



THOUGHTS AND CONVERSATION ON RACE & RACISM

JHM MARKETING AND COMMUNICATIONS DEPARTMENT

June 18, 2020

What we Heard

“Hearing colleagues this week talk about their experiences is incredibly upsetting”

“Address where we have failed the community”

“The ‘talking’ part is critical”

“The silent pain and stress...”

“We skirt over the uncomfortable conversations”

“Saying I’m sorry doesn’t seem effective”

“I’m here to support the need for change”

“We need to be there for each other now more than ever”

Advancing the Conversation

- Racial inequality is a multifaceted issue. Health systems will be at the center of a rising discussion of health equity and social justice.
- We have a moral and ethical responsibility to respond, both for the health and wellbeing of our staff and the communities we serve.

Guiding Principles

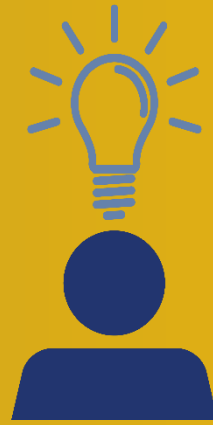
- **Don't rush the process** – provide opportunity for all staff to express their respective thoughts and opinions
- **Seek to build trust** by ensuring an open and transparent process that allows for diverse thoughts and opinions
- **Formulate a well-informed point of view** before ratifying recommendations and taking action
- **Align M+C efforts with the D+I team** to ensure integration on approach, best practices and resources

Near-Term Goals

For discussion



**Ensure M+C Staff
Wellbeing**



**Support JHM
D+I Initiatives**



**Become the Most
Trusted Healthcare
Provider**

Ensure the Wellbeing of our Staff

GOAL

**Identify & address
M+C structures and
behaviors that might
contribute to racial
bias and staff
inequity**



DISCUSSION STARTERS

**Training &
Education**

**Professional
Development**

Workplace Culture

**Hiring and
Promotion**

Apply M+C Expertise to Institutional D+I Work

GOAL

**Promote D+I
Strategies and
Initiatives across all
internal and external
channels**



DISCUSSION STARTERS

**Support for the
Employee Resource
Groups**

**Support D+I /
Health Equity Team**

**HR Focused D+I Work
(Workforce Diversity)**

Become The Most Trusted Healthcare Provider

GOAL

**Become the Trusted
Healthcare Provider
for Minority and
Multicultural
Communities**



DISCUSSION STARTERS

**Multicultural
Marketing**

**Population Health
Promotion**

**Health Equity
Thought Leadership**

Next Steps



OPEN
DISCUSSION