

Advocate Aurora Health Pride Month Campaign 2021 Recap

June 2021 | BCXPA



By The Numbers



Internal

- **650 clicks to DE&I resources** including our LGBTQ health strategy, policies, practices, Code of Conduct, DE&I Sharepoint site and **430 team member views** of ‘**A Normal Girl**’ film provided in partnership with Milwaukee Film
- **Team member and clinician stories shared over 5 weeks in 4 newsletters** with local stories shared at the PSA-level in IL and WI
- **Daily intranet promotion on AdvocateOnline and Caregiver Connect** with links to team member and clinician stories all month
- **Digital screen displays** at sites across the system targeting team members, patients and visitors
- **15 original stories** written featuring clinicians and SMEs garnering **29K views** on Health eNews

External

- **40 digital billboards** across our IL and WI footprint
- **Social media posts garnered over 751.8K impressions and 44.7K engagements** with **over 340 users of Pride Facebook profile frames**
- **Over 225 social posts** across various platforms and brand channels in **English & Spanish**
- **205.8K impressions and 12.3K engagements** contributed by **Spanish posts**
- **Earned media TV coverage of Brewers Pride Night** valued at **\$36K**
- **29K Health eNews views** from stories featuring clinicians, SMEs and team members with added Spanish translations

Pride Month Campaign 2021

Internal promotion

INCLUSION IN ACTION



PRIDE in our patient care

Through our commitment to inclusive health care, every Advocate Aurora hospital has undergone the Healthcare Equality Index (HEI) accreditation process provided by the Human Rights Campaign. This national benchmarking tool evaluates health care facilities' policies and practices related to equity and inclusion for LGBTQ patients. Last year, all 26 of our hospitals were accredited as healthcare equality leaders with a perfect HEI score of 100.

Read how we're [continuing to move toward health equity for the LGBTQ community](#) and how Pride Month provides a time for health care providers to reflect on the environment they provide their patients.

Supporting your DE&I learning journey: Now through June 23, all team members are invited to view the 13-minute film, "A Normal Girl," which brings the unknown struggles of intersex people to light through the story of intersex activist Pidgeon Pagonis. [Read more about this film](#) and watch by inversion by joining our Talk Back .m. Sessions are limited to 30 team



Pride Month 2021 Film Viewing and Talk Back: A Normal Girl

In support of your DE&I learning journey, Advocate Aurora Health invites you to watch the 13-minute film and participate in a discussion session on June 23.

To view the film, [click here](#) and enter passcode: EA2021



Up to 1.5% of the population may be born with anatomy that doesn't fit typical definitions of female or male. It is common practice for doctors to perform genital surgeries on intersex infants—often with harmful results. A Normal Girl brings the widely unknown struggles of intersex people to light through the story of intersex activist Pidgeon Pagonis.

After growing up believing they were a cancer survivor, Pidgeon was shocked to learn the truth: they were born intersex, with physical traits that do not conform to standard definitions of male and female, and that they had undergone several so-called "normalizing" surgeries as a child. After discovering their own genital mutilation, speaking out and preventing the same trauma from happening to other intersex children became their life's purpose.

Pidgeon continues to fight while facing significant pushback from the medical community. The film records Pidgeon's activism as they pressure the Chicago Children's Hospital where they had their surgeries to stop performing elective operations on intersex youth, as well as raising awareness of the broader intersex rights movement to end human rights abuses against people with intersex traits in the United States and worldwide.

Sign up for a Talk Back discussion session:

[Click this link](#) to sign up for one of three one-hour time slots on **June 23 (7 a.m., 11 a.m., and 4 p.m.)**. After signing up, a calendar invite will be created through Sign-Up Genius and a Zoom link will be sent out the day before the session. **Participation is limited to 30 team members per session.**



INCLUSION IN ACTION



Creating a safe space for all

You're an important part of our work in helping all people live well and vividly display our values of excellence, compassion and respect. Read how this Advocate Aurora clinic manager and LGBTQ patient liaison learned how important it is for [LGBTQ patients to trust in the care they receive](#) through an experience with a friend's transgender son.



As we close Pride Month 2021, we encourage you to continue learning about our efforts in advancing LGBTQ health for our patients and team members through these resources:

- [Our LGBTQ Health Strategy](#)
- [Gender Inclusive Pronouns](#)
- [SOGI Data Collection Tip Sheet for Team Members](#)

Find more DE&I tools and learnings to support your growth on our [DE&I Sharepoint site](#).

APP Key Messages



HAPPY PRIDE MONTH



PRIDE in our patient care

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Supporting our LGBTQ patients

As a Healthcare Equality Index (HEI)-accredited health system, Advocate Aurora's [LGBTQ-Inclusive policies and practices](#) protect our patients against discrimination while ensuring they receive consistent, equitable patient care to meet their health needs. In addition to caring for our LGBTQ patient communities, we're committed to providing equitable care and support for our LGBTQ physicians, nurses and team members. These [new guidelines for transitioning team members](#) offer information and guidance during this important and critical journey. Through these actions and our [Code of Conduct](#), we strive to continue to cultivate a welcoming atmosphere of inclusion and compassion for all patients. [Learn more about our HEI accreditation in the DE&I Impact Report](#).

Tips from your colleague

Over the years, [Catherine Creticos, MD](#) has worked closely with the LGBTQ community while also caring and advocating for HIV patients - including researching new treatments and vaccines to support the U.S. goal to end the HIV epidemic by 2030.

[Read more](#) for Dr. Creticos' tips for treating these two overlapping communities.



HAPPY PRIDE MONTH



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Moving toward health equity for the LGBTQ community

Members of the LGBTQ community experience unique health challenges. To reduce inequities, advocates and allies say clinicians need to cultivate open and accepting attitudes toward their patients and the ability to collect and examine data on sexual orientation, gender



The pandemic presents new challenges for the LGBTQ community

COVID-19 has reached every country around the globe and numbers continue to grow every day. [Zachary LaMaster, MD](#), who practices family medicine with a specialty in LGBTQ health, often sees accessibility to be a major hurdle for his patients living through the pandemic. [Read](#)

Nurse Forward

Creating a safe space results in better outcomes

After coming out as gay at 18, Dave Rich, a nurse at Advocate Sherman Hospital, remembers feeling as if those around him didn't accept who he was. Dave now uses that experience to help him and his fellow nurses and physicians/APCs provide inclusive care and improve the experience for transgender patients. [See how Dave realized the need for understanding when he assisted in caring for a transgender patient.](#)



Helping LGBTQ would-be parents navigate surrogacy challenges

Starting a family through surrogacy is complicated and presents unique challenges for members of the LGBTQ community. To better support them on their journey to parenthood, Advocate Illinois Masonic Medical Center is investing in specialized cultural competency training for obstetricians, nurses and other team members. [Stefanie House](#), the hospital's clinical director of Women's and Children's Services and Respiratory and Pulmonary Services, and the hospital are continually looking for [new ways to show its support for underserved and diverse groups](#).

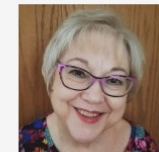
Medical Group Update

Diversity, Equity & Inclusion: Celebrating Pride Month

This Pride Month, we're sharing stories of our proud LGBTQ physicians, APCs, leaders and team members and highlighting the [many health care services and advancements we've made in serving the LGBTQ community](#).



More Americans identify as LGBTQ -- how does this affect health care?



More Americans than ever are identifying as LGBTQ. [Gallup](#) found in a February 2021 survey. With an estimated 5.6% of U.S. adults identifying as LGBTQ, the onus is on health care physicians and advanced practice clinicians to expand their education in order to provide individualized care for this population, says [Jacqueline Akert, NP](#), reproductive health nurse practitioner who specializes in reproductive health, LGBTQ advocacy and transgender care. [Read more.](#)

HIV, SOGI, unicorns and tips for caring for LGBTQ patients



[Thomas Klarquist, MD](#) will never forget as an intern walking into a room to see a patient with HIV and shaking their hand. The patient was dumbfounded and Dr. Klarquist had thought he had done something wrong. The patient told him the other clinicians would examine him standing outside the room and staff would leave his food at the door. Even the patient's X-ray jacket said "AIDS" on it. This was how rampant misinformation about HIV and the LGBTQ community was back in the 1980s.

Pride Month Campaign 2021

External promotion

Social Media

Aurora Health Care
53,335 followers
9h · 📍

Tonight, we celebrated **#PrideNight** with the **Milwaukee Brewers**. From custom fanny packs, flags and t-shirts, to the first pitch and fun photo ops, this was definitely a night to remember. We were thrilled to host the first of three Aurora Health Care community nights scheduled during the Brewers season that will celebrate the differences that make our "crew" stronger. Thank you to everyone who came out to American Family Field and helped us celebrate in an unforgettable way! **#BrewersPride**



Advocate Health Care
June 1 at 7:05 AM · 📍

A large percentage of people who identify as LGBTQ are employed in restaurants and food services, hospitals, education and retail. They have seen more exposure to COVID-19 – the pandemic is all part of the health inequities that affect this population. Learn more: <http://ow.ly/4i9V50EXL3j>

Happy **#PrideMonth**! We're celebrating this June by amplifying the voices and accomplishments of our LGBTQ providers, team members and communities.



Advocate Health Care
June 1 at 2:15 PM · 📍

This June, we're celebrating Pride Month by amplifying the voices and accomplishments of our LGBTQ providers, team members and communities. Show your support by adding one of our frames to your profile photo.

- Follow these 3 easy steps to add one:
1. Go to www.facebook.com/profilepicframes or tap on your profile picture and select "Add Frame"
 2. Search for "Advocate Aurora Pride"
 3. Pick a profile frame, click and save



1 Comment 3 Shares

Aurora Health Care @Aurora_Health · Jun 10
This June, we're celebrating **#PrideMonth** by amplifying the voices and accomplishments of LGBTQ providers, team members & communities. Stay tuned for inspiring and informative stories of how we're caring for this population & closing health equity gaps.



Earned Media



Better

Meet Some of Our Favorite Chicago Area Dads



Emergency Room Physician

As the father of Juniper (June, for short), Huang is the newest dad on our list. He's a busy emergency medicine physician for Advocate Medical Group in Chicago, but he's already making memories with his little one who goes by the precious they. Just weeks into fatherhood, Huang, and his husband, Josh, are enjoying creating special memories including simply "holding them for the first time," he says.

Huang has discovered that being a parent is not without its challenges, but he embraces those. "Watching them grow, develop and become more aware and active brings us so much joy," he says. "It's also rewarding to be able to satisfy their needs, encourage their curiosity, and surround them with love from our friends and family."

His advice to prospective parents is to simply enjoy it. "As a father of a newborn, there is no dull moment — while they sleep, feed and look around, they are undergoing the most rapid development and every moment is worth being present," he says.

When not practicing and teaching medicine, Huang chairs the board for The Inclusive Collective, a college ministry based out of the University of Illinois at Chicago. He also enjoys playing basketball and volleyball on the beach and is excited to introduce Juno to these activities.

Health eNews

Five things your LGBTQ co-workers want you to know

By: Lisa Parro



f t e in

As a leadership development facilitator, I facilitate courses where the training can enhance

Responder preguntas difíciles y ayudar a los jóvenes a lo largo de la vida es la pasión de esta médica.

By: Esmée Wikström



f t e in

Durante más de tres décadas, la Dra. Cathy Joyce, médica especialista en adolescentes de Advocate Children's Hospital, se ha dedicado apasionadamente a ayudar a los adolescentes a transferir lo que ella cree que es uno de los momentos más importantes de la vida. Se especializa en los desafíos únicos que enfrentan los jóvenes al cuestionar su orientación sexual o identidad de género.

Brand and digital



HAPPY PRIDE MONTH

AdvocateAuroraHealth

