

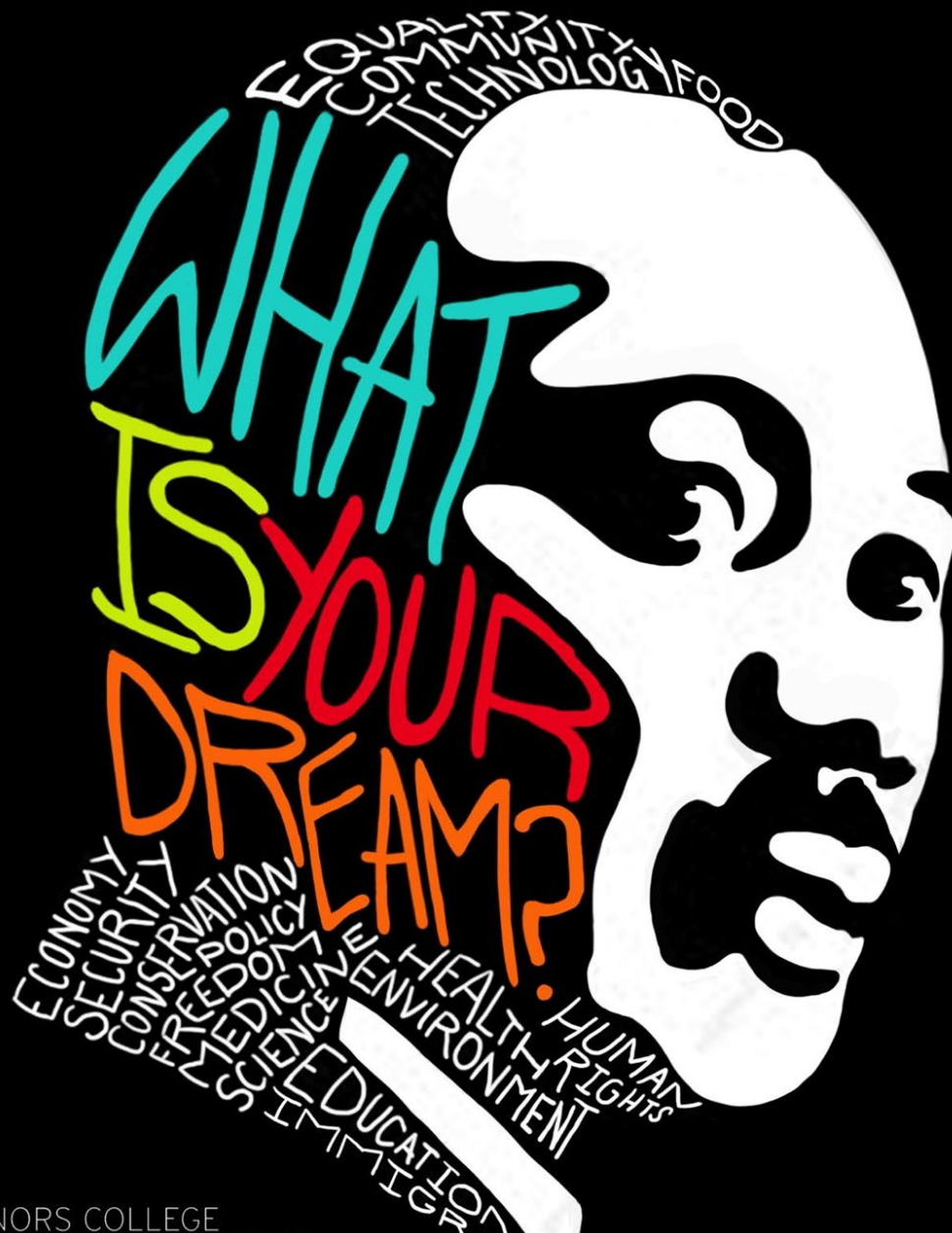


***Medical Countermeasures- Expanding
Delivery and Increasing
Uptake Through Public-Private
Partnerships:***

***A Workshop Series
Workshop 2 - Public-Private Partnerships
for Acceptance and Uptake of Medical
Countermeasures***

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TRANSLATING THE SCIENCE OF
MEDICINE AND PUBLIC HEALTH
INTO CULTURALLY TAILORED
"HYPERLOCAL" INTERVENTIONS:
PARTNERSHIPS MATTERS





SCHOOL OF
PUBLIC HEALTH
CENTER FOR HEALTH EQUITY

**BUILDING BRIDGES
BUILDING TRUST
BUILDING**
HEALTHY COMMUNITIES





OUR ETHICAL RESPONSIBILITY



SCHOOL OF
PUBLIC HEALTH

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THE BELMONT REPORT (1978)

Basic Ethical Principles

1. Respect for Persons
2. Beneficence
3. Justice



Art by Mr. Joe Wade



BIOETHICS PRINCIPLE OF JUSTICE



Those who bare the burden of
“research” must not be denied the
benefits of “science.”

Justice in health care is usually
defined as a form of **fairness**...





SAFE STREETS

VACANT
PROPERTY

737





CULTURAL TAILORING MATTERS



African American Cultural Festival



SCHOOL OF
PUBLIC HEALTH

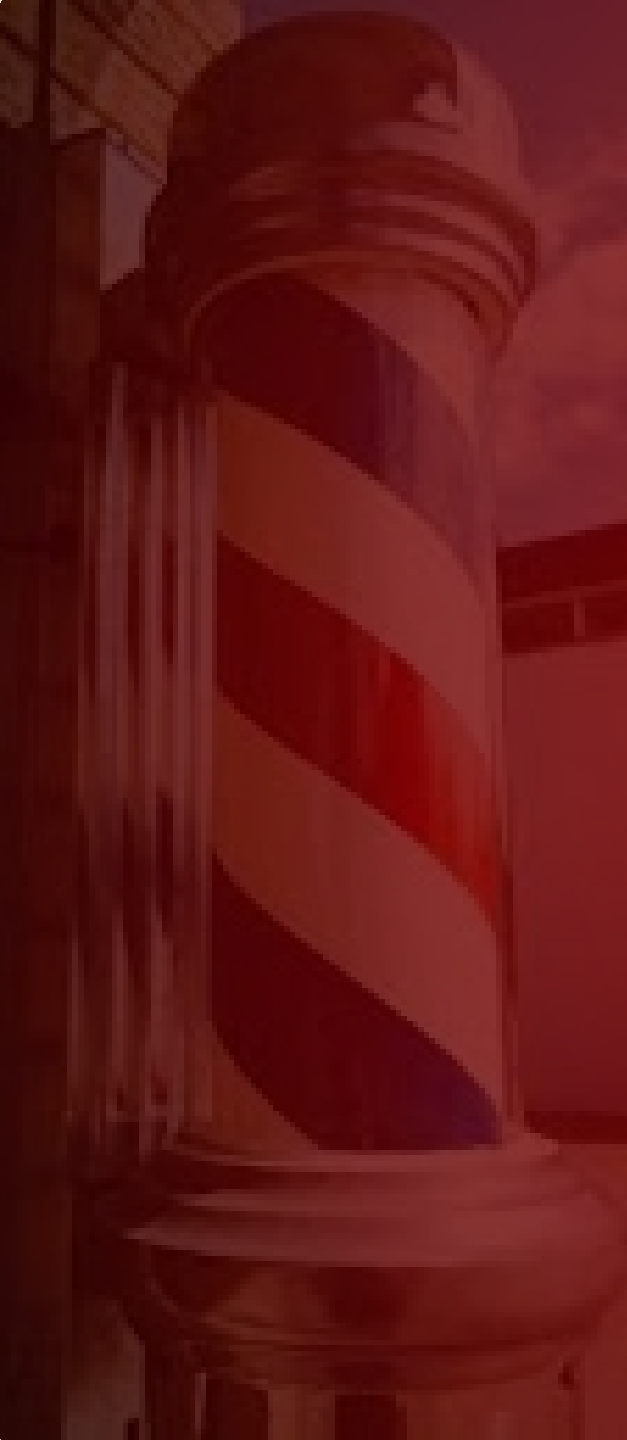
CENTER FOR HEALTH EQUITY

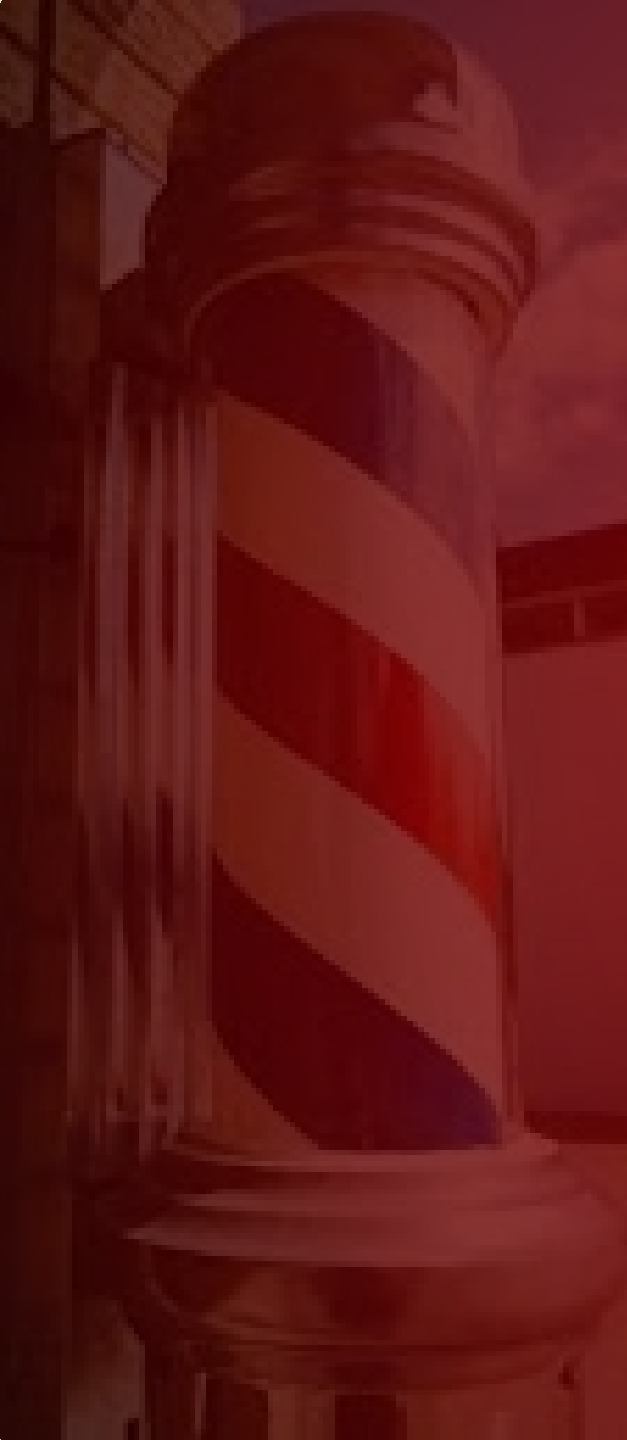




Grandmother Part I: Meet People Where They Are

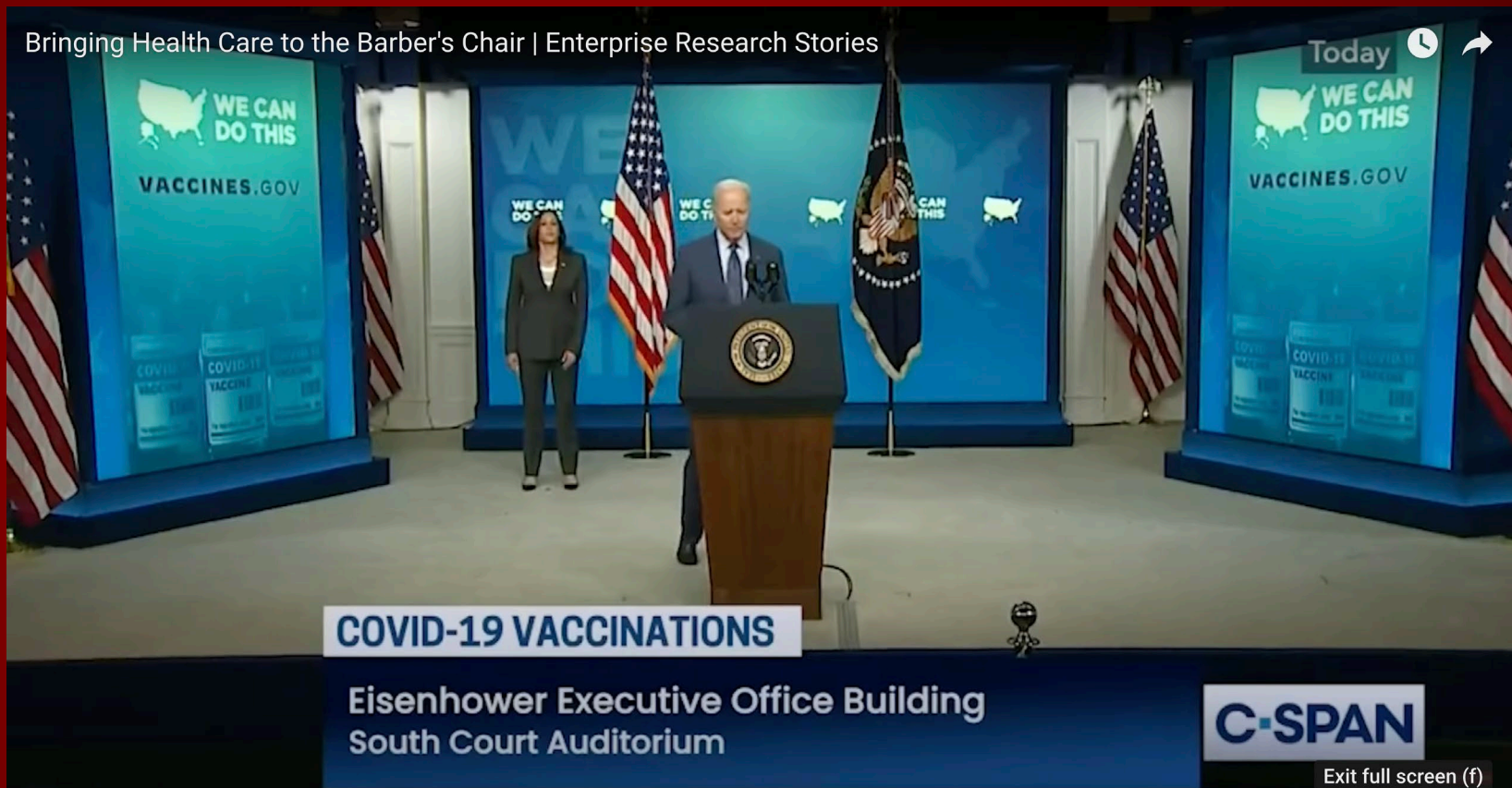






I took videos and posted it on Facebook, (chuckles)





Start video @ Time Stamp 2:03

<https://www.youtube.com/watch?v=vhanb-csxFs&t=1s>



recruiting events



recruiting events:



27th Baltimore African American Cultural Festival, Sept. 2023





Are barbers the secret weapon against vaccine hesitancy?

Some African-Americans are reluctant to get the covid jab. Near Washington, DC, one man is trying to change people's minds







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Cigna



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janssen
PHARMACEUTICAL COMPANY
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evolving recruitment materials



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