



## In the Media

**Norma J. Goodwin, M.D.**  
Founder, President and CEO  
Health Power for Minorities, LLC  
Brooklyn, New York

“The goal is to provide health information that causes change. People can’t plan to act until they understand. People can’t understand until they have information.”

— Dr. Norma J. Goodwin

Thanks to [HealthPowerForMinorities.org](http://HealthPowerForMinorities.org), better health literacy is only a click away.

“The goal of our Web site is to be the most trusted source for minority and multicultural health information,” says Dr. Norma Goodwin, founder, president and CEO of Health Power for Minorities, LLC. The company creates culturally appropriate health materials and programs. The Web site is one of its major projects.

“We created the Web site because we saw a real need for it,” Goodwin says. “The Internet is a major source of health information for many Americans, but there isn’t a lot of information on it that has been adapted for multicultural populations.”

Goodwin knew that if health information on the Internet did not become more culturally relevant, health

disparities would widen. People who knew how to use the major health Web sites would increase their health knowledge. People who did not use the Internet for health information would fall behind.

“We knew we had to make our information and messages user friendly, and keep them short and simple. The goal for us in the health field is to take no more than five minutes to give good, easy-to-understand basic health information,” Goodwin says. “Discussion, of course, must follow.”

Goodwin thought about health literacy when developing all areas of the Web site. Instead of calling one section a “Glossary,” she called it “What it Means.” She made all pages printer friendly. This way, people could print them and talk about the information with their doctors.

She made the design exciting. She included soul food recipes and added different information for different cultural groups.

“The goal is to provide health information that causes change,” she says. “People can’t plan to act until they understand. People can’t understand until they have information.”

The problem is not only health literacy. Goodwin says many people are not comfortable using computers and the Internet.

“We need to be interesting enough to attract people to the site. That’s why we’re working with faith-based groups and community groups. We teach them about

our site. We’re also trying to get employers to see how important it is to have computers in break rooms,” says Goodwin.

Goodwin’s methods are working. Today, [HealthPowerForMinorities.org](http://HealthPowerForMinorities.org) is listed in the top five Google sites for both health information for minorities and multicultural populations. It gets more than 2 million hits per year. Many large national health organizations also use the Web site as a resource for their patients.

“Our tagline is ‘Knowledge + Action = Power.’ And I truly believe that,” she says. “We are empowering people to take action. And there’s nothing more satisfying than that.”

## SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

### Fact Number 5

Health literacy includes a variety of components beyond reading and writing, including numeracy, listening and speaking; and relies on cultural and conceptual knowledge.

|  |  |   |
|--|--|---|
| <b>1</b><br>1867: First four students enter Howard University.<br>1998: Eldridge Cleaver, Black Panther, author, dies.                                 | <b>2</b><br>1844: Inventor Elijah McCoy, “the real McCoy,” born.<br>1995: Shirley Jackson assumes chairmanship of the Nuclear Regulatory Commission.   | <b>3</b><br>1964: Frederick O’Neal becomes first black president of Actors’ Equity Association.   |
| <b>4</b><br>1961: Freedom Riders begin protesting segregation of interstate bus travel in the South.   | <b>5</b><br>1950: Gwendolyn Brooks becomes first black to win a Pulitzer Prize in poetry for “Annie Allen.”<br>1988: Eugene Antonio Marino installed as first U.S. African American Roman Catholic archbishop. | <b>6</b><br>1812: Physician, author, explorer Martin R. Delaney, first black officer in Civil War, born.<br>1991: Smithsonian Institution approves creation of the National African American Museum.                              |
| <b>7</b><br>1845: Mary Eliza Mahoney, America’s first black trained nurse, born.<br>1878: Joseph R. Winters patents first fire escape ladder.          | <b>8</b><br>1983: Lena Horne awarded Spingarn Medal for distinguished career in entertainment.   | <b>9</b><br>1899: John Albert Burr patents lawn mower.  |
| <b>10</b><br>1950: Boston Celtics select Chuck Cooper, first black player drafted to play in NBA.  | <b>11</b><br><b>Mother’s Day</b><br>1895: Composer William Grant Still, first black to conduct a major American symphony orchestra, born.<br>2006: Former heavyweight boxing champion Floyd Patterson dies.    | <b>12</b><br>1862: Black slaves commandeer the Confederate ship “The Planter.”  |
| <b>13</b><br>1872: Matilda Arabella Evans, first black woman to practice medicine in South Carolina, born.   | <b>14</b><br>1913: Clara Stanton Jones, first black president of the American Library Association, born.   | <b>15</b><br>1820: Congress declares foreign slave trade an act of piracy, punishable by death.<br>2007: Yolanda Denise King, eldest child of civil rights leader Rev. Dr. Martin Luther King Jr., dies.                          |
| <b>16</b><br>1927: Dr. William Harry Barnes becomes first black certified by a surgical board.<br>1990: Entertainer Sammy Davis Jr. dies.              | <b>17</b><br><b>Armed Forces Day</b><br>1950: Supreme Court declares segregation in public schools unconstitutional in Brown v. Board of Education.  | <b>18</b><br>1896: In Plessy v. Ferguson, Supreme Court upholds doctrine of “separate but equal” education and public accommodations.   |
| <b>19</b><br>1925: Malcolm X born Malcolm Little in Omaha, Nebraska.<br>1993: University of Virginia professor Rita Dove appointed U.S. Poet Laureate. | <b>20</b><br>1961: U.S. Attorney General Robert Kennedy dispatches U.S. marshals to Montgomery, Alabama, to restore order in the Freedom Rider crisis.   | <b>21</b><br>1833: Blacks enroll for the first time at Oberlin College, Ohio.<br>2006: Katherine Dunham, pioneering dancer and choreographer, author and civil rights activist, dies.   |
| <b>22</b><br>1921: <i>Shuffle Along</i> , a musical featuring a score by Eubie Blake and Noble Sissle, opens on Broadway.                              | <b>23</b><br>1900: Sgt. William H. Carney becomes first black awarded the Congressional Medal of Honor.  | <b>24</b><br>1854: Lincoln University (Pa.), first black college, founded.  |
| <b>25</b><br>1926: Jazz trumpeter Miles Devey Davis born.  | <b>26</b><br><b>Memorial Day Observed</b><br>1961: During Kennedy administration, Marvin Cook named ambassador to Niger Republic, the first black envoy named to an African nation.                            | <b>27</b><br>1919: Sarah “Madam C.J.” Walker, cosmetics manufacturer and first black female millionaire, dies.<br>1942: Dorie Miller, a ship’s steward, awarded Navy Cross for heroism during the attack on Pearl Harbor in 1941. |
| <b>28</b><br>1948: National Party wins whites-only elections in South Africa and begins to institute policy of apartheid.                              | <b>29</b><br>1901: Granville T. Woods patents overhead conducting system for the electric railway.<br>1973: Tom Bradley becomes first black mayor of Los Angeles.  | <b>30</b><br>1965: Vivian Malone becomes first black to graduate from the University of Alabama.  |
| <b>31</b><br>1870: Congress passes the first Enforcement Act, providing stiff penalties for those who deprive others of civil rights.                  |  |   |