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| **Title of Research Presentation** Our Health Counts: Advancing Health Equity Using Indigenous Community-Driven Research |
| **Maximum 2500 characters (including spaces but excluding title)**  **Background/Objectives**  Indigenous peoples frequently experience significant health disparities compared to their non-Indigenous counterparts. In Canada, such disparities are masked by inadequate population health data. Non-response and misclassification errors are systematized in core information platforms, resulting in an undercounting of the Indigenous population and hiding of health inequities. These issues impede effective planning, implementation, and health promotion evaluation.  **Methods**  Several urban Indigenous communities in Ontario, Canada have partnered with the Well Living House—an action research centre for Indigenous health and wellbeing—to build health information platforms using Indigenous community-driven processes. Data is gathered using an innovative and scientifically-respected process called Respondent Driven Sampling, health assessment surveys, and linkage to health service data.  **Results**  Results have informed programs and services to better address communities’ needs. Community leadership and engagement has been integral to the project’s success, having driven every stage of the research from preconception to knowledge translation. Indigenous reference groups, predominately comprised of representatives from the local community and service providers, give direction and set research priorities.  **Discussion**  In keeping with the dual criteria of scientific excellence and Indigenous community relevance, Our Health Counts provides high quality health information data founded on Indigenous ways of knowing, doing, and being. As such, these findings strengthen evidence-based health promotion and wise practices in Indigenous health research. Finally, self-determination and project sustainability are promoted through community leadership and control, in line with the United Nations Declaration on the Rights of Indigenous People. Self-determination goes beyond empowerment, recognizing unique socio-political forces that can act as barriers to Indigenous health and wellbeing.  **Keywords**  Indigenous, Cohort studies, population health, participatory action research |