BUILDING A MOVEMENT FOR HEALTH EQUITY

January 23rd, 2018
County Health Rankings & Roadmaps is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

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YOUR FACILITATORS AND PRESENTERS

Ericka Burroughs-Girardi
County Health Rankings & Roadmaps

Justin Rivas
County Health Rankings & Roadmaps

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Human Impact Partners

Alia Stevenson
Public Health Madison & Dane County
ASKING A QUESTION IN ZOOM WEBINAR

Viewer Window

[Image of Zoom meeting interface with a question being asked]

Question Box

[Image of the question box where a question is being typed]

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CHATTING IN ZOOM WEBINAR

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Chat Box

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TODAY’S ROADMAP

› What Do We Do?
› Health Equity Resources
› Guests
› Questions
HEALTH EQUITY IS KEY

Health equity means that everyone has a fair and just opportunity to be healthy.

This requires removing obstacles to health such as poverty and discrimination while creating access to good jobs with fair pay, quality education and housing, safe environments, and quality health care.
WHAT WE DO...

DATA

EVIDENCE

GUIDANCE

...ADVANCE HEALTH EQUITY TO IMPROVE HEALTH OUTCOMES
LET’S HEAR FROM YOU...

Where do you need the most support to build a movement for health equity?
DATA: STATE HEALTH GAPS REPORT

How big are the health gaps?

If residents of all counties in Florida had the same opportunities for health, there would be:

- 544,000 fewer adult smokers
- 478,000 fewer adult who are obese
- 799,000 fewer adults who drink excessively
- 1,000 fewer people who are uninsured
- 296,000 fewer adults ages 25-44 with some education beyond high school
- 147,000 fewer people who are unemployed
- 196,000 fewer children in poverty
- 56,000 fewer violent crimes
- 664,000 fewer households with severe housing problems
EVIDENCE: WHAT WORKS
GUIDANCE: HEALTH EQUITY FOCUSED WEBINARS

- Advancing Health Equity Through Strategic Partnerships
  - Jefferson County, Alabama

- Improving Health through Equitable Economic Development and Strategic Partnerships
  - Bronx, New York

- Economic Development and Health: A Community’s Journey to Living Wage
  - Monadnock Region, New Hampshire
MEET JONATHAN HELLER

Co-Director & Co-Founder
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https://humanimpact.org/
Human Impact Partners

HIP – a national non-profit working to transform the policies and places people need to live healthy lives by increasing the consideration of health and equity in decision making

Through research, advocacy, and capacity-building, we bring the power of public health to campaigns and movements for a just society

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Confront Racism & Power to Advance Health Equity

Health Inequity

↑

Inequity
In Social Determinants of Health

↑

Power Imbalance
maintained by racism and other forms of oppression

Power Balance
with systems & institutions accountable to all

↓

Equity
In Social Determinants of Health

↓

Health Equity

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“Power is the ability to achieve a purpose. Whether or not it is good or bad depends upon the purpose.”

– Dr. Martin Luther King

Power involves influencing:

- Decisions
- Political agendas
- Worldviews
Why Be Explicit About Racism?

- Racial inequities persist in every system and every jurisdiction.
- Racial inequities are found within all other dimensions of identity — income, gender, sexuality, education, ability, age, citizenship, and geography.
- Racism is used as a political tool by those in power to maintain power.

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Inside/Outside Strategy

Public health departments must develop an inside and an outside strategy to build power to advance health equity goals.

This often requires a wall-to-wall transformation. They must:
• Build internal capacity and a will to act
• Develop relationships with and mobilize communities AND government

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**Dive In!**

- Assess where you’re at with each of the Strategic Practices
  - Prioritize a few to work on
  - Review suggested actions and case studies to identify and take initial steps
  - Evaluate progress and re-calibrate frequently

- Meet with potential community organizing partners. Start with identifying shared values and overlapping interests to build trust. Help them see the value you bring.

- Find allies in other government agencies who share values and interests. Work with them to develop plans.
LET’S HEAR FROM YOU...

How is your organization or community building a movement for health equity?
MEET ALIA STEVENSON

Public Health Supervisor
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https://www.publichealthmdc.com
Health & Racial Equity (HRE) Team
## HIP and Accreditation

### Accreditation: 4 Core Functions and 12 Essential Services


### Human Impact Partners: 4 Categories and 15 Strategic Practices

- HIP Health Equity Guide: [https://.../strategic-practices/](https://.../strategic-practices/)
- Promising Practices: [https://.../strategic-practices/2017-11.pdf](https://.../strategic-practices/2017-11.pdf)

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<thead>
<tr>
<th>Category</th>
<th>Strategic Practices</th>
<th>Standards</th>
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<td>Build Internal Infrastructure</td>
<td>Mobilize Data, Research and Evaluation</td>
<td>1, 8, 11</td>
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<tr>
<td></td>
<td>Build organizational capacity</td>
<td>8, 11</td>
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<td></td>
<td>Change Internal Practices and Processes</td>
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<td>Prioritize Upstream Policy Change</td>
<td>1, 4, 5</td>
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<td>Allocate Resources</td>
<td>4, 11</td>
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<td>Work Across Government (And Private Sector)</td>
<td>Build Government Alliances</td>
<td>7</td>
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<td></td>
<td>Develop Shared Analysis</td>
<td>8</td>
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<td></td>
<td>Broaden Regulatory Scope</td>
<td>5, 6</td>
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<td>Foster Community Partnerships</td>
<td>Share Power with Communities</td>
<td>4</td>
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<tr>
<td></td>
<td>Build Community Alliances</td>
<td>1, 4, 7</td>
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<td>Engage in Movements</td>
<td>4</td>
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<td>Champion Transformative Change</td>
<td>Confront Root Causes</td>
<td>1, 4, 11</td>
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<td>Develop Leadership and Support Innovation</td>
<td>4, 8, 12</td>
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<td>Change the Conversation</td>
<td>1, 3, 5, 8</td>
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<td>Build a Health Equity Movement</td>
<td>3, 4</td>
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Community Partnerships to advance Health Equity
TELL WHAT YOU THINK...
DISCUSSION GROUP: BUILDING A MOVEMENT FOR HEALTH EQUITY

- **When:** January 30 from 3-4 PM ET
- **Why:** deepen the webinar learning, allow further exploration
- **What:** interactive learning experience, opportunity to share ideas and ask questions
- **How:** videoconference and/or phone
- **Who:** YOU! (Space is limited)
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UPCOMING WEBINAR: 2018 RANKINGS RELEASE!

February 27th
Register Today!
THANK YOU!

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