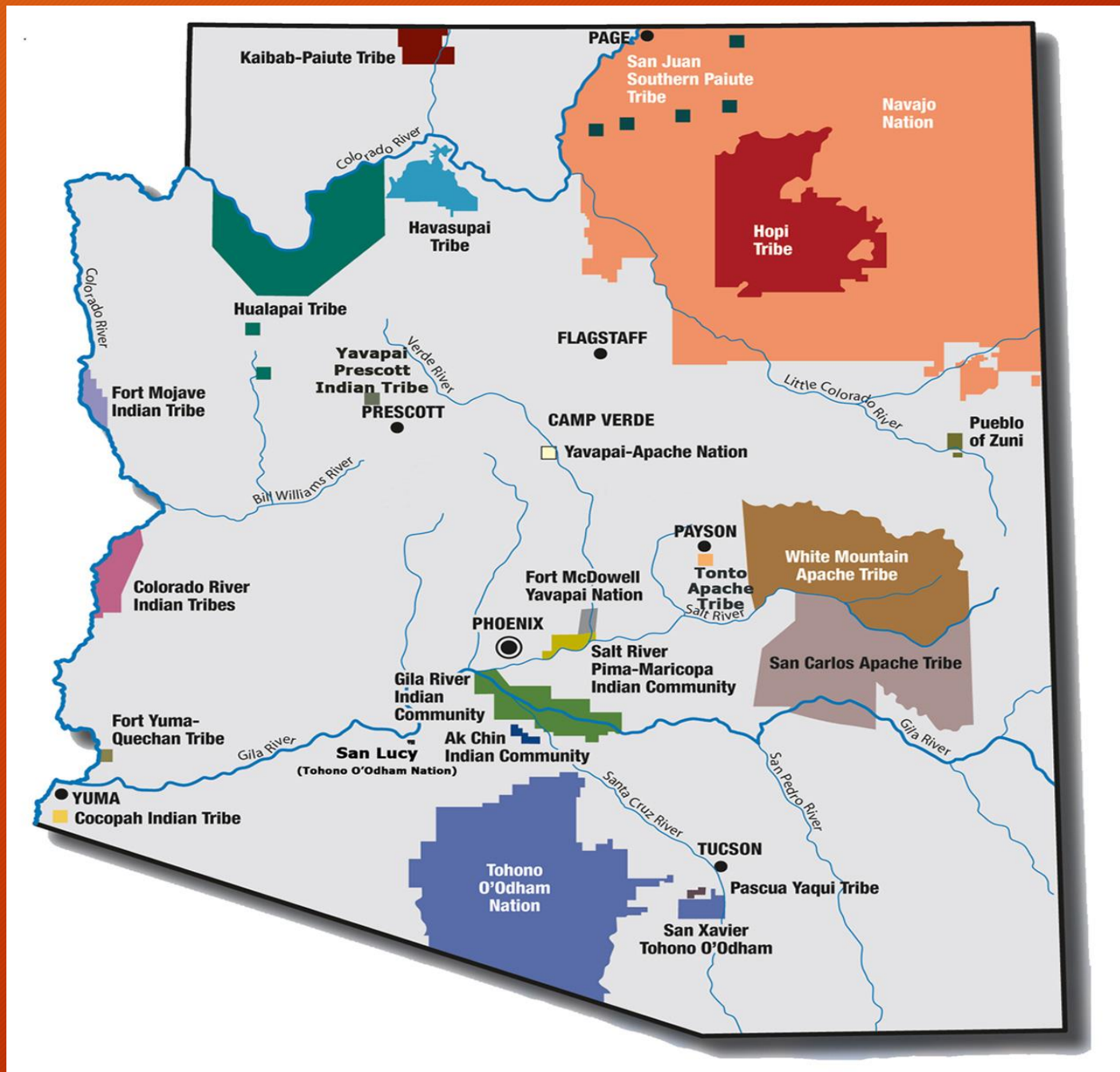


Communicating Purpose in the Health of Black and African Communities

Olga Idriss Davis, Ph.D.
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Land Acknowledgement

We express our recognition and respect for the Indigenous Peoples of Arizona as traditional stewards of this land. From the Hohokam people from time immemorial to the current 22 sovereign nations, we acknowledge the enduring relationship that exists between Indigenous Peoples and their traditional territories.



Overview

- Context and Implications of Covid-19 in Black and African Communities
- Communication needs of Black Arizonans
- Strategies for addressing needs of Black/African Community

Lived Black Experience

Lived Experience -

- Black feminist notions
- Everybody wanna *Sing* my blues, nobody wanna *Live* my blues

Values truth

Assumes authenticity

Celebrates how we tell our story

Reveals story is the narrative of our lives

Learn about others through telling and sharing experiential learning

Validates one's existence and importance of being

COVID-19 & Black/African Communities

Mercado, M., Wachter, K., Schuster, R.C., Mathis, C.M., Johnson, E., Davis, O.I., Johnson-Agbakwu, C.E. (2022). "A cross-sectional analysis of factors associated with stress, burnout and turnover intention among healthcare workers during the COVID-19 pandemic in the United States." *Health and Social Care in the Community* DOI: 10.1111/hsc.13712

Upshaw, S. & Davis, O.I. "Centering survival as cultural strategy: Black newspapers' cultural descriptions of the Coronavirus pandemic." *Journal of Applied Communication Research* (In press, online access September, 2022).

A cross-sectional analysis of factors associated with Stress, burnout, and turnover intention among healthcare workers during Covid pandemic in U.S.

Purpose of the Study

- In 2020, healthcare workers faced the COVID-19 pandemic amidst other salient sociopolitical stressors. Our purpose was to identify significant associations between healthcare worker outcomes and health, work, and pandemic-related factors;
- To shed light on the unprecedented problems within the U.S. healthcare system's labor shortages and worker burnout;
- To address the ongoing need for institutions to attend to the health, wellbeing, and retention of workers;
- To promote worker wellbeing for institutions to adapt to the ongoing pandemic and future health crises.

Centering survival as cultural strategy:
Black newspapers' cultural descriptions of
the Coronavirus pandemic

Purpose

To examine the relationship between Black newspapers and Black communities to reveal the role of cultural knowing in light of a global health crisis;

To observe the role of trust of Black newspapers within the domains of health and wellness;

To explore narratives involving health disparities and cultural trauma as familiar topics conveyed by Black newspapers.

What is known about this topic

Black newspapers historically have been the conduit for procuring, tailoring, and disseminating information to Black communities (Davis, 2009; Wilson, 2014);

2009

Black newspapers reflect the *lived Black experience* and highlight community-engaged coalition-building efforts among Black Americans (Poteat et al, 2020; Gu et al, 2020).

2020

2009

Black newspapers are crucial information resources in disseminating culturally tailored information (Dolan, Sonnett, et al

Research Questions

R1: What emerging *descriptors* occur in the purposely selected Black newspapers concerning COVID-19?

R2: How and to what extent do the purposely selected Black newspapers *promote* proactive engagement to their readers about COVID-19 prevention?

The Study

Employed a Qualitative content analysis to explore COVID-19 news coverage from three purposely selected Black newspapers paying attention to descriptions of cultural importance and psychosocial implication of COVID-19; and the promotion of mitigating strategies for navigating the pandemic;

Our study reveals three (3) selected newspapers described Black Americans' health and racial disparities related to the pandemic; *The Louisiana Weekly*, *The Los Angeles Sentinel*, and *The Philadelphia Tribune* from Feb 2020 to April 2021, were examined on how they interpreted and promoted prevention strategies through culturally tailored reporting;

Study demonstrated how each newspaper centered vaccination and testing as a form of community resilience to COVID-19.

Our results suggest Black newspapers should be considered crucial information resources for disseminating culturally tailored information among Black Americans.

Our Exploration

In what ways do Black newspapers offer mitigating strategies to their readers as a form of survival and assistance during the circumstances of the pandemic;

Cultural touchpoints: religious beliefs, skepticism toward White doctors can shape health attitudes (e.g. cancer screenings);

Perception - Component in the effectiveness of health information in activating health promotion behaviors. Black newspapers as a potential tool to address health inequities and attitudes about obesity (Campo & Mastin, 2007);

- *Recommendation messages* found in Black newspapers that recommended the best course of action by an authoritative figure or leadership body in the Black community;
- *Coverage of cancer* is a familiar story in Black newspapers (Cohen et al, 2008). Studies show Black newspapers are reliable sources of culturally-centered cancer education and persuasion concerning decision-making and self-efficacy when stories feature Black American in cancer survivorship (Davis, 2011; Cohen et al, 2008).
- *Cultural motivation* - Black newspapers provide cultural cues that promote risk avoidance health behaviors and disease self-management by Black readers. (Lumpkins et al, 2010) found Black newspapers provided information as form of media advocacy for health disparities in health care.

Our Exploration

Method

Qualitative Content Analysis - analysing and interpreting the meaning of new stories offering a thick description of *lived Black experience* or phenomenon of a collective group (Creswell & Poth, 2018).

Thick description aims to give readers a sense of the emotions, thoughts, and perceptions that research participants experience. It deals with meaning and interpretation, but also their intentions.

In analyzing the data set through phases of *preparation, organization, and reporting*, we resulted in the development of themes that emerged to construct a narrative description of the phenomena discovered.

Results

- “COVID-19 is an Extension of Existing Health Disparities” - Black newspapers described this as a health disparity that affects diagnosis and death among Black Americans.
- “COVID-19 Recalls Racial Trauma for Black Americans” - Black newspapers brought attention to the prevalence of racial trauma that mirrors similar historical events such as Hurricane Katrina and the Tuskegee Syphilis study.

Results

- “COVID-19 Testing and Vaccination as Community Resiliency” - Black newspapers focused attention on health promotion to Black Americans as a form of *proactive engagement* through the concept of community resiliency.
- *Community resiliency* is the ability for an individual, group, or community to thrive despite the presence of social or environmental obstacles (Davis et al, 2005).
- Second-level agenda setting - the selected Black newspapers underlined and centered the undercertainty and anxiety about testing and vaccination—by encouraging readers to understand the circumstances, benefits, and rationale to reduce the spread of COVID-19.

The Los Angeles Sentinel

“Trust is sacred, and it hangs by a thread between the Black community and some of our institutions. The church has always been the bridge to engage the Black community, rebuilding the trust that has been broken” said the Rev. Gerald Agee, founder and pastor of Friendship Christian Church. We urge those in our community to get tested. It is wone way to help keep you and those you live with safe,” Agee continued.

Los Angeles Sentinel [Column], (Harvey, 2021)

The Louisiana Weekly

””We want to encourage the African American community to be part of the vaccine testing,” says Dr. Redfield. “If the African American community doesn’t take part in the research, we won’t have experience in this community that will reinforce the safety and efficacy for the future public.””

The Louisiana Weekly, [Column], (2020b)

The Philadelphia Tribune

”Get a mask and wear it. Get the test and get the vaccine. We are encouraging people to take this fight to stop the virus. We can win on this thing. We don’t need to lose so many people in sickness. We are trying to empower ourselves—trying to empower folks in our community, leaders in our community to communicate the message of stopping the virus.”

The Philadelphia Tribune [News Story] (Jones, 2021)