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# From Vision to Action: Creation of the E3 Model | Engage, Empower, Elevate (E3)

Keri Norris, PhD, JM, MPH, MCHES
Karina Lopez, MPH, CHES
Rigoberto Garcia II, MPH
Perry Jowsey III, MA, CFRE

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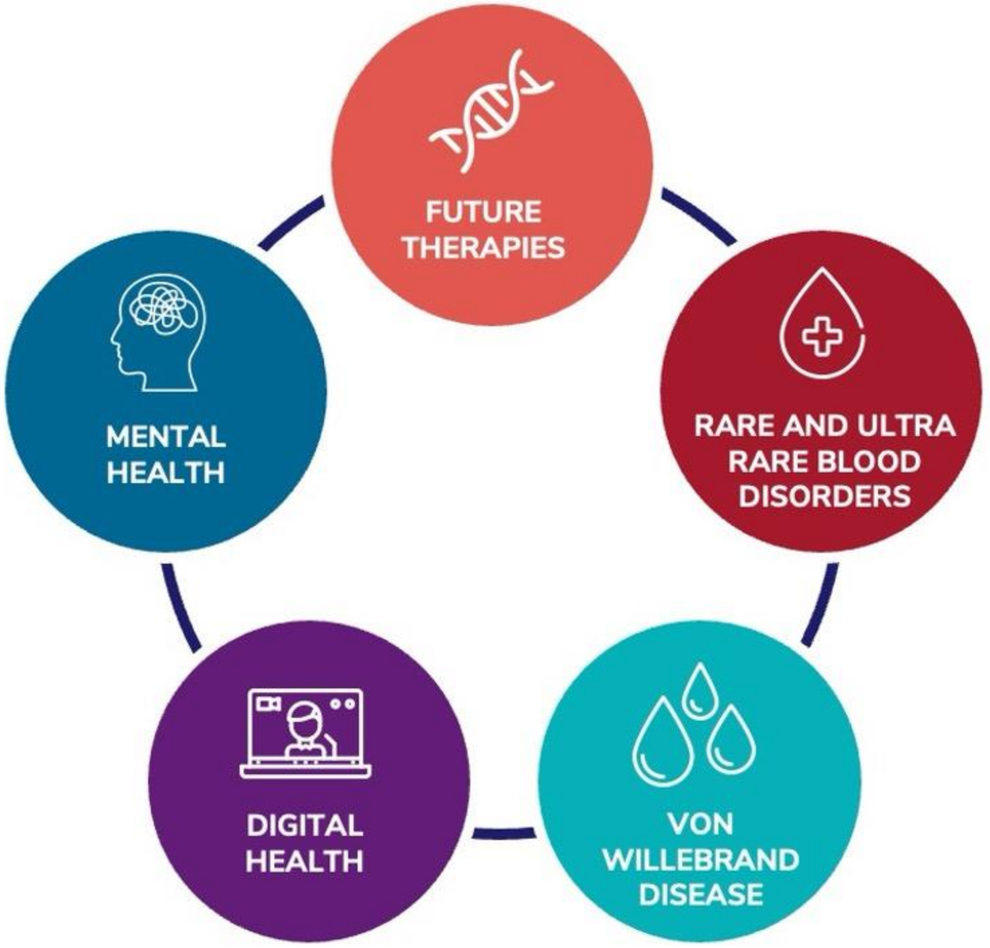
# ABOUT NBDF

## OUR MISSION

The National Bleeding Disorders Foundation (NBDF) is dedicated to finding cures for inheritable blood and bleeding disorders and to addressing and preventing the complications of these disorders through research, education, and advocacy, enabling people and families to thrive.

## NUESTRA MISIÓN

La Fundación Nacional de Trastornos de la Sangre (NBDF, por sus siglas en Ingles) trabaja para encontrar la cura de los trastornos de la sangre y hemorrágicos hereditarios, así como para tratar y prevenir las complicaciones de estos trastornos a través de la investigación, educación y apoyo, permitiendo que las personas y las familias prosperen.

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# Agenda

- What and Why: HASI and the Engage, Empower, Elevate (E3) model
- Let’s hear from the community
- Example of the model
- Q&A

# Speakers

Keri Norris, PhD, JM, MPH, MCHES
NBDF Senior Vice President of HASI

Karina Lopez, MPH, CHES
NBDF HASI Program Specialist

Rigoberto Garcia II, MPH
Executive Director of Hemophilia Foundation of Southern California

Perry Jowsey III, MA, CFRE

Executive Director of NBDF Colorado Chapter

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# Health Access & Strategic Innovation

Who we are, and why it is necessary...

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# Why is HASI necessary?

Disparities, inequities, and injustices

Lack of quantitative data to tell the **FULL** story

Enabling people and families to **THRIVE**...

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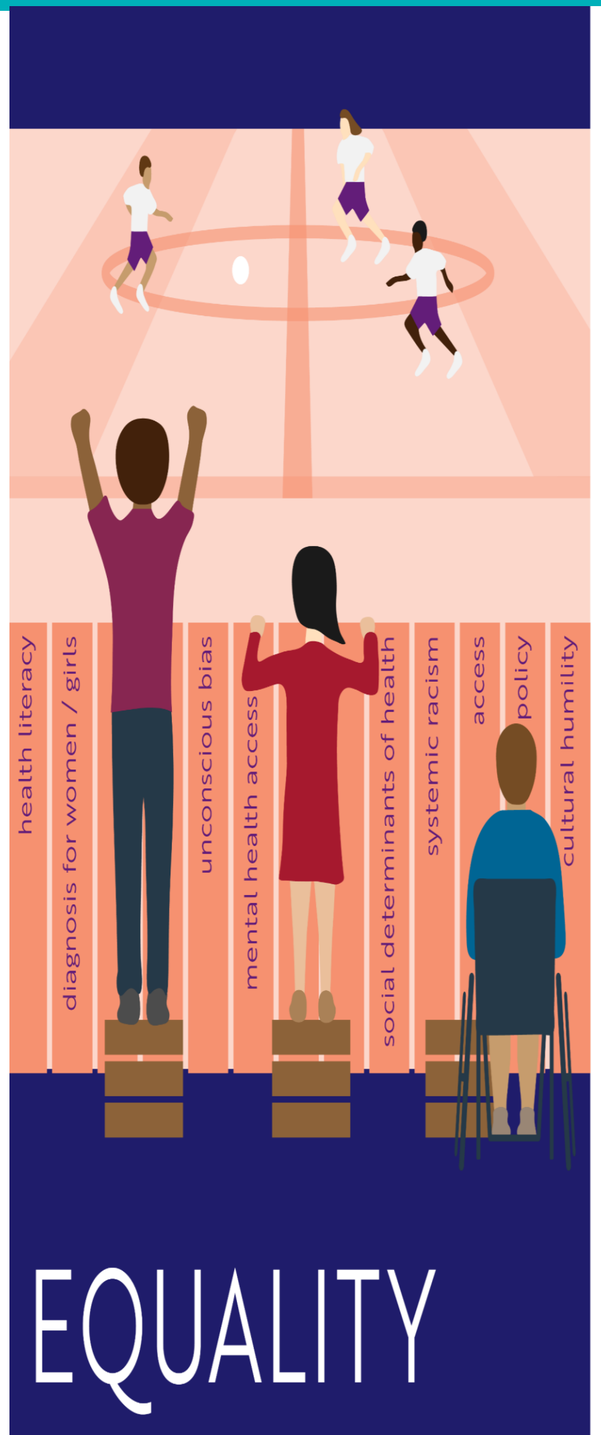
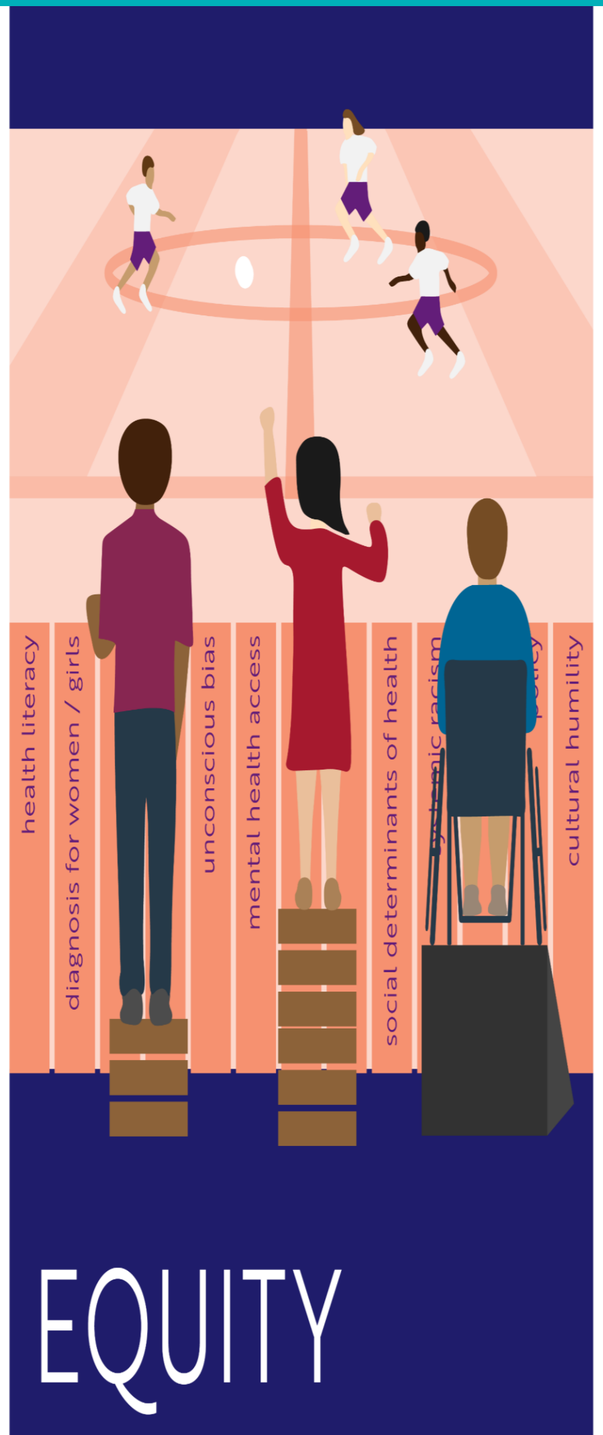
# NBDF's Health Access Model

Working towards **access** and **justice** means:

- Meeting people and communities **where they are** (boxes)
- Removing **barriers** (fence)
- Ensuring the **representation** of all stakeholders



# NBDF's HASI Priority Populations 2024-2034

- Bilingual/Multilingual Populations
- Minoritized and marginalized populations
- Rural residents/geographically challenged populations
- Women, Girls, and People who menstruate
- Young Adults

# NBDF's HASI Strategic Approaches 2024-2034

1. Increasing access to care for all
2. Translation into the patient's primary language
3. Engaging unengaged populations
4. Health and literacy, plain language use
5. Access to testing and diagnosis- Diagnosis for WG
6. Access to mental health services and programs
7. Practicing cultural humility with cultural competence
8. Drivers of health (DoH) (recognizing, integrating into care, and partnering to address)
9. Addressing systemic barriers and unconscious bias
10. Addressing policy needs for BD community (including insurance literacy and copay accumulators)

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# Creation of the E3 Model

Impact at each level of community

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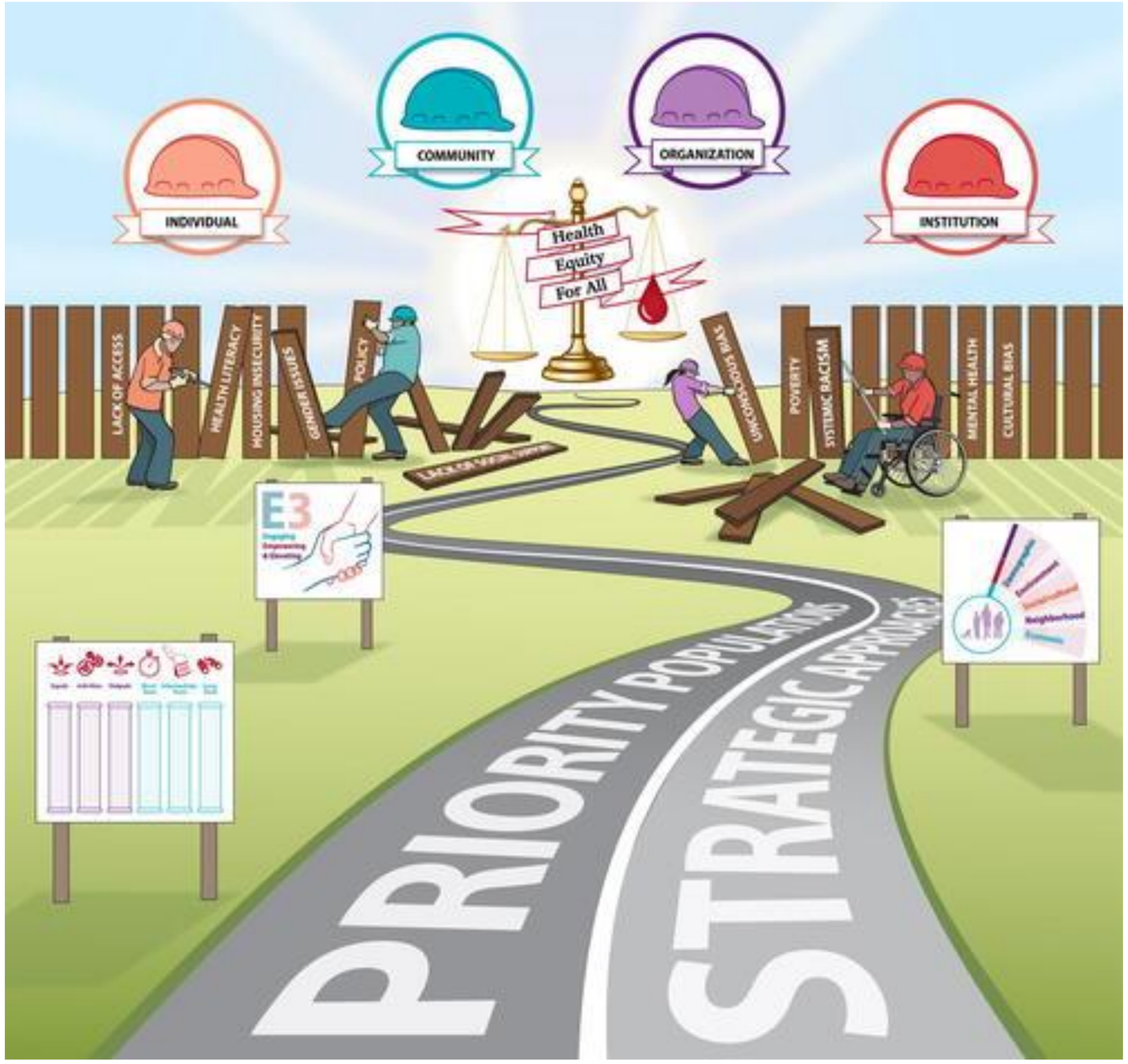

INDIVIDUAL
COMMUNITY
ORGANIZATION
INSTITUTION
Health
Equity
For All
LACK OF ACCESS
HEALTH LITERACY
HOUSING INSECURITY
GENDER ISSUES
POLICY
UNDERCOVERAGE
POVERTY
SYSTEMIC RACISM
MENTAL HEALTH
CULTURAL BIAS
E3
PRIORITY POPULATIONS
STRATEGIC APPROACHES

# Creating the E3 Model

**2022 Health Equity Summit**

- Access
- Mental health
- Health systems navigation
- Payer/Policy

**2022 Focus Groups**

- Health Equity Task Force
- NYLI
- NBDF staff

**2023 Roundtables**

- Colorado
- Florida
- Chapter leaders

**Informed Interactions**

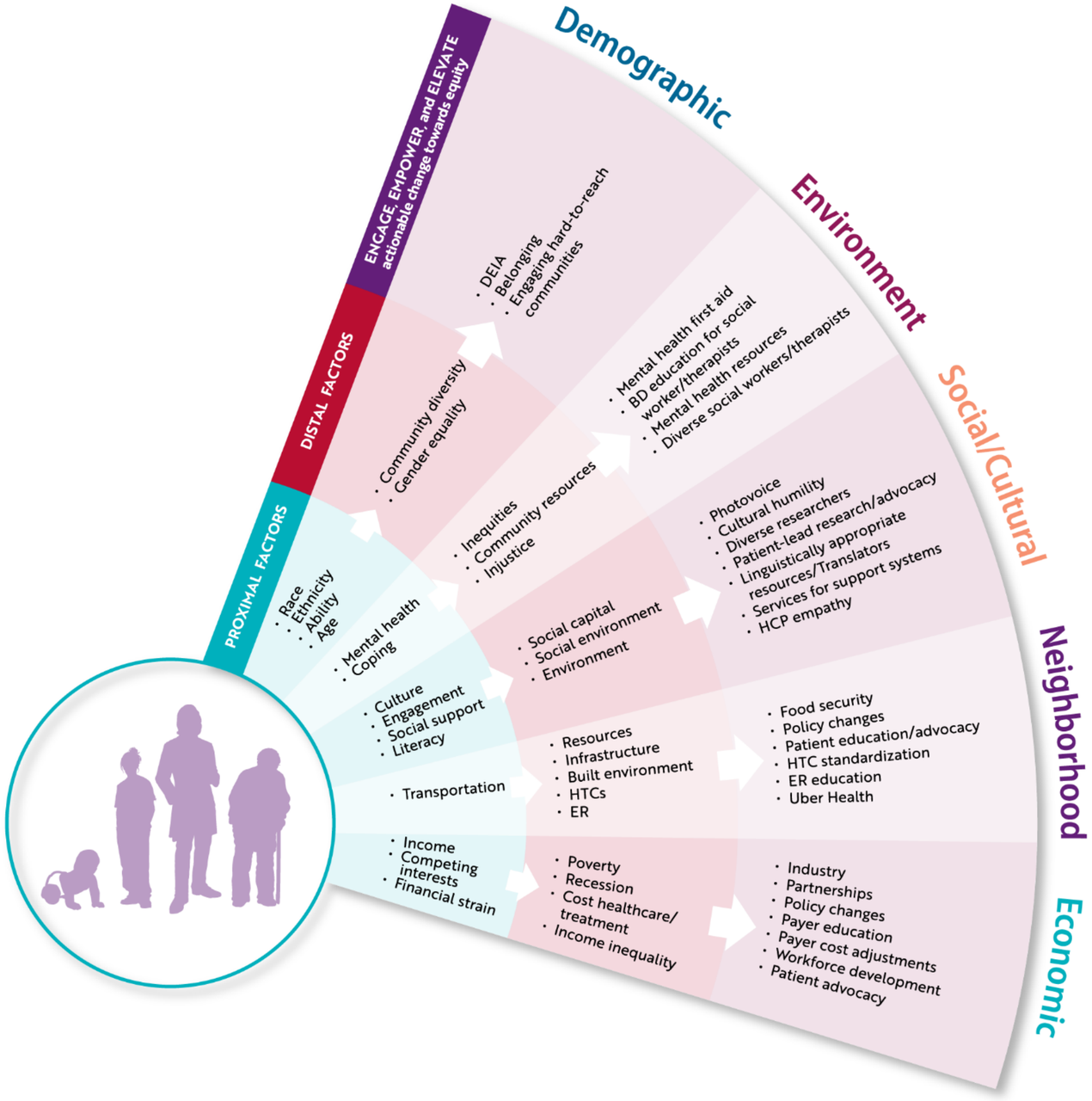
- Health Equity Task Force
- National Research Blueprint
- Other chapter events

**2024 Health Equity Summit**

- Access and the Political Determinants of Health

**2025 Community Roundtables**

- Washington Days
- Southern California
- Virtual

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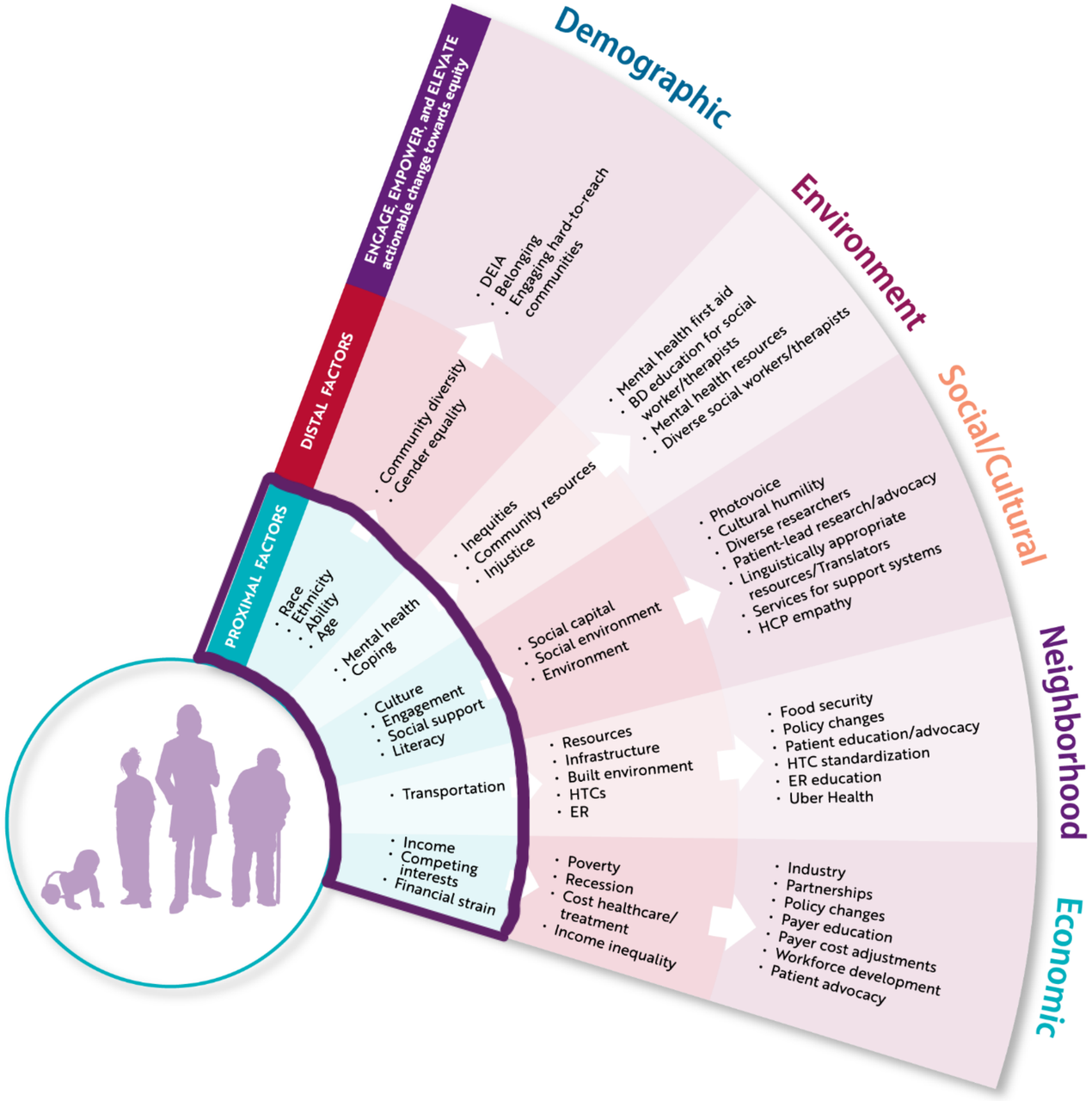
# Definitions

- **Proximal** – circumstances of daily life that have a ***direct*** influence on health
- **Distal** – circumstances of life that have an ***indirect*** influence on health
- **Individual** – yourself
- **Community** – chapter; group living in the same space
- **Organizational** – NBDF
- **Institutional** – CDC; NIH

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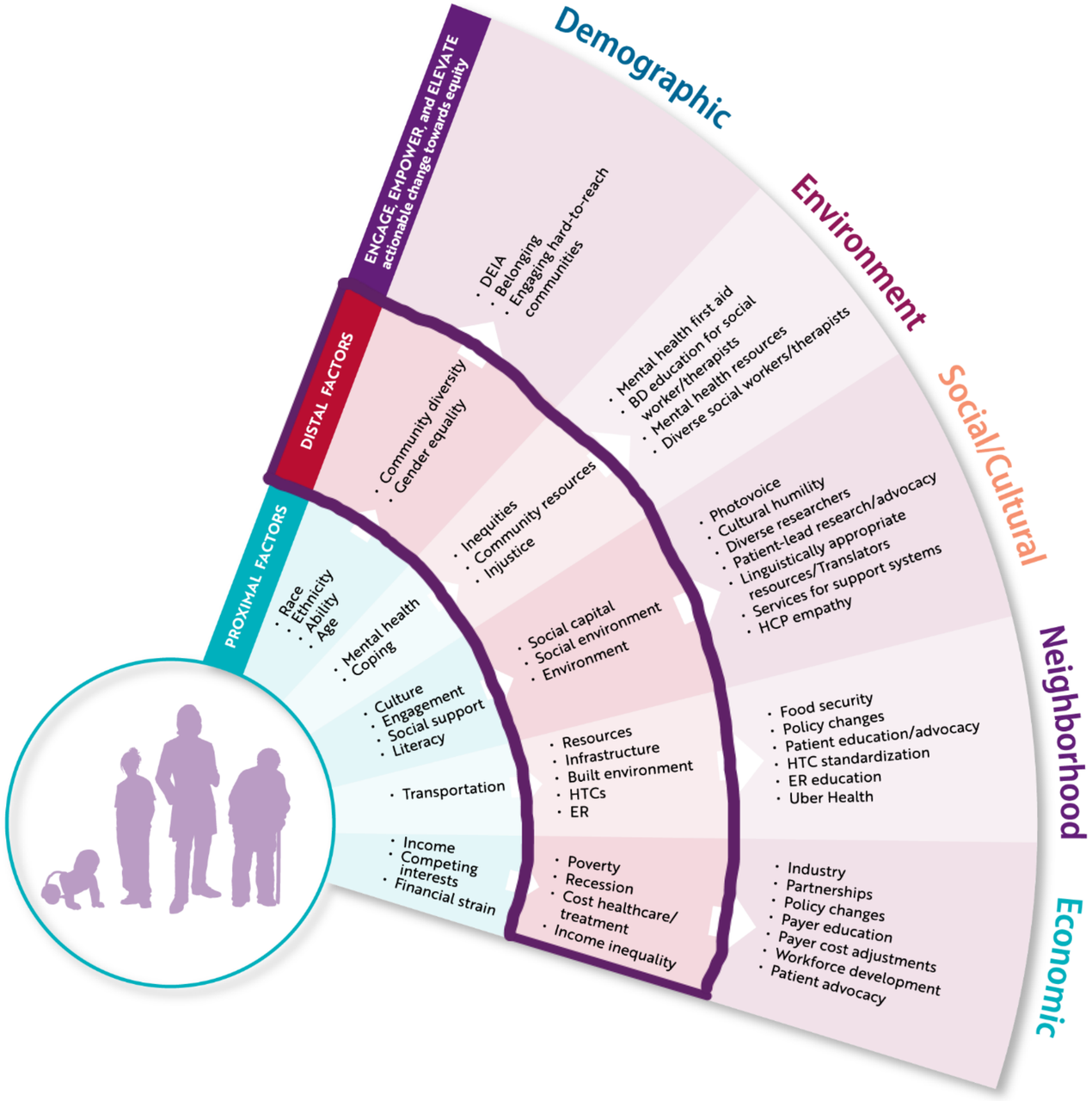
# Proximal Factors

*(Direct Influence)*

- Race
- Ethnicity
- Ability
- Age
- Mental health
- Coping
- Culture
- Engagement
- Social support
- Literacy
- Transportation
- Income
- Competing interests
- Financial strain

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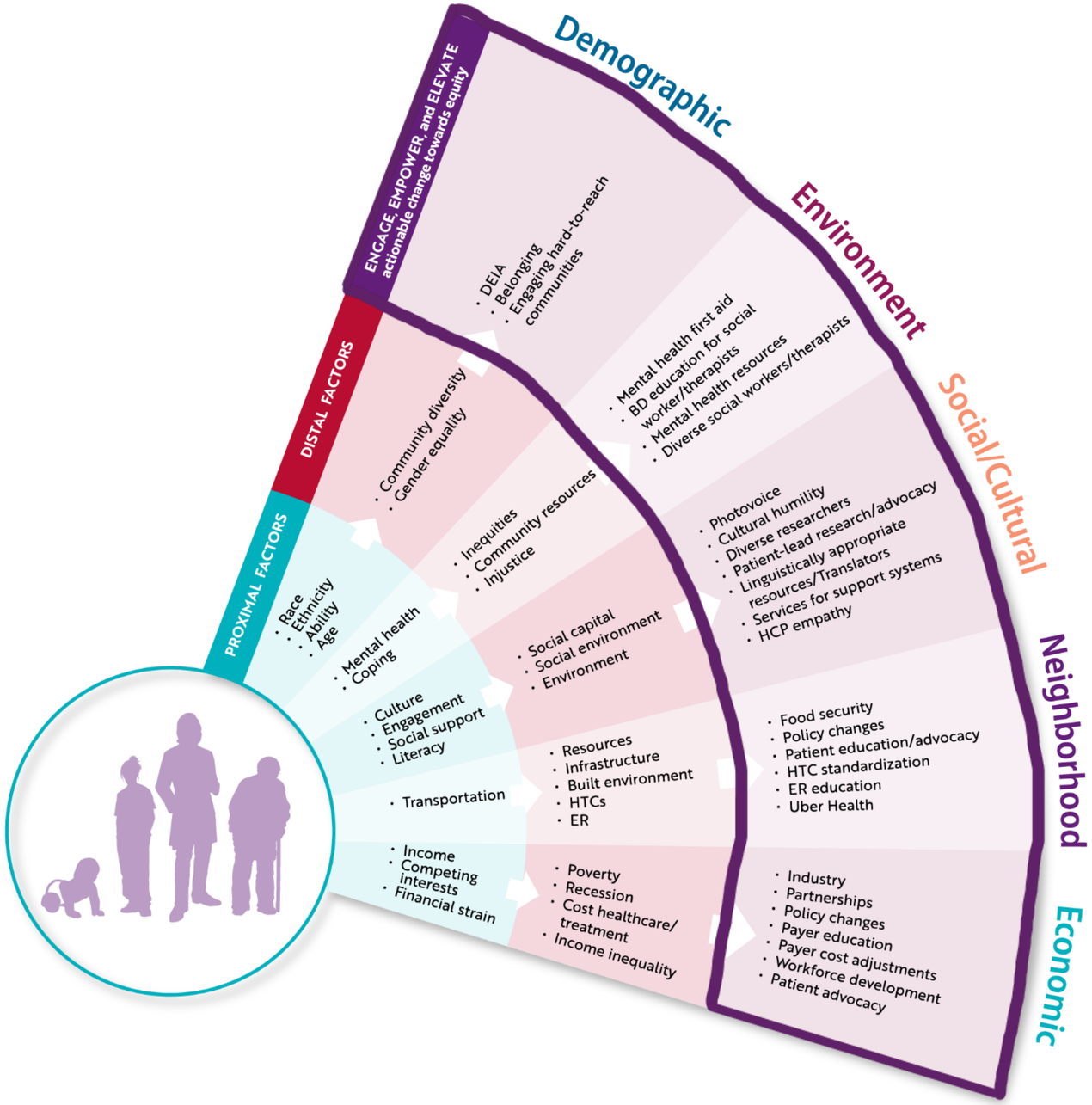
# Distal Factors

*(Indirect Influence)*

- Community diversity
- Gender equality
- Inequities
- Community resources
- Injustice
- Social capital
- Social environment
- Environment
- Resources
- Infrastructure
- Built environment
- HTCs
- Emergency departments
- Poverty
- Recession
- Cost of healthcare/ treatment
- Income inequality




# Engage, Empower, Elevate

- DEIA
- Belonging
- Engaging hard to reach communities
- Mental health first aid
- BD education for social workers/therapists
- Mental health resources
- Diverse social workers/therapists
- Photovoice
- Cultural humility
- Diverse researchers
- Patient led research/advocacy
- Linguistically appropriate resources/translators
- Services for support systems
- HCP empathy
- Food security
- Policy changes
- Patient education/advocacy
- HTC standardization
- ERG education
- Uber health
- Industry
- Partnership
- Policy changes
- Payer education
- Payer cost adjustments
- Workforce development
- Patient advocacy

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# Housing Insecurity

| Proximal Determinant | **Individual Solutions:** actions or choices made by a person | **Community Solutions:** efforts led by or within local groups (chapters, HTCs) | **Organizational Solutions:** efforts led by specific entities (workplaces or nonprofits) | **Institutional Solutions:** efforts led by broad systems or structures (government, FDA, CDC) |
|---|---|---|---|---|
| **Housing Insecurity**: Lacking stable, safe, affordable, and adequate housing. | Work flexibility | United Way 211 Program | Housing insecurity research | Centers for Medicaid & Medicare Services (CMS) framework for Health Equity |
| | Community Voices in Research (CVR) | Emergency Rental Assistance | Join Alliance to End Homelessness | Quality improvement interventions |
| | Emergency Housing Vouchers | Food assistance programs | Housing First Program | |
| | Rental assistance programs | Rent/mortgage/utility assistance | | |
| | Motel to home program | Workforce development programs | | |
| | | United Way 211 Assistance | | |
| | | | | |

# Now let’s hear from the community!

AFTER BEING A PART OF A COMMUNITY ROUNDTABLE EVENT...

What was your experience like?

Why do you think the E3 model is meaningful?

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# THANK YOU

Any questions?

**Connect with us on social or join our newsletter community!**

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# Virtual Health Equity Summit 2026

*“Language, Literacy, and Leading the Way”*

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# Community Voices in Research

National **Bleeding Disorders** Foundation

*Experiences impacting the future*

https://www.bleeding.org/research/community-voices-in-research

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