

The Age of Multicultural Outreach

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Topic: Psychosocial Issues

Introduction and Objectives: The Cultural Diversity Working Group (CDWG) of the National Hemophilia Foundation (NHF) began as a collaborative effort and agreement with the Centers for Disease Control and Prevention. CDWG has undergone several name changes since 1995. Its mission is to provide education and advocacy in addressing the needs and perspectives of culturally diverse, unserved and underserved individuals with bleeding disorders, including African Americans, Amish Americans, Arab Americans, Asian Americans, Latinos and Native Americans.

Conclusion: Over the years, CDWG has evolved in the following ways:

- Early years – funded chapters to employ diversity outreach workers.
- Later years – funds shifted to publications and translations of literature.
- Since 2010 – assess applicants of grants to attend NHF annual meeting and provide interactive workshops for Spanish speaking consumers.
- New era – develop new means of communication to diverse consumers, especially in the environment of the ACA.

CDWG is recognized and emulated by other chronic illness organizations nationally in its long term commitment to integrate diversity initiatives into all aspects of the organization's work.

Methods and Results: In early years, through competitive grant submissions by chapters, grantees were able to employ culturally diverse outreach workers to provide case findings, transportation, interpretation, education and connection to treatment centers. In later years CDWG, with limited funding, focus shifted to publications such as, The Outreach Resource Guides, The Health Food Recipe Books and assisting in designing and developing the bilingual *Steps for Living* state-of-the-art website, along age appropriate developmental line through adulthood. Since 2010 CDWG amended their role by assessing all applications to NHF Annual Meeting Attendance, received online and by postal delivery from the 8 regions in the US including Guam and Puerto Rico. Previously grantees were selected by chapters. Approaching a new era of service, CDWG expanded its role in many forms of communications: Skype, videos, telephone conferencing, e-mails and consultations, participation in Inhibitor Education Summits, trainings across the United States and its territories in both English and Spanish, helping the community to better understand the healthcare reform laws by the Affordable Care Act (ACA).



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