

# MOMENTUM PROFESSIONAL STRATEGY PARTNERS

## Advancing Change Through a Community-Centered Approach to Health Equity

Momentum Professional Strategy Partners (Momentum) is a diversity, equity, inclusion and accessibility (DEIA) firm committed to creating meaningful and lasting change among the Black/African American community. Their mission is to guide organizations in embedding equity, inclusion, and accessibility into their operations through innovative, research-based solutions. Through funding from the Centers for Disease Control and Prevention (CDC) OT21-2103 COVID-19 Health Disparities Grant, the Washington State Department of Health (DOH) is partnering with Momentum to help bridge the gap for underserved communities. The focus is on addressing the COVID-19 health disparities experienced by the Black/African American communities as well as those aged 65 and older, LGBTQIA+, those experiencing homelessness, incarcerated, and the youth across Pierce and King Counties.



### Momentum brings a community-centric approach to the provision of health education and community support, including:

- **Community Engagement:** Conducting focus groups with the Black/African American communities within the state and *implementing* a micro grants program.
- **Narrative Sharing:** Telling stories that highlight experiences to build empathy, understanding, and effective medical care allowing for cultural responsiveness and representation in patient-provider relationships, as well as within the larger healthcare sphere.
- **Creation of easy-to-understand print guides, flyers, bulletins** to navigate COVID-19 information.
- **Mobile Outreaches:** Collaborating with and utilizing the DOH Care-A-Van to reach isolated areas.
- **Systemic Disparities:** Engaging the community to understand systemic disparities and pairing these insights with acknowledgments from healthcare professionals.

Bringing to light diverse narratives and meaningful storytelling coupled with cultural humility, Momentum is helping to elevate community voices to address systemic racism, social justice, and resiliency. By advocating for healthcare practices that are informed by cultural, social, and historical contexts, Momentum seeks to make accessing healthcare a more welcoming space for Black/African American individuals.

## Key Partnerships

To maximize efforts in COVID-19 outreach and education, Momentum launched a project called Elevate Black Wellness which leverages the diverse expertise of healthcare administrators, providers, community leaders, and private business owners to elevate Black wellness. These partnerships enable a multi-disciplinary network of community support, leading to advocacy for social change and the promotion of Black health on a much larger scale.

### Momentum Key Partners Include:

- |                          |  |
|--------------------------|--|
| • Black Prisoners Caucus | • Pacific Northwest Black Business Coalition |
| • Byrd Barr Place        | • Route 586                                  |
| • Capitol City Press     | • Rowhouse International                     |
| • Clarity Consulting     | • Tacoma Publishing                          |
| • Cyril Walrond          | • Tacoma Urban League                        |
| • Jelani Harrison        | • The Black Collective                       |
| • Korbett Mosesly        | • Tony Hester                                |
| • Leah Ford              | • Vocal WA                                   |
| • Mercy Housing          | • WA Therapy Fund Foundation                 |
| • NAACP Tacoma Chapter   |  |

“At Momentum, fostering trust with community is always the first step in our journey to transformative change. The power of community voice, advocacy, and leadership enables us and our partners to address the holistic health and wellness needs of our community.”

At DOH, the effort to sustain the partnership with Momentum is led by the Community Investments and Engagement (CI&E) branch team within the Center for Community Relations and Equity (CRE). Funding from the Centers for Disease Control and Prevention (CDC) OT21-2103 COVID-19 Health Disparities Grant supports partners like Momentum through the Community-Driven Outreach (CDO) Initiative. The CDO Initiative aims to improve equitable access to COVID-19 information, vaccines and prevention resources among communities disproportionately impacted and to help these communities build their capacity for future emergencies.