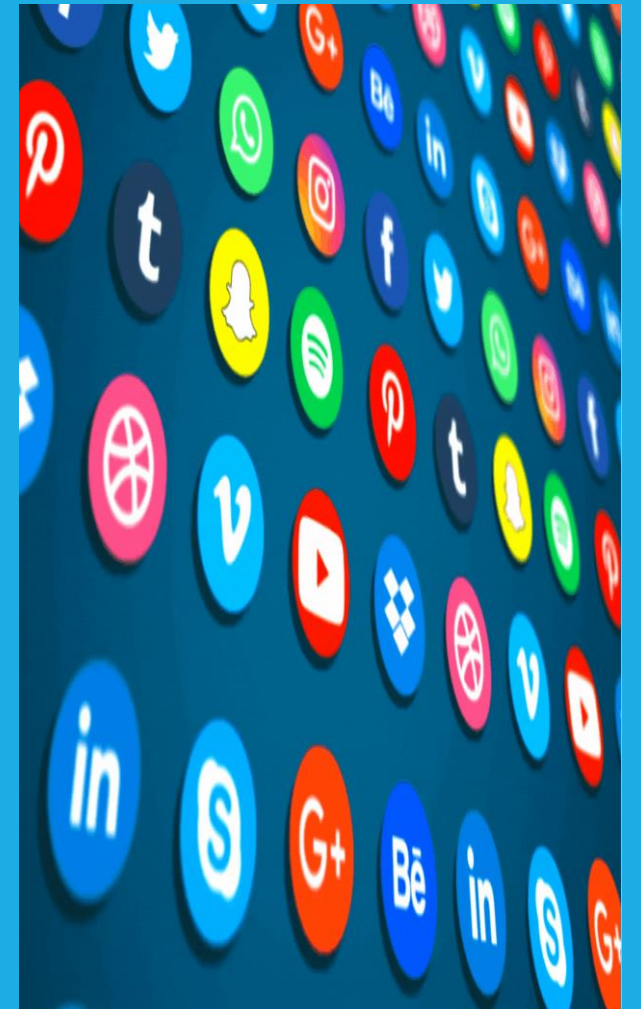


# THE POWER OF DIGITAL MEDIA IN HEALTH EQUITY

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2023 CHEAC Annual Meeting – Long Beach  
Riverside University Health System - Public Health

Salomeh Wagaw, MPH  
Greg Mercado, MPH



# WHO ARE WE?

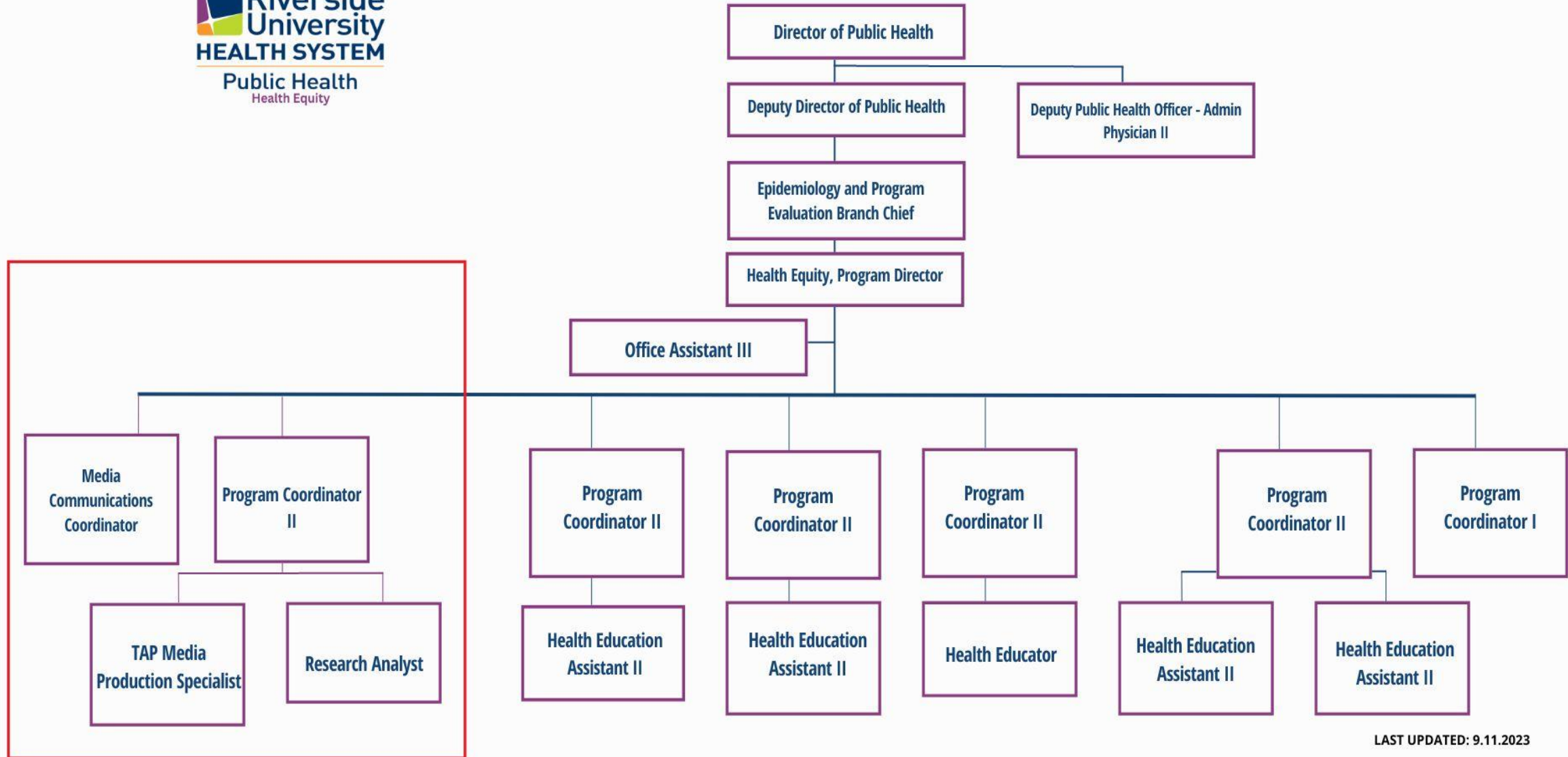
RUHS-PH Health Equity Program

Health Equity Communications Team

Mission

# RUHS-PH HEALTH EQUITY TEAM

## ORGANIZATIONAL CHART



# LEARNING OBJECTIVES

Introducing Health Equity via Digital Media

Digital Media Strategies for Promoting Health Equity

Challenges and Limitations of Digital Media in Health Equity

Future Direction of Digital Media and Health Equity



# INTRODUCING HEALTH EQUITY VIA DIGITAL MEDIA?

# BENEFITS OF DIGITAL MEDIA IN HEALTH EQUITY

Broad Reach to Diverse Populations

Addressing Health Disparities

Creating Culturally Relevant Communication Engagement

Partnerships and Collaborations

Accessibility

Tailored Messaging

Empowerment

Trusted Messengers



EquiTEA Episode 5: 'LGBTQIA+ Pride Month' with TruEvolution CEO, Gabriel Maldonado

# DIGITAL MEDIA STRATEGIES IN PODCASTING

EquiTEA Podcast

Equity Calendar

Subject Matter Experts

Find us on:  
Spotify, Apple & Google Podcasts



EquiTEA Episode 3: *'Black Maternal Health Week' with Black Infant Health*



EquiTEA Episode 1: *'Black History Month' with Building Resilient Communities & NAACP*



EquiTEA Episode 4: *'AANHPI Heritage Month' with Asian Pacific Counseling and Treatment Centers*

# DIGITAL MEDIA STRATEGIES ON TIKTOK

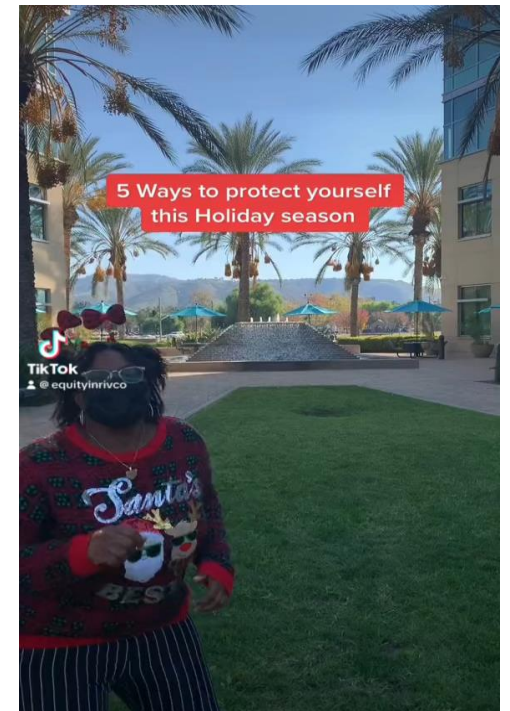
Using TikTok as a Creative Tool

Audience and Demographic

Only Videos Shared on TikTok

Views and Likes

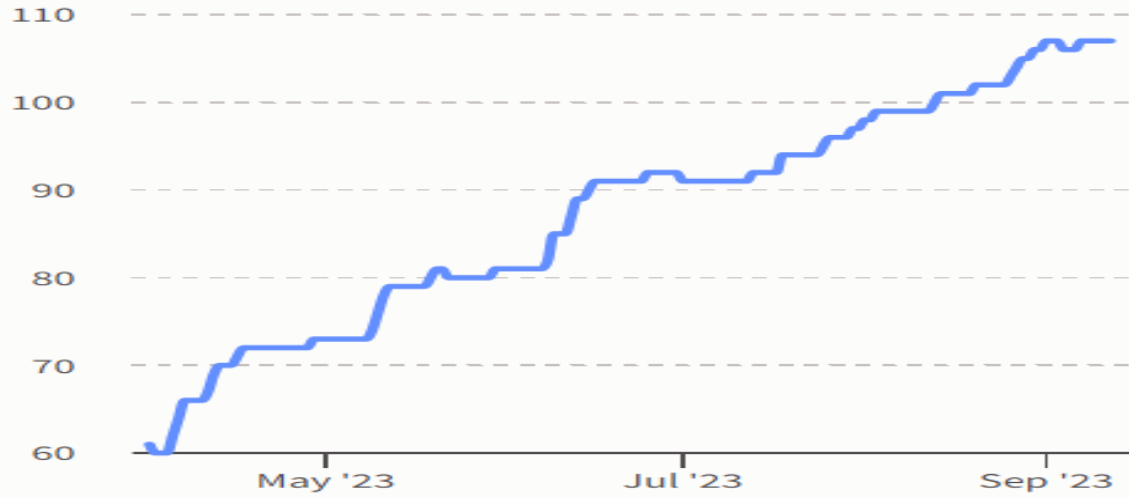
Great Asset in Video Creation





# TIKTOK DATA

## Followers



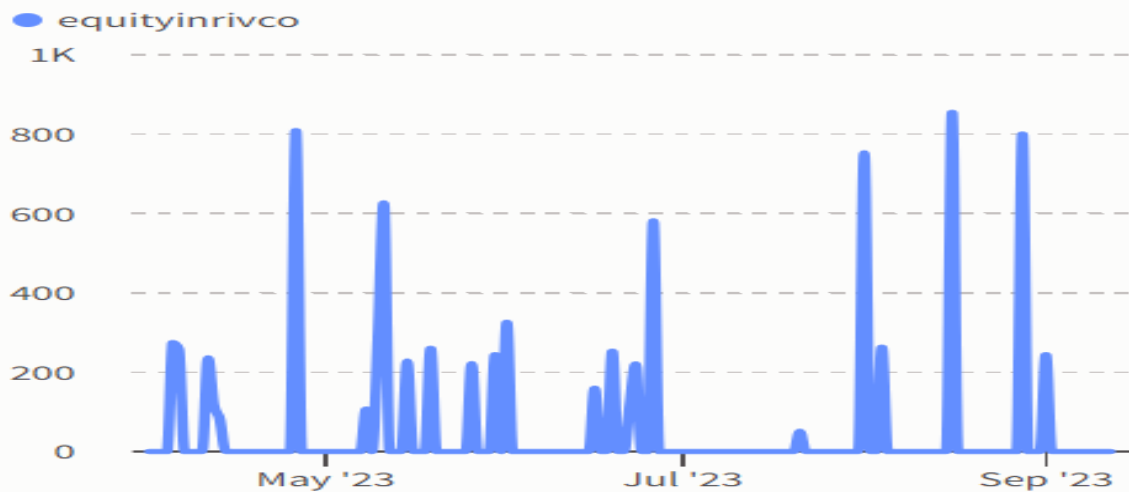
## Audience > Gender



71 % Female

29 % Male

## Post reached audience > Acc...



# DIGITAL MEDIA STRATEGIES ON INSTAGRAM

Use of Instagram

Target Audience Demographics

More Graphics Shared on IG than on TikTok

Shares, Likes, Views, Collaboration

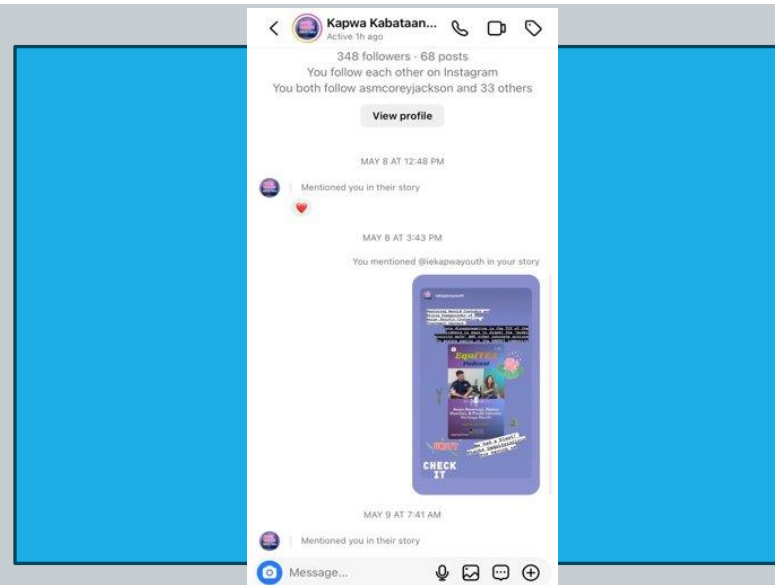
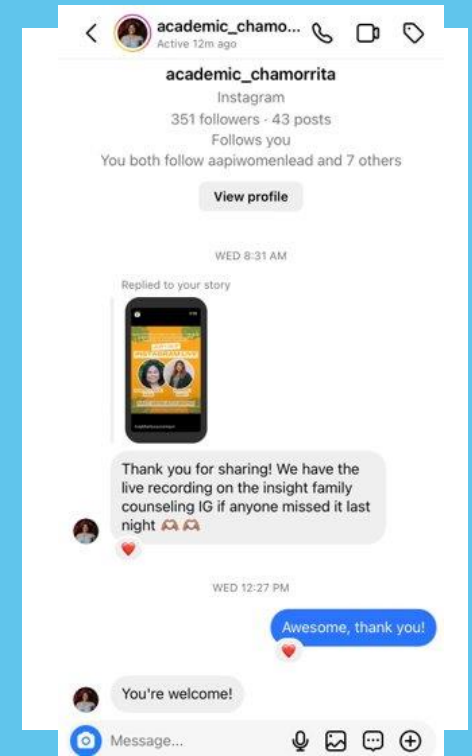
Great Asset In: Shares and Collaboration



# COLLABORATIONS & PARTNERSHIPS

## Collaborations

## Community Engagement



# VISUAL GRAPHICS CONTENT

equityinrivco

## Human Trafficking Awareness Day

January 11th

Wear blue to show solidarity and raise awareness on your social media.

#WearBlueDay  
#HumanTraffickingAwarenessDay

View insights [Boost post](#)

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## DID YOU KNOW?

THE STATUS OF HIV/AIDS IN RIVERSIDE COUNTY

- 57% of people living with HIV/AIDS in Riverside County are in continued care and 74% are virally undetectable.
- For Black/African American residents living with HIV/AIDS, only 49% are in continued care, and 62% are virally undetectable.
- For Hispanic/Latinx residents living with HIV/AIDS, 57% are in continued care and 71% were virally undetectable.
- For American Indian/Alaska Native residents living with HIV/AIDS, 41% are in continued care with only 67% virally undetectable.

HIV STD | Riverside University Health System Public Health

View insights [Boost post](#)

Senator Richard Roth @GeneralRoth · 6d

This #PRIDE2023 Month I'd like to highlight the incredible work of @TruEvolutionInc headquartered in Riverside. The nonprofit provides a variety of services like HIV care and prevention, an emergency housing program, a behavioral health clinic, and therapy and support groups.

EquiTEA | TRU EVOLUTION ORGANIZE · EDUCATE · MOBILIZE | Gabriel Maldonado Founder & CEO @TruEvolutionInc | PRIDE MONTH | Riverside University Health System Public Health

View insights [Boost post](#)

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## National ASIAN / PACIFIC ISLANDER HIV/AIDS Awareness Day

May 19, 2023

HIV STD | www.rivcohyvaid.org | Riverside University Health System Public Health | FOR MORE INFORMATION PARA MÁS INFORMACIÓN

View insights [Boost post](#)

ruhpublichealth and equityinrivco

## RIVERSIDE COUNTY HEALTH COALITION

¡Haga Click AQUÍ para registrarse!

UNA CONVERSACIÓN SOBRE SOLIDARIDAD Y PERTENENCIA!

Abordar las Disparidades de Salud LGBTQIA+ y Avanzar Más Allá de la Alianza

MIÉRCOLES 19 DE JULIO, 2023 10 AM - 12 PM

REUNIÓN HÍBRIDA: EN PERSONA: 13671 Frederick St Moreno Valley, CA 92555 ¡O EN LÍNEA a través de Zoom!

SIGUENOS EN LAS REDES SOCIALES

Riverside University Health System Public Health | @RivcoHealth | @equityinrivco

View insights [Boost post](#)

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## National Day of American Sign Language

April 15, 2023

View insights [Boost post](#)

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## DID YOU KNOW?

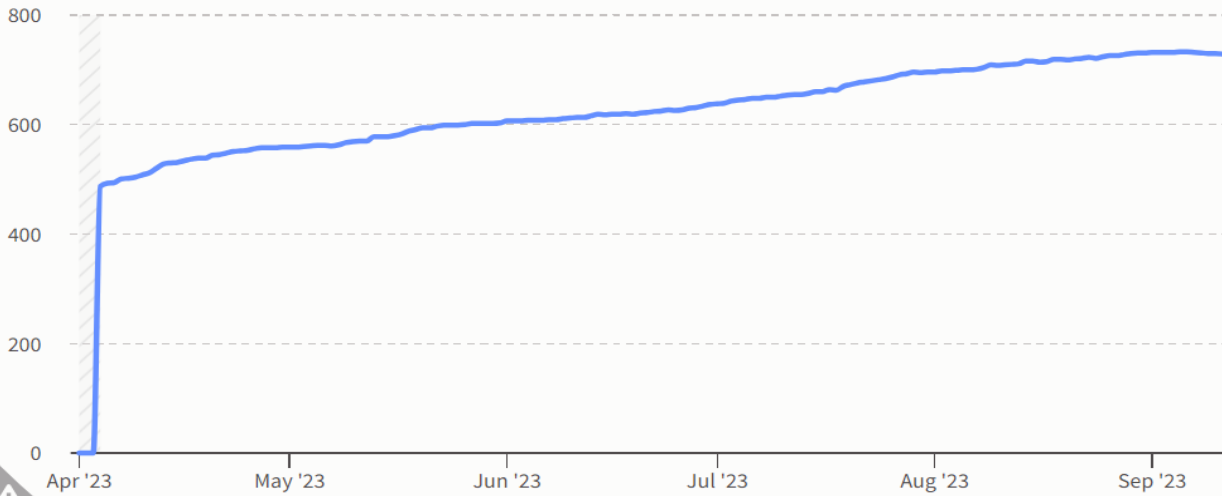
Between 2021 and 2022, the LatinX population had the highest overdose death increase compared to other races/ethnicities.

Riverside University Health System Public Health

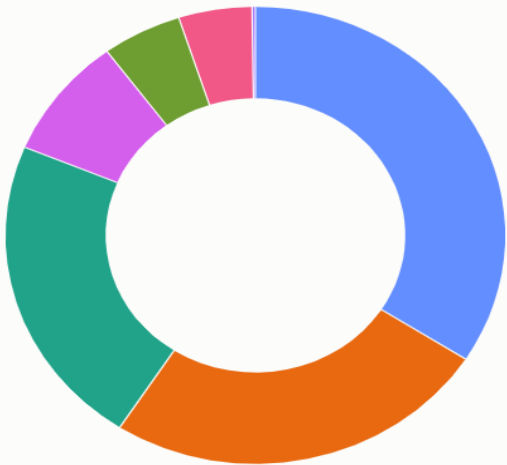
View insights [Boost post](#)

# INSTAGRAM DATA

## Followers

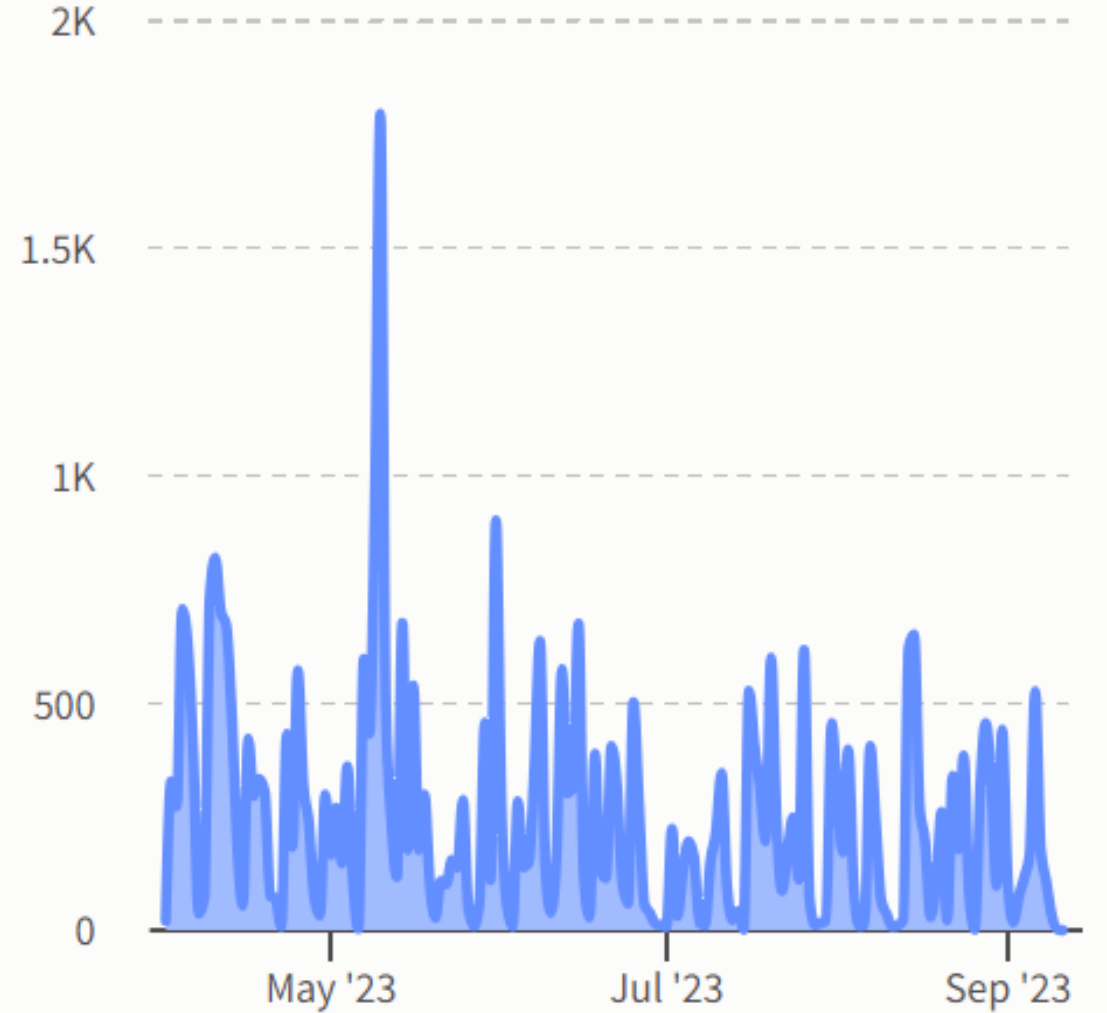


## Audience > Age



34 %	35-44	248
25 %	25-34	182
22 %	45-54	161
9 %	55-64	62
5 %	65+	37
5 %	18-24	34
0 %	13-17	1

## Views Per Post



# STUDIO AND MEDIA ESSENTIALS

Podcast Studio

Media  
Equipment/Software

Branding



# CHALLENGES

## Internal

Approval process

Turnaround time

Procurement

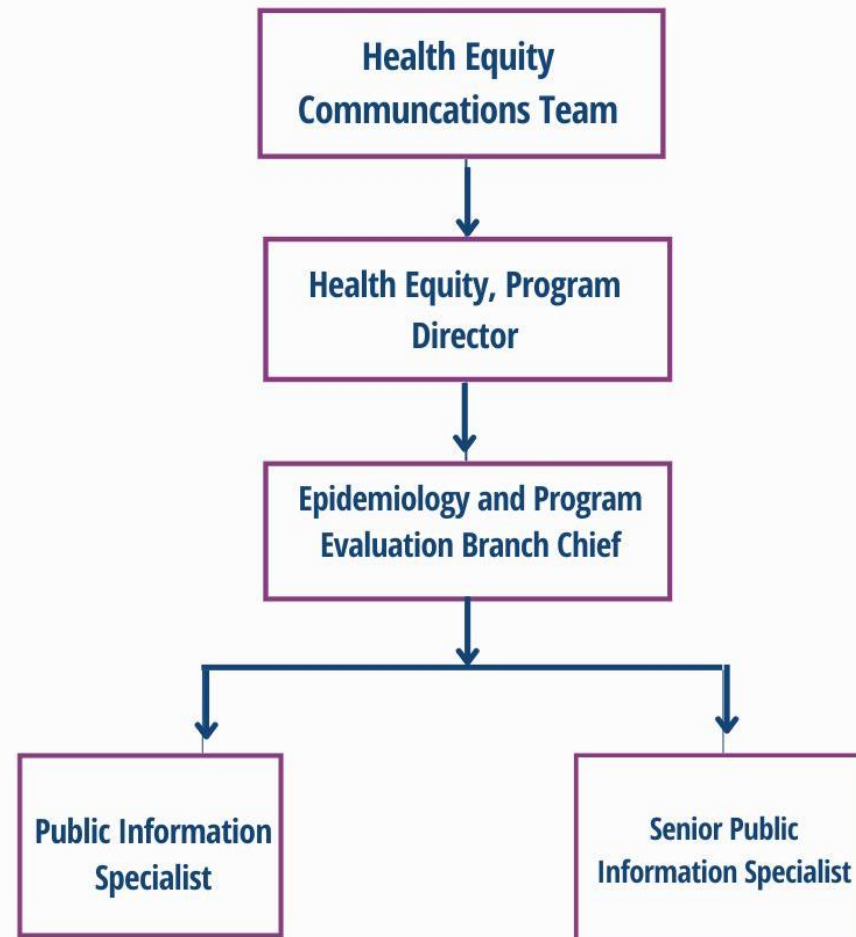
## External

Collaboration

Marketing

Acquiring Subscribers

# HEALTH EQUITY COMMUNICATIONS TEAM APPROVAL STRUCTURE





# SUCCESSSES

Concept of Operations (CONOPS)

Increase in Organization Morale

Message being Delivered

Tapping into New and Wider Audiences

Accessible to Anyone

Content being Shared Locally, Nationally, and Globally

Creating Opportunities for Collaboration with Other Organizations

# FUTURE

Influencers

Shift the Narrative

Comics/Animated Content

Public and Community Media Content

Increasing our followership and accessibility

# KEEP UP WITH US!

SCAN QR CODE



Follow us On Socials @equityinrivco



Podcast Platforms @EquiTEA Podcast

