

NAACP AI WHITEPAPER MESSAGING

Building a Healthier Future: Fair AI in Healthcare

Artificial Intelligence (AI) is changing health care. It can help doctors find diseases early, give better treatments, and reach more patients. But if AI is not built fairly, it can make health gaps worse instead of better. The NAACP and Sanofi's ACE Your Health program is working to make AI fair, open, and include community voices at every step.

AI's Promise

AI can do amazing things in health care. It can:

- Predict when someone might get sick.
- Help doctors make faster, better diagnoses.
- Create treatment plans that fit each person.
- Bring care to people in rural areas.

But the problem is: not everyone has the same access to AI tools. Hospitals that serve people with low incomes often don't have the money or training for AI. This can cause an "AI divide." Also, if AI learns from data that mostly comes from wealthy patients or patients from one ethnicity, it can give wrong answers for people from different backgrounds.

Why Fairness in Healthcare AI Matters

AI learns from data. If the data leaves out certain groups, AI can make mistakes. For example:

- Bias in Data: If Black or Hispanic patients are missing from the data, AI may misdiagnose them.
- Synthetic Data: Made-up data can help fill gaps and protect privacy, but it must be made with help from the community, so it doesn't repeat old mistakes.
- AI Tools: Tools like ChatGPT can help doctors, but they sometimes get confused (called "AI hallucinations") and can make mistakes. Plus, there are no official rules for using them in healthcare yet.

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Rules for Responsible Healthcare AI

To make Healthcare AI fair, we need strong rules. The report suggests three building rules in 3 layers:

1. Ethical: Be clear and honest about how AI works. Share reports with the public.
2. Community Focused: Do fairness checks, get a watch group to keep tabs on data, and include community voices.
3. Check the Facts: Use data from people from all backgrounds, test AI's fairness, and keep checking AI after it's launched.

Building trust means working with communities and teaching people about AI.

Case Study: Maternal Health & AI

Pregnancy is riskier for Black women in the U.S. They are over three times more likely to die from pregnancy-related problems than White women. AI and wearable devices could help by tracking health in real time and warning doctors early. But if these tools are trained on data that ignores Black women and other women from diverse racial and ethnic groups, they won't work.

To fix this, AI tools must:

- Work for all skin tones and cultures.
- Let patients choose if they want to use them.
- Be tested in many different healthcare settings.