

The North Carolina Cancer Prevention and Control Branch Presents: *Solution Seekers*



Solution Seekers is the North Carolina Cancer Prevention and Control Branch's (NC CPCB) Health Equity Committee. The purpose of this committee is to strengthen NC CPCB's cancer prevention and control work to advance fair, equal access to care and supportive services. At least 70% of NC CPCB staff, including the NC Breast and Cervical Cancer Control Program staff, regularly and voluntarily participate, learn, and share through this platform, engaging in robust discussions and action planning on topics such as:

Racial/ethnic bias.

In healthcare, racial/ethnic bias can occur when patients or families are provided inequitable treatment, or by creating a stressful, unhealthy environment that does not promote healing and inclusivity.



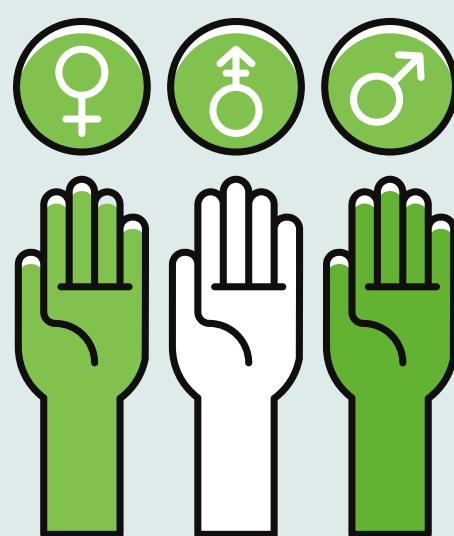
Vulnerable populations.

Using both qualitative and quantitative data to evaluate populations in North Carolina that experience significant disparities, including elevated risk factors, lack of access to health care, morbidity and mortality.



Gender roles.

Societal 'rules' that dictate how we are expected to act, speak, dress, groom, and behave based upon our assigned sex.



Cultural competency.

Understanding, appreciating, and interacting with people from cultures or belief systems other than your own.



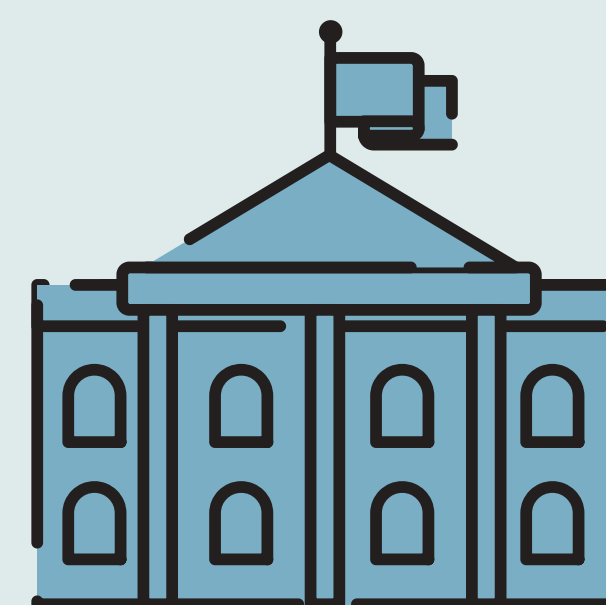
Unconscious bias.

Unconscious biases are social stereotypes about certain groups of people that individuals form outside of their own conscious awareness. Unconscious biases can significantly affect patient care and health outcomes.



Institutional racism.

The existence of systematic policies or laws and practices that provide inequitable access to goods, services, and opportunities of society by race. It affects where people live, their income, exposure to pollutants, access to health care, and more.



Ideas shared during *Solution Seekers* meetings help the NC CPCB plan for future programs, evidence-based interventions, communications, and provider training opportunities to ensure our partners, providers, and staff offer equitable care, treatment, and service to the public. NC CPCB's leadership and coordination of *Solution Seekers* and staff's active participation in the NC Chronic Disease and Injury Section's Health Equity Committee has encouraged the work of the NC Division of Public Health's Health Equity Council, influencing the development of a NC DPH Health Equity Framework, communication tools, and promotional videos.