



# **Racial Health Equity Definitions and Terminologies in Prominent Public Health Websites: A Systematic Review**

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Using evidence. Improving lives.



# Declaration of Conflict of interest

- The authors have no actual or potential conflict of interest in relation to this presentation.

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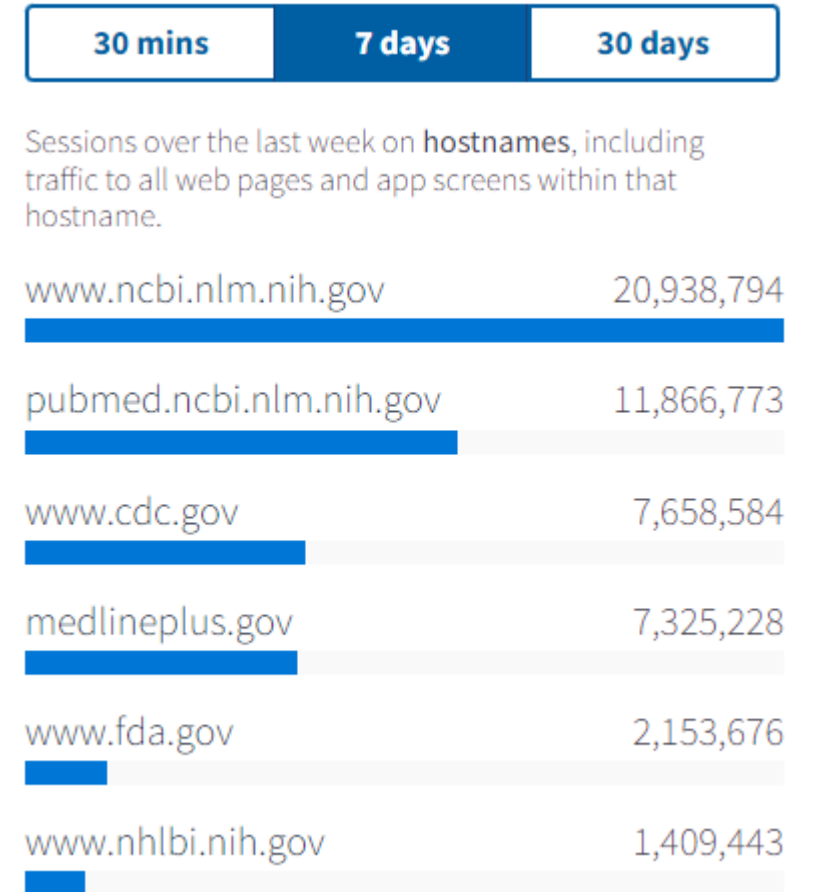


# Introduction

- **Internet searches** are the **primary sources** of health information for most adults in the United States (US) [1].
- Healthcare organizations use their **websites** to **disseminate** crucial **health information** including **guidance** on health equity practices.
- Significant disparities in **healthcare access**, **health outcomes** and **health literacy** exist across **racial and ethnic groups** within the US[2].
- Ambiguous racial health equity definitions on websites can create variability in understanding across disciplines, demographics, and contexts, leading to confusion and misinterpretation.

**This study aimed to understand how prominent health organizations' websites adopt and display definitions and terms informing the public about racial health equity.**

**Figure 1: Top websites reviewed based on traffic**

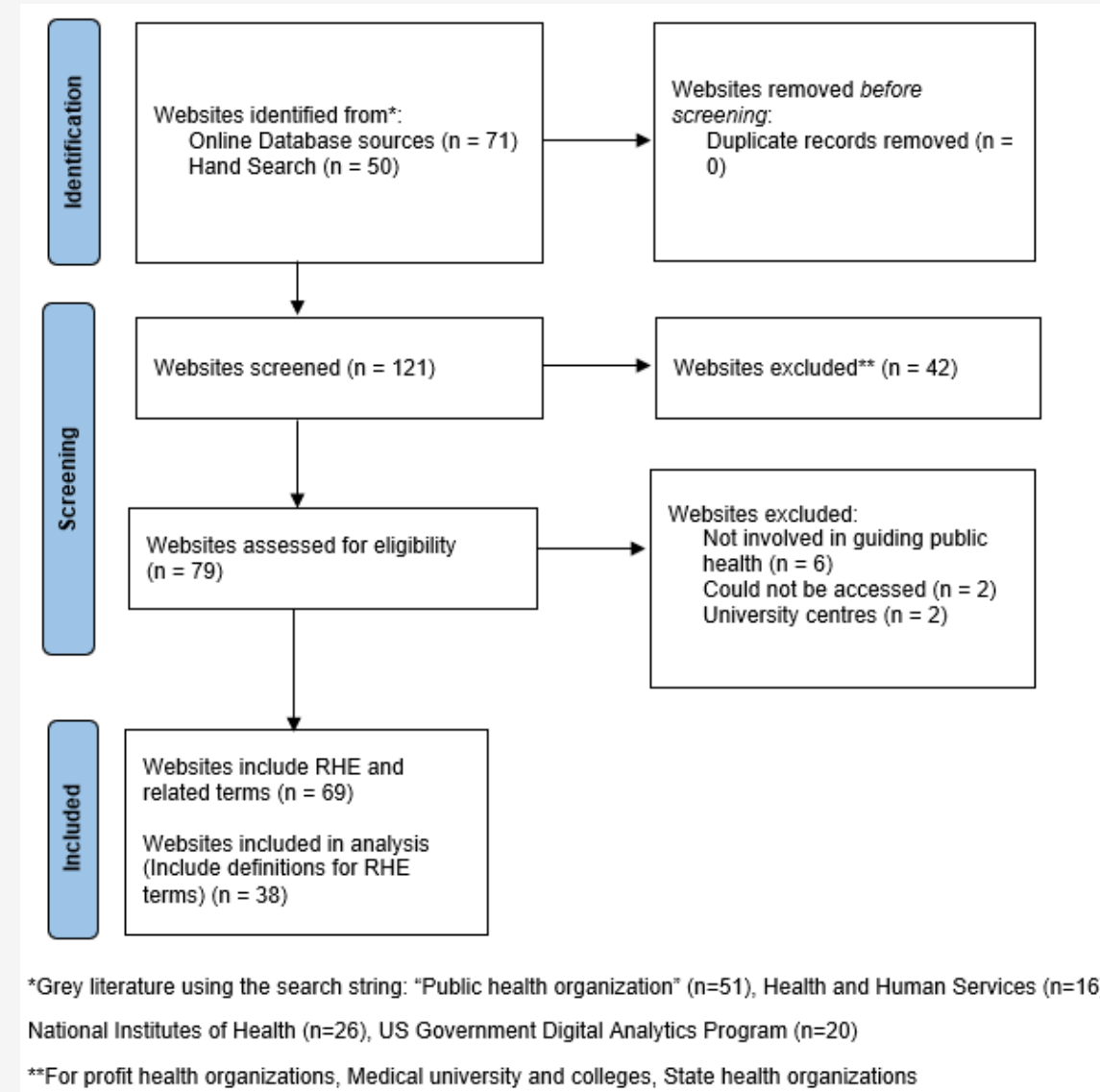


Sessions over the last week on hostnames, including traffic to all web pages and app screens within that hostname.

# Methods

- We reviewed prominent health organization websites. For this study “**prominent health organizations**” are defined as **reputable public health and healthcare organizations** that are known to **provide evidence-based health information** to the public, have high website traffic, and promote public health as part of their mission.
- We utilized Google and the US Digital Analytics program for initial searches.
- Standard systematic review methodology was used following PRISMA guidelines.
- We also developed a definition specific findability tool to analyze how easy it was to find definitions.
- Overall, **121 websites** were reviewed. **38 websites** containing definitions related to racial health equity were analyzed.

Figure 2: PRISMA diagram for included and excluded websites

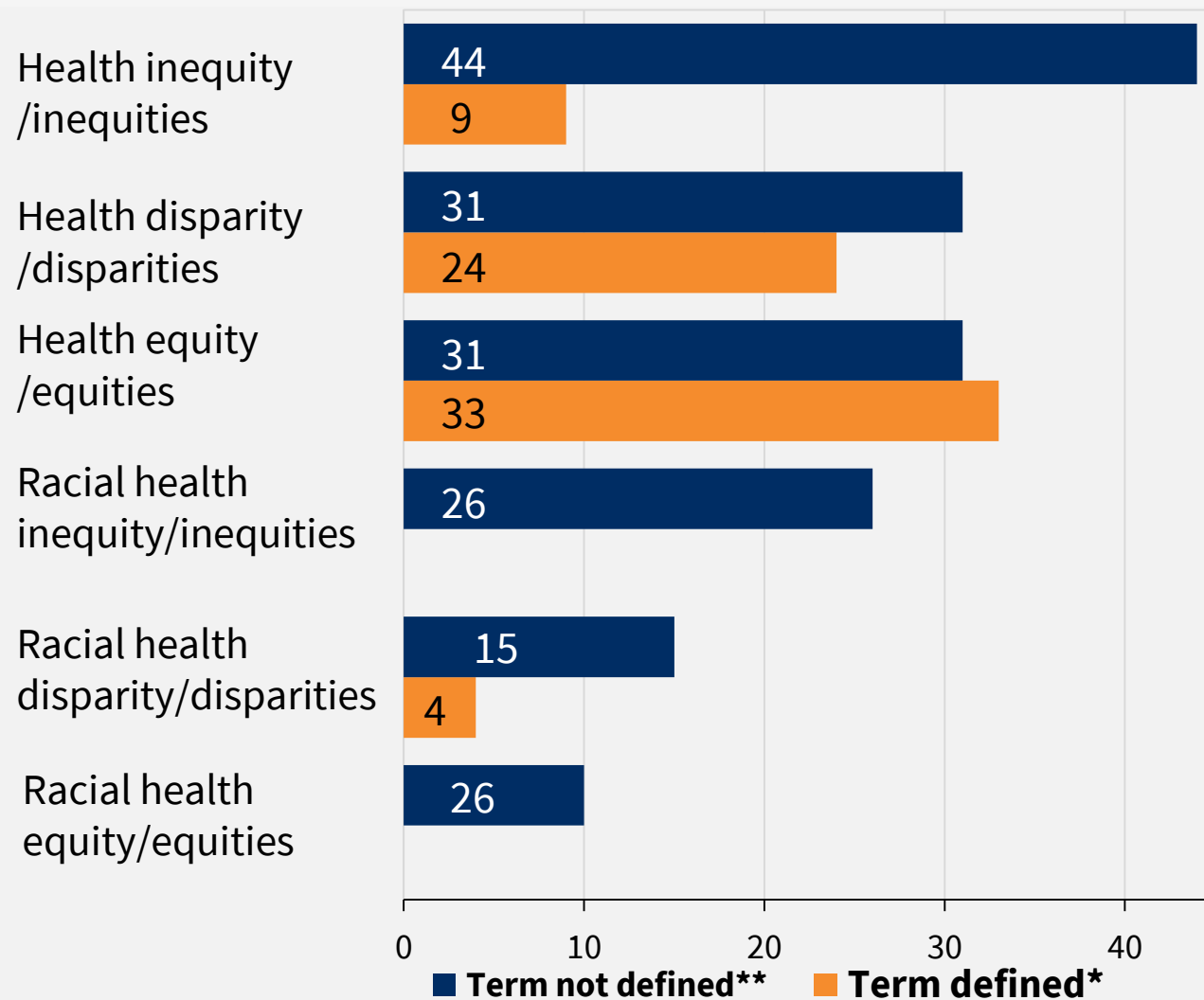


# Results

- **47.1% (n=33)** websites were rated as **very difficult** for **findability**.
- Most websites (**n=69**) included reviewed terms but only **38** included definitions.
- Our thematic analysis indicated that most definitions were **more descriptive** and did not explore the causes of existing inequities.
- Most definitions (**53%**) **lacked citations** even though there have been **several landmark definitions** developed throughout the years [3].
- The definitions conveyed **different sentiments** across websites despite explaining the same concept.

*Term defined indicates websites which included the terms reviewed with their definitions; \*\*Term not defined indicates websites which only included the terms with no definitions provided.*

**Figure 4: Inclusion and definition of racial health equity and related terms in reviewed websites**





## Based on our findings:

- The lack of consensus on racial health equity and related terms definitions presents a **challenge in formulating, monitoring, and evaluating equitable health policies and practices**, particularly those addressing racial health disparities.
- Additionally, the **lack of a standardized** and **systematic approach** to **presenting** and **using** racial health equity terminologies on websites could lead to **misinformation** and **misunderstanding** of the terms among users.

### Key Points:

One promising path to **improve** the **health literacy** of the adult population is to **increase the availability** of **evidence-based, understandable, easy-to-find** sources of **health information**. (Devine 2016)

# References

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