



## DEI Summer Series for Health Care Leaders

When:

Five Part Series

June 30 — Aug. 31, 2021

Program: 8 - 9:15 a.m.

Where:

Live Online Webinar

Contact:

Sherita Rogers

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Cost:

\$300 per HASC

Hospital Member

Sponsored by:

Hospital Association of  
Southern California

### Description

Begin or supplement your leadership team's Diversity, Equity and Inclusion (DEI) journey this summer. Join HASC's virtual five-part **DEI Summer Series for Health Care Leaders**. This DEI coaching clinic is designed for hospital and health care leaders, leadership teams and trustees who want to learn and create actionable strategies to eliminate inequities in the health care industry.

### Course Objectives

Speaker and coach **Dr. Kevin Ahmaad Jenkins**, will address four key DEI concepts:

1. Equitable Conversations
2. Equitable Messaging
3. Partnership Building
4. Diversity Pipeline Development

The webinar series will kick off with an opening keynote session discussing DEI terminology and literacy, laying the groundwork for the remaining sessions. Each of the four webinars to follow will address targeted topics in engaging ways such as role playing and mapping exercises.

### Who Should Attend?

All hospital and health system leaders, trustees and boards are invited to attend. This program is also applicable for health care diversity officers, equity committees, and similar job descriptions in health care and hospital organizations and associations.

## Virtual Five Part Series: The Winning Race DEI Coaching Clinic

PART ONE: Wednesday, June 30, 8 - 9:15 a.m.

### Opening Keynote

#### A New Referee for Diversity, Equity and Inclusion Implementation

This session establishes why equity remains the missing element in achieving a more inclusive and diverse work environment. It focuses on orienting participants to the key concepts and application of equity in multiple settings and defines key terms that will be referenced throughout the series. This session is crucial to the continuity of the program; if you or one of your registered team members must miss this session, a recording will be provided.

PART TWO: Wednesday, July 14, 8 - 9:15 a.m.

**Equitable Conversations** — As diversity, equity and inclusion approaches continue to expand within a 21st century cultural framework, this session directly confronts internal scenarios that routinely surface in organizations during DEI strategy adoption. Health care leaders will learn how to engage managers and teams at every phase of their DEI strategy implementation.

PART THREE: Wednesday, July 28, 8 - 9:15 a.m.

**Equitable Messaging** — Using blockbuster movies and favorite television shows, this session takes you on a cinematic scavenger hunt to best understand the art of equitable messaging in external engagement. External conversations that reset advertising, earned media, and business-to-business relationships are key to authentically embracing your DEI approach. This session will help health care leaders identify emotions and external-facing DEI opportunities.

PART FOUR: Wednesday, August 11, 8 - 9:15 a.m.

**Equitable Partnership Building** — Sustainable DEI approaches require strategic, social partnerships that can protect your organizational vulnerabilities and bolster long-term goals. Nurturing relationships with civic groups or organizations that are also attempting to enhance their DEI presence can be difficult. We often say “yes” to everyone in the afterglow of DEI initialization, but how can we find partners to do what we can’t do? How do we collaborate with partners who increase our DEI credibility? This session educates health care leaders on the “Win When Partnership Assessment Framework” and how to identify and nurture non-traditional partnerships.

PART FIVE: Tuesday, August 31, 8 - 9:15 a.m.

**Diversity Pipeline Development** — Every organization wants to increase their diversity portfolio, but often struggles with patiently executing an effective strategy. This session guides participants through effective underrepresented minority pipeline development; understanding professional and personal racial affinity member organizations, collaborating with minority-serving colleges and universities, branding and publicizing, and the dos and don’ts of pipeline development.

## Speaker



Dr. Kevin Ahmaad Jenkins

An award-winning journalist on racism in medicine, Dr. Kevin Ahmaad Jenkins is an electrifying voice dedicated to eliminating racial health disparities. He helps organizations to understand and dismantle the effects of racism from health and health care delivery, explaining how it harms health, workplace culture, and organizational performance. Jenkins uses straight talk, personal story telling and interactive exercises to introduce evidence-based solutions that can be harnessed to help organizations advance diversity, equity, and inclusion.

Jenkins earned his bachelor's degree from North Carolina Central University, his master's from Florida A&M University, and his PhD in sociology and criminology & law from the University of Florida. He presently serves as lecturer and visiting scholar at the University of Pennsylvania and is appointed in the School of Nursing, the School of Social Policy & Practice, and the Annenberg School of Communications. He also serves as a fellow with the Veterans Health Administration's Office of Minority Health, and on the National Academies of Science, Engineering, and Medicine Roundtable on Health Equity.

## DEI Summer Series for Health Care Leaders Five-Part Series

June 30, July 14, July 28, August 11 and August 31  
8 - 9:15 a.m.

Register online: <https://cvent.me/4xd4ml>

Registration fee:

\$300 HASC Hospital Member (per registrant)

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Preferred Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email *(required)*: \_\_\_\_\_

### IMPORTANT REMINDERS

- Registration deadline: **June 23, 2021**
- Valid payment information must be received with your registration.
- Mail check payable to: HASC, FILE 1361, Pasadena, CA 91199-1361

- NO REFUNDS after **June 23, 2021**. Later cancellations and non-attending registrants will be invoiced for the entire registration fee.

Substitutions are accepted at any time. Fees are non-transferable for other HASC programs.

### CANCELLATION

- Cancellations must be requested in writing and confirmed by HASC by June 23, 2021. Cancellations will be accepted with a \$50 processing fee.

### SPECIAL NEEDS or QUESTIONS

- Americans With Disabilities Act (ADA): Please contact Sherita Rogers [srogers@hasc.org](mailto:srogers@hasc.org)