

PLENARY 3:

# Community Health and Health Equity

**Elsie Taveras, MD, MPH**

*Chief Community Health & Health Equity Officer and  
Executive Director of the Kraft Center, MGB*

**Josh Kraft**

*President, New England Patriots Foundation and  
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United  
against  
racism

## The Vision

Working together to achieve our United Against Racism goals of dismantling structural racism and improving health outcomes and equity



# Mass General Brigham Health Equity and Community Health

## Prioritized health conditions



**Heart Disease & Diabetes**



**Substance Use Disorder**



**Cancer**



**Maternal-Child Health**



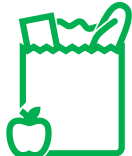
## Improving health outcomes



## Equity-informed care models



**Care Optimization**



**Social Risk Mitigation**



**Engagement & Wellness**

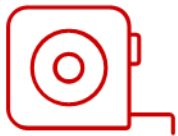
The Mass General Brigham Kraft Center is committed to expanding access to care, improving health outcomes, and advancing equity across major contributors to premature death

INNOVATION

PROGRAMMING

TRAINING

## Community Health Guiding Principles



**Data-driven  
and evidence-  
based**



**Rooted in  
community  
needs with  
community input**



**Focused,  
targeted and  
specific**



**Measurable  
impact on  
health  
condition(s)**



**Bold but  
achievable  
goals**



**Partnerships  
and  
Collaboration**

# Kraft Center Priority Areas and Current Programming

## Substance Use Disorder

### Community Care in Reach® (CCiR)

- Mobile program bringing clinical care and harm reduction services to people living with addiction
- Supported by MA Department of Public Health
- 5 programs across MA

## Heart Disease & Diabetes

### Mass General Brigham Community Care Van

- Community Care Van mobile hypertension screening and chronic disease care
- Cardiovascular health, COVID & flu vaccinations, and addiction services

## Cancer

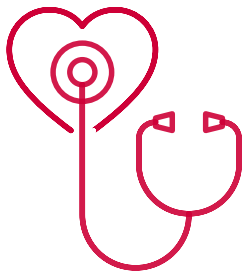
### Implementation Science Center for Cancer Control Equity (ISCCCE)

- National Cancer Institute center supporting cancer screening in 31 community health centers across MA
- Partnership with Harvard School of Public Health and Mass League of Community Health Centers

## Maternal-Child Health

### Driving Equity and Maternal Health (DrEaMH)

- Maternal health programming includes:
  - Birth doula pairings
  - Postpartum care for high-risk patients
  - Community-based pop-up villages



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