

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

A Robert Wood Johnson Foundation program

RANKINGS IN ACTION: COMMUNITY ENGAGEMENT FOR HEALTH EQUITY, RACIAL & SOCIAL JUSTICE

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www.countyhealthrankings.org

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SCHOOL OF MEDICINE AND PUBLIC HEALTH

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

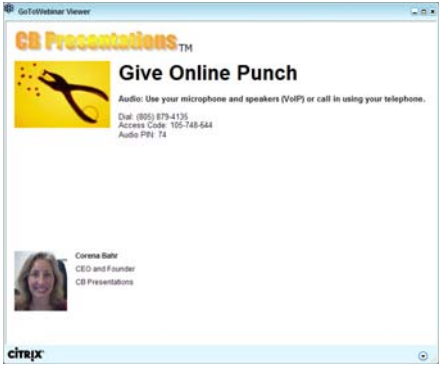
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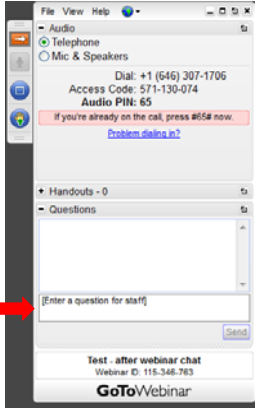
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GO TO WEBINAR ATTENDEE INTERFACE

1. Viewer Window



2. Control Panel



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OUTLINE

- County Health Rankings & Roadmaps overview
- Communities in Action: Everett, MA
- Q & A
- Summary & Close
- After-class chat with the guests

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GUIDING QUESTION

How can communities address potential racial and social justice issues through community engagement?

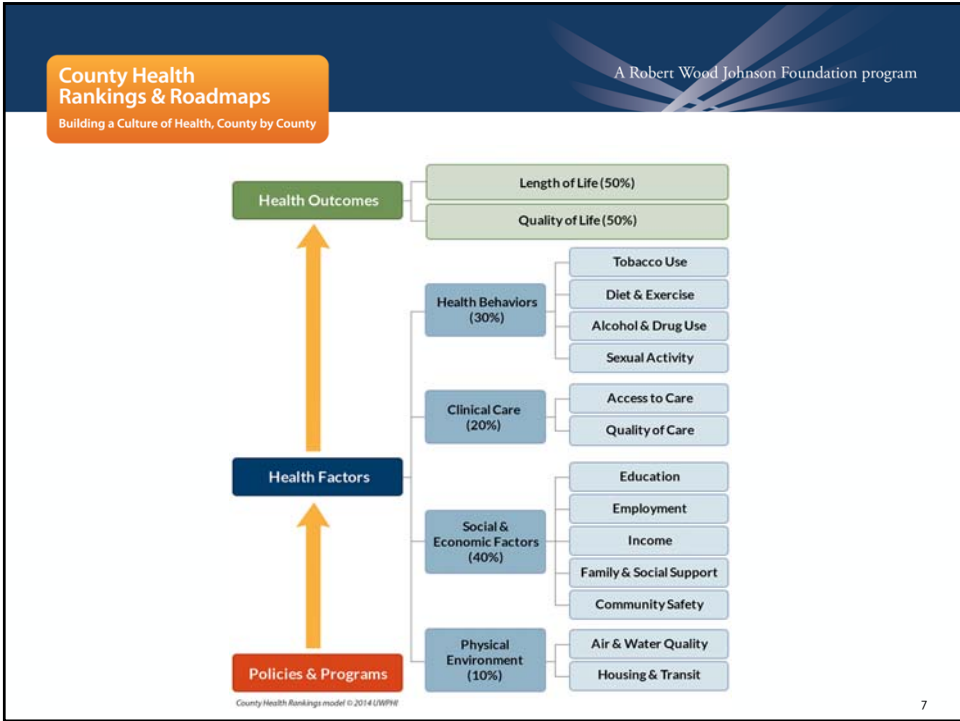
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REFLECTION QUESTIONS

- Who else do you need to share this information with?
- What is one idea for action that you're taking from this webinar?
- What else do you need to know to take action/use this information?



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Ready to take action, but not sure what to do next?
GET HELP

Action Steps

- Work Together**
- Assess Needs & Resources
- Focus On What's Important
- Choose Effective Policies & Programs
- Act on What's Important
- Evaluate Actions
- Communicate

Work Together

Communities vary widely, and as a result, efforts to improve health will also vary. In the midst of all this variety is one constant: people working together. With a shared vision and commitment to improved health, working together can yield better results than working alone.

Purpose

Build, maintain, and sustain partnership that reflects the diversity of your community to work collaboratively to implement strategies that result in meaningful change.

Who to Involve

Look to the groups in the center of the Take Action Cycle. How will you harness the collective power of leaders, partners, and community members, including those who are experiencing the worst conditions for good health?

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Key Activities

Work together to address health inequities	Recruit diverse stakeholders from multiple sectors	Manage boundaries
Build relationships	Build a common knowledge base	Develop the group's vision, values, and mission statement
Determine an organizational structure	Develop leadership capacity	Reinforce healthy partnership practices

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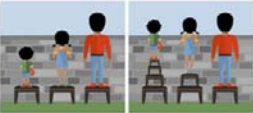
HEALTH RANKINGS | ROADMAPS TO HEALTH | RWJF CULTURE OF HEALTH PRIZE | MORE

Home » Roadmaps to Health » Action Center » Work Together » Work together to address health inequities

Work together to address health inequities

MEVLU

Everyone in the United States should have a fair chance to lead the healthiest life possible. Where we live should not determine our health, the health of our children, or how long we live, and yet, it is predictive. As you work to improve health in your community, be sure to focus efforts and priorities on those who are experiencing conditions that limit their opportunity to be healthy. This doesn't mean offering everyone the same resources. Instead, it's about creating conditions that will ensure all can realize the same health outcomes. For example, consider three children of different heights trying to view a baseball game over a fence. Offering them all the same size bench to stand on would mean that the shorter children will not have a fair chance to see over the fence. Offering each child a bench to stand on that is the right size for their height gives all children a fair chance to see over the fence and allows everyone to participate in the activity together.



Use your state's Health Gaps Report to raise awareness about where large numbers of avoidable deaths occur in your state and what drives differences in opportunities to be healthy across the state. Using the *What Works for Health* strategies listed in your Report as a starting point, work with your state's leaders to choose policies and programs that have been effective for improving health in other places and that are a good fit for your state.

- If there are examples of effective and sustainable ways your community is addressing health gaps, publicize those stories so that others in your state are inspired to take similar action. By focusing on policy, systems, and environmental changes – or implementing programs in a broad, systematic way – communities across your state will see the most substantial improvements over time.
- As a way to begin talking about health gaps in your community, use the Health Gaps Report

Ready to take action, but not sure what to do next?
[GET HELP](#)

Suggested Tools

- A Practitioner's Guide for Advancing Health Equity
- Action Toolkit: To Advance Health Equity
- Using the Rankings Data Guide
- Health Gaps Report
- Health Gaps Report Discussion Guide

[VIEW ALL TOOLS](#)

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UNNATURAL CAUSES
is inequality making us sick?

ACTION CENTER
find tools and resources to help advance health equity

THE DOCUMENTARY | ACTION CENTER | ABOUT HEALTH EQUITY | MEDIA & DOCUMENTS | BUY THE DVD

Handouts and Tools | Action Toolkit | Discussion guide | Policy Guide | Connect Up! | Inspiring Stories | For Educators

More films on equity and social justice »

What You Can Do
Connect Up!
Events Calendar
Inspiring Stories

Action Toolkit

Using the Series to Advance Health Equity

Public policy change is critical to achieving health equity. But how can organizations use the series to educate, organize and advocate for changes that will make a difference?

This toolkit provides facilitation tips, background, sample agendas, and guidelines for planning an effective screening – one that not only deepens understanding of issues but serves as a step towards further involvement.

NOTE: This toolkit is meant to be read linearly, from beginning to end, before you schedule your event

SHARE

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RWJF CULTURE OF HEALTH PRIZE CRITERIA

Meet the RWJF Culture of Health Prize Winners



- ▶ Defining health in the broadest possible terms.
- ▶ Committing to sustainable systems changes and policy-oriented long-term solutions.
- ▶ Cultivating a shared and deeply held belief in the importance of equal opportunity for health.
- ▶ Harnessing the collective power of leaders, partners, and community members.
- ▶ Securing and making the most of available resources.
- ▶ Measuring and sharing progress and results.

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GUESTS



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 Director
 Everett Community
 Health Partnership



Jaime Lederer
 Cambridge Health Alliance
 Coordinator
 Everett Community
 Health Partnership –
 Substance Abuse Coalition



Edwin Argueta
 Organizer
 Massachusetts Jobs with Justice


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ABOUT EVERETT

- ▶ Located just outside of Boston on the Mystic and Malden Rivers
- ▶ 42,092 people live in 3.4 square miles
- ▶ A Gateway Community: Third highest number of people in the state born outside the US



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ABOUT EVERETT

Changing demographic and economic landscape

	Everett 2000	Everett 2013	MA 2013
Foreign-born residents	22%	41%	15%
Residents speaking a language other than or in addition to English	43%	55%	22%
Median Household Income	\$53,139*	\$48,319	\$66,866
Renter-occupied housing	60%	60%	36%
Students receiving free/reduced lunch	53%	76%	35%

*Dollars adjusted for inflation to match value in 2013

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ABOUT EVERETT: ASSETS AND CHALLENGES

Community assets

- Collaboration and networking
- Recognition, acknowledgement and embracing of demographic shift and work toward one Everett



Community challenges

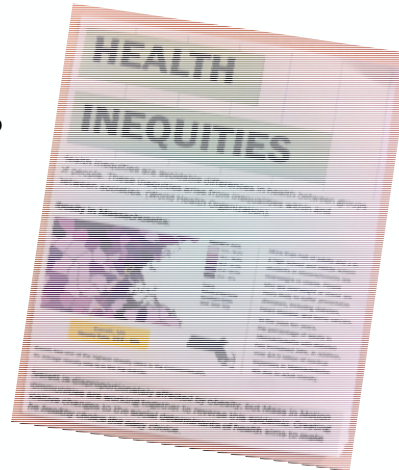
- Health indicators
- Competition over resources
- Economic development
- Communication



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KEY TURNING POINTS: WORKING TO ELIMINATE HEALTH INEQUITIES

- Data-driven community health improvement efforts
- Multi-sector collaborations in response to community issues
- Community engagement



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ABOUT THE EVERETT COMMUNITY HEALTH PARTNERSHIP (ECHP)

► **Partnership structure:** Multi-sector partnership lead by the Cambridge Health Alliance Dept. of Community Health Improvement and made up of community-based organizations, municipal departments, health and social-service agencies, etc.



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ABOUT THE EVERETT COMMUNITY HEALTH PARTNERSHIP (ECHP)

► **Vision:** The Everett Community Health Partnership envisions a **safe, welcoming**, just and equitable Everett where all residents, **both long-time and newly arrived**, have access and ability to reach full physical, mental, social and economic health.



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ABOUT THE EVERETT COMMUNITY HEALTH PARTNERSHIP (ECHP)

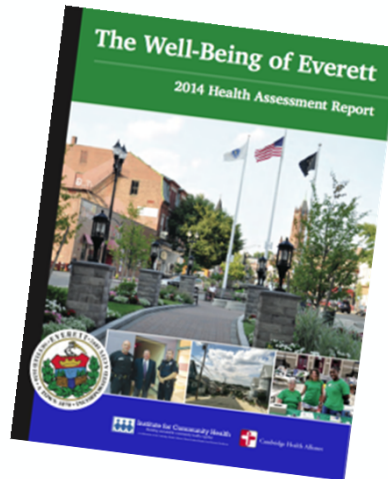
▶ **Mission:** ECHP empowers all members to improve the health of the community through a collaborative and diverse multi-sector partnership. We engage the community in efforts to achieve health equity and racial justice to ensure that policies, programs, services and resources work to protect, promote and improve the health and well-being of all Everett residents.

We do this through:

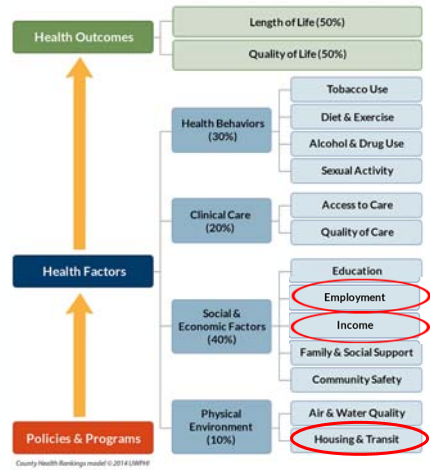
- Resource development and coordination
- Workshops and trainings for community leaders and residents
- Data collection and sharing
- Advocacy and organizing

ECHP APPROACH TO IMPROVEMENT

- ▶ Evidence-based practices
- ▶ Evolution from focus on health outcomes to social determinants of health
- ▶ Partnering with evaluators
- ▶ Well Being of Everett health assessments
- ▶ Regional connections



PRIORITY FOCUS AREAS



- Housing availability and affordability
- Economic stability
- Opportunities for children, families and youth

HISTORY AND EVOLUTION OF COMMUNITY ENGAGEMENT

- › Community leadership
- › School district leadership
- › Community organizing (One Everett)



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KEY ACTIVITIES



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ENGAGING YOUTH IN COMMUNITY HEALTH INITIATIVES

- Teens in Everett Against Substance Abuse: Youth Sector of the Substance Abuse Coalition
- Using data to engage youth
- Advocating for policies that improve community health



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ENGAGING YOUTH IN COMMUNITY HEALTH INITIATIVES



- Work with community leaders and elevate the youth voices
- Engage in conversations that build relationships and are proactive
- Build partnerships locally, regionally
- Highlighting youth efforts – increasing visibility of youth doing good

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ENGAGING YOUTH IN COMMUNITY HEALTH INITIATIVES

- Identify important youth issues & concerns
- Build Everett Youth Network
- Develop youth's capacity to address community issues and concerns



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ORGANIZING FOR SOCIAL CHANGE

- Why community organizing?
- La Comunidad, Inc. as hub for immigrant engagement
- Evolution of MAC to One Everett (OE)
- Building capacity for OE members



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SHIFTING POWER DYNAMICS

- Engaging with elected officials
 - Candidate forum
 - Forum on Public Education
 - One on one's with elected officials
- May 1st Intl workers' celebration
- Policy advocacy for:
 - Increasing Minimum Wage
 - Fight For \$15 statewide at fast food, big box and retail
 - Millionaire's Tax constitutional amendment




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LESSONS LEARNED

- ▶ Build relationships with unlikely partners
- ▶ Don't be afraid to step outside the office – get out there!
- ▶ Collect and share data with community
- ▶ Link health-behavior funding with SDoH work



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RECOMMENDED SITES

- ▶ www.echp.org
- ▶ www.racialequitytools.org
- ▶ www.raceforward.org: Racial Equity Impact Assessment Toolkit

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Take action to improve your community's health

Ready to take action, but not sure what to do next?

GET HELP

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STAYING CONNECTED

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- ▶ e-Newsletter, email chr@match.wisc.edu to subscribe



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- ▶ Our Partners
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GUIDING QUESTION
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THANK YOU!

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AFTER CLASS DISCUSSION

- ▶ Continue with us for an additional 15 minutes
- ▶ Submit your questions via question box

