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### **Approaches to address sustainability**

The government has this health data initiative. And it's a big initiative that the Department of Health and Human Services and other government agencies have been undertaking. And our activities with Ozioma Online are particularly relevant to this initiative. And this initiative is trying to harness the power of data and have data be more impactful to communities. How better to disseminate information than by trying to take what's existing and deliver it to communities so that it has more of an impact.

So, from that we think that Ozioma Online and the concept of such a tool, would provide a great resource for many people. The challenges that we're facing with that are trying to identify exactly who our target audience will be and how we will adapt or modify the tool in order to make sure that we, to make sure that we are serving their needs. So, we are going to be looking for how best we can modify or adapt the program to best address the end user's needs.

Ozioma Two has great potential for other newspapers and other media outlets as well. And we get questions all the time about whether or not we're going to be working with Hispanic newspapers or Hispanic radio and Asian American newspapers. And so, all of these, all of these other minority serving media are great outlets. And it's clear that the work that we've been doing on Ozioma One and Two that these types of media are less likely to have the resources to be able to produce race specific and locally relevant health news stories. And so that is a service that we could provide. The main challenge in doing that is to keep it going and sustaining the news service even when there is no more funding from the government.

I think that there are two challenges. One is, if we want to continue our line of research with these media and this news service. And then, the second challenge is if we don't have a research component but want to do more of a dissemination approach, how do we get that funded. And so, for the former, for the research questions, we are continually trying to find as I had said, more research questions that haven't been answered or building upon the information that we've gathered to date from these two studies. And the second issue is trying to find funding only to disseminate the service itself. And there are lots of potential avenues to look for that. We've looked at current models of sustainability from other relevant or other similar news services. And we're still in the very beginnings of that.

We'd like to find partners who have this as a mission or as this topic of data driven journalism or data based journalism. And we're trying to find people who are passionate about that and who we could collaborate with to take this news service on a national level to all the Black newspapers, to other minority serving media, different types of media, newspapers, radio, online, all sorts of—TV. And so, we're continually trying to find those people who would be interested in partnering with us on this. **KEYWORDS: Barriers and challenges, D&I strategies, Fit, Formative research, Funding, Interdisciplinary approach, Ozioma, Partnership, Professional associations, Sustainability**