

# TRANSFORMING NARRATIVES TO CREATE RACIAL AND HEALTH EQUITY

*Part 2 of Advancing Racial Equity Webinar Series*

*June 15, 2021*

[countyhealthrankings.org](http://countyhealthrankings.org)



Support  
provided by

Robert Wood Johnson  
Foundation



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## YOUR FACILITATORS TODAY



**Ericka Burroughs-Girardi**  
Senior Outreach Specialist  
CHR&R



**Selma Aly**  
Community Coach  
MATCH



**Joanne Lee**  
Collaborative Learning Director  
Healthy Places by Design



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## TODAY'S GUESTS



**T. Gonzales**  
Director  
Center for Health Equity  
Louisville Metro Department of  
Public Health and Wellness



**Jonathan Heller**  
Senior Health Equity Fellow  
University of Wisconsin  
Population Health Institute



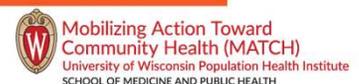
**Paula Tran Inzeo**  
Director  
Mobilizing Action Toward  
Community Health



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## QUESTIONS WE WILL ANSWER

- What** Are narratives and how are they created?
- How** Can racism influence narratives?
- How** Can we transform narratives to be inclusive?



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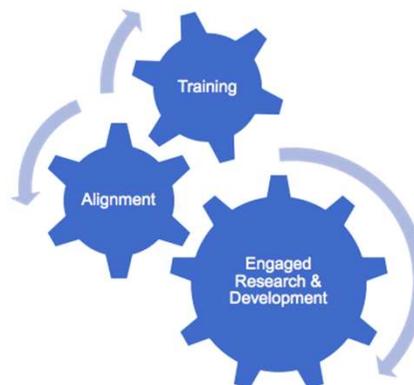
## MEET CHR&R



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## MEET MATCH

- ▶ MATCH develops and deploys programs and resources and engages in collaborative partnerships that support strategic community-driven efforts.
- ▶ Through a field building approach, we work to *evolve practice, focus priorities* and *shift power* to support collective action on root causes of health and equity.
- ▶ MATCH does this through 3 “hubs”:
  - Training
  - Alignment
  - Engaged Research and development



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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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## FORBES: MAY 16, 2021

BREAKING | 17 hours ago

### Fauci: Coronavirus Pandemic Unveiled The ‘Undeniable Effects Of Racism’ In U.S.

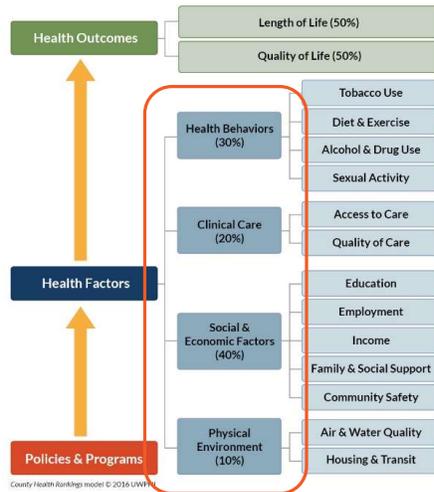
“Righting this wrong will take a decades-long commitment,” Fauci said Sunday.

By **Carlie Porterfield** Forbes Staff



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## HOW DOES RACISM INFLUENCES HEALTH?



Racism prevents opportunity to improve factors that influence health.

### Snaps over claps: An old-new way to applaud

May 27, 2021



## NARRATIVE

- ▶ A collection of value-based meta-stories about how and why the world operates.
- ▶ These stories (or narratives) can shape public thinking, including our collective sense of responsibility and possibility.



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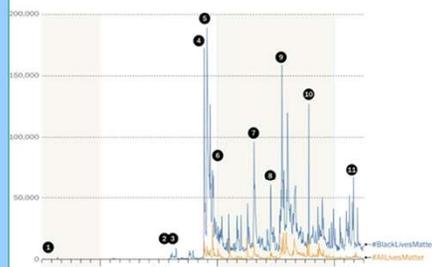
Photo by Andrew "Donovan" Valdivia on Unsplash

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Source: Our Minnesota Future & Narrative Initiative

**From July 12, 2013, to March 31, 2016, #BlackLivesMatter was used eight times as often as #AllLivesMatter**

Number of Twitter posts mentioning each hashtag: July 12, 2013, to March 31, 2016



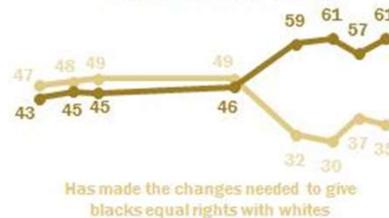
- |            |                                                                                  |             |                                                                          |
|------------|----------------------------------------------------------------------------------|-------------|--------------------------------------------------------------------------|
| 1 7/12/13  | Hashtag #BlackLivesMatter first appears on Twitter                               | 6 12/20/14  | Two police officers are killed in N.Y. while sitting in their patrol car |
| 2 7/17/14  | Eric Garner dies in N.Y. after being arrested                                    | 7 4/18/15   | Freddie Gray dies in Baltimore while in police custody                   |
| 3 8/9/14   | Michael Brown is killed during an encounter with police officer in Ferguson, Mo. | 8 6/17/15   | Shooting at church in Charleston, S.C., kills 9 people                   |
| 4 11/22/14 | Tamir Rice is killed by police in Cleveland while playing with a toy gun         | 9 7/13/15   | Sandra Bland is found hanged in Texas jail cell                          |
| 5 11/24/14 | Prosecutor announces there will be no indictment in Michael Brown case           | 10 10/13/15 | Bernie Sanders defends #BlackLivesMatter in debate                       |
|            |                                                                                  | 11 2/28/16  | 2016 Oscars                                                              |

Source: Pew Research Center analysis using Crimson Hexagon, "Social Media Conversations About Race"  
PEW RESEARCH CENTER

**Majority says country needs to continue making changes for racial equality**

% who say the country ...

Needs to continue making changes to give blacks equal rights with whites



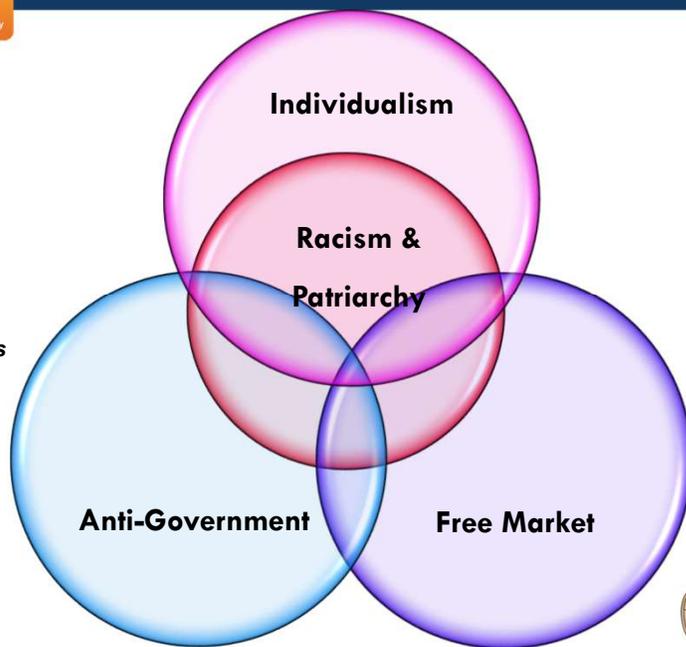
Has made the changes needed to give blacks equal rights with whites

2009 2011 2013 2015 2017

Note: Don't know responses not shown. Q50hh.  
Source: Survey conducted June 8-18 and June 27-July 9, 2017.

PEW RESEARCH CENTER

Source: Grassroots Policy Project



## DEVELOPING TRANSFORMATIVE NARRATIVES

Convene a group of equity-minded allies, including those most impacted by inequities

Start with a conversation about shared values and beliefs

Define and discuss narrative power

Unmask currently dominant narratives and how they are a barrier to progress

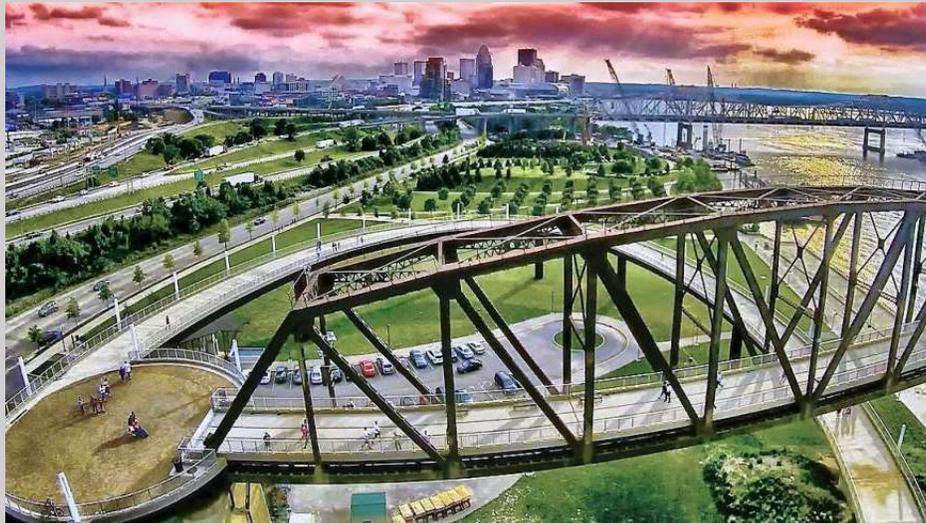
Discuss transformative narratives and develop that into a 1 pager everyone can work from

Examples:

- [Developing a Transformational Criminal Justice Narrative: A Toolkit](#) – Human Impact Partners
- [A Narrative of Rural Abundance](#) – Grassroots Policy Project



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The Big Four Bridge  
Louisville, KY



CENTER  
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# Louisville Center for Health Equity

The Louisville Metro Center for Health Equity was the first such center in the United States to be housed within a municipal government. Established by Dr. Adewale Troutman in 2006 to promote awareness, dialogue, and action.

## Our Vision

A healthy Louisville where everyone and every community thrives

## Our Mission

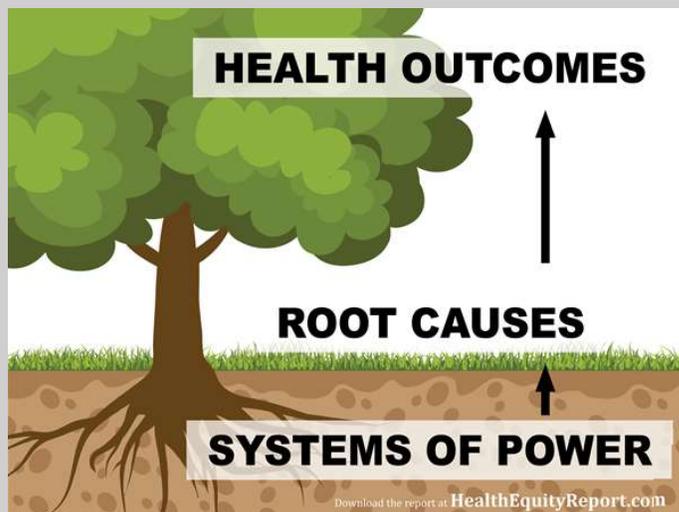
To achieve health equity and improve the health and well-being of all Louisville residents and visitors



**CENTER FOR HEALTH EQUITY**  
A Division of Public Health and Wellness

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Creating a Shared Definition of Equity



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# Messaging A Narrative of Equity

- Health is more than health care.
- Health inequities are neither natural nor inevitable.
- The choices we make are shaped by the choices we have.
- Racism imposes an added health burden.



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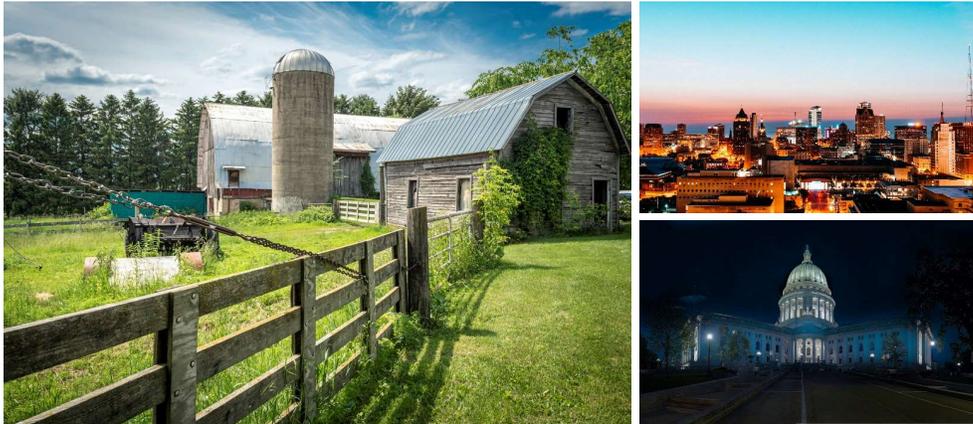
## What we practice

IN OUT WITH



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## WISCONSIN HEALTH EQUITY NARRATIVE



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## NARRATIVE AND POWER: WHO NEEDS TO BE AT THE TABLE

“Convene a group of equity-minded allies, including those most impacted by inequities”

- ▶ Sectors: local and state public health, community organizers, health care, government
- ▶ Geographic distribution
- ▶ Urban and Rural
- ▶ Influential stakeholders

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## DOMINANT (TOXIC) NARRATIVE

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- ▶ The role of government needs to stay narrow – let's focus on pro-market solutions.
- ▶ Individuals make or break their health and wealth.
- ▶ Better health is about investing in medical advances and services.
- ▶ We are powerless to transform society to achieve health for all.
- ▶ Your gain is my loss-we live in a zero-sum game society.

## TRANSFORMATIVE NARRATIVE

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- ▶ All people have inherent dignity and autonomy .
- ▶ Everyone deserves a just opportunity to thrive.
- ▶ In Wisconsin, we take care of each other.
- ▶ We believe in meaningful inclusion in decision making that affects our own lives.
- ▶ We know achieving a better Wisconsin for all is both process and outcome.
- ▶ We have what it takes to transform Wisconsin so that everyone is better off.

## Gov. Evers Declares Racism a Public Health Crisis

In a Department of Health Services briefing normally reserved for COVID-19 updates, the governor declared racism a public health crisis that "has harmed generations of black and brown Wisconsinites."



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## LESSONS

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- ▶ It's about power- which means there will be tension and it needs to be relational
- ▶ About multiple truths
- ▶ Not about rebuttals to the dominant narrative, necessarily
- ▶ Not just about words, but also shapes what we do and how we do it
- ▶ Process (capacity building) and outcome
- ▶ Start from where you are and the assets you have

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## POLL

- ▶ My understanding of how narratives can be transformed has
  - Significantly improved.
  - Moderately improved.
  - A little improved.
  - Not improved.

## CHR&R'S EQUITY ACTION LEARNING GUIDES

### Action Learning Guides

Dig into specific topics with a blend of guidance, tools, and hands-on practice and reflection activities.

#### Understand and Use Data to Improve Health

 <p><b>What Are Data?</b></p> <p>This guide introduces you to different types of data, different methods for measuring the health of your community, and common sources of data that you can access to support your work.</p> <p><a href="#">Get Started &gt;</a></p>	 <p><b>Why Use Data?</b></p> <p>Explore the many ways you might use data in your own community, from assessing your areas of strength to supporting policy change that will address health inequities.</p> <p><a href="#">Get Started &gt;</a></p>	 <p><b>Improving Data Fluency</b></p> <p>Ready to gain a deeper understanding of the kinds of data available and why they matter to community health improvement? This guide will help you make sense of new and existing data.</p> <p><a href="#">Get Started &gt;</a></p>
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- ▶ Blend of guidance, tools, and hands-on practice to help you get started and support community change
- ▶ Topics include:
  - Promoting health and equity
  - Understanding root causes of inequity and
  - Partnering with residents



Photo by Wonderlane on Unsplash

## QUESTIONS?



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## WE WANT TO HEAR FROM YOU

## EXPLORING ASIAN AMERICAN AND NATIVE HAWAIIAN/PACIFIC ISLANDER IDENTITY AND HEALTH EQUITY



**Francisco S. Sy, MD, MS, DrPH**  
Professor & Chair  
Department of Environmental and  
Occupational Health  
University of Nevada-Las Vegas



**Simona Kwon, Dr.PH, MPH**  
Co-Director  
New York University Center  
for the Study of Asian  
American Health

Register today at [www.countyhealthrankings.org/webinars](http://www.countyhealthrankings.org/webinars)



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## ...& MUCH MORE ON THE CHR&R WEBSITE



• [Facebook.com/CountyHealthRankings](https://www.facebook.com/CountyHealthRankings)



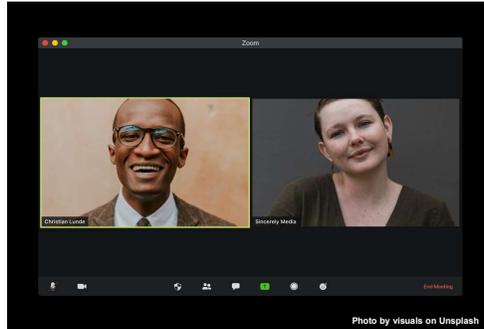
• Follow [@CHRankings](https://twitter.com/CHRankings)



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[CountyHealthRankings.org/subscribe](http://CountyHealthRankings.org/subscribe)

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## TALK TO A TEAM MEMBER!



**WE'RE HERE TO HELP.**

[COUNTYHEALTHRANKINGS.ORG/ABOUT-US/CONTACT-US](https://www.countyhealthrankings.org/about-us/contact-us)

visit us at [www.countyhealthrankings.org](https://www.countyhealthrankings.org)

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*Webinar Discussion Group*

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