



ADVOCACY IDEAS

USING HEALTH EQUITY & SOCIAL DETERMINANTS OF HEALTH CONCEPTS

2018 Community Health Worker Conference

Presented by: Michael O'Neill
4/12/2018

ADVOCACY PAIR & SHARE

- What change(s) are you and other community members hoping for?
- Why are you an advocate?

BARRIERS

- Needed change rarely happens on its own
- People are largely unaware of conditions that don't directly impact them
- Power imbalances keep broken systems as they are

POWERFUL IDEAS

- People's individual stories are at the heart of advocacy - but aren't always enough to convince decision makers
- The Social Determinants of Health help explain the conditions that lead to individuals' experiences
- Health Equity is an idea that gives decision makers a reason to act on disparities

CONCEPT: SOCIAL DETERMINANTS OF HEALTH

Example from:



Your Zip Code Impacts Your Health.

Tacoma



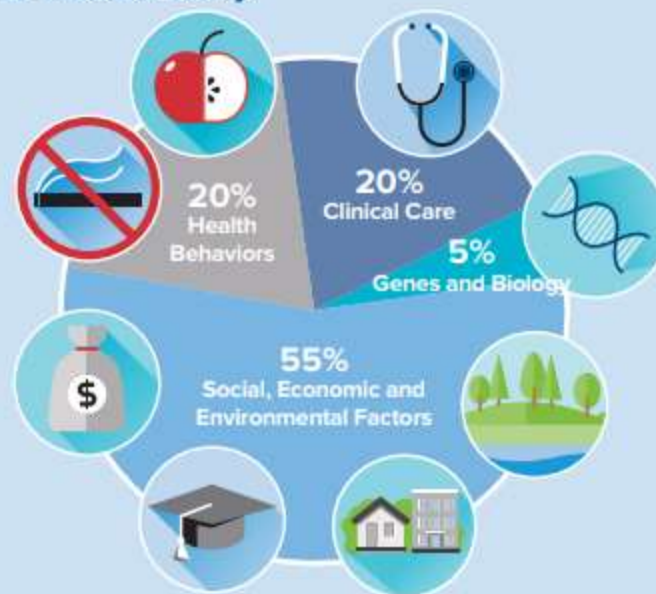
Lakewood



In Pierce County, neighbors living less than a mile apart can have up to 8 years difference in life expectancy.

Health Starts Where We Live, Learn, Work and Play.

What makes us healthy?



Adapted from <http://www.cdc.gov/socialdeterminants/FAQ.html>

Health is Tied to Income, Education, Neighborhood and Other Social Factors.



Neighborhood: Places that offer easy access to opportunities have better health outcomes.

People in a neighborhood with **6%** more poverty than another can expect to live for one less year.

Income: How much money you make impacts your health.



People making less than **\$25K** are **2.5 times** as likely to have diabetes as those making more than **\$75K**.

Race: The stress of discrimination impacts health for generations.

Black infants die at a rate twice as high as white infants.



Education: Better education can improve health.

35% of people without a high school education experience poor mental health compared to only **9%** of people with college degrees.

Other factors that can negatively impact health outcomes include gender, disability, immigration status and sexual orientation.

WHAT ARE YOUR SOCIAL DETERMINANTS OF HEALTH?

- Partner with someone and discuss the social factors that may be impacting health in your community

How economically secure are people in their work and home?

How safe is the neighborhood?

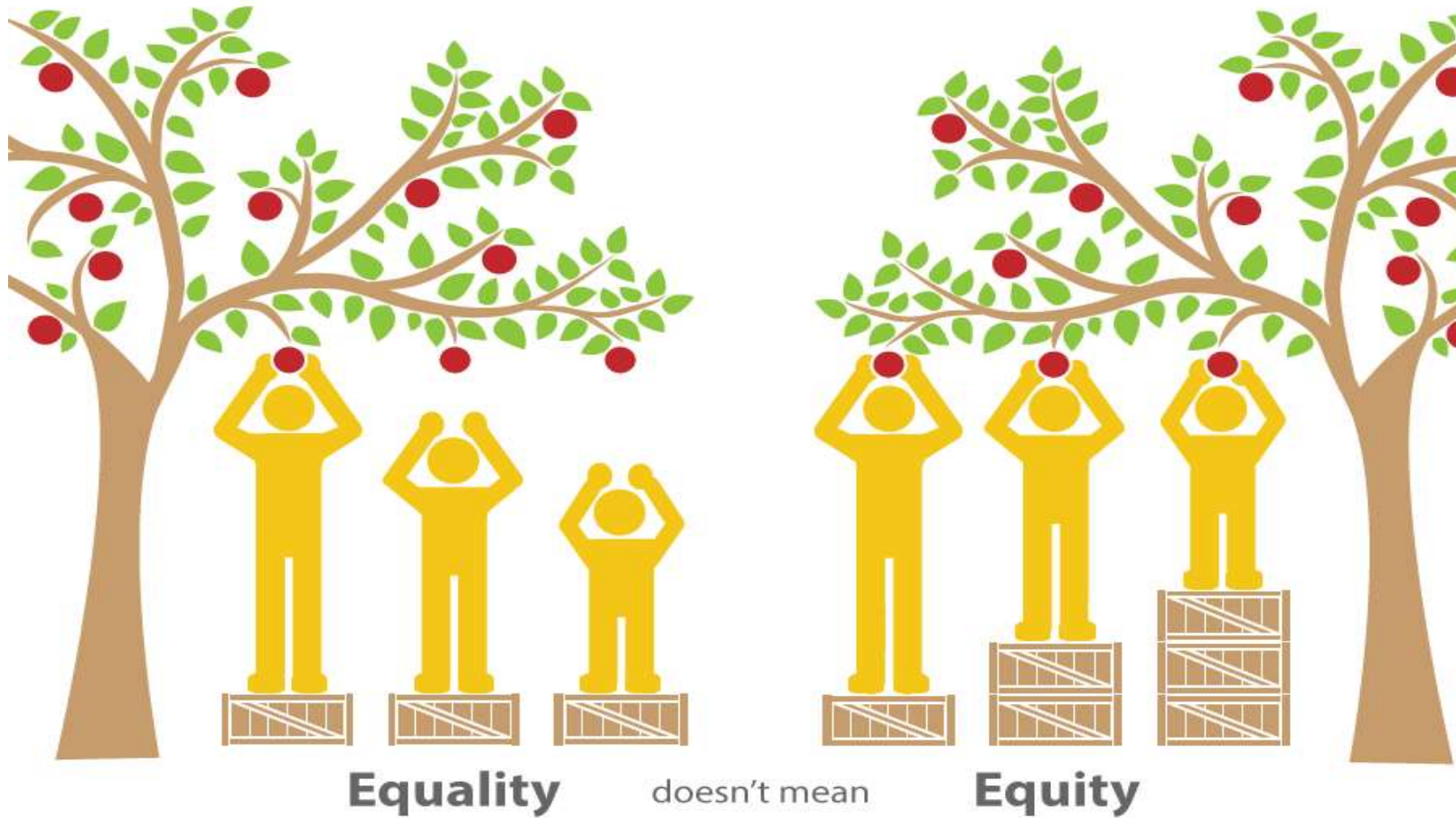
Are there toxins in the environment?

How good are the schools?

Are people connected to each other and a larger community?

How many opportunities are there to get physical activity and healthy food?

CONCEPT: HEALTH EQUITY



HEALTH EQUITY DEFINITIONS

Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.

For the purposes of measurement, health equity means reducing and ultimately eliminating disparities in health and its determinants that adversely affect excluded or marginalized groups.

What is Health Equity? And What Difference Does a Definition Make, RWJF Report

WHAT UNDERMINES EQUITY

- Structural inequity
- Implicit bias
- _____isms

Your zip code is a bigger determinant of health than your genetic code

HOW DO YOU WORK ON EQUITY?

- Increase knowledge and understanding
- Prioritize resources for fixing disparities
- Change decision making process to shift the balance of power
- Measure results

GETTING DATA

Keep in mind:

- How easy is it to work with
- Reliability and accuracy of source

Types of Sources:

- Reports (Governments, Foundations, Think Tanks)
- Data Dashboards (Government)
- Published Research (Scholarly Journals, Research Institutions)
- Raw data sets
- Own research
 - Surveys
 - Focus Groups
 - Interviews

WORKING WITH DATA

Is it the right information?

- Does the information make sense to you?
- What's being measured?
- What isn't being measured?
- How relevant does it seem to your issue?

What does the data show?

- What similarities and differences do you see?
- Are there patterns across multiple findings?
- What does this say about your issue?

How will you share with others?

- Summarize the highlights and document your sources
- Check your thinking with others
- Put your data to work in storytelling

USING SOCIAL DETERMINANTS AND EQUITY TO MAKE YOUR CASE

- Remind people that social, economic, and environmental factors impact health more than medical care or genetics
- Show the disparity between your community and others
- Point out how disparities increase cost for everyone
- Ask for resources or policy change that targets the disparity
- Ask for a seat at the table

RESOURCES

Potential Partners

- ❖ Local & State Public Health
- ❖ Accountable Communities of Health
- ❖ Health focused collaboratives or foundations
- ❖ College or university

Local Data

- ❖ County Health Rankings
- ❖ Washington Tracking Network
- ❖ Healthy Youth Survey

REVIEW

- Personal stories and lived experience will always be at the heart of advocacy
- Social Determinants and Health Equity are ideas that help frame the conversation and support action
- Your zip-code says more about your health than your genetic code
- Disparities come from power imbalances, structural inequality, and discrimination
- Prioritizing action and resources towards decreasing disparities improves Health Equity
- Data helps you tell your story and make your case for change
- There are many potential allies and several resources available to help

QUESTIONS?

Michael O'Neill

mloneill418@gmail.com

360-430-0546

THANK YOU!