

# Tulane Public Health Launches The Skin You're In

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*Dr. Thomas LaVeist, dean of Tulane School of Public Health and Tropical Medicine, has launched a pioneering initiative to combat the disproportionate impact of COVID-19 on the African-American community in New Orleans.*

*The Skin You're In* is a documentary, book, and social media campaign developed to explore why African Americans live sicker and die younger than any other ethnic group in the nation. [The Skin You're In: Coronavirus and Black America](#) (TSYI) is a campaign organized by the The Skin You're In team, the Tulane School of Public Health and the [Louisiana COVID-19 Health Equity Task Force](#), which LaVeist co-chairs.

The campaign, which launched in early May, is specifically designed to dispel myths and raise awareness in the community about staying safe and healthy throughout the pandemic. Louisiana is currently ranked 9th in the United States for confirmed COVID-19 cases per capita (CDC, 2020). According to the Louisiana Department of Health, over 50% percent of COVID-19 deaths in the state are African Americans, while only about a third of the state's residents are Black. These staggering statistics highlight existing health inequities.

To improve COVID-19 health outcomes in our community, the TSYI team has developed a multi-layered education campaign, with particular emphasis in dispelling dangerous myths that make it harder to combat the deadly effects of this novel coronavirus. The campaign, which will reach across the state, is designed to be shared across a variety of channels including news broadcasts, social media, print and billboard advertisements, radio interviews, community flyers, partnerships with local organizations and businesses, and more.

"This is not just a New Orleans or Louisiana problem. This an 'everyone' issue. The circulation of misinformation and lack of access to prevention information does not just affect one community. We must work together to keep everyone safe" said Dr. LaVeist.

Community members and organizations can reach out to Communications Lead Lacey Allen ([lallen8@tulane.edu](mailto:lallen8@tulane.edu)) or Community Partnerships Lead Elizabeth Bobo ([ebobo@tulane.edu](mailto:ebobo@tulane.edu)) to learn how to get involved.