



## Building Equity and Resilience in Vulnerable Communities: Community Engagement across New Jersey

October 12, 2021

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**The Washington Post**  
Democracy Dies in Darkness

Get one year

**THE COVID ECONOMY**

# The covid-19 recession is the most unequal in modern U.S. history

Job losses from the pandemic overwhelmingly affected low-wage, minority workers most. Seven months into the recovery, Black women, Black men and mothers of school-age children are taking the longest time to regain their employment.

By Heather Long, Andrew Van Dam, Alyssa Fowers and Leslie Shapiro  
Sept. 30, 2020

To protect jobs we have to protect people first

The link between economic equity and resilience has become crystal clear. Image: Unsplash

brookings.edu/blog/up-front/2020/07/17/former-fed-chairs-bernanke-and-yellen-testified-on-covid-19-and-response-to-economic-crisis/

**UP FRONT**

## Former Fed Chairs Bernanke and Yellen testified on COVID-19 and response to economic crisis

Ben S. Bernanke and Janet L. Yellen · Friday, July 17, 2020

## 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



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## NJ Health Disparity Priority Areas

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

Source: <https://www-doh.state.nj.us/doh-shad/resources/HealthDisparities.html>

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# Social Determinants of Health

## Social Determinants of Health



Source: Health.gov

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# Social Determinants of Health

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

Source: Health.gov

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Health & Safety Training

1:1 Consultations

Resilience Network



## Case Studies on Equity and Resilience



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*"Thank God nobody  
got infected in our  
business or in our  
family."*

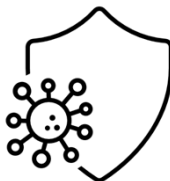
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## The Challenge



Outreach in Haitian  
Creole was unavailable



Misconceptions on  
comorbidities and  
vaccines

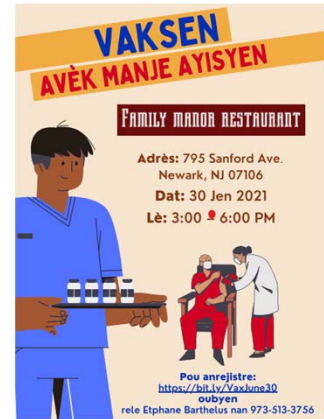


Location of conventional  
vaccine sites were not  
easily accessible



## 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



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## Serving Vulnerable Communities



Local partnerships

Address language barriers

Tailored outreach

Staff that represent the community

Responsive to community needs

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## Collaboration



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

*Henry Ford*

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