



Webinar & Discussion Date: June 15, 2021

Transforming Narratives to Create Racial and Health Equity

County Health Rankings & Roadmaps Tools & Resources

- Check out [recordings and PDF of slides](#) for all CHR&R webinars. Please share with a colleague!
- To learn more about County Health Rankings & Roadmaps, our data, tools, and resources to help you create change, watch our latest [CHR&R 101](#) webinar.
- [Explore Health Rankings](#): The annual Rankings provide a revealing snapshot of how health is influenced by where we live, learn, work, and play. Find and use your county data, read our reports, and learn more about what and why we rank.
- [Take Action to Improve Health](#): Find strategies that we know work, guidance for setting a plan in motion, and resources to help you partner with others.
 - [Action Learning Guides](#): Dig into specific topics with a blend of guidance, tools, and hands-on activities. Our series on understanding and using data is a great place to start.
 - [Partner Center](#): Find guidance and resources to help you identify and engage the right partners.
 - [Action Center](#): Explore step-by-step guidance and tools to help you move with data to action.
- [Learn from Others](#): Sharing the stories of others ignites possibilities and inspires action. Find out about upcoming webinars, learn more about the RWJF Culture of Health Prize, and check out community highlights.
- [What Works for Health](#): Explore our menu of over 400 evidence-informed policies and programs that can help make a difference in your community.
- [What is Health?](#) Learn about our vision of health.
- Stay in touch with County Health Rankings & Roadmaps:
 - [Subscribe to our e-Newsletter](#)
 - Follow us on Twitter [@CHRankings](#)
 - [Like us on Facebook](#)



Highlighted Guidance

Learn more about the [Advancing Racial Equity Webinar Series](#) co-produced by Mobilizing Action Toward Community Health (MATCH) and County Health Rankings & Roadmaps (CHR&R).

The [Community Resilience & Response Task Force](#) collaborated with Resilient Wisconsin and Healthy Wisconsin to integrate concepts of community resilience, equity, and mental health across the state's COVID-19 pandemic response, and set the stage for just recovery and future emergency preparedness infrastructure.

The [Developing a Transformational Criminal Justice Narrative Toolkit](#) is a resource from Human Impact Partners intended to support community organizers and health equity advocates in developing, using, and adapting transformational narratives to advance equity in the criminal justice and juvenile justice systems.

[Louisville's 2017 Health Equity Report](#) examines the city's history, and is designed as a tool for policy makers and residents to better understand how they can create more equitable policies and practices.



Mobilizing Action Toward Community Health (MATCH) Resources

- Learn more about [MATCH](#) and their work.
- The [Wisconsin Healthiest State Initiative](#) represents a collective effort to advance health equity in Wisconsin. The initiative consists of convening statewide partners, setting shared priorities around health equity, leading workgroups to make progress on shared priorities, and hosting statewide Summits.
- The [Community Resilience & Response Task Force](#) collaborated with Resilient Wisconsin and Healthy Wisconsin (Department of Health Services) to integrate concepts of community resilience, equity, and mental health across the state COVID-19 pandemic response, and set the stage for just recovery and future emergency preparedness infrastructure. A key objective was to strengthen individual and community resilience of groups that are vulnerable to disproportionate harm by the pandemic and the response.
- The University of Wisconsin Population Health Institute developed [COVID-19 messaging documents and talking points](#) for multiple languages and cultures.
- The [Racism Declaration Action Toolkit](#) includes resources that can support organizational action to advance racial equity.

Webinar Guest Resources

University of Wisconsin Public Health Institute

- The [Developing a Transformational Criminal Justice Narrative Toolkit](#) is a resource from Human Impact Partners that is intended to support community organizers and health equity advocates in developing, using, and adapting transformational narratives to advance equity in the criminal justice and juvenile justice systems. This resource was developed by a workgroup of the National Criminal Justice and Public Health Alliance.
- [A Narrative of Rural Abundance](#) is a case study about how Land Stewardship Project utilized narrative strategy to be more intentional about how it built power.
- In the fall of 2017, Public Health Awakened members formed the Taxes Narrative Workgroup to start the long-term process of shifting the dominant public narrative about taxes in the US. Their [Transforming the Narrative on Taxes](#) webpage includes highlights about their efforts, as well as tips and tools.

Center for Health Equity Louisville Metro Department of Public Health and Wellness

- In June 2006, Louisville Metro Department of Public Health and Wellness established the [Center for Health Equity](#) (CHE) which was the first of its kind within a municipal government. CHE was created to advocate for a Louisville Metro where everyone has a fair and just opportunity to be healthy and reach their full human potential. CHE prioritizes policies, partnerships, and performance to advance health equity.
- [Louisville's 2017 Health Equity Report](#) is designed as a tool for policy makers and residents to better understand how they can create more equitable policies and practices, and it examines the history of Louisville and how the past has influenced the present. The report reviews 21 health outcomes



and examines 11 root causes for those outcomes, ranging from food systems to neighborhood development. Evidence-based practices assembled from comprehensive research programs which have evaluated many policies and programs are also included in the report.

Peer-to-Peer Resources Shared in Post-Webinar Discussion Group Session

- [Community Organizing: People Power from the Grassroots](#) is a tool from the Center for Community Change that discusses the principles, rules, and strategies of community organizing.
- The [PHRASES Framing and Messaging Toolkit](#) from Public Health Reaching Across Sectors provides evidence-based tools and strategies to help public health professionals communicate across sectors.
- The [Overton Window](#) is the range of policies politically acceptable to the mainstream population at a given time. The term is named after American policy analyst Joseph P. Overton, who stated that the window frames the range of policies that a politician can recommend without appearing too extreme to gain or keep public office given the climate of public opinion at that time.
- In [Dog Whistle Politics: How Coded Racial Appeals Have Reinvented Racism and Wrecked the Middle Class](#), author Ian Haney López offers an account of how politicians and plutocrats deploy veiled racial appeals to persuade white voters to support policies that favor the extremely rich yet threaten their own interests.
- [The Politics of Resentment: Rural Consciousness in Wisconsin and the Rise of Scott Walker](#) is a book written by political science professor, Katherine J. Cramer, who spent years carefully listening to 'ordinary' people talking about politics and power, then used their words to produce a portrait of the mind and heart of contemporary populism.
- [The Sum of Us: What Racism Costs Everyone and How We Can Prosper Together](#) is a book by Heather McGhee that has been touted by the New York Times - "One of today's most insightful and influential thinkers offers a powerful exploration of inequality and the lesson that generations of Americans have failed to learn: Racism has a cost for everyone—not just for people of color."

Healthy Places by Design Resources

- [Healthy Places by Design](#) facilitated the post-webinar discussion group session. Their [Community Action Model](#) was developed with insights from more than a dozen years of supporting successful community health initiatives and a deep understanding of the community change process.
- Follow Healthy Places by Design on Twitter [@HPlacesbyDesign](#)