

County Health
Rankings & Roadmaps

Building a Culture of Health, County by County

Webinar

Pursuing environmental justice and equity
December 13, 2022

countyhealthrankings.org



1

County Health
Rankings & Roadmaps

Building a Culture of Health, County by County

**We can organize a world where we
all have what we need to thrive.**



2

Environmental

Equity vs. Justice



Photo Credit: Change.org



Photo Credit: Paul J. Richards/AFP/Getty Images



Photo Credit: USA Today Network/VIA Reuters

3

Environmental Equity

Describes a country, or world, in which no single group or community faces disadvantages in dealing with environmental hazards, disasters, or pollution.

Environmental equity is a basic human right.

Environmental Justice

Is the act of protecting that human right, involving actions and activism necessary to highlight inequities and level the playing field.

Equity cannot be achieved without justice.

Definitions provided by MobilizeGreen

4

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

The who and where of environmental inequities

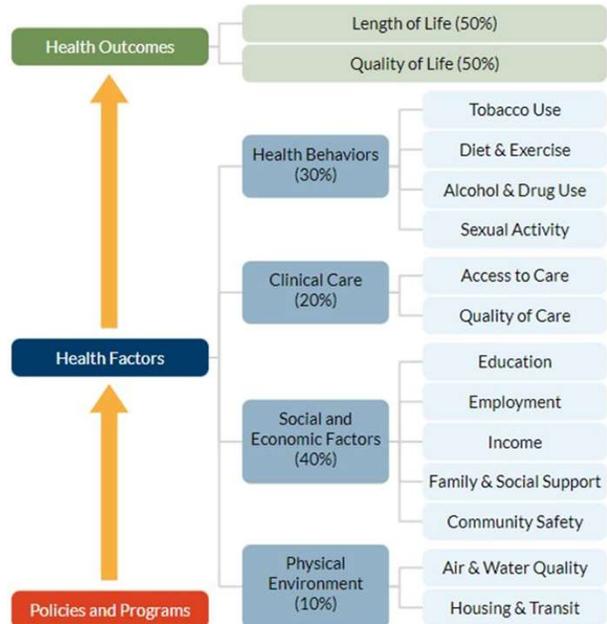
People of color
Poor neighborhoods
Tribal communities



5

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

Our environment shapes our health outcomes



County Health Rankings Model © 2014 UWPHI
County Health Rankings Model ©2014 UWPHI

6

This is what environmental equity looks like...



Access to fresh food



Clean air + green space



Safe + energy efficient housing



Access to clean water

7

Creating communities like this requires us to embrace environmental justice

8

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

Our guests



Marcia Caton Campbell, PhD
Executive Director
Rooted



Sarah Karlson
Rooted's Education
Director and Badger Rock
Farm and Education
Manager

Welcome

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



Join Us! Discussion Group

When: Immediately following the webinar

What: Interactive learning experience,
opportunity to share ideas and ask
questions

How: Zoom

Why: Deepen the webinar learning, allow
further exploration



Questions we will explore...

What policies support environmental equity?

How do we engage partners in environmental justice and equity work?

What does environmental justice look like in action?

11



Collaborations rooted in
food, land and learning

12

Policy Change Promoting Environmental Equity

- Inclusionary housing
- Neighborhood revitalization
- Parks and open space
- Public transportation
- Brownfields remediation
- Food access
- Urban agriculture zoning



JOHNSONS PARK INITIATIVE | Milwaukee, WI



15



16

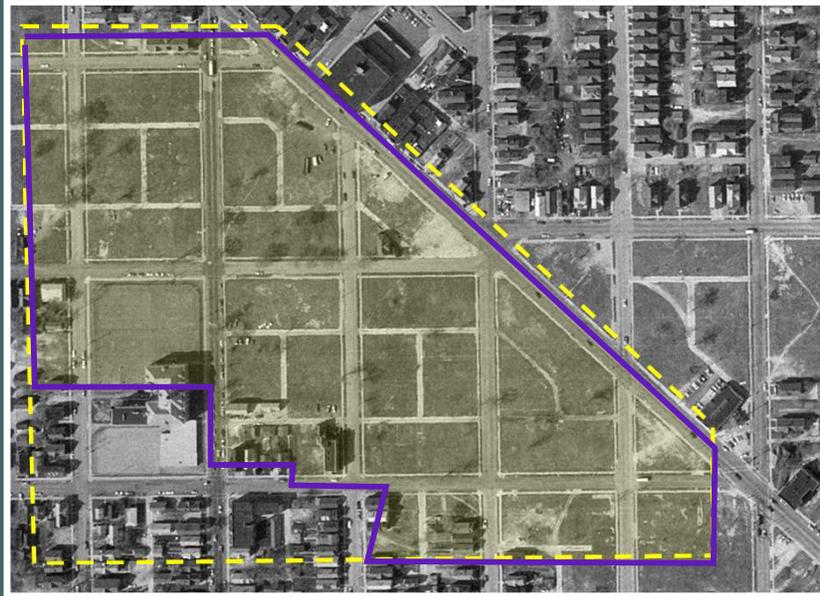


17



Lindsay Heights Neighborhood (Milwaukee, WI) - 1956

18



Lindsay Heights Neighborhood (Milwaukee, WI) - 1980

19



Lindsay Heights Neighborhood (Milwaukee, WI) - 1996

20



21



22

Basic Organizing Principles

- Bring together residents and community-anchored organizations
- Build trust through dialogue and action
- Plan, pilot, assess...then deepen programs
- Celebrate the small successes— together they make big wins!

Planning to Advance Equity

City of Madison Racial Equity and Social Justice Initiative (RESJI)

23

23



24

Karen Washington

“‘Food apartheid’ looks at the whole food system, along with race, geography, faith, and economics...[w]hen we say ‘food apartheid,’ the real conversation can begin.”

<https://www.guernicamag.com/karen-washington-its-not-a-food-desert-its-food-apartheid/>



25

25



26

Food Justice

Universal right of all people to have access to nutritious, affordable, culturally relevant food

Movement aims to address disparities in food access by examining and addressing the structural roots of inequities in our food system



27

27

Healthy Food Access



28

Land Access



29

Food Sovereignty

Supports community control of food systems and communities' right to define their own food and agriculture systems



30

30

Community-Led Work

Centers and follows the lead of the community because our community members know best what they want and need



31

31

Community Experts Inform and Teach

- Neighborhood Center Advisory Council
- Stipends for community garden leaders
- Guest educators and community leaders



32

32

Youth Programming



33

33

Youth Garden Sites

In-person, on-site gardening and culinary arts/nutrition education for kids at

- Badger Rock Neighborhood Center
- Goodman Youth Farm
- Troy Kids' Garden



34

34

AmeriCorps Farm to School

Rooted's AmeriCorps staff help to support 8 public school gardens serving more than 1,200 Madison students



35

35

Support for Educators

Rooted makes Farm to Early Care and youth garden education accessible statewide through developing and sharing resources



36

36

Economic Opportunities



37

37

Markets, Farm Stands, and Community Meals

- Badger Rock Community Market
- CommUNITY Dinners
- Thursday Nights at Troy



38

38

Badger Rock Kitchen Business Incubator

Commercial kitchen space for small businesses with an emphasis on BIPOC-owned businesses



39

39

Youth Employment

20 high school students work alongside Rooted staff and community mentors to develop job, leadership, and life skills in many aspects of the food system



40

40

POLL

Do feel you could adapt the strategies shared during the webinar to use within your community?

Yes

No

Maybe

41

Questions?



42

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

**Click on survey
link in the chat**



43

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



Dr. Nia Aitaoto
Associate Professor,
University of Utah's
College of Health &
Adjunct Associate
Professor, John A. Burns
School of Medicine,
University of Hawai'i at
Mānoa



Tony Watkins
Community Organizer
Albuquerque, New Mexico

**Observing the 7th
National Day of Racial
Healing**

January 18, 2023

44

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

New from CHR&R!

Easier ways to access data
and find resources

By location

By topic

Raw Data

Visit your county snapshot today!

45

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



Join Us! Discussion Group

When: Immediately following the webinar

What: Interactive learning experience,
opportunity to share ideas and ask
questions

How: Zoom

Why: Deepen the webinar learning, allow
further exploration



46

Stay Connected

-  Facebook.com/CountyHealthRankings
-  Follow @CHRankings
-  Sign up for our newsletter
CountyHealthRankings.org/subscribe
-  Linkedin.com/company/county-health-rankings-roadmaps

47



48