

BROADBAND: A SUPER DETERMINANT OF HEALTH

December 14, 2021

countyhealthrankings.org



Support
provided by



Robert Wood Johnson
Foundation

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County Health Rankings & Roadmaps is a program of the
University of Wisconsin Population Health Institute.



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YOUR FACILITATORS TODAY



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CHR&R



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Communications Specialist
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Collaborative Learning Director
Healthy Places by Design

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GROWING COMMUNITY POWER TO IMPROVE HEALTH EQUITY



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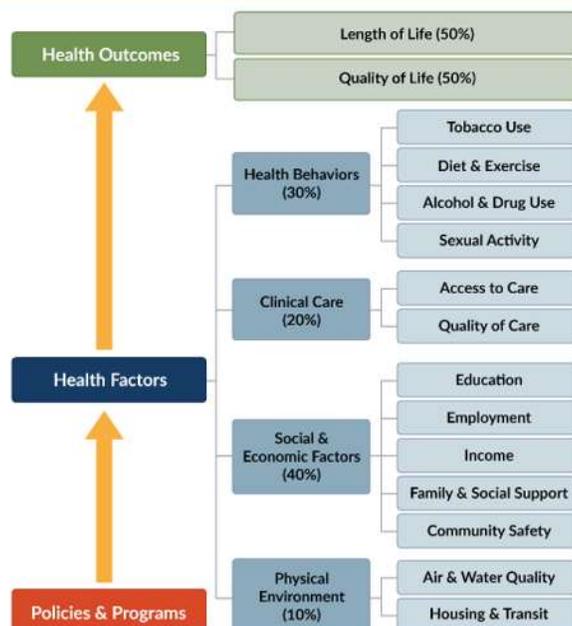
WHY IS BROADBAND A SUPER DETERMINANT OF HEALTH?



- Education access
- Employment opportunities
- Healthcare services
- Social connectedness

Photo by Ralston Smith on Unsplash

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County Health Rankings model © 2014 UWPHI

Broadband access influences our opportunity to act upon all health factors that determine health outcomes.

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Explore the data. Review a strategy. Create change.

Drive change in your community by **addressing disparities in access to broadband**

Digital redlining traces back to federal government's redlining of the 1930s
MILWAUKEE COUNTY



EXPLORE THE DATA
Digital Redlining

REVIEW A STRATEGY
Broadband initiatives for unserved and underserved areas

CREATE CHANGE
Broadband: A Super Determinant of Health

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

WHERE IS BROADBAND ACCESS LIMITED?

Rural America



Urban Pockets



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MEET CHRISTINE MUGANDA



Christine Muganda
CHR&R Data &
Analytics Team Leader

Where is broadband access limited in states?

What is digital redlining and its effects?

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MEET KIRAN BAINS



Kiran Bains
President & CEO
SA2020

Creating a plan to address digital inequities works.

Closing the digital divide.

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CALLING ALL TWITTER USERS!

LET'S RE-TWEET NOW...



Follow @CHRankings

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JOIN US FOR MORE DISCUSSION – TODAY!

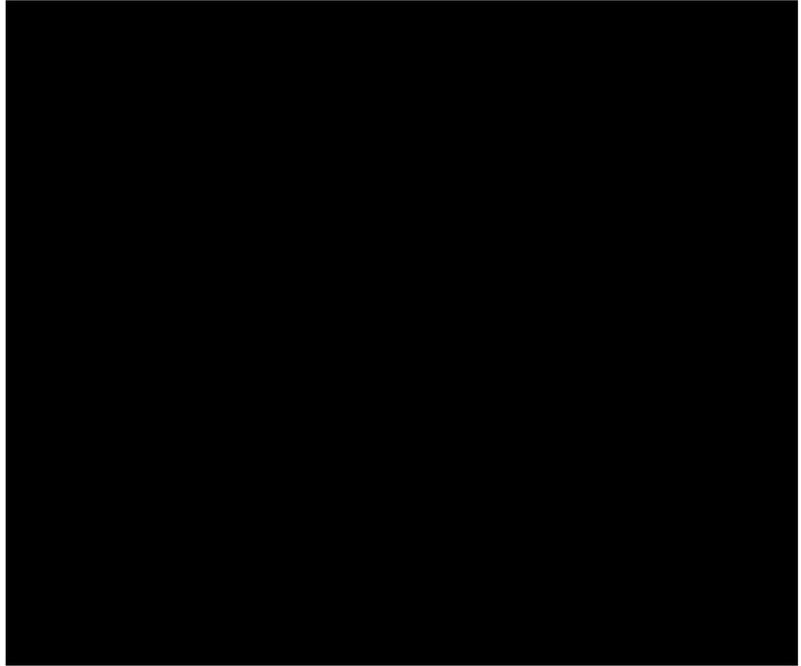
- ▶ **When:** Immediately following the webinar
- ▶ **What:** Interactive learning experience, opportunity to share ideas and ask questions
- ▶ **How:** Videoconference and/or phone via Zoom
- ▶ **Why:** Deepen the webinar learning, allow further exploration



Photo by Chris Montgomery on Unsplash

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Low
Broadband
access joins
layered
symptoms of
disinvestment.



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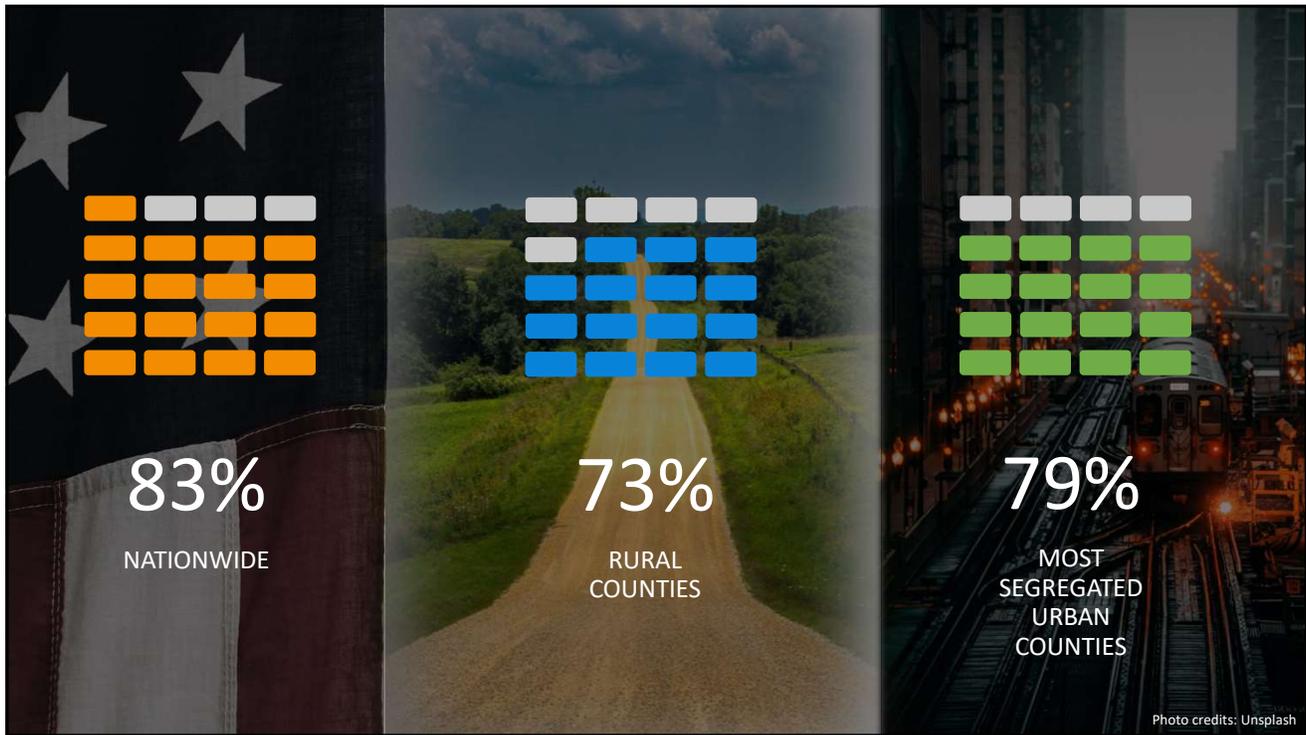
A photograph of a yellow sign with a white Wi-Fi symbol and the text "FREE WIFI" in white capital letters. The sign is slightly out of focus, and the background is blurred, showing what appears to be an indoor setting with other people and lights.

“Internet access is a critical part of modern life if you think about things like health care, education, employment, and banking.”

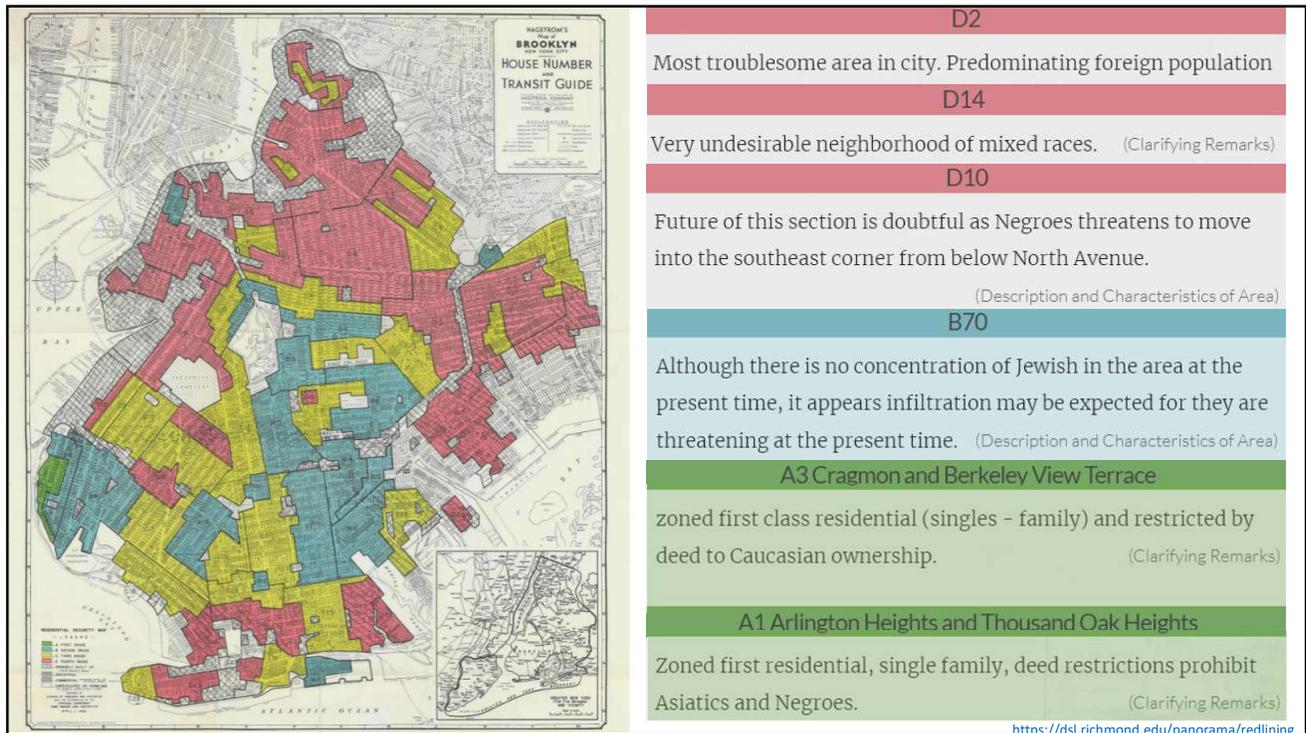
Kirsten Johnson, Commissioner of Health for the City of Milwaukee

Photo credit: Unsplash

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The practice of creating and perpetuating inequities based on anticipated return on investment is ongoing.

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What are the implications?



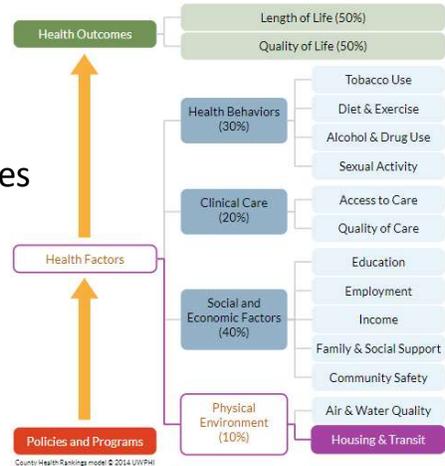
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Broadband Access

Percentage of households with broadband internet connection

Data: American Community Survey, 5-year estimates

Health Factor Area: Physical Environment



County Health Rankings & Roadmaps Resources



STRATEGY

Broadband initiatives for unserved and underserved areas



LEARNING GUIDE

Introduction to Equity



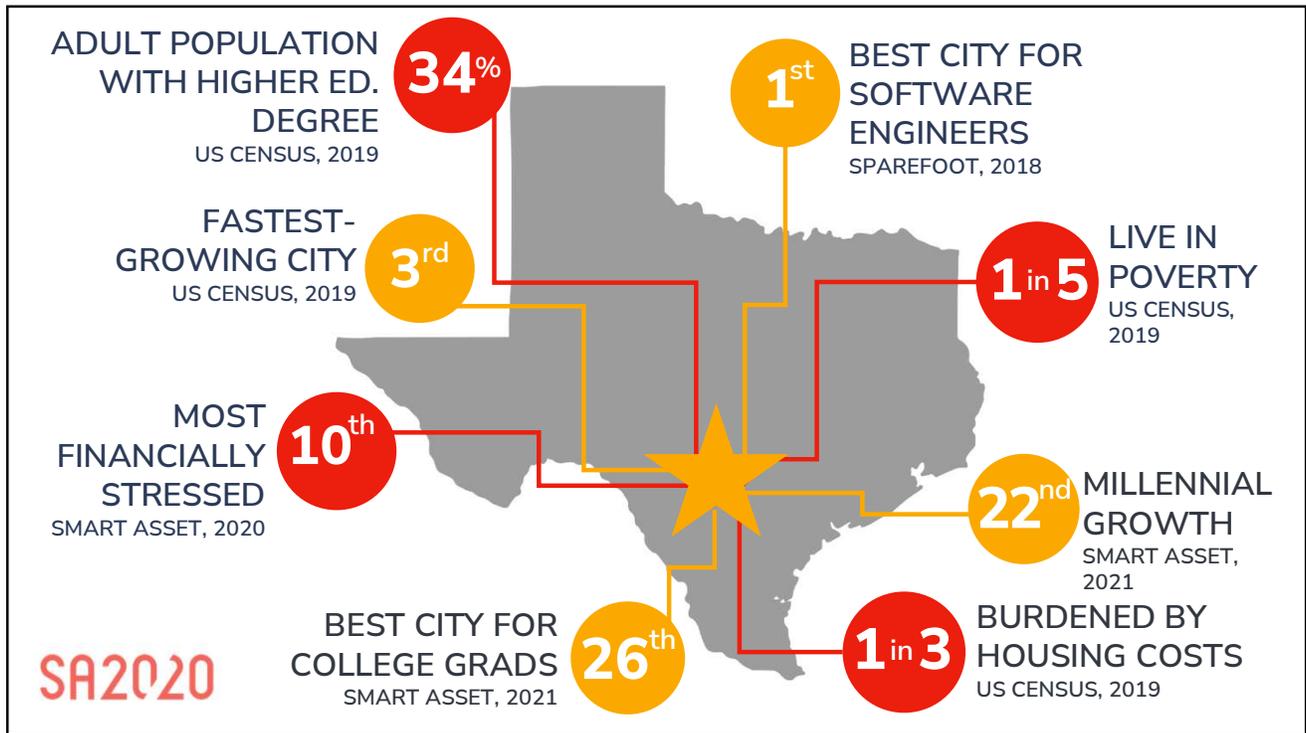
LEARNING GUIDE

Understand and Identify Root Causes of Inequities



LEARNING GUIDE

Develop Strategies to Promote Health and Equity



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Explore San Antonio's Community Vision

SA2020.org/data



Arts, Culture, Historic Preservation, Creative Economy



Community, Leadership, Institutional Accountability, Equity, Civic Engagement



Downtown, Neighborhoods, Tourism, Center City, Livability



Early Childhood Education, K-12 Education, Higher Ed, Lifelong Learning, Youth Development



Environment, Climate Action, Resiliency, Sustainability, Natural Resources, Green Economy



Innovation, Economic Development, Quality of Life, Entrepreneurship, Workers, Local Business



Neighborhoods, Community, Home, Parks & Green Spaces, Affordable Housing, Growth



Physical Health, Mental Health, Health Access, Food Security



Transportation, Public Transit, Accessibility, Connectivity, Walkability, Micro-Mobility

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In 2030, San Antonians are among the healthiest in the nation in a community that provides comprehensive support and resources for physical and mental lifelong well-being.

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San Antonio's Community Vision has led to **Big, Bold Efforts**



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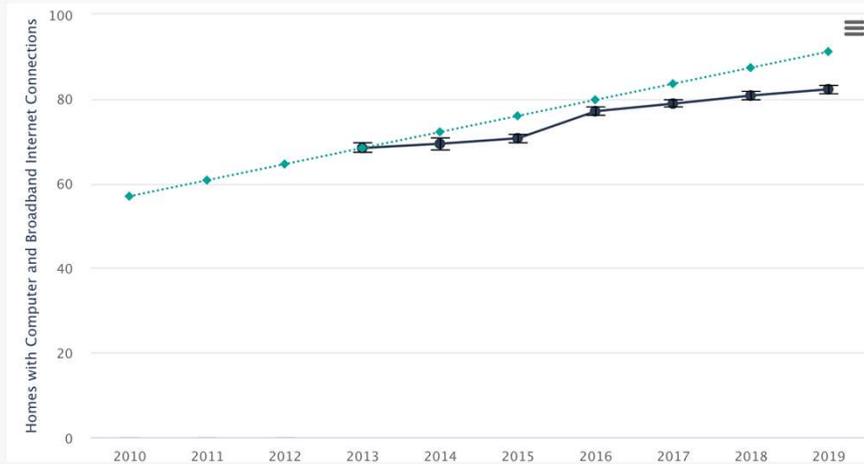
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Improve Digital Access

2030 Goal: Increase percentage of homes with computer and broadband internet connection to 100%.

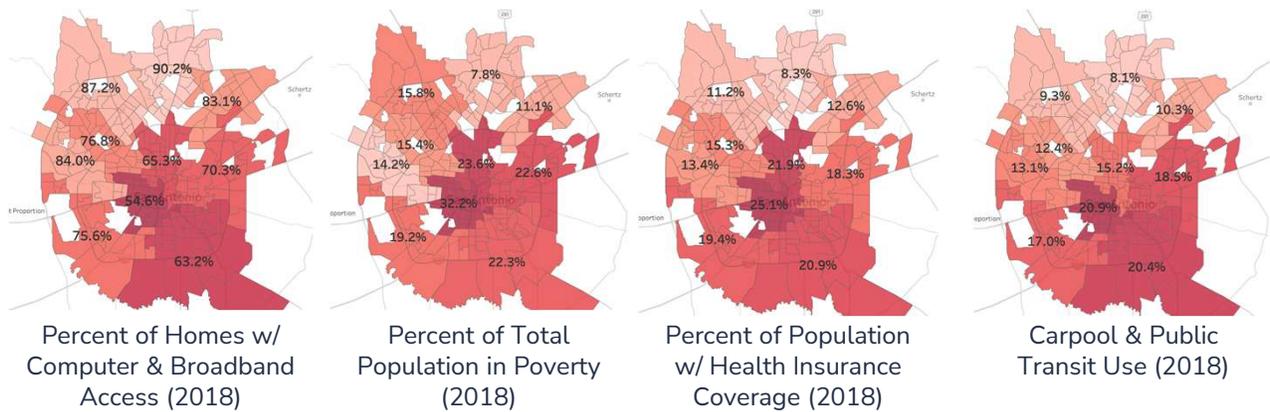


Source: U.S. Census Bureau American Community Survey 1-Yr Estimate, Table B28003

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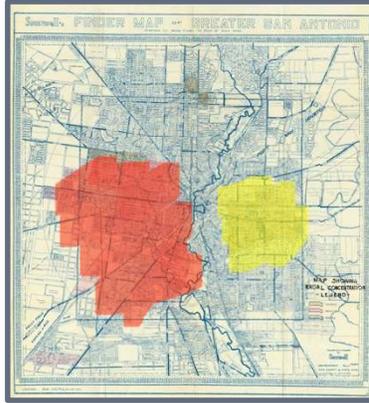
San Antonio's City Council Profiles



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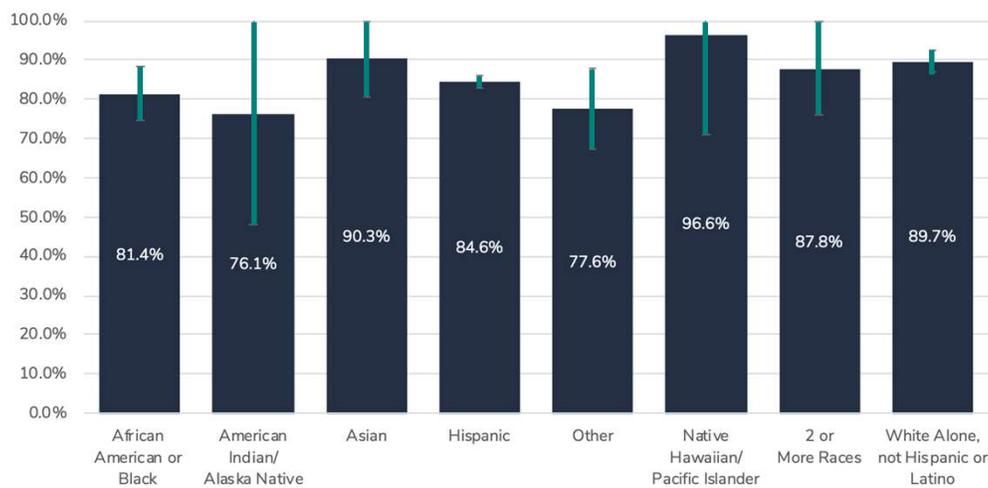
History of Institutions & Race in San Antonio



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Percent of Households w/ Computer & Broadband Internet Access in San Antonio by Race/Ethnicity



Source: US Census Bureau American Community Survey 1-Year Estimate, Table B28003 (2019)

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Source: Scott Ball / San Antonio Report

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RESULTS DRIVEN
DATA INFORMED
PEOPLE POWERED
SYSTEMS FOCUSED

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To Reach the Community Vision

Recognize that we are part of the institutions and systems we seek to change: **SELF**

Interact productively with—
and learn from—others: **TEAMS**

Collaborate across teams:
ORGANIZATIONS/INSTITUTIONS

Work across boundaries to
co-create the future: **SYSTEMS**



Adapted from the Academy for Systems Change

SA2020

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POLL

- ▶ My understanding of how broadband access determines health has
- ▶ Significantly improved.
- ▶ Moderately improved.
- ▶ A little improved.
- ▶ Not improved.

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QUESTIONS?

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WE WANT TO HEAR FROM YOU!

Click the link to answer a few questions about today's webinar

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Photo by Brooke Cagle on Unsplash

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

OBSERVING NATIONAL DAY OF RACIAL HEALING!



Photo credit: NPR



Photo credit: Blackpost.org

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JOIN US FOR OUR NEXT WEBINAR

Exploring the connection
between racial healing and
health

January 18, 2022

Register at
countyhealthrankings.org/webinars



Hafizah Omar
Assistant Director,
Living Cities



Amber Johnson
Equity, Inclusion and
Racial Conciliation
Manager
City of Charleston, SC

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Post-Webinar Discussion Group

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THANK YOU!

Visit us at www.countyhealthrankings.org

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