ADVANCING HEALTH EQUITY THROUGH STRATEGIC PARTNERSHIPS

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www.countyhealthrankings.org
County Health Rankings & Roadmaps is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

www.countyhealthrankings.org
GO TO WEBINAR ATTENDEE INTERFACE

1. Viewer Window

2. Control Panel
We, as a nation, will strive together to create a culture of health enabling all in our diverse society to lead healthy lives, now and for generations to come.
DEFINING HEALTH EQUITY
Attainment of the highest level of health for all!
HOUSING

The birth of Suburbia in America

Levittown, NY

Bronx, NY
WAGE GAP

STILL UNEQUAL PAY

WOMEN GET PAID 77¢ FOR EVERY $1 MEN EARN

GUIDING QUESTION

What steps can you take to improve health equity in your community?
County Health Rankings:
Defining health in the broadest possible terms

- Health Outcomes
  - Length of Life (50%)
  - Quality of Life (50%)

- Health Factors
  - Health Behaviors (30%)
    - Tobacco Use
    - Diet & Exercise
    - Alcohol & Drug Use
    - Sexual Activity
  - Clinical Care (20%)
    - Access to Care
    - Quality of Care
  - Social & Economic Factors (40%)
    - Education
    - Employment
    - Income
    - Family & Social Support
    - Community Safety
  - Physical Environment (10%)
    - Air & Water Quality
    - Housing & Transit

Policies & Programs
Roadmaps to Health: Harnessing the collective power of leaders, partners & community
TODAY’S GUESTS...

Kadie Peters  
VP of Community Impact for Health  
United Way of Central Alabama

Greg Townsend  
Health Service Administrator  
Jefferson County Department of Health

Dr. Monica Baskin  
Professor  
School of Medicine  
University of Alabama at Birmingham
LOCAL COLLECTIVE IMPACT MOVEMENT

OUR VISION: Jefferson County is a healthy, thriving and connected community, and is recognized as such statewide and nationally.

- Founded in 2007
- Long term effort to improve health outcomes & community health
- Leveraged more than $13 million that directly supports member organizations
COMMITTED “BACKBONE” ORGANIZATIONS

United Way of Central Alabama, Inc.

COMMUNITY FOUNDATION OF GREATER BIRMINGHAM

Jefferson County Collaborative for Health Equity

YMCA of Greater Birmingham

100 YEARS OF CARING

Where People, Place, and Power Matter
MEASURING OUR PROGRESS
MEASURING OUR PROGRESS

ALABAMA LAW SAYS
TATTOO SHOPS HAVE TO BE INSPECTED
CHILD CARE CENTERS DON'T

ADVISORY
When you smoke, your child smokes.
1-800-QUIT-NOW
Your zip code may be more important than your genetic code in predicting your health outcomes and life expectancy.
SOCIAL DETERMINANTS OF HEALTH

Our opportunities for better health begin where we live, learn, work and play.
• Diverse groups who are focused on a common goal
• Priorities are evidence-based address local issues
• Partners share/leverage resources by working on activities that align with their organization’s mission
## GUIDING PRINCIPLES

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<thead>
<tr>
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<th>THE GUIDING PRINCIPLES</th>
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<tbody>
<tr>
<td>1</td>
<td>Involve people negatively impacted by health disparities in development, implementation, and evaluation.</td>
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<td>2</td>
<td>Ensure objectives target people and communities negatively impacted by health disparities.</td>
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<td>3</td>
<td>Ensure health equity messages are appropriate and widely disseminated.</td>
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<td>4</td>
<td>Value both community and technical expertise.</td>
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<td>5</td>
<td>Support and build community capacity to act.</td>
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<td>6</td>
<td>Leverage opportunities to advance health equity.</td>
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Available at: [http://www.healthequityAL.com](http://www.healthequityAL.com).
MAKING AN IMPACT
MAKING AN IMPACT

- Conversations
- Missions
- Embedding
- Structural/Organizational change
HEALTH EQUITY: VISION TO REALITY

1. Health Equity is Understood

2. Health Equity is a Shared Vision

3. Health Equity is a Factor in Decision Making

4. Health Equity is included in Implementation

5. Health Equity is In All Policies
HEALTH EQUITY: VISION TO RESHAPE REALITY
NATIONAL PARTNERSHIPS

CULTURE OF HEALTH LEADERS

CommonHealth ACTION

Joint Center PLACE MATTERS

Collaboratives for Health Equity
Where People, Place and Power Matter

County Health Rankings & Roadmaps
Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program
NATIONAL PARTNERSHIPS

• Technical Assistance
• Training
• Resources
• Networking
NEXT STEPS

- Add health equity metrics to progress reports for overall partnership
- Equity, Diversity, Inclusion (EDI) Training
- Facilitate ongoing dialogue with broad community after EDI training
OTHER ADVICE

• Tell a compelling story
• Create and use a common language
• Set specific, achievable, and measurable goals
• Reassess priorities as needed
• Celebrate your success
GUIDING QUESTION

What steps can you take to improve health equity in your community?
COMMUNITY COACHES

SUPPORTING YOUR COMMUNITY’S JOURNEY TOWARD HEALTH
QUESTIONS
POST-WEBINAR CONVERSATION: ADVANCING HEALTH EQUITY

- **When:** May 2nd, 3:00 EST
- **Why:** deepen the webinar learning AND strengthen
- **What:** interactive learning experience, opportunity to share ideas and ask questions
- **How:** videoconference and/or phone
- **Who:** YOU! (Space is limited)
POST-WEBINAR CONVERSATION NEXT STEPS

› Register

› Check technology

› Be prepared to discuss
  – Where are there opportunities to address health equity in your community?
  – Where is more work needed in your community?
  – What are some options for addressing areas of need?
STAYING CONNECTED

› Follow @CHRankings
› Like Facebook.com/CountyHealthRankings
› e-Newsletter, email chr@match.wisc.edu to subscribe
REFLECTION QUESTIONS

- Who else do you need to share this information with?
- What is one idea for action that you’re taking from this webinar?
THANK YOU!

www.countyhealthrankings.org

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