

Raising Awareness Among Health Professionals: Implementing a Social Media Campaign to Address Issues of Health Equity (DEI Social Media Campaign)

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Purpose

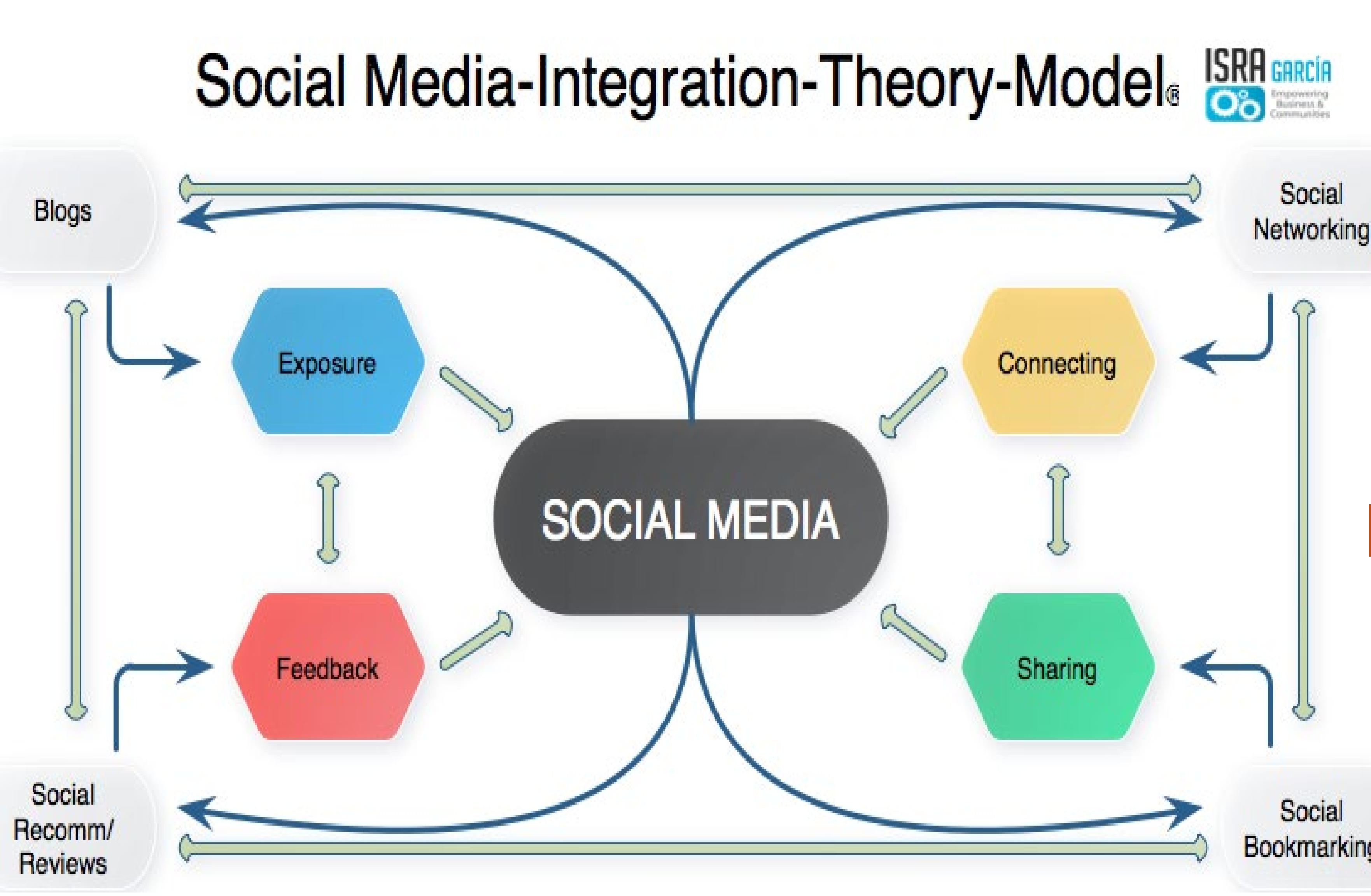
The purpose of the DEI Social Media Campaign is to raise awareness of issues related to health equity for faculty, staff and students at UTHealth-Houston via social-media pathways.

Background

UTHealth is comprised of 6 schools. They include nursing, medical, public health, dentistry, biomedical informatics and MD Anderson graduate school. The inaugural (2021) DEI council for UTHealth includes faculty, staff and students. A primary recommendation from the council was inclusive DEI leadership training related to dissemination of education on DEI related initiatives including health disparities. Funding for project is available via the Dorothy Nicholson Distinguished Professorship.

Aims

- * Identify factors related to DEI that affect health disparities.
- * Extract DEI educational themes that correlate with factors raising awareness of health disparities from evidence based-practice.
- * Utilize the Social-Media Integration Model to support implementation and evaluation of social media DEI educational content.
- * Measure social media utilization and feedback via Social-Media Integration Model pathway outcomes.



Method

The DEI Council and project director will partner with the UTHealth media relations videographer and reporter, as a team they will utilize the aims as an outline for development of media in the form of short videos and quotes that will be disseminated in a pre agreed order with anticipatory tag lines. Preparation will take 3 months and dissemination will be over 6 months.

Evaluation

Members of the team will develop rubrics for each pathway to evaluate exposure, feedback, sharing, and reviews as recommended by model. Select trained members will be assigned a pathway to monitor as an administrator to filter added content and feedback to assure

Issues of Health Equity

- Access to Care
- Quality of care
- Race-Ethnicity
- Gender
- Disability

Educational DEI Themes

- Definition of terms
- Difficult conversations
- Unconscious bias
- Microaggressions

Social Media Pathways

- Facebook
- LinkedIn
- Instagram
- Twitter

References

Stellefson M, Paige SR, Chaney BH, Chaney JD. Evolving Role of Social Media in Health Promotion: Updated Responsibilities for Health Education Specialists. International Journal of Environmental Research and Public Health. 2020; 17(4):1153. <https://doi.org/10.3390/ijerph17041153>



CAPSTONE PRESENTATION & GRADUATION

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Biography

Elda Ramirez, PhD, RN, FNP-BC, ENP-C, FAAEN, FAANP, FAAN, is the Dorothy T. Nicholson Distinguished Professor in the Cizik School of Nursing at UTHealth Houston. She also serves as the Assistant Dean for Diversity, Equity and Inclusion (DEI) at Cizik and inaugural Chair of the UTHealth System Diversity Equity and Inclusion Council, which is made up of faculty, staff and students. These roles are newly established allowing Dr. Ramirez to influence the development of an infrastructure that will serve as the launching pad for the institutions inclusive DEI initiative. In her new roles she is responsible for being an innovator, sounding board and voice for faculty, staff and students across a world-renowned health science center, encompassing six schools (medical, dental, public health, graduate studies, biomedical informatics and nursing). Dr. Ramirez is the co-chair of the American Association of Colleges of Nursing (AACN) DEI Leadership Network Communications Committee and was chosen to be a member of the 2022 AACN Diversity Leadership Institute.

Dr. Ramirez received BSN from The University of Texas Health Science Center-Houston in 1988, MSN/FNP from University of Texas Medical Branch in 1993, and PhD, from Texas Woman's University in 2006. She achieved the rank of Professor in Clinical Nursing in 2013. In 2019, Dr. Ramirez completed the eCornell certificate program in Diversity and Inclusion.

She is currently managing a one-million-dollar grant awarded through the Texas Higher Education Coordinating Board to educate family nurse practitioners in the specialty of emergency care. The focus of this grant is to prepare nurse practitioners in the knowledge, skills and abilities necessary to practice in rural and underserved areas of Texas. Dr. Ramirez has been a pioneer for nurse practitioners across the country. She has devoted her time to establishing competency and quality for the profession as an author and is recognized nationally as a speaker on the areas of implicit bias, emotional intelligence and a multitude of clinical topics. Dr. Ramirez has received over \$5,000,000.00 in similar grants over a decade and graduates from this program are practicing across the nation offering high quality care to underserved communities.

Contact Information



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