TRANSFORMING NARRATIVES TO CREATE RACIAL AND HEALTH EQUITY

Part 2 of Advancing Racial Equity Webinar Series

June 15, 2021

countyhealthrankings.org

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
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

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?
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
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

---

FORBES: MAY 16, 2021

**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
HOW DOES RACISM INFLUENCES HEALTH?

Racism prevents opportunity to improve factors that influence health.

Snaps over claps: An old-new way to applaud

May 25, 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.

Photo by Andrew “Donovan” Valdivia on Unsplash
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

The Big Four Bridge
Louisville, KY
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
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.

What we practice

IN  OUT  WITH
WISCONSIN HEALTH EQUITY NARRATIVE

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
DOMINANT (TOXIC) NARRATIVE

- 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

- 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.
LESSONS

▪ 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
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

- 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
QUESTIONS?

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

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

• Facebook.com/CountyHealthRankings
• Follow @CHRankings
• Sign up for our newsletter CountyHealthRankings.org/subscribe
TALK TO A TEAM MEMBER!

WE'RE HERE TO HELP.
COUNTYHEALTHRANKINGS.ORG/ABOUT-US/CONTACT-US

visit us at www.countyhealthrankings.org

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

Webinar Discussion Group
THANK YOU!

PHOTO CREDITS

Photo by Chris Boese on Unsplash

Tom Barrett on Unsplash

Michael on Unsplash