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Practicum Site: Health in Her HUE

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Leveraging the Power of Technology, Media, and Community to Improve Healthcare Experiences for Black Women and Women of Color



Introduction: Black women have reported inequitable healthcare experiences at the individual level due to structural, institutional, and interpersonal racism. Despite improvements in overall care for Black women, health disparities persist and contribute to worsening health outcomes. This practicum experience was conducted at Health in Her HUE (HIHH) to amplify culturally relevant social media content to promote public health awareness and foster community-building among Black women and women of color (WOC).

Methods: A thematic analysis was conducted from the “What Black Women Want from Healthcare” survey to evaluate the healthcare priorities of Black women and WOC. Keyword research was also implemented to identify the search terms and queries most-utilized by the HIHH community when seeking relevant health and wellness information online.

Results: A comprehensive social media toolkit was developed for the HIHH team to foster engagement with subscribers, promote discussion in community forums, and highlight the value of the organization in the digital health ecosystem. Identified keywords were integrated into HIHH public health content to improve its visibility on frequently used search engines and social media platforms. Additionally, two newsletters were produced to inform the HIHH community about relevant health topics.

Conclusions: Social media plays a pivotal role in promoting public health education, increasing access to health and wellness resources, and fostering community support among marginalized populations. Overall, centering the intersectional lived experiences of Black women and WOC continues to be the most vital tool needed to improve healthcare and, ultimately, advance health equity.