

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

BUILDING A MOVEMENT FOR HEALTH EQUITY

January 23rd, 2018

countyhealthrankings.org



University of Wisconsin
Population Health Institute
SCHOOL OF MEDICINE AND PUBLIC HEALTH

Support
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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*



Jonathan Heller

Human Impact Partners



Alia Stevenson

*Public Health Madison & Dane
County*

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ASKING A QUESTION IN ZOOM WEBINAR

Viewer Window

Zoom Meeting ID: 399-827-972

You are viewing Erica Burroughs-Girardi's screen

View Options

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Mute Chat Raise Hand Q&A Leave Meeting

Question Box

Zoom Meeting ID: 399-827-972

You are viewing Erica Burroughs-Girardi's screen

View Options

Q&A

James Bennello asked: 03:30 PM
Where is the Population Health Institute?

Erica Burroughs-Girardi has answered this question live. 03:31 PM

James Bennello asked: 03:33 PM
Where are the County Health Rankings?

Erica Burroughs-Girardi answered: 03:33 PM
You can find them on your county snapshot.

Please input your question...

Send Anonymously

Send

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CHATTING IN ZOOM WEBINAR

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From James Bennello to Everyone
Hi I'm from Wisconsin

Mute Chat Raise Hand Q&A Leave Meeting

Chat Box

Zoom Meeting ID: 399-827-972

You are viewing Ericka Burroughs-Girardi's screen View Options

Zoom Webinar Chat

From Me to All panelists:
OH I see it now - sorry.

From Ericka Burroughs-Girardi to Me, All panelists:
Did you receive any indication that your question would be answered live?

From Me to All panelists:
yes

From Ericka Burroughs-Girardi to Me, All panelists:
Good.

From Me to All panelists:
right away. It was in a blue background and then became grey-out.

From Me to All panelists:
Ericka - just make me a panelist - so you can make me back to an attendee

From Me to All panelists:
ok, I got it.

From James Bennello... to All panelists and attendees:
Hi I'm from Florida
Hi I'm from Wisconsin

To: All panelists

Your text can only be seen by panelists

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TODAY'S ROADMAP



- ▶ What Do We Do?
- ▶ Health Equity Resources
- ▶ Guests
- ▶ Questions

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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 healthcare.

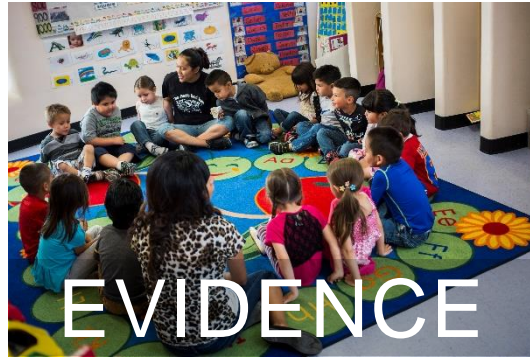


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WHAT WE DO...

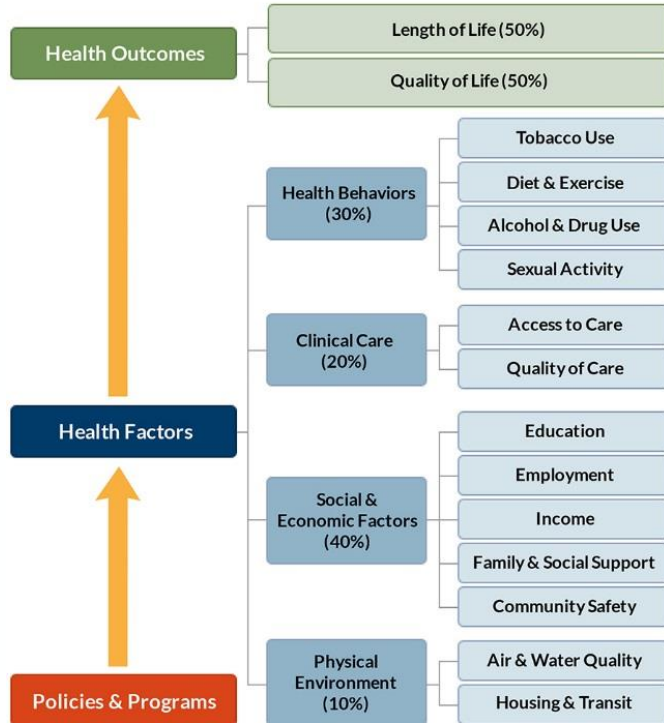


...ADVANCE HEALTH EQUITY TO IMPROVE HEALTH
OUTCOMES

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LET'S HEAR FROM YOU...

Where do you need the most support to build a movement for health equity?

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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 adults who are obese

799,000

fewer adults who drink excessively

1,000,000

0

fewer people who are uninsured

296,000

more 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

A page from the Florida Health Gaps Report

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EVIDENCE: WHAT WORKS



Find Strategies by Topic



Health Behaviors

- Alcohol and Drug Use
- Diet and Exercise
- Sexual Activity
- Tobacco Use



Clinical Care

- Access to Care
- Quality of Care



Social & Economic Factors

- Community Safety
- Education
- Employment
- Family and Social Support
- Income



Physical Environment

- Air and Water Quality
- Housing and Transit

Search all strategies by keyword

Search

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

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MEET JONATHAN HELLER



Co-Director & Co-Founder

jch@humanimpact.org



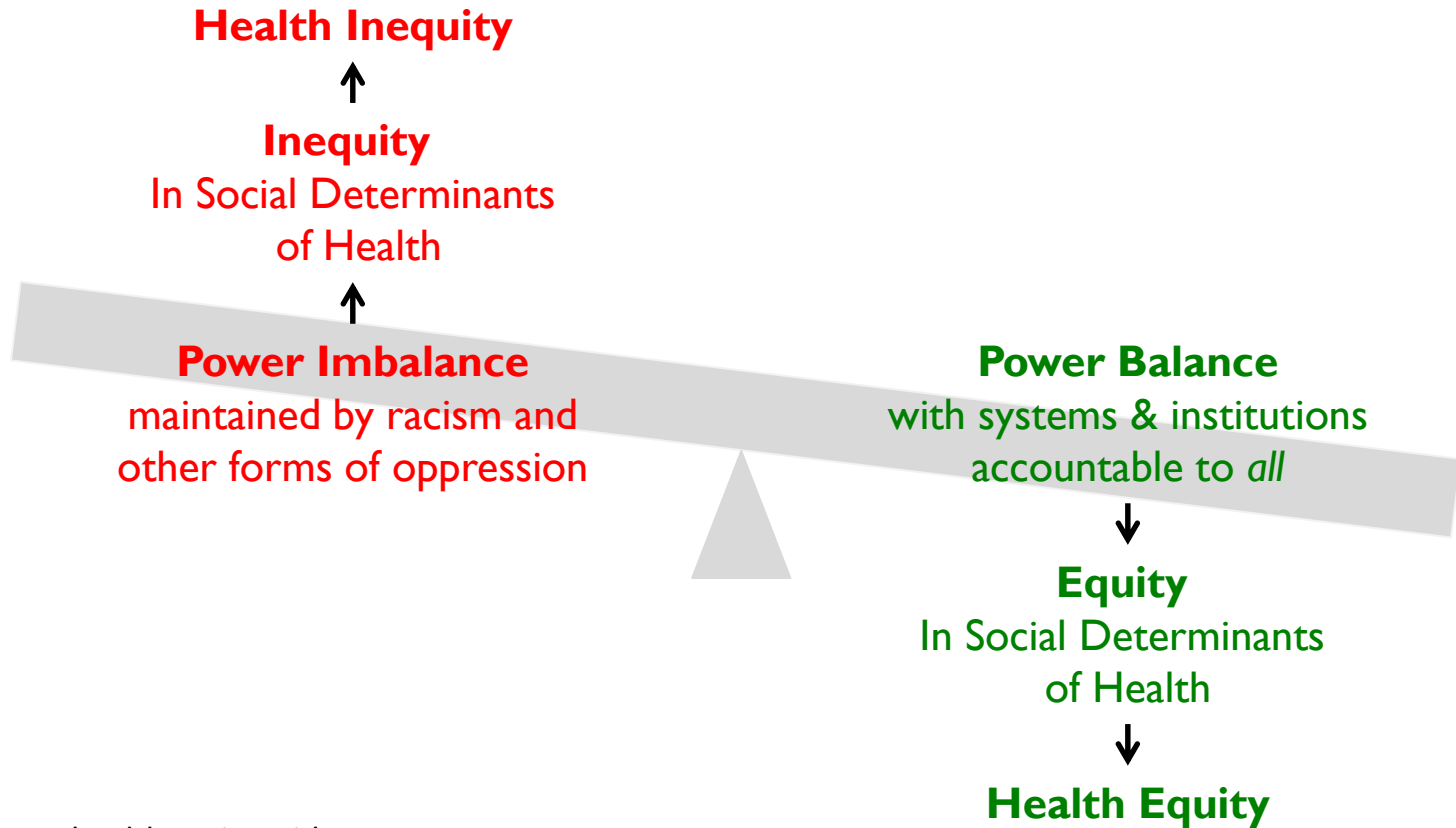
<https://humanimpact.org/>

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

Confront Racism & Power to Advance Health Equity



Dimensions of Power

“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



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

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.

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LET'S HEAR FROM YOU...

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

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MEET ALIA STEVENSON



<https://www.publichealthmdc.com>






Public Health Supervisor

AStevenson@publichealthmdc.com

Health & Racial Equity (HRE) Team



HIP and Accreditation

Accreditation: 4 Core Functions and 12 Essential Services http://www.phaboard.org/wp-content/uploads/StandardsOverview1.5_Brochure.pdf	Human Impact Partners 4 Categories and 15 Strategic Practices HIP Health Equity Guide: https://healthequityguide.org/strategic-practices/ Promising Practices: https://healthequityguide.org/wp-content/uploads/2017/12/HealthEquityGuide_StrategicPractices_2017.11.pdf		HIP Strategic Practices Correspond to PHAB Standards
 <p>INFRASTRUCTURE AND GOVERNANCE</p> <ul style="list-style-type: none"> Administration and Management Governance 	Build Internal Infrastructure	Mobilize Data, Research and Evaluation Build organizational capacity Change Internal Practices and Processes Prioritize Upstream Policy Change Allocate Resources	 1 8, 11 8, 11 1, 4, 5 4, 11
	Work Across Government (And Private Sector)	Build Government Alliances Develop Shared Analysis Broaden Regulatory Scope	 7 8 5, 6
	Foster Community Partnerships	Share Power with Communities Build Community Alliances Engage in Movements	 4 1, 4, 7 4
	Champion Transformative Change	Confront Root Causes Develop Leadership and Support Innovation Change the Conversation Build a Health Equity Movement	 1, 4, 11 4, 8, 12 1, 3, 5, 8 3, 4

Community Partnerships to advance Health Equity



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TELL WHAT YOU THINK...



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Questions?

Let's hear from you...

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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

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THANK YOU!

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