

# The Pfizer Corporate Affairs Multicultural Center of Excellence

## A Catalyst for Change

### What is the Multicultural Center of Excellence?

The Pfizer Multicultural Center of Excellence (MCoE) focuses on **helping to improve health equity across ethnic groups and other underrepresented communities** facing significant health disparities.

The MCoE team works in partnership with key groups across the US – including patient advocacy organizations, healthcare provider associations, community groups, and legislative caucuses – to address health disparities among the most vulnerable populations through unique community programming and outreach. In 2019 alone, the MCoE engaged with more than 40 organizations and supported nearly 70 individual events or activities across the country.

At Pfizer, we recognize that there are significant health disparities throughout patient communities in the US and we alone cannot reach health equity for all. The MCoE is just one way we are working in partnership to create sustainable solutions that help close these gaps and deliver on our purpose – Breakthroughs that change patients' lives.

Our work is guided by the Pfizer Multicultural Advisory Council (PMAC). The PMAC is a dynamic group of leaders from organizations that help inform the work of the MCoE and has enhanced Pfizer's level of cultural competency in reaching underrepresented communities. The PMAC engages with Pfizer on important health and policy issues and provides counsel on specific Pfizer initiatives.

### What are the priority issue areas for the Multicultural Center of Excellence?



#### ADVOCACY AND ACCESS

Breaking down barriers to care by engaging elected officials at federal, state, and local levels on key policy issues impacting healthcare access in multicultural communities.



#### HEALTHCARE DELIVERY SYSTEMS

Ensuring patients, caregivers, and community leaders in multicultural communities fully understand what resources are available and how they can access them.



#### DIVERSITY IN CLINICAL TRIALS

Helping to eliminate barriers, increase access, and raise awareness of the clinical trial process among diverse populations.



#### DISEASE AWARENESS

Working to educate communities about a variety of disease states, including oncology, pain, smoking cessation, and vaccines.

What are some examples of the work that we've done with partners in the United States?



#### COVID Relief Community Grants

- The Pfizer Foundation\* provided 18 charitable grants to help MCoE partners combat the health effects of the COVID-19 pandemic in the US.
- These grants build on Pfizer's longstanding commitment to fight infectious diseases and help address urgent needs of partners and their communities.

#### Take Action for Health

- Pfizer collaborated with Anthem, National Urban League, and City of Hope to create the Take Action for Health e-toolkit to address healthcare disparities.
- Take Action for Health focuses on encouraging the African American community to get screened for specific health conditions. Visit [TakeActionforHealth.org](https://www.takeactionforhealth.org) to learn more.

#### Dia de la Mujer Latina

- Pfizer partners with this grassroots organization dedicated to empowering Latinos with health information, including about Pfizer RxPathways®.
- Trusted, trained, and certified Promotores/Community Health Workers deliver and share information in a culturally and linguistically appropriate manner.

#### National Medical Association (NMA) and National Black Nurses Association (NBNA)

- In partnership with Pfizer, NMA and NBNA conducted a study to examine awareness and attitudes of multi-dimensional health; clinical trial participation; perception of one's own state of health; and levels of motivation to take action on health among the African American community. The results informed new approaches to creating greater health equity for African Americans.

If you'd like to engage and work with the Multicultural Center of Excellence, please contact:

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\*The Pfizer Foundation is a charitable organization established by Pfizer Inc. It is a separate legal entity from Pfizer Inc. with distinct legal restrictions.

