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The banner features a dark red header with the title 'ADDRESSING HEALTH DISPARITIES and HEALTH LITERACY CHALLENGES' in white serif font, followed by the subtitle 'In the South Asian Community' in a smaller, italicized serif font. Below the text are several logos: the Indian, Pakistani, Bangladeshi, and Sri Lankan national flags; the UMDNJ Robert Wood Johnson Medical School logo; the SATHI logo; and a globe icon. The central image shows a male doctor in a white lab coat and tie sitting at a table with a laptop, gesturing while talking to a younger man in a light-colored shirt. A white mug is on the table. At the bottom of the banner, a grey bar contains the text 'A catalyst in creating a community of ongoing learning and collaboration...' in white italicized font.

Saturday, October 9, 2010

Health Disparities and Health Literacy Challenges in the South Asian Community

One of the fastest growing immigrant groups in the United States are South Asians from the Indian subcontinent and includes people from Bangladesh, Pakistan, India, and Sri Lanka. With approximately 185,000 South Asian residents, New Jersey has one of the highest proportions (2.3%) of South Asian residents in the country and has experienced a phenomenal increase (113%) between 1990 and 2000.

This conference will help raise awareness about the increased burden of chronic illness and health disparities experienced by South Asian communities for health conditions such as diabetes, cardiovascular disease, hyperlipidemia, tuberculosis, depression and cancer. By sharing best and promising practices from the health literacy and cultural competency fields, we will educate and empower attendees from a variety of professional and consumer backgrounds to take back innovative and practical tools that can be employed in their own settings both with South Asian and other multicultural populations.

The conference will also generate recommendations and a strategic action plan for addressing health disparities and health literacy challenges in the South Asian community. We hope that the conference will also catalyze the creation of an ongoing "learning community and collaboratory" that can positively impact on clinical and preventive care, public health practice, education, research, and health care policy.

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Location

[The Conference Center at New Jersey Hospital Association](#)
760 Alexander Road
Princeton, New Jersey

Target Audience

The conference is designed for physicians, nurses, other healthcare professionals, educators, and researchers that serve the medical and public healthcare needs of the South Asian community; community based organizations and government agencies that advocate for healthcare issues affecting the South Asian community; and consumers and patients who wish to better understand the dynamics of the patient-healthcare provider interaction in order to improve their health outcomes.

Sponsors

UMDNJ-Robert Wood Johnson Medical School

South Asian Total Health Initiative (SATHI),
Department of Pediatrics

Center for Healthy Families and Cultural Diversity (CHFCD), Department of Family Medicine and Community Health

UMDNJ- Center for

Learning Objectives

Upon completion of this activity, participants should be able to:

- Describe the impact of health disparities including low health literacy experienced by South Asian populations in New Jersey.
- Identify and apply best and promising practices to help patients/consumers with health literacy challenges, navigate the health care system to reduce disparities, manage chronic illnesses, and support prevention activities.
- Employ innovative health education strategies including multimedia, music, and mobile technologies to improve access, disease self-management, promote wellness and integrative healing, and empower patient/consumers.

Continuing and Outreach Education (CCOE)

New Jersey Department of Health and Senior Services, Office of Minority and Multicultural Health

We look forward to your participation!



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