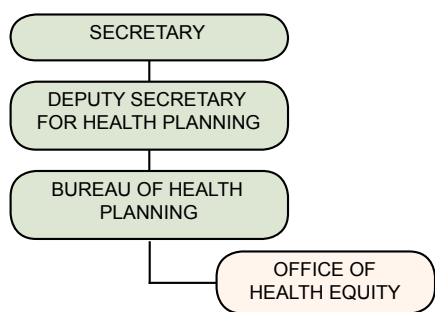
Overview

	Funding for MH/HD Activities	Personnel Dedicated to MH/HD	MH/HD Unit	MH/HD Advisory Body	State MH/HD Legislation or Mandate	MH/HD Strategic Plan	Evaluation of MH/HD Activities
Pennsylvania	✓	✓	✓	✓	✓	✓	✓
Total Affirmative Responses out of 46	30	38	36	36	27	36	39

Organization, Infrastructure and Resources

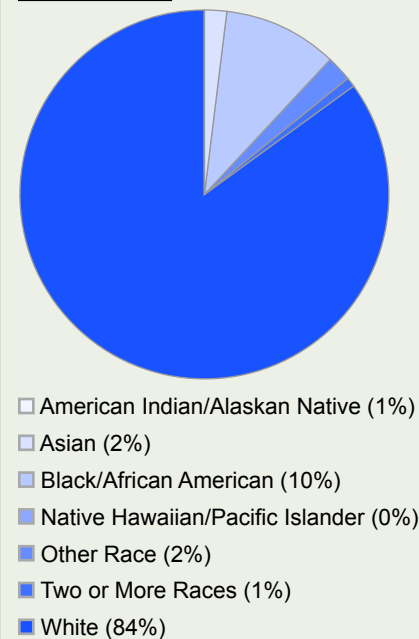
The following is a simplified organizational chart that demonstrates the location of the state's racial/ethnic minority health focal point in relation to the State/Territorial Health Official and other key public health offices:

Pennsylvania Department of Health

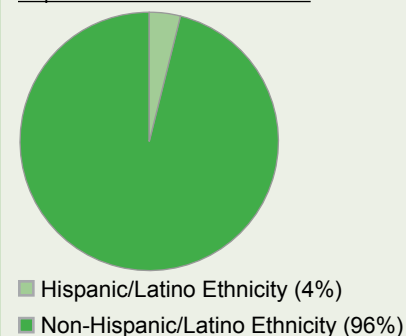


Total State Population:
12,440,621

Racial Distribution



Hispanic/Latino Ethnic Distribution



Note: People can self-identify as members of any racial group in the Census, as well as report having Hispanic/Latino ethnicity.

Source: 2006 American Community Survey, US Census Bureau

Strategic Planning

The Florida Department of Health maintains a general strategic plan for the entire Department. Its Office of Minority Health also maintains a strategic plan for eliminating racial/ethnic health disparities and promoting minority health, which includes the following goals:

Goal: Achieve Pennsylvania's Healthy People 2010 objectives, specifically focusing on eliminating disparities in health care

Tracking: Analyze state statistics to determine whether there are positive changes in health disparities. Track progress of PDOH programs through evaluation process established in each PDOH contract to ensure contract objectives are met.

Goal: Recruit, develop, and maintain a well-trained, highly skilled, diverse workforce to meet current and future public health demands

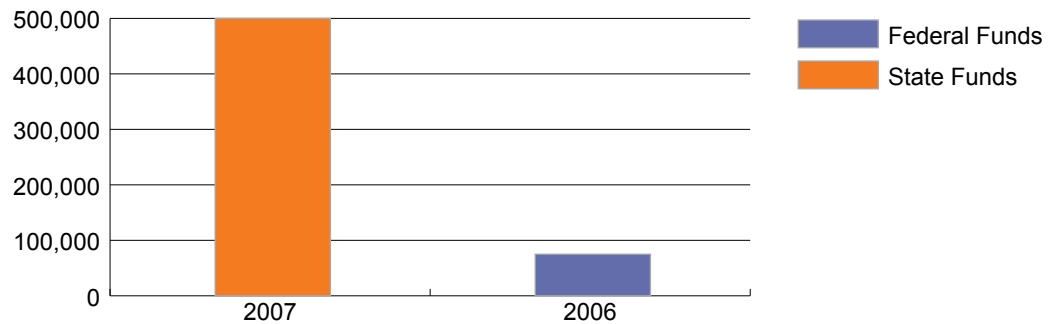
Tracking: Survey of doctors, RNs, pharmacists, dentists and other health care professionals regarding demographic changes in health professions recruiting/hiring

Partnerships

- PDOH has an Office of Health Equity Advisory Committee that advises its leadership on racial/ethnic minority health and health disparity issues (MH/HD).
- PDOH maintains partnerships with an array of organizations active in MH/HD, including: local health departments, other state government agencies, independent advisory bodies from state's racial/ethnic minority communities, health departments in other states/territories, community- and faith-based and non-profit organizations, private corporations, health plans, foundations, academic institutions, professional associations and the media.

Financial Investments

PDOH reported annual investments in racial/ethnic minority health and health disparities (MH/HD) for 2006 and 2007. It should be noted that the amounts represented below may not include funding for specific activities related to MH/HD and may therefore be an underestimate of the total investment from all sources in MH/HD activities.



Human Capital Investments

The following staff dedicates all or part of their work hours to MH/HD activities at the PDOH:

Job Category	Total Number Dedicated to MH/HD	% of Work Hours Each Spends on MH/HD Activities
Administrator/Director	2	80%
Policy or Program Officer	1	100%

Activities

Body & Soul

The initiative began in 2006 to address obesity and healthy lifestyles in the African American community through African-American churches.

Partners and Funding

Centers for Disease Control and Prevention (\$230,000); National Cancer Institute/National Institutes of Health, Montgomery County Health Department, Center for Minority Health - University of Pittsburgh

Activity Outcomes

Participants learned how health and spirituality are connected, reduced dietary fat intake, increased daily fruit and vegetable consumption and increased physical activity. Participants gained access to health information through the church.

Evaluation Methods

Individual surveys, program attendance and qualitative personal interviews

Media Campaign

Through the campaign, the PDOH developed and broadcast televised information spots regarding cancer, stroke, diabetes, violence, HIV/AIDS, heart disease and general health awareness that focused on racial and ethnic minorities aged 25 and older and African-American males in particular.

Partners and Funding

Department of Health (\$300,000), Brown Partners (Contractor)

Activity Outcomes

The campaign reached 80% of targeted audience, aired a combined 1,247 times achieving 37,154,000 impressions, with each person viewing or hearing the spots an average of 4.8 times.

Evaluation Methods

Tracking number of times spots were aired and viewed by target audiences

Innovations in Reducing Stroke and Prostate Cancer in Minority Men

This effort involved an education and outreach campaign targeted to racial/ethnic minority males that imparted information about stroke and prostate cancer, methods for communicating with their health care providers about prostate cancer screening and adopting strategies to reduce cancer risks.

Partners and Funding

PA Department of Health, Centers for Disease Control and Prevention Preventative Block Grant (\$575,000), University of Pittsburgh and the Health Promotion Council of Southeastern PA

Activity Outcomes

Measurable impacts of increased awareness regarding stroke and prostate health in minority communities

Evaluation Methods

Participant surveys

Be a Bridge

This initiative was designed to increase capacity of local and state government to identify, monitor, and evaluate tobacco-related health disparities.

Partners and Funding

PA Department of Health (\$525,000), Health Promotion Council of Southeastern PA, PA Cancer Control Consortium, Philadelphia Health Management Corporation

Activity Outcomes

Strengthened capacities of public health service organizations to deliver effective, population-specific tobacco interventions that are evidence-based or follow best practice guidelines

Evaluation Methods

Surveys of participants in initiative

Pennsylvania's primary contact for racial/ethnic minority health and health disparities is:

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