

Eliminating Health Disparities: Reaching Communities through Integrated Marketing Communications

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Health Disparities

African Americans have:

- 35% higher death rate from cancer
- Twice as likely to die from heart disease
- 70% higher rate of diabetes
- 22% more black women die of breast cancer

Health Disparities

- SES
- Health care access
- Education
- Access to Health information



RESEARCH

TRAINING

COMMUNITY
OUTREACH

Eliminating Health Disparities

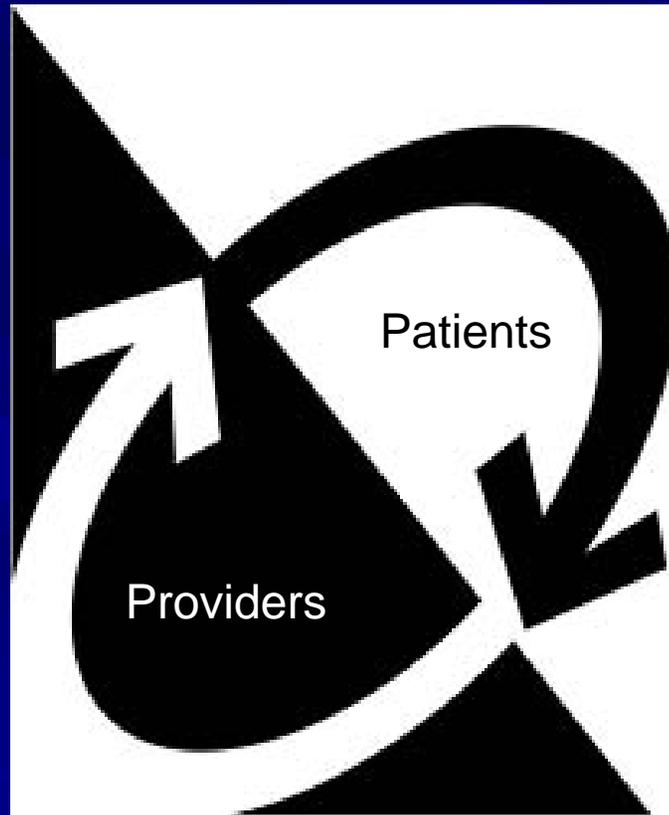


From Discovery to Delivery

MHRC translates scientific information and research findings to the grassroots level ensuring that **health information** is available to all who need it, specially the underserved.

MHRC Dissemination Strategy

Research-based information to health care providers and policy makers



Health information to Racial / ethnic populations

Promoting Physical Activity



WALK

FEEL ALIVE

Get Healthy Birmingham





- Home
- About
- My Walk
- Rewards
- Resources
- Health Tips
- Community

WALK 1 hour a day and
Add 2 healthy years to your life



Register now to join a team and get your starter kit.

Register

Login



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www.WALKFEELALIVE.com



Chronic Disease Prevention

PSA Take Care of Your Body

Purpose: Promote healthy lifestyle to prevent chronic diseases.

Target: African American southerners

Place: Web only YouTube

(To date: 1,100 viewers)

Price: Free



Ovarian Cancer Awareness

PSA

Purpose: Create awareness of risk factors for high risk individuals and promote screening.

Target: Underserved women in Alabama (multiethnic)

Place: - Paid TV and radio
- Movie theaters
- Web (YouTube, MHRC)



Prostate Cancer Awareness

PSA

Purpose: Promotes prostate cancer screening.

Target: African American men

Place: TV

Web (YouTube, MHRC)



Promoting **Healthy Lifestyles**



Health newsletter **in Spanish**

Target: Hispanic families in Alabama

Place: Distributed statewide in ethnic neighborhood food markets, gas stations, charity hospital and health centers.

Price: Free



Culturally relevant

Information Service for Providers



From 200 Million to 300 Million: The Numbers behind Population Growth

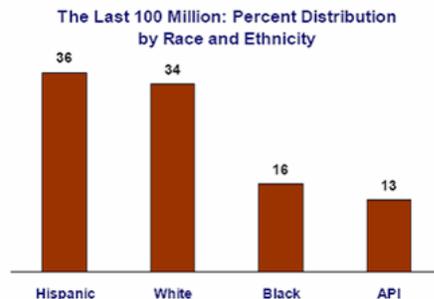
October 10, 2006

Polls/Survey Results

Hispanics account for most of last 100 million

The U.S. population will reach 300 million some time this month. This fact sheet from the Pew Hispanic Center presents an analysis, by race/ethnicity and nativity, of the 100 million people who were added to the population since 1966-67. In addition, the fact sheet breaks down the U.S. population, again by race/ethnicity and nativity, when it was 200 million and at the 300 million mark.

View the [fact sheet](#).



Source: Pew Charitable Trust, October 16, 2006

More at: www.uabmhrc.com > RESOURCES

eNews

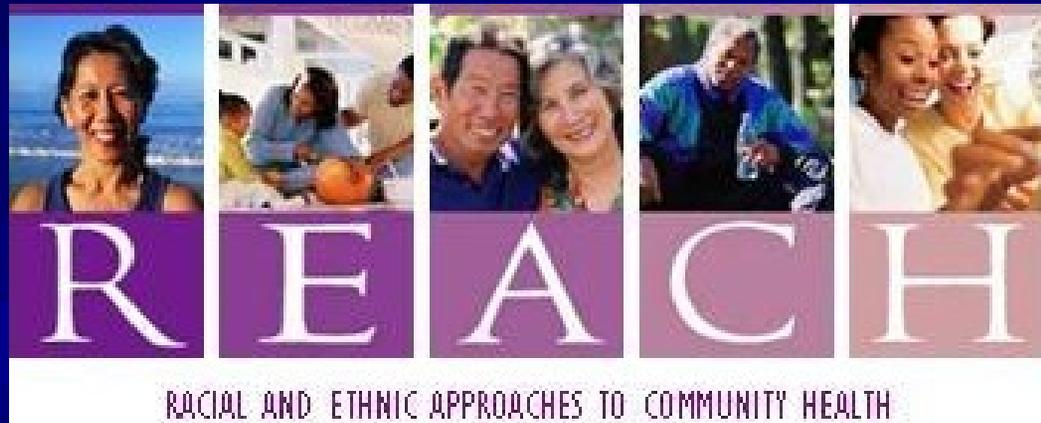
Purpose: Create awareness of health disparities. Increase traffic to web site.

Target: Health care providers
policy makers

Place: Database email mktg

Price: Free

Breast & Cervical Cancer Screening



Documentary for Public Television

Minority Health Research Center - Microsoft Internet Explorer

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MHRC MINORITY HEALTH & RESEARCH CENTER

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Research Training Outreach Statistical & Molecular Genetics Clinical Trials Bioethics



Charles Barkley
NBA Star & MHRC Supporter
[Watch welcome message](#)

[Downloadable video](#) [For Dial-up](#) [For Broadband/DSL](#)

Welcome to the Minority Health & Research Center at the University of Alabama at Birmingham (UAB MHRC).

A comprehensive educational, research and community outreach center focused on eliminating the health disparities of racial/ethnic minorities locally, regionally and nationally. [Learn more about the MHRC >](#)

Annual Gala 2007
Friday, September 28
[Purchase Tickets Online](#)

Become a Member

Charles Barkley Health Disparities Fund

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Annual Report



Publications





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Not Just Numbers Video



Helen Shores Lee
Circuit Judge
10th Judicial Court of Alabama
Chair of the UAB MHRC Community Advisory Board

TV Campaigns



230,000 prostate cancer cases will be diagnosed this year
[Watch prostate cancer prevention TV campaign](#)



[Watch breast cancer prevention TV campaign](#)



Note: Please allow a minute to download the video files. If videos don't work you may need a Free Download of - QuickTime and/or RealPlayer

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www.UABMHRC.com





Charles Barkley

Invites you to join him and his guest

Shaquille O'Neal

to attend the Third Annual

UAB Minority Health and Research Center Gala

Friday, September 28, 2007 at 7:30 pm
Cahaba Grand Conference Center — Black Tie
205-996-2880 — online reservations at www.UABMHRC.com

*“Together we can reach healthcare equality
and improve the health of our communities.”*

— CHARLES BARKLEY



If you can't attend, please give to the UAB Minority Health & Research Center. Your help makes a difference.

