

**Less Talk More ACTION Research:  
Follow the COVID-19 Data to Address  
Racial & Ethnic Health Disparities in a  
Global Pandemic**

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**National Academy Science  
Pursuing Data on COVID-19:  
The Health Inequity Multiplier  
April 28, 2020**



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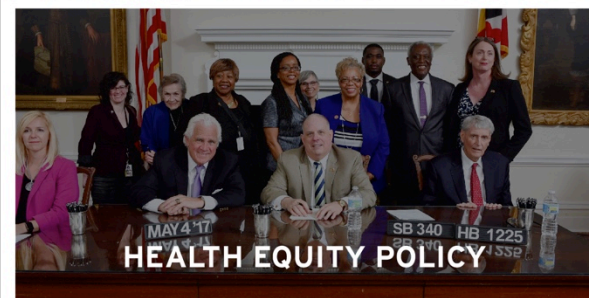
SCHOOL OF  
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CENTER FOR HEALTH EQUITY

**BUILDING BRIDGES**  
**BUILDING TRUST**  
**BUILDING**  
**HEALTHY COMMUNITIES**



BARBERSHOP HEALTH  
INITIATIVES



HEALTH EQUITY POLICY



NETWORK OF SEVEN PRINCE  
GEORGE'S COUNTY & SOUTHERN  
MD. HOSPITAL PARTNERS



# The Historical Context of Health Disparities

“..If there is no **struggle**, there is no progress. Those who profess to favor freedom, and yet depreciate agitation, are men who want crops without plowing up the ground. They want rain without thunder and lightning. They want the ocean without the awful roar of its many waters...”

(Fredrick Douglass)



# Defining Health Disparities and Health Equity

# The words we use can matter. Definitions can matter:

While some differences in definitions may reflect only **stylistic preferences**,

others convey **values** and **beliefs** that can be used explicitly or implicitly to justify and promote particular views, policies, and practices.

“Health equity  
means that  
everyone has a fair  
and just opportunity  
to be as healthy as  
possible...”

For the purposes of **measurement**, health equity means reducing and ultimately **eliminating disparities** in **health** and its determinants that adversely affect **excluded or marginalized groups**.

... if an effort does not address poverty, discrimination, or their health-damaging consequences for groups of people who have historically been excluded or marginalized – it's probably not a health equity effort.



# History Matters

Copyrighted Material  
 "An authentic, exquisitely detailed case study of the consequences of racism in American life."  
 — *The New York Times Book Review*

# BAD BLOOD

The Tuskegee Syphilis Experiment



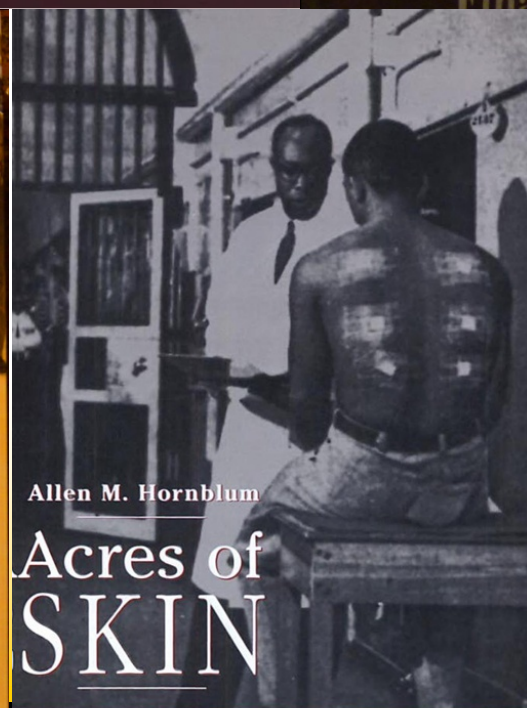
The modern classic of race and medicine updated with an additional chapter on the Tuskegee Experiment's legacy in the age of AIDS



THE Infamous  
 Syphilis Study  
 AND ITS Legacy

Examining Tuskegee

SUSAN M. REVERBY



Allen M. Hornblum

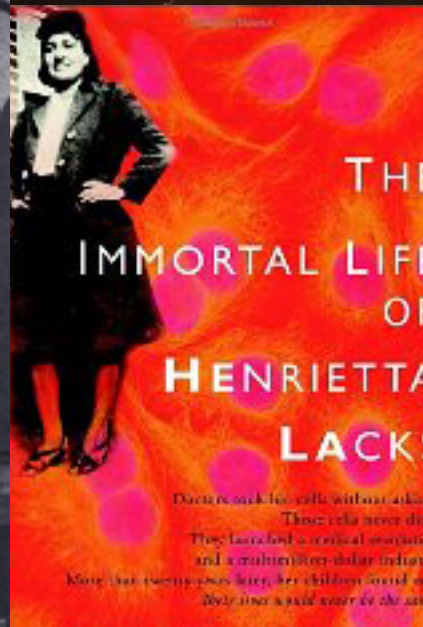
Acres of  
 SKIN

Human Experiments at Holmesburg Prison

A true story of abuse and exploitation in the name of medical science

# The Human Radiation Experiments

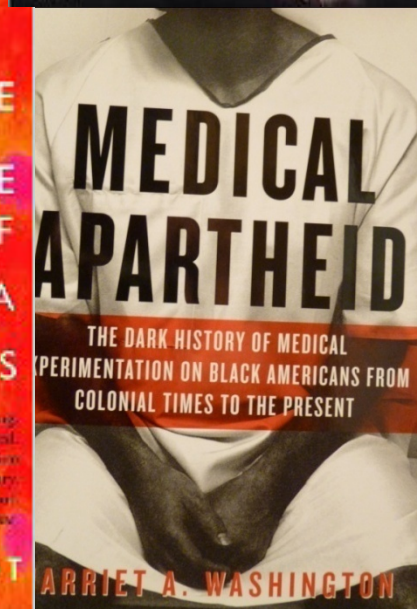
Final Report of the  
 Advisory Committee



THE  
 IMMORTAL LIFE OF  
 HENRIETTA  
 LACKS

Doctors took her cells without asking. Those cells never died. They launched a medical revolution and a multimillion-dollar industry. More than twenty years later, her children found out. They never would have known the same.

REBECCA SKLOOT



MEDICAL  
 APARTHEID

THE DARK HISTORY OF MEDICAL  
 EXPERIMENTATION ON BLACK AMERICANS FROM  
 COLONIAL TIMES TO THE PRESENT

ARRIET A. WASHINGTON



# U.S. Public Health Service Syphilis Study done at Tuskegee (1932-1972)



The Tuskegee Syphilis Study, described as arguably the most infamous biomedical research study in U.S. History

**A doctor draws blood from one of the Tuskegee test subjects**



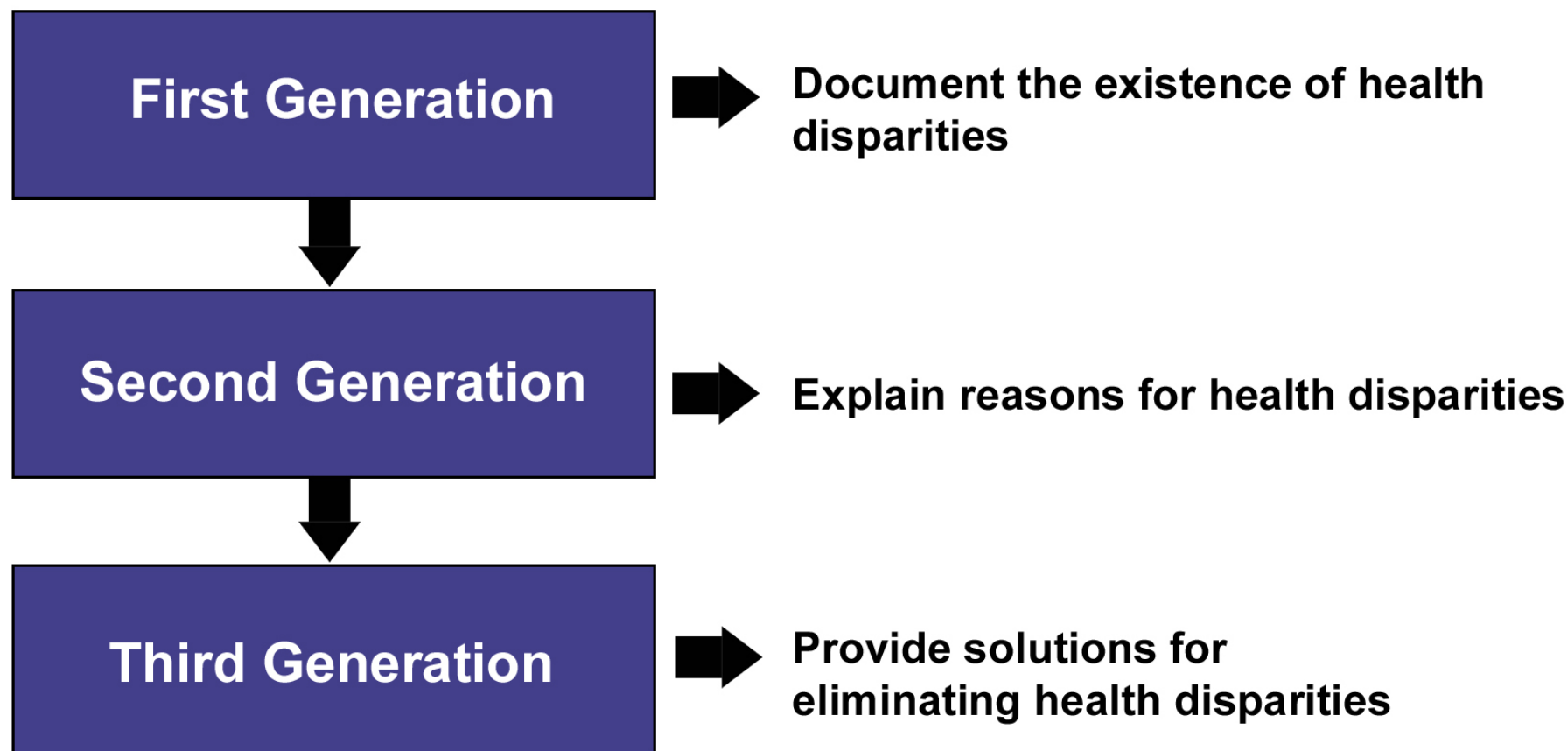
“...The people who ran the study at Tuskegee diminished the stature of man by abandoning the most basic ethical precepts. They forgot their pledge to heal and repair. They had the power to heal the survivors and all the others and they did not. Today, all we can do is apologize....”

President William Jefferson Clinton

The White House

May 16, 1997

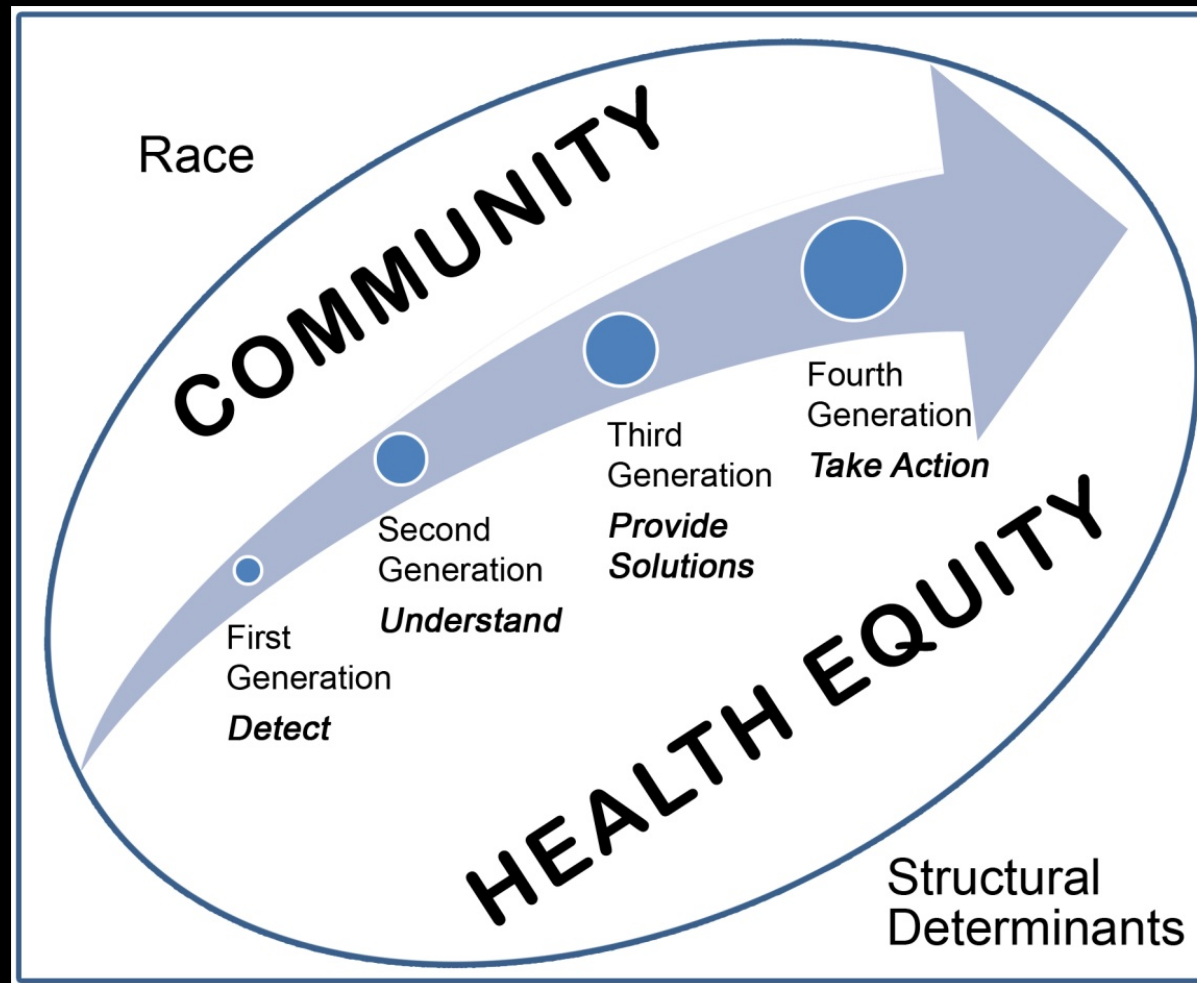
<http://www.cdc.gov/tuskegee/clintonp.htm>



Thomas, S. B., S. C. Quinn, et al. (2011). "Toward a Fourth Generation of Disparities Research to Achieve Health Equity." Annual Review of Public Health **32(1)**: 399-416.



# The Health Equity Action Research Trajectory: A Platform for 4<sup>th</sup> Generation Disparities Research





# The Wicked Problem

“...A wicked problem is a **social or cultural problem that is difficult or impossible to solve** for many reasons including:

- 1.incomplete or contradictory knowledge,
- 2.the number of people and multiple opinions involved,
- 3.the large economic burden, and
- 4.the fact that complex problems are typically offloaded to policy makers, or written off as too big and cumbersome to solve.



CENTER FOR  
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SCHOOL OF PUBLIC HEALTH

# Cultural Tailoring Matters

**2001 FEDERAL DHHS**

**TAKE A LOVED ONE TO THE DOCTOR DAY**

**4<sup>th</sup> GENERATION APPROACH:**

**TAKE A HEALTH PROFESSIONAL  
TO THE PEOPLE**

# Health Advocates In-Research and Research (H.A.I.R.)

## National Association of Black Barbershops & Salons for Health







## About the Health Advocates in-Reach and Research Campaign

The Maryland Center for Health Equity (M-CHE), with funding from the Cigna Foundation, trains barbers and stylists within Black barbershops and salons across metropolitan Washington, DC as lay health advocates. In this capacity, barbers and stylists can communicate with their clients about colon and prostate cancer risk, while encouraging age-appropriate health screenings and healthy lifestyle changes.

The M-CHE's Health Advocates In-Reach and Research campaign (HAIR) mobilizes these barbershops and salons as venues for health promotion. They serve to set best practice standards for raising awareness about and encouraging participation in biomedical clinical trials, especially for prostate, colon and other cancers that disproportionately impact African Americans.

Dr. Stephen Thomas, director of the Maryland Center for Health Equity since 2010, first established a HAIR network in Pittsburgh, Pa. in 2002, with support from the National Institutes of Health-National Institute on Minority Health and Health Disparities.

Learn more about HAIR at [sph.umd.edu/HAIR](http://sph.umd.edu/HAIR)

This event would not be possible without the generous support of our sponsors:

Lead Sponsor: Advancing Cancer Treatment

Supporting Sponsor: The Leukemia & Lymphoma Society



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## WHAT BLACK BARBERS & STYLISTS SAY TO SCIENTISTS: NO RESEARCH ON US WITHOUT US!

*An Innovation Design Studio on Biomedical Clinical Trials and the Role of Black Barbershops and Salons in Recruitment and Retention of African Americans*

**Monday, December 9, 2019**

The Hotel at The University of Maryland  
7777 Baltimore Ave, College Park, MD 20742