



Society For Oncology Massage
Topics of The Day Series

Health Equity: Part 2
Awareness Into Action



Gayle MacDonald is entering year 28 in the field of oncology massage. After many years of hospital work and training therapists to work with people who have cancer in medical settings and private practice, she is focusing on S4OM and bringing its vision into reality.



Ericka Clinton is a NY State Licensed Massage Therapist and a massage educator training therapists in the U.S. and abroad. She currently holds the position of Dean for the Massage Therapy Program at the Swedish Institute, her alma mater. Ericka has been practicing oncology massage since 2011. She currently serves as the President for the Board of Directors for the Society for Oncology Massage.



Kathleen Wing has been practicing oncology massage since 2012. She led and developed the Complementary Therapies programs for the Dempsey Center, a non-profit cancer support organization based in Maine, between 2015-2020. She now works in Data and Evaluation for the organization. She has been an S4OM member since 2013.

LEARNING OBJECTIVES – PART 1

- Therapists can define health equity.
- Therapists understand the difference between equity and equality.
- Therapists can list five factors that contribute to health equity or inequity.
- Therapists can describe how bias influences equitable care.
- Therapists can list two factors that hinder their ability to give equitable massage care.



LEARNING OBJECTIVES – PART 2

- Therapists can list two factors that hinder their ability to give equitable massage care.
- Therapists can define and give examples of personal, interpersonal and institutional levels of opportunity to promote equity.
- Therapists can identify two actions they can take toward advancing health equity in their setting of practice.

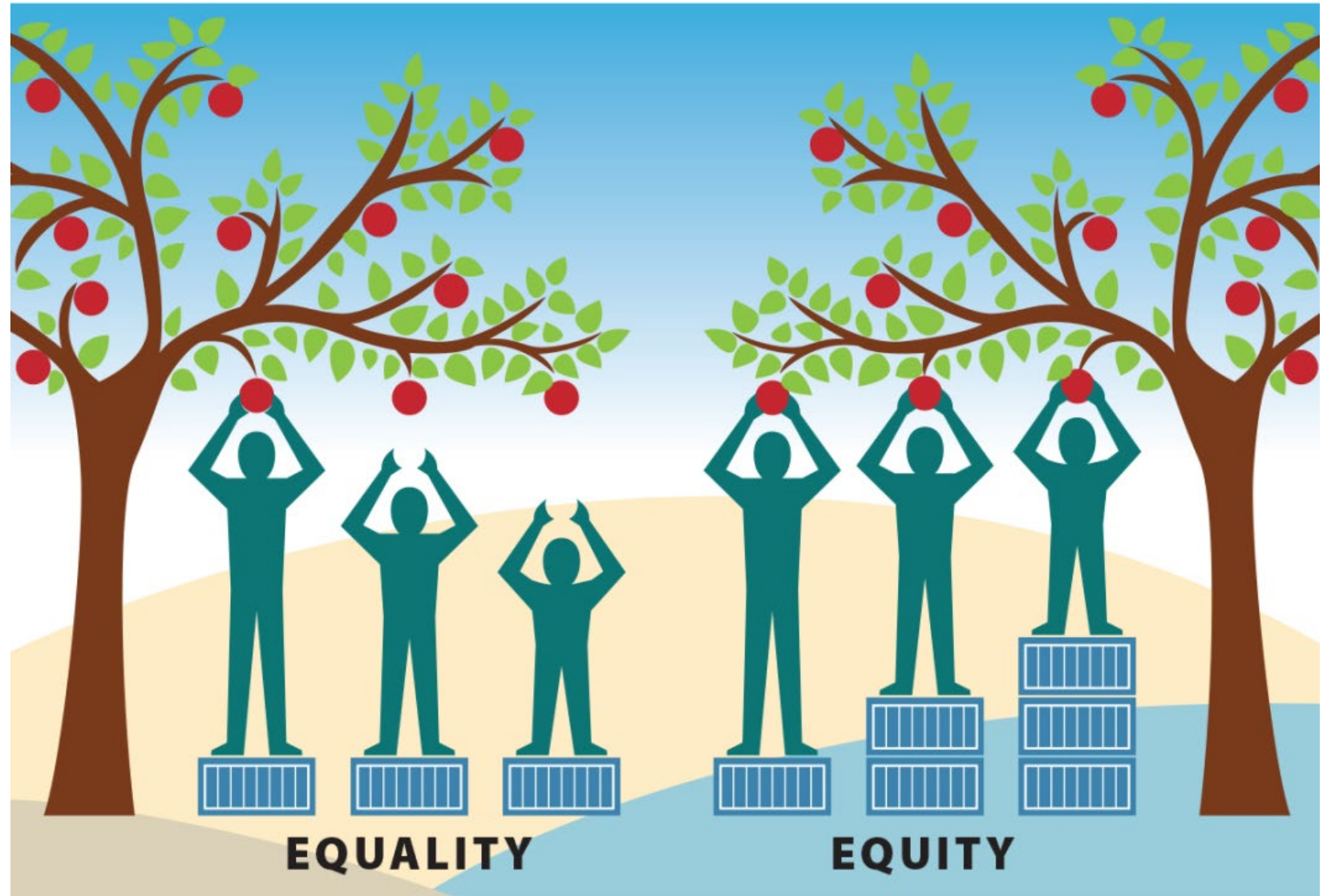




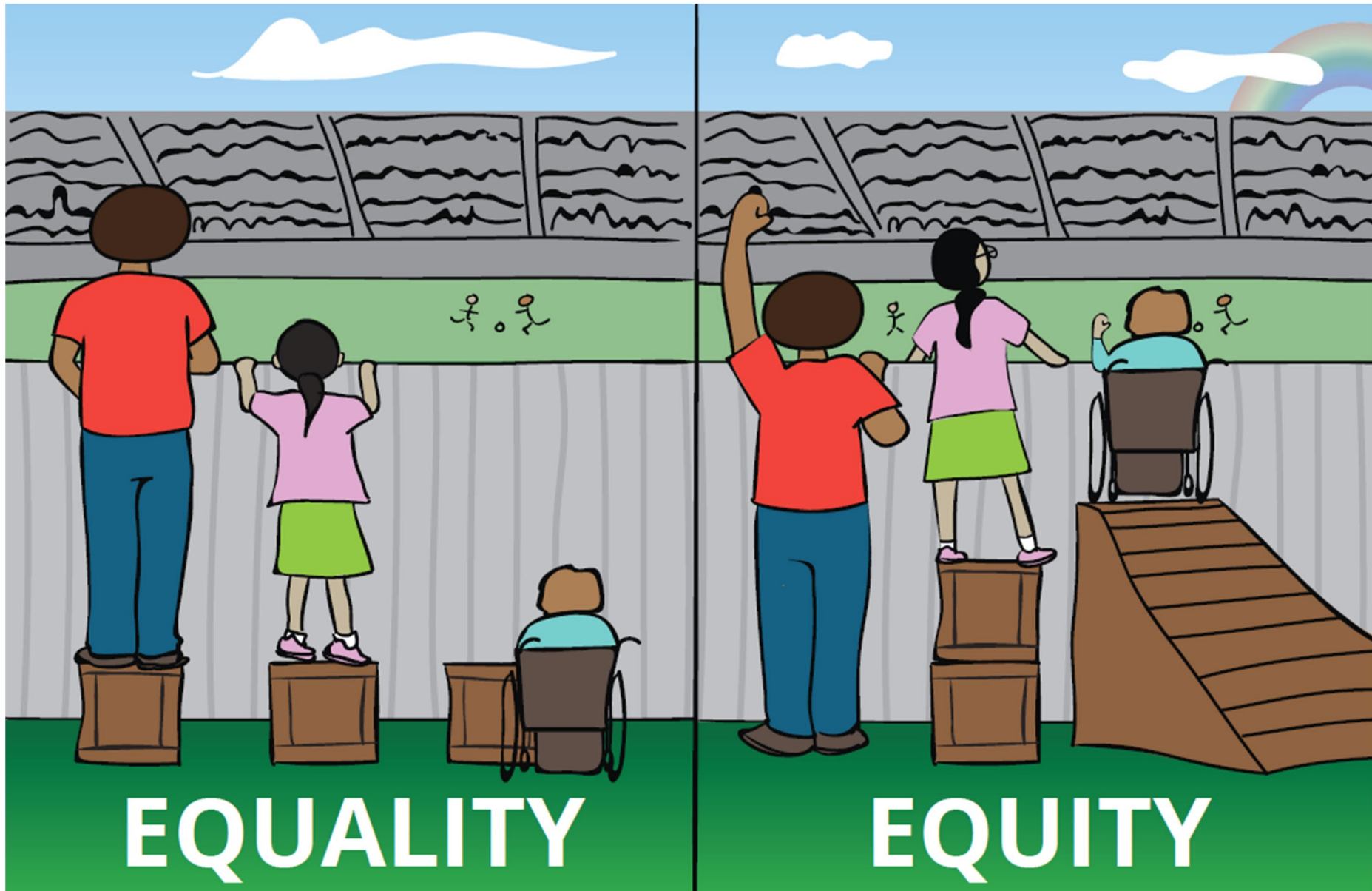
Health Equity

Health Equity

CDC: Health equity is achieved when every person has the opportunity to “attain his or her full health potential” and no one is “disadvantaged from achieving this potential because of social position or other socially determined circumstances.”



<https://www.axishealthsystem.org/wp-content/uploads/2020/08/equity-and-equality.jpg>



Bias Awareness

Age

Race, Ethnicity

Body Type (obesity, underweight); or Body Areas

Gender, Gender Identity, Gender Fluidity

Location (urban, rural, suburbs, "part of town")

Sexual Identity

Socioeconomic Status (wealthy, middle class, poor)

Religion

Ability/Disability

Occupation

Tobacco or Medical Marijuana Use

Language

History of Incarceration

Housing

Transportation

Hygiene

The image features a white background with two large teal-colored geometric shapes. On the left, a teal triangle points towards the center. On the right, a teal trapezoid is positioned. The text 'Reflection Opportunity' is centered between these shapes.

Reflection Opportunity

Oncology Massage Therapy and Health Equity

The Massage Therapy Profession has documented disparities in who provides massage therapy in the United States and who receives complementary and integrative health services in the United States.

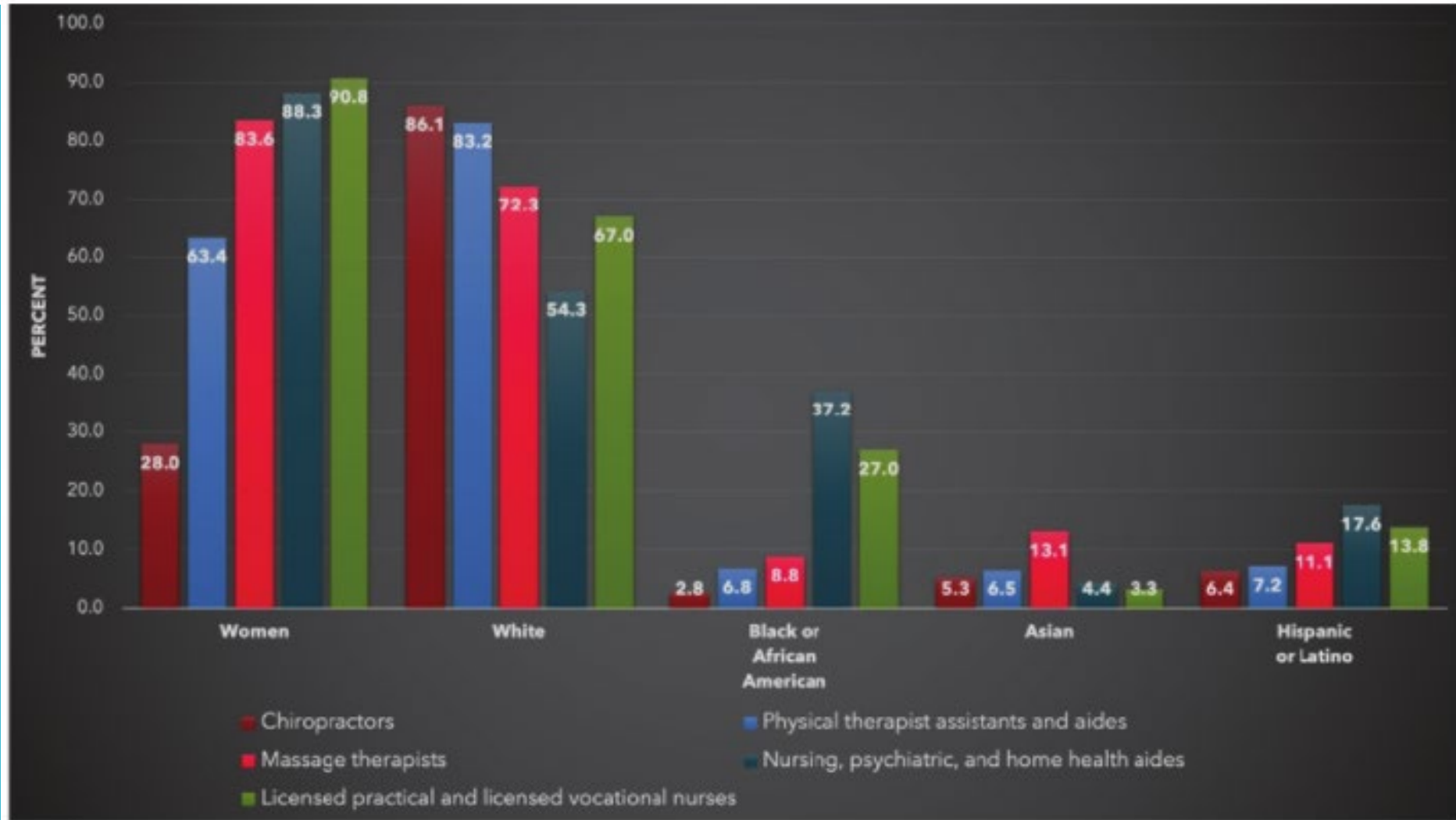
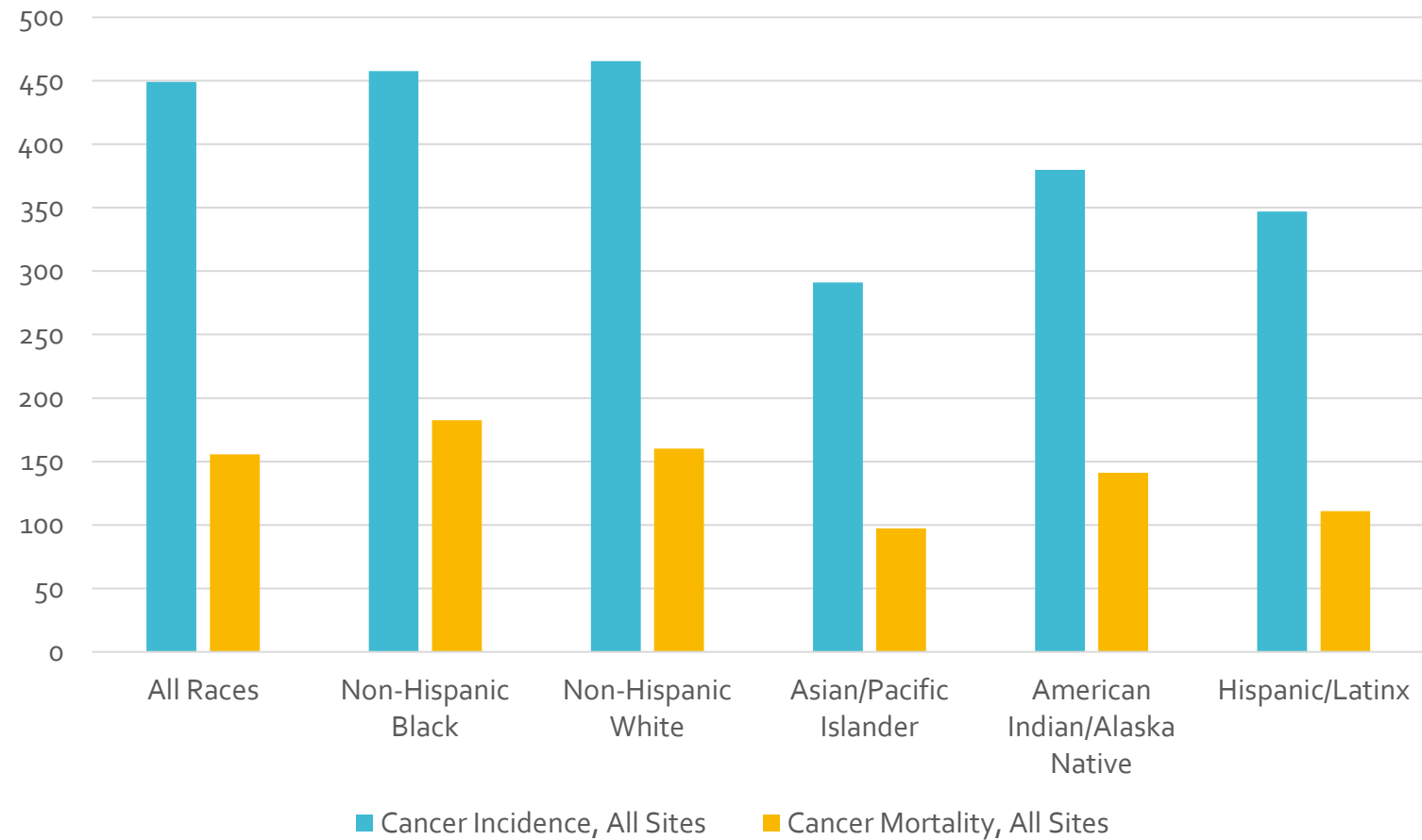


FIGURE 1. Percentage of individuals within select occupations in 2019 by gender and race/ethnicity from data the US Bureau of Labor Statistics⁽⁴⁾

American Cancer Society Incidence and Mortality Statistics by Race and Ethnicity

Incidence and Mortality Rates for Selected Cancers, US, 2013-2018



American Cancer Society Annual Cancer facts and figures, 2021

Over the next two decades, the number of new cancer cases is expected to rise approximately 50% worldwide.

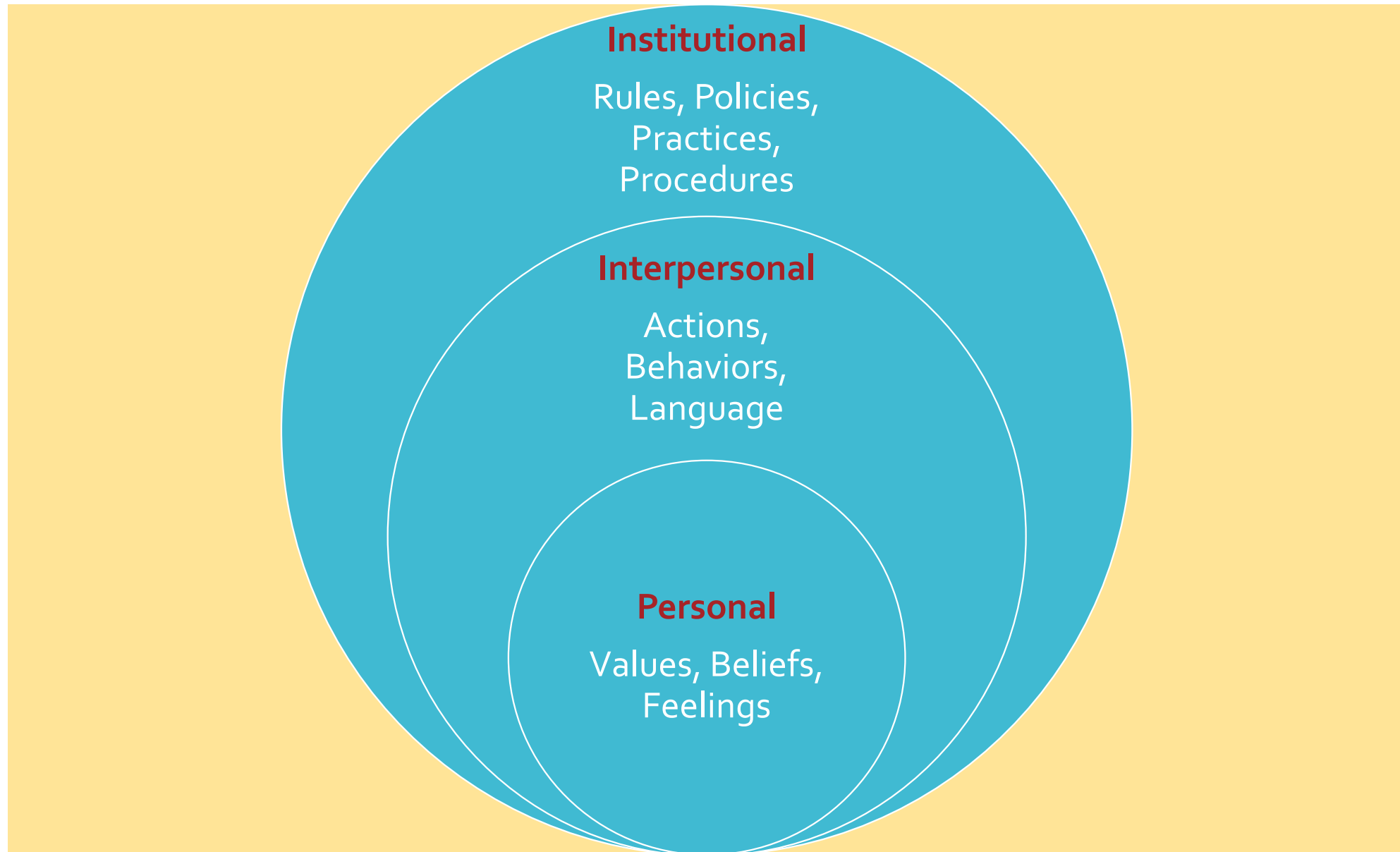


Mao et al, "Integrative oncology: Addressing the global challenges of cancer prevention and treatment". CA CANCER J CLIN 2021; 0:1-21.



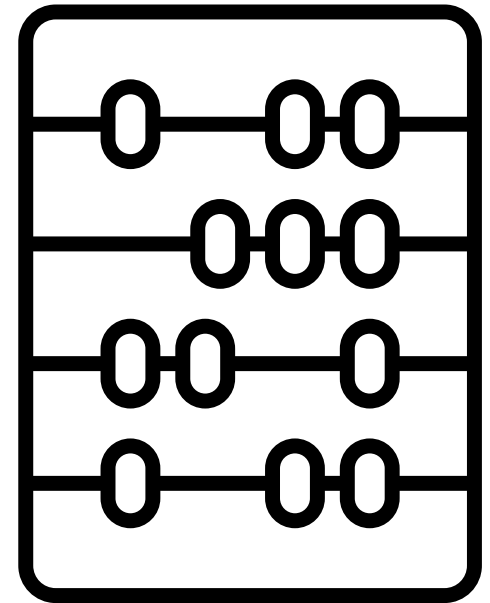
Awareness Into Action

Levels of Opportunity for Advancing Health Equity



Adapted from <https://www.communitycommons.org/entities/d45894b7-d868-453e-a260-cfe4fa8971bb>

Survey



**I notice a personal bias
or a situation involving a lack of health equity**

- Can I identify my values, beliefs and feelings?
- Can I identify resources that will help me with this issue?
- Can I work with my own emotions?
- If my plan goes astray, can I refocus and stay accountable to myself?

Action on the
Personal Level:
**Questions to
Consider**

I notice a personal bias or a situation involving a lack of health equity

- Does this person/group want my help? If I don't know, how could I learn more?
- Can I identify my allies? Where is it "warm"?
- Can I speak inclusively, as "we" and "us" as I seek support for my goals?
- Can I assume the best of intentions and listen, understand?
- Can I identify solutions and next steps?

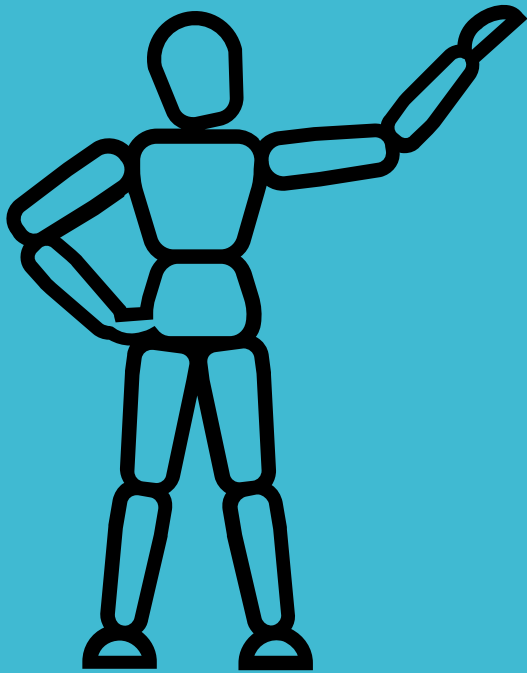
**Action on the
Interpersonal
Level:
Questions to
Consider**

**I notice a personal bias
or a situation involving a lack of health equity**

- What rules, policies, practices or procedures govern this area?
- Can I identify my allies?
- Can I/we speak inclusively, as “we” and “us” as we seek support for the goals?
- How can I best begin the process?

**Action on the
Institutional
Level:
Questions to
Consider**

Actions!



- Make a conscious choice not to allow bias to interfere
- Journal about your values; keep a “bias reflection” notebook
- Write a letter
- Attend a class (in addition to this one)
- Promote and support the work of a group whose work you admire
- Provide public support
- Reach out to a person who you admire
- Organize a training
- Review a policy
- Recommend an audit
- Conduct/participate in research
- When a stereotype is raised, name it
- Volunteer for an organization, group or committee
- Schedule a meeting
- Create a program evaluation or client survey

Take Action

- Consider in which levels you feel ready to take action. If not ready, what do you need?
- Notice the opportunities you have for action.
- Select an action you can take.
- Track your progress.



Taking Action: Small Group Activity

Brainstorming Action Opportunities

Take Action

- Consider in which levels you feel ready to take action. If not ready, what do you need?
- Notice the opportunities you have for action.
- Select an action you can take.
- Track your progress.

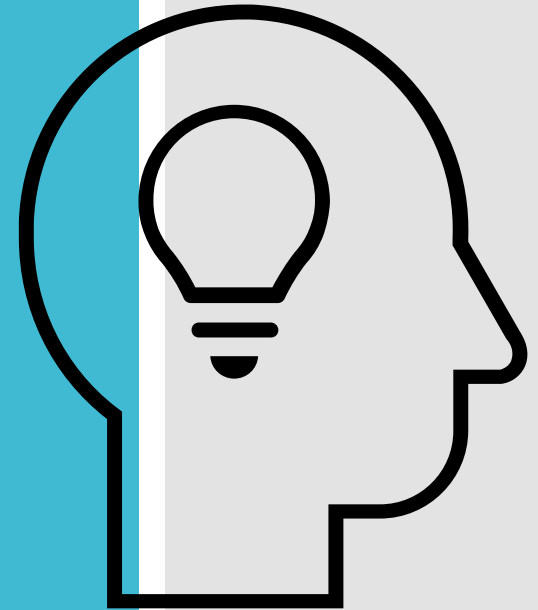


Taking Action: Small Group Activity

Sharing About Action Opportunities Activity



Survey Poll



Next Steps

- CE Credit link will be provided
- Recording of this session
- Course Evaluation link
- Next TOD – Lymphedema

- CDC: <https://www.cdc.gov/chronicdisease/healthequity/index.htm>
- Massage Therapy Profession – Scholarly article by Balogun and Kennedy (2020): https://www.researchgate.net/publication/344256865_Equity_Diversity_and_Inclusion_in_the_Massage_Therapy_Profession
- ACS: <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2021/incidence-and-mortality-rates-for-selected-cancers-by-race-and-ethnicity.pdf>
- Global Integrative Oncology: <https://acsjournals.onlinelibrary.wiley.com/doi/pdf/10.3322/caac.21706>
- ASCO Podcast on the Social Determinants of Health and how they affect people with cancer: <https://www.cancer.net/blog/2021-07/what-are-social-determinants-health-and-how-do-they-affect-people-with-cancer?cid=DM8317&bid=97248459>
- Microsoft Unconscious Bias Training: <https://www.mslearning.microsoft.com/course/72169/launch>

RESOURCES

THANK YOU!



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