



# SYMPOSIUM

**Thursday, June 11 and  
Friday, June 12, 2015**

**University of Massachusetts Medical School  
The UMass Center for Health Equity Intervention Research (CHEIR)  
55 Lake Ave North | Worcester, MA 01655**



**Diversity & Inclusion Office**  
*Shaping our future through Inclusion*

**@UMassDiversity Tweet Wall: #SEEDsym2015**



# SYMPOSIUM

## *What is the SEED Symposium?*

The Synthesis Engagement and Elevation to Eliminate Disparities (SEED) Symposium uses cutting-edge approaches to generate new findings and resources to eliminate health disparities. Sponsored by the UMass Center for Health Equity Intervention Research (CHEIR), the themes for the Symposium are rooted in CHEIR's overall approach to achieving health equity: multidisciplinary focus, multiple levels of intervention, culturally-responsive practices, and the use of storytelling as a research tool.

**The overarching goal is to create dialogue on the conceptual areas related to the health equity research agenda:**

- narrative-based interventions that target health behavior change for prevention and management of chronic conditions;
- engaging researchers, patients and communities in changing the conditions that impede health; and
- engaging patients and communities to participate in research to identify evidence-based practices that improve health outcomes.

**The intended outcomes are to:**

- identify synergy among health equity researchers in order to elevate the elimination of health disparities;
- enhance professional development of health equity research researchers – faculty, students and community; and
- disseminate findings within community, academia and other networks.

June 11, 2015

Friends and Colleagues,

On behalf of our UMass Center for Health Equity Intervention Research (CHEIR), we are extremely pleased to welcome you to our Synthesis, Engagement, and Elevation to Eliminate Disparities (S.E.E.D.) Symposium.

We hope that the SEED Symposium's presentations about powerful science, the inspiring stories of change, and the opportunities to network with others in the field will contribute to developing new ways of thinking about old problems. The symposium also showcases advances made by our center in developing interventions to reduce health disparities as well as cutting edge work to improve the health of disadvantaged populations across the nation.

Over these two days you will experience visual performances, graphic arts and interactive activities that are all related to the themes of our conference. In engaging in these activities, symposium participants will experience the power of storytelling and the deep connection of the arts to our work of achieving health equity.

We hope that this innovative gathering will generate new ideas for community-based health equity research and will provide inspiration and motivate you in your efforts to reduce health disparities.

Thank you to CHEIR faculty, students, staff and community partners for your dedication and day-to-day work with communities to identify solution to critical issues in health equity. The symposium would not have been possible without Dr. Deborah Plummer and Ms. Chioma Nnaji, SEED Symposium curators. We are grateful for the work you have done to create this special event as we welcome participants to our Worcester campus. CHEIR is funded by Grant Number 5P60MD006912 and we are grateful to NIMHD for their continued support.

Enjoy the symposium,

Jeroan and Milagros



Jeroan Allison, M.D., M.S.  
CHEIR Principal Investigator  
Professor of Quantitative Health Sciences and Medicine  
Vice Chair, Department of Quantitative Health Sciences  
Associate Vice-Provost for Health Disparities Research



Milagros C. Rosal, Ph.D.  
CHEIR Co-Principal Investigator  
Professor of Medicine  
Division of Preventive and  
Behavioral Medicine Department of  
Medicine



June 11, 2015

Dear Symposium Participants,

Welcome to the SEED Symposium.

We are excited to welcome you on behalf of the Joint Advisory Board. In watching CHEIR's development over the past 4 years, the symposium is a natural progression to highlight the cumulative efforts of CHEIR's faculty, students, staff and community partners.

The symposium advances CHEIR's mission to develop interventions and strategies that incorporate research, community collaboration and health equity approaches to improve the health of populations and communities most impacted by disparities. CHEIR's current R01 NIMHD-funded projects weave together storytelling and science to promote health equity. This process elicits, captures, and packages powerful, behavior-changing stories told in the patient's own voice to help other community members. Interventions utilize a wellspring of wisdom from within a community, rather than only relying on academic conceptual models.

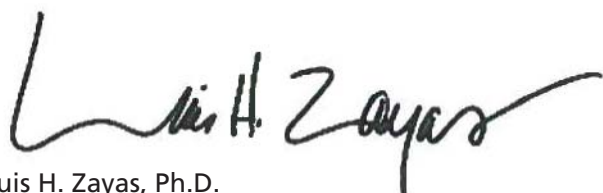
We have enjoyed chairing the boards and working with innovative leaders and the next generation of leaders in the health equity research field.

We would like to thank Dr. Deborah Plummer for her vision that brought SEED into existence and Drs. Jeroan Allison and Milagros Rosal for their leadership of CHEIR.

Sincerely,



Terence R. Flotte, MD  
Chair of CHEIR Internal Advisory Board  
Professor of Medical Education  
Dean, School of Medicine Provost  
Executive Deputy Chancellor  
University of Massachusetts Medical School



Luis H. Zayas, Ph.D.  
Chair of CEIR External Advisory Board  
Dean Centennial Professor in Leadership for Community,  
Professional and Corporate Excellence  
University of Texas at Austin



June 11, 2005

Dear Symposium Participants,

Since the landmark 2002 report, *Unequal Treatment: Confronting Racial and Ethnic Disparities in Health Care*, research continues to demonstrate that despite the steady improvements in the overall health of the United States, racial and ethnic minorities experience a lower quality of health services and are less likely to receive routine medical procedures and have higher rates of morbidity and mortality than White Americans. We know that disparities in health care exist even when controlling for gender, condition, age and socio-economic status. We also know what we can do to achieve health equity.

Improving the health of the community requires addressing the complex social factors that impact health and people's ability to make healthy choices. In today's era of health care reform, we must incorporate population and public health strategies into our approach along with transforming how we deliver care and how we educate future physicians, nurses and researchers. Developing innovative models that link clinical and community resources are key strategies to overcoming barriers to accessing care and addressing health disparities among vulnerable populations. University of Massachusetts Medical School and UMass Memorial Health Care and our many partners provide numerous and varied programs aimed at reducing health disparities. Our physicians, nurses, residents, caregivers, students, and researchers are committed to achieving the ambitious goal of health equity through their work and sustained engagement with advocates and experts in the field.

This innovative gathering to generate new ideas for achieving health equity, sponsored by the Center for Health Equity Intervention Research (CHEIR), is one such effort designed to galvanize the collective wisdom of its participants in creating solutions for this most pressing issue. Over these two days, you will join other health care professionals, health equity researchers, policy makers, and community change agents in using cutting-edge approaches to generate new findings and resources to eliminate health disparities. We acknowledge and applaud your contribution to health, well-being and enhanced quality of life for all.



**Michael F. Collins, MD**

Chancellor,  
University of Massachusetts Medical School  
Senior Vice President for the Health Sciences  
University of Massachusetts



**Eric Dickson, MD, MHCM, FACEP**

President and CEO  
UMass Memorial Health Care System

# S.E.E.D. Symposium • Schedule

June 11, 2015

Time	Activity	Location	
8:00 AM	<i>Registration Pre-Symposium Attendees</i>	AS9-2072	
8:30 AM	Pre-Symposium: Storytelling Intervention Development Workshop	AS9-2072	
12:30 PM	Close of Pre-Symposium: Storytelling Intervention Development Workshop	AS9-2072	
1:00 PM	<i>Registration Symposium Attendees</i>	ASC-2120 'The Cube'	
2:30PM	Opening: Flamenco Worcester • Welcome Milagros Rosal, PhD • Opening Remarks Chancellor Michael Collins, MD FACP • Introduction of Symposium Jeroan Allison, MD Moderator, Marc Nivet, EdD, MBA	ASC Lecture Hall	Color Key:
3:15PM	Key SEED Talk: Telling Stories: Allegories on "Race" and Racism Camara Jones, MD, MPH, PhD	ASC Lecture Hall	Synthesis
4:30PM-6PM	SEED Collection	ASC-2120 'The Cube'	
4:30PM-6PM	SEED Arts and Healing Performances • Seven Hills Symphony Orchestra • Lani Peterson, Professional Storyteller • W.A.I.T. • Belmont AME Zion Liturgical Dance	ASC Lecture Hall	
6:00PM-8PM	Dinner and Connections	Faculty Conf. Room	

June 12, 2015

Time	Activity	Location	
7:30AM	<i>Registration</i>	ASC-2120 'The Cube'	Engagement
8:00AM	Soft Start: Gathering/Continental Breakfast/Graffiti Wall	'The Cube'	
8:30AM	Opening: Flamenco Worcester • Welcome Remarks by Drs. Allison and Rosal Opening Remarks by SEED Moderator, Dr. Marc Nivet	ASC Lecture Hall	
9:15AM	SEED Talk #1 Kimberly Kay Lopez, MPH, DrPH, SEED Talk #2 Brian "Voice Porter" Hawkins SEED Talk #3 Dennis G. Heaphy, MDiv, MEd, MPH <i>Transitions remarks made by SEED Moderator</i>	ASC Lecture Hall	Elevation
10:30AM	<i>Break</i>		
10:45 AM	Open Space Technology Briefing and Postings	ASC Lecture Hall	
11:15 AM	Spoken Word Artist Presentation	ASC Lecture Hall	
11:45 PM	<i>Lunch Gathering (boxed lunch pick up)</i>	Lecture Hall Lobby	
12:00 PM	Open Space Session #1	'The Cube'	Disparities Elimination
12:50 PM	Regroup/Transition	ASC Lecture Hall	
1:00 PM	Open Space Session #2	'The Cube'	
2:00 PM	Open Space One-Minute Reports SEED Moderator Remarks	ASC Lecture Hall	
2:30 PM	Healthy Movement – Martha Conyers	ASC Lecture Hall	
2:45 PM	SEED Talk #4 Na'Taki Osborne Jelks, MPH SEED Talk #5 Janice B. Yost, EdD Transition Remarks by SEED Moderator, Dr. Marc Nivet	ASC Lecture Hall	
3:30 PM	<i>Break • Gallery Walk of Graffiti Wall and Graphic Recording of the Symposium Activities</i>	Faculty Conf. Room	
4:00 PM	Panel of Possibilities	Faculty Conf. Room	
	Closing: Community Healing Ceremony and Closing Exercise	Faculty Conf. Room	
	Symposium Final Remarks SEED Moderator • Looking Forward/Call to Action/Symposium Acknowledgements • Dr. Allison and Dr. Rosal	Faculty Conf. Room	
6:00 PM	<i>Celebration Dinner and Networking</i>	ASC-2120 'The Cube'	





## SYMPOSIUM



### ***Keynote Presenter:***

**Camara Phyllis Jones, M.D., M.P.H., Ph.D.**, is research director on social determinants of health and equity in the Division of Adult and Community Health, National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP). Dr. Jones received her B.A. degree (Molecular Biology) from Wellesley College, her M.D. from the Stanford University School of Medicine, and both her M.P.H. and Ph.D. (Epidemiology) degrees from the Johns Hopkins School of Hygiene and Public Health. She also completed residency training in general preventive medicine (Johns Hopkins School of Hygiene and Public Health, Baltimore, Maryland) and in family practice (Residency Program in Social Medicine, Bronx, New York).

Dr. Jones is a family physician and epidemiologist whose work focuses on the impact of racism on the health and wellbeing of the nation. She seeks to broaden the national health debate to include not only universal access to high quality health care but also attention to the social determinants of health (including poverty) and the social determinants of equity (including racism). As a methodologist, she has developed new ways for comparing full distributions of data (rather than means or proportions) in order to investigate population-level risk factors and propose population-level interventions. As a social epidemiologist, her work on race-associated differences in health outcomes goes beyond documenting those differences

to vigorously investigating the structural causes of the differences. As a teacher, her allegories on race and racism illuminate topics that are otherwise difficult for many Americans to understand or discuss.

Dr. Jones was an assistant professor at the Harvard School of Public Health from 1994 to 2000, and is currently an adjunct associate professor at both the Morehouse School of Medicine and the Rollins School of Public Health. She is a member of the World Health Organization's Scientific Resource Group on Equity and Health and the National Board of Public Health Examiners, and recently completed service on the Executive Board of the American Public Health Association, the board of directors of the American College of Epidemiology, and the board of directors of the National Black Women's Health Project.



### ***Moderator:***

**Marc A. Nivet, Ed.D., MBA** is the Chief Diversity Officer for the Association of American Medical Colleges, where he provides strategic vision and programmatic leadership on issues surrounding community engagement, diversity, and health equity at universities, medical schools and teaching hospitals across the United States and Canada. Dr. Nivet has spent over 20 years in academic medicine developing creative program initiatives and innovative approaches to the mission of excellence in research, education and patient care.

Prior to joining the AAMC, Dr. Nivet served as the COO and Treasurer for the Josiah Macy, Jr. Foundation, which fosters innovation in health professional education that aligns workforce training with the dynamic needs of patients. He also served as a special assistant to the Senior Vice President for Health at New York University, and held management positions with the Sallie Mae Fund, and the Associated Medical Schools of New York. He began his career in medical education in student affairs at

the New York College of Osteopathic Medicine. Dr. Nivet earned his Doctorate in Higher Education Management from the University Of Pennsylvania and his Masters of Business Administration degree with a focus on health care management from George Washington University's School of Business.

Dr. Nivet is a fellow of the New York Academy of Medicine, and a former president of the National Association of Medical Minority Educators. He currently serves the academic medicine communities on a variety of boards and commissions, including the NIH National Advisory General Medical Sciences Council (NIGMS), HRSA Bureau of Health Professions National Advisory Council on Nurse Education and Practice, the CDC Medical College Roundtable and is an advisor to the ETS Policy Evaluation and Research Council. He is a trustee of both the Arnold P. Gold Foundation and the Massachusetts General Hospital (MGH) Institute of the Health Professions.

#### SEED Talk Presenters (in alphabetical order):



**Brian “Voice Porter” Hawkins**, a visual and performance artist, uses public art, gardens, light and sound to address issues of health, safety, crime and violence. His work has impacted Birmingham through artwork and humanitarianism. As a lifelong resident of Birmingham, Hawkins saw the city’s magic from an early age. “I grew up in a housing project in downtown Birmingham, but even with those challenges, the city seemed to have limitless potential,” Hawkins said. He graduated from Mississippi State University with a civil engineering degree and began working in the field; however after awhile he could not “shake the feeling” that he wasn’t doing anything of any importance. No one was being helped. This led him to begin working with Hands on Birmingham, Habitat for Humanity, Kaboom, and other local charities. Today, Hawkins works primarily with the Norwood Resource Center and has aided projects such as the Norwood Trolley Stop Farmer’s Market,

Norwood Learning Gardens, and programs doing neighborhood resident’s taxes for free. He also leads The Color Project, which is designed to take a creative approach to rejuvenating a blighted community. It addresses blight, torn sidewalks, vacant buildings, and empty lots and provides opportunities to improve the mental and physical health of the residents of the Ensley community by merging visual, physical, and auditory components that allow for multiple points for collaboration between the Ensley community and all other partners involved.



**Dennis G. Heaphy** is a healthcare analyst with the Disability Policy Consortium, a Massachusetts-based disabilities rights organization. Dennis is co-chair of Disability Advocates Advancing our Healthcare Rights (DAAHR), a coalition of disability and other healthcare advocates working on the Massachusetts Dual Eligibles Demonstration project (One Care) and payment reform. He also serves as co-chair on the state One Care Implementation Counsel. Prior to working with DPC, Dennis served as Americans with Disabilities Act Project Coordinator for the Massachusetts Department of Public Health and consultant to the North

Carolina and Massachusetts Departments of Public Health (MDPH). Other past experience includes working at St. Francis House homeless shelter and serving as adjunct faculty at Emmanuel College. Dennis sits on numerous committees including the MDPH Culturally and Linguistically Appropriate Services (CLAS) committee and the MA Health and Disability Partnership at DPH. He has been a presenter at APHA and has been a primary or secondary author of professional publications on topics related to health and disability. He is particularly interested in health inequities impacting persons with disabilities in ethnic and minority populations and the development of culturally competent frameworks that improve healthcare access and outcomes for persons with disabilities. Dennis holds an MDiv, MEd and MPH.





**Dr. Kimberly Kay Lopez**, Assistant Professor of Pediatrics-Retrovirology and Global Health at Baylor College of Medicine, has more than twenty years of experience engaging communities and vulnerable populations to identify health concerns and build solutions from within the community. As Director of Connect to Protect, an NIH/NICHD funded initiative to impact HIV prevention among youth, Dr. Lopez partners with community to develop and implement structural changes (programs, policies, practices) for HIV prevention. Her current research interests center on community resiliency and the traumatic effects of poverty, and she has particular expertise in sexual health epidemiology, visual anthropology, and community-based participatory research. After completing her bachelor's degree in Anthropology from the University of Houston, she earned her Master of Public Health (Community Health Practice) and Doctor of Public Health

(Management, Policy and Community Health) degrees from The University of Texas School of Public Health-Houston. Dr. Lopez is a 2015 AcademyHealth/Aetna Foundation Scholar in Residence and also serves as adjunct faculty at UTSPH.



**Na'Taki Osborne Jelks** is an environmental health scientist, social change engineer, and educator working for a healthy, just, and sustainable future. She has over 19 years of community, non-profit, and government experience working to address environmental challenges facing communities of color. Over 17 years ago, she co-founded the West Atlanta Watershed Alliance (WAWA), an urban, community-based organization made up of residents living in the Proctor, Utoy, and Sandy Creek Watersheds in Northwest and Southwest Atlanta, Georgia who are overburdened with environmental stressors and pollution, but often least represented at environmental decision-making tables. WAWA was established as a result of community efforts to halt discriminatory wastewater treatment practices in West Atlanta, and the organization has grown to become an impactful force in community-centered sustainable development. Jelks currently serves as the organization's Board Chairperson.

When she is not busy trying to transform toxic landscapes into healthy communities, Mrs. Jelks serves as an adjunct Instructor in the Environmental Science and Studies Program at Spelman College, her alma mater, and she is a Ph.D. candidate at the Georgia State University School of Public Health in Atlanta. Jelks also recently co-founded Rooted, LLC, a consulting practice that works at the intersection of climate change, health, and environmental justice.



**Janice B. Yost, Ed.D.**, became the founding President of The Health Foundation of Central Massachusetts in 1999. The Foundation's grantmaking focuses on taking evidenced-based strategies to scale by advocating for systems change to sustain the strategies. To assist that process, the Foundation employs an Empowerment Evaluation approach called "Results-Oriented Grantmaking and Grant-Implementation" (ROGG), a planning and evaluation system that she co-developed with Dr. Abraham Wandersman. ROGG's effectiveness has been recognized in several reports, including *Evaluation in Philanthropy: Perspectives from the Field*, co-released in 2009 by Grantmakers For Effective Organizations and the Council on Foundations and in a chapter in *Empowerment Evaluation: Knowledge and Tools for Self-Assessment, Evaluation Capacity Building, and Accountability* edited by Fetterman, Kaftarian and Wandersman, published by Sage in 2015.

The Foundation has made grants totaling \$30 million, which focused on multi-year projects that achieved substantive public policy accomplishments such as impacting preschool children's mental health, improving access to dental services

**Janice B. Yost, Ed.D., Cont.**

and mental health services, reducing hunger and homelessness, guiding prisoner reentry and public housing tenants toward self-sufficiency.

Dr. Yost previously served as the founding President of Mary Black Foundation and as a Trustee of the Spartanburg Regional Hospital System.

Her earlier career as a college professor and administrator included serving as Associate Chancellor for University Relations at the University of South Carolina-Spartanburg campus. She earned a doctorate in speech education from the University of Georgia.

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### ***Seed-Tainment Performers***

**Flamenco Worcester** led by Edmy Ortiz is a group of flamenco aficionados, students and performers building a community of dancers in Central Massachusetts. Our goal is to showcase this powerful, classical Spanish art form to our region, promoting our love for a dance that is passionate, disciplined and elegant!

**The Seven Hills Symphony** is a community orchestra whose players are almost entirely amateur volunteers and members of the medical school, hospital and wider community. Its motto is Community through music. The orchestra has performed more than thirty concerts in the Worcester area.”

**Lani Peterson**, psychologist and story expert, specializes in the use of story as a healing art and powerful medium for personal growth, connection and change. Whether telling a story of her own or encouraging a story from another, Lani guides people to mindfully explore their own journey, leading to insight, understanding and new perspectives. As part of her Seed-Tainment presentation, Lani will share the personal story of how she got launched on this marvelous path of story work.

**The Worcester WAIT (Washington AIDS International Teens)** is a group of young people, ages 13-30 that use breakdance, dance, singing, skits, and any other talents that we might have to teach about HIV/AIDS. WAIT does presentations and performances in schools, churches, health fairs, community events etc. The WAIT Team lives the message of abstinence before faithful marriage or lifetime partnership as our 100% best way of stopping the spread of HIV/AIDS worldwide.

**Belmont AME Zion Church Liturgical Dance** “Sweet Smelling Savor” So what is liturgical dance? It is dance that ministers to you. It’s not a performance, but movement that expresses worship and praise unto God.

**Obehi Janice** is an actress, writer and comedian with two first names. Her work explores the power of voice in identity, politics, cultural exchange, and testimony. She is a graduate of Georgetown University. She has been featured on Bustle, WBUR, DigBoston, For Harriet, and The Boston Globe. Her comedic short, BLACK GIRL YOGA, was winner of the Reel 13/Afropunk Film Competition (WNET/New York Public Media). She can be seen on stage, film and TV and heard on video games, radio and commercials as a voice actress. The Improper Bostonian named Obehi “Boston’s Best Actress” in 2014.

**Martha Convers.** I was born and raised in Venezuela, a country that is located North of South America, in the Caribbean. Over there, in order to have a social life, you have to know how to dance salsa, merengue, drums and calypso. I am here to teach you how to move and have a great time doing ZUMBA! I make everybody move and that is why I am also a Realtor. I love people.



# ***Glossary of Activities***

## **What are SEED Talks?**

SEED Talks are about...

powerful science,  
inspiring stories of change,  
and new ways of thinking about old problems.



## **SYMPOSIUM**

## **What is SEED-tainment?**

SEED-tainment! This is an opportunity to showcase the arts and its deep connection to our work in health equity. Similar to edutainment, SEED-tainment is entertainment designed to educate and engage researchers, students, patients and communities in changing the conditions that impede health. Performances can include dance, music, spoken word and more.

## **What is a SEED Collection?**

SEED Collection displays innovative projects in health equity research through posters, videos and social media. The Collection is displayed in a common area where conversation and interaction can easily take place. SEED Collection forums bring together ideas and people to redefine challenges and inspire new ways of eliminating health disparities.

## **What are Open Space Meetings?**

Open Space Technology has been defined as:

- a simple, powerful way to catalyze effective working conversations and truly inviting organizations -- to thrive in times of swirling change.
- a methodological tool that enables self-organizing groups of all sizes to deal with hugely complex issues in a very short period of time.
- a powerful group process that supports positive transformation in organizations, increases productivity, inspires creative solutions, improves communication and enhances collaboration.
- the most effective process for organizations and communities to identify critical issues, voice to their passions and concerns, learn from each other, and, when appropriate, take collective responsibility for finding solutions.

The goal of an Open Space Technology meeting is to create time and space for people to engage deeply and creatively around issues of concern to them. The agenda is set by people with the power and desire to see it through, and typically, Open Space meetings result in transformative experiences for the individuals and groups involved. Open Space operates under four principles and one law. The four principles are:

Whoever comes are the right people  
Whatever happens is the only thing that could have happened.  
When it starts is the right time  
When it's over it's over

### **The Law of Two Feet:**

*"If you find yourself in a situation where you are not contributing or learning, move somewhere where you can."*

The four principles and the law work to create a powerful event motivated by the passion and bounded by the responsibility of the participants.

Source: Owen, H. (2008). *Open space technology: A user's guide. Third edition* San Francisco: Berrett-Koehler Publishers.

## **What is a Panel of Possibilities?**

The Panel of Possibilities takes place after the SEED Talks as a way to engage the audience in a visioning process. A vision is a powerful mental image of what we want to create in the future. It reflects what we care about most, represents an expression of what our goals will achieve and is harmonious with our values and sense of purpose. Visions are the results of head and heart working together. They are rooted in reality, but focus on the future. They enable us to explore possibilities.

In response to the panelists' brief presentation, participants in small groups reflect on the following:

- What did we hear the panel saying?
- What clarification questions do we have?
- What excites us about what we heard?
- What makes us go hmmm....?

## **What is the Graffiti Wall? What is the Gallery Walk?**

In the gathering space that will house the SEED Collection, large newsprint will line the walls for participants to record their inspirations and insights creating a Graffiti Wall. At the end of the Symposium, participants will have time to browse the wall (Gallery Walk) and later summarize their insights into a Book of Learnings.

## **What is a Book of Learnings?**

Statements of insights gathered from participants at the end of the Gallery Walk. These statements can then be themed and analyzed for the Health Equity Researcher Competency Model Project.

## **What is the Card Exercise?**

At the end of the Symposium, participants will complete the following sentence stem on duplicate cards:

I learned...I was inspired by...I will...I wonder about...I appreciate... They will then make one statement public by saying it to a partner or in a small or large group. One card is collected at the end of the session and used for data for the Health Equity Researcher Competency Model Project.

## **What is the Health Equity Researcher Competency Model Project?**

One output of CHEIR is the development of a competency model for educating the next generation of disparity researchers. Through the Research Training/Education Core, over the course of several years, we are working to develop a Health Equity Researcher Competency Model that will serve to:

- Develop a common language of competencies as health disparities researchers and practitioners
- Develop the knowledge, skills and attributes related to culturally responsive research interventions
- Develop as a learning community with a participative culture dedicated to eliminating health disparities.

The Health Equity Researcher (HER) Competency Model depicted on the next page reflects the current version of the model.

*We encourage you to obtain further information on the model and provide input and feedback by contacting Dr. Deborah Plummer at [Deborah.plummer@umassmed.edu](mailto:Deborah.plummer@umassmed.edu) or 508-856-2179.*

# Health Equity Researcher Competency Model





# Storytelling and Social Media



SEED Symposium is on Twitter and Facebook!

Use this hashtag #SEEDSym2015 when posting comments on both!

Join us in posting and tweeting *DURING* the Symposium!

- New ways of thinking about health equity
- Questions for the Presenters
- Thought-provoking quotes
- Calls to action
- Connect with Others!
- Memorable moments
- Offer your own commentary on the action

**Be sure to retweet and repost!** This gets your ideas noticed by the original poster and by your followers.

**Connect with Others!** Tweet #SEEDsym2015 and #Followme to get connections with other attendees!

If you don't have a Twitter account, you should consider signing up now! **All tweets with #SEEDsym2015** will appear on our "Tweetwally" posted during the conference as a direct feedback loop!

Check out our Tweetwally: <http://seedsym2015.tweetwally.com/>

**Follow us:**

**@UMassDiversity** (<https://twitter.com/UMassDiversity>)  
[www.facebook.com/UMassCHEIR](http://www.facebook.com/UMassCHEIR)

## SEED Collection Information and Map

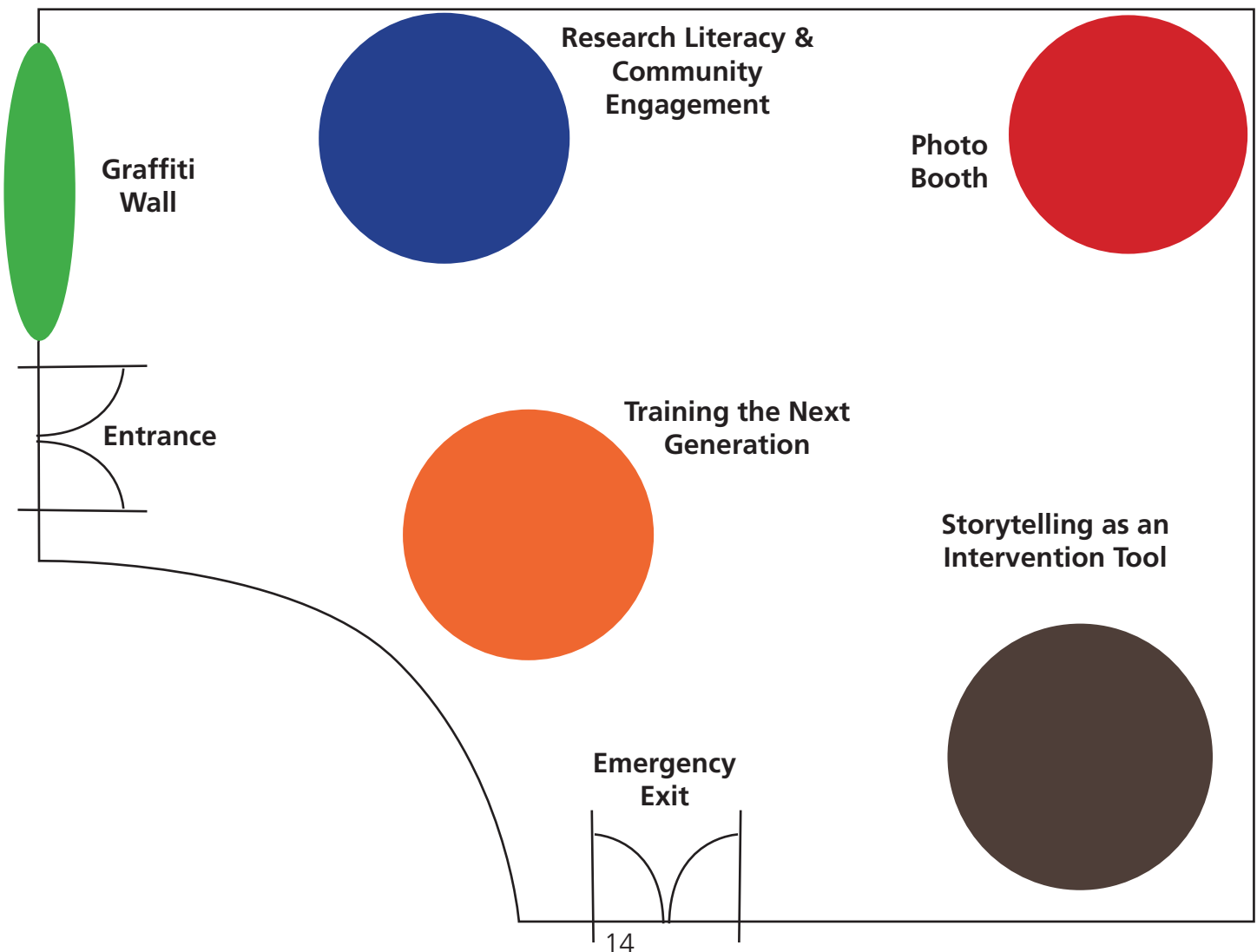
Experience the Power of Storytelling in the SEED Collection through adding your responses to provocative questions listed on the **Graffiti Wall**.

Visit the **Research Literacy** section that includes interactive activities highlighting the work of CHEIR's **Community Engagement** Core and view public service announcements developed for the *Por Ahi Dicen* research project which aims to develop theory-based, culturally responsive, Spanish media campaign to target Puerto Rican mother-child communication about sexuality and sexual health.

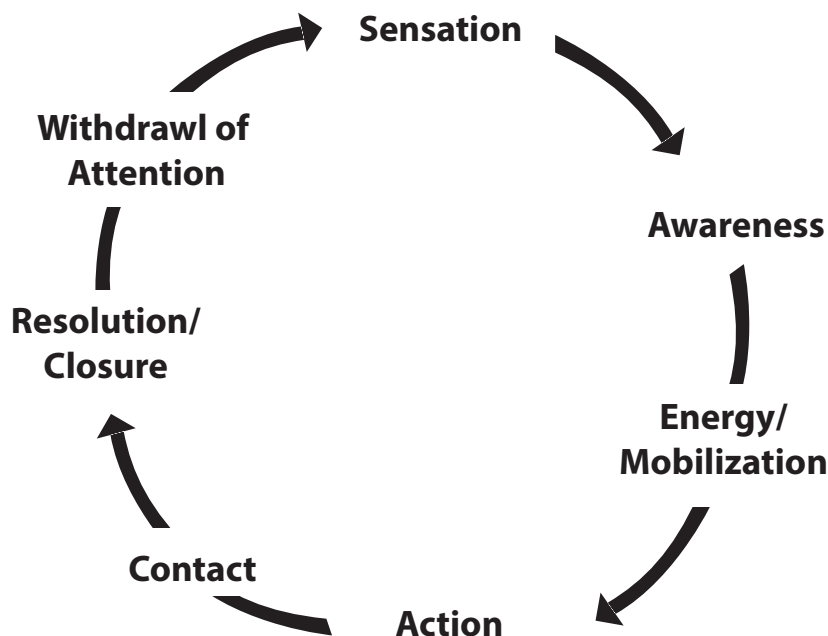
Provide your insights for **Training the Next Generation** by suggesting key skills students need in order to be health equity researchers. Discuss research interests with University of Massachusetts, Boston (UMB) Health Equity Scholars receive handouts about research they have proposed or completed. CHEIR's program working with UMB undergraduates develops research skills and career interest in health equity issues as future health service providers, researchers and public health workers.

Experience one component of developing a storytelling video at the **Storytelling as an Intervention Tool** booth by creating a video using the same approach implemented in CHEIR's projects. You will be interviewed about a big or small transformation in your personal or professional life. The stories will identify motivations, strategies/tools and lessons to transform the work of health equity researchers.

And don't miss this opportunity to memorialize why you care about health equity at the **Photo Booth**!



# Panel of Possibilities



## Gestalt Cycle of Experience

A **sensation** surfaces where the individual experiences something happening that disturbs the steady state. If the **sensation** holds sufficient attention of the individual, **awareness** to that sensation begins to develop through a mixture of feelings, thoughts, perceptions that seek to interpret the sensation. **Energy** mobilizes in response to this awareness of a specific need that is seeking satisfaction. The energy is released and **contact** is made with that which will satisfy the need achieving **resolution or closure**. Once the original need has been satisfied, the individual returns to a steady state by **withdrawing** from the experience and closing the cycle. If all of these steps are attended to in a cycle, an individual experiences full satisfaction.

## The Panel of Possibilities focuses on the Awareness and Energy Mobilization phases of the cycle.

*For further reading and understanding of the Gestalt Cycle of Experience:*

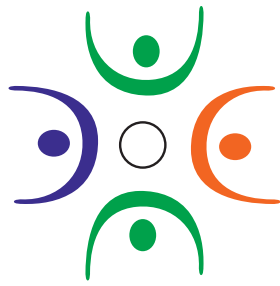
Gaffney, S. (2009). The cycle of experience re-cycled: Then, now...Next? *Gestalt Review*, 13(1), 7-23.

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# CHEIR

The UMass Center for Health Equity Intervention Research

CHEIR develops interventions and strategies that incorporate research, community collaboration and health equity approaches to improve the health of populations and communities most impacted by disparities.

In order to fulfill this mission, we:

- Tailor interventions to meet cultural identities, beliefs and literacy levels.
- Engage vulnerable populations in the settings that serve them.
- Establish processes to continuously learn from each other and improve the work we do.

**Jeroan J Allison, MD, MS**  
*CHEIR Principal Investigator*

**Milagros Rosal, Ph.D.**  
*CHEIR Co-Principal Investigator*

[www.cheir.org](http://www.cheir.org) · [www.facebook.com/UMassCHEIR](https://www.facebook.com/UMassCHEIR)

*Supported by the National Institute of Minority Health and Health Disparities of the National Institutes of Health under Award Number P60MD006912.*

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**Diversity & Inclusion Office**

*Shaping our Future through Inclusion*

***UMassmed.edu/DIO***

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## Acknowledgements

The UMass Center for Health Equity Intervention Research (CHEIR) reflects the combined talent of ethnically diverse, accomplished, and inter-disciplinary researchers devoted to working with underserved populations and eliminating disparities. Our institution has made substantial investments in infrastructure to support minority health, providing a solid foundation for our work. I am particularly grateful to Chancellor Michael Collins, Dr. Eric Dickson and Provost Flotte for their leadership and active support for this effort from the very beginning of the project.

Drs. Jeroan Allison and Milagros Rosal had unwavering faith that we could make this symposium happen and enthusiastically supported the innovative nature of the program agenda. The CHEIR faculty, students, staff and community partners have been meeting and providing valuable insight for this project for over the past eighteen months. This was not a typical research conference and it required not only their time commitment, but creativity and flexibility. I am most grateful for this incredible team who was able to help translate a vision into reality.

Gratitude is extended to Dr. Camara Jones, Dr. Marc Nivet, the SEED Talk presenters and panelists who not only shared their expertise and insights but inspired and motivated us, a most valued contribution. Our performers made the themes of the SEED Symposium come alive as we experience the healing power of the arts. They deserve a round of applause.

The creative talent of Janelle Jette contributed to the original flyer and symposium branding. The entire signage displays and program book were created and designed by John Trobaugh from the Diversity and Inclusion Office. John does amazing work with the best of attitudes, no matter what last minute edits are tossed his way and what substantial changes are required.

UMMS's Continuing Education Department provided the best of professional services as we planned and executed the symposium. The entire staff of the Diversity and Inclusion Office deserves much appreciation as it was all hands on deck to get the symposium to the finish line. The hard work and tenacity of Holly Brown deserves special recognition for all of the logistics, project management and event planning that she did to make the symposium run smoothly and efficiently. Thank you, Holly for not letting any of the details drop.

The idea for the SEED Symposium was born during CHEIR's grant preparation in 2011. Planning for the symposium actively began in 2012. Chioma Nnaji joined me in the early planning stages and has been steadfast throughout the process as co-curator. Chioma was not only key contributor to the program design and execution but a key driver in ensuring its success. I am most grateful for her creativity, wisdom and know-how. A million thanks!

The work continues. Thank you for all you do to eliminate disparities in the quality of health access and treatment across populations.

Deborah L. Plummer, PhD

Vice Chancellor/Chief Diversity Officer  
Professor, Psychiatry and Quantitative Health Sciences  
Co-PI CHEIR Education/Training Core

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## Notes:

### Help us recruit for the “Gabby Study” on Preconception Care!

Boston Medical Center is inviting **Black or African American women ages 18-34** to be part of a study about an online women's health program.



**Who is Gabby?** The online program features a character named “Gabby.” After taking a brief 15 minute survey, a woman can “talk” to Gabby about things she can do to be healthier for herself and for a future pregnancy.

**How does the study work?** There will be about **530 women** in the study. Half will use Gabby for one year, and the other half will not. All participants can earn **\$50 in Target gift cards** for completing 2 follow-up phone calls, plus there is a monthly raffle for a **\$100 gift card**.

#### You can help us recruit!

- **Tell women about the study!**
- **Give them flyers** with our contact info
- **Provide basic info:** it's a one-year study using an online program about health before pregnancy.

**For more information and to request flyers and other materials, contact us at: [pccstudy@bmc.org](mailto:pccstudy@bmc.org)**

The study is approved by the BUMC IRB (protocol # H-31633)

**Notes:**

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