

Understanding Health at the Macro Level

- Despite our wealth, the U.S. is unhealthier across the board than our peers.
- There is evidence that flattening the social gradient improves the health of all. (Not a zero sum proposition).
- Focused upstream interventions (policy and place) may offer promise.

How is the ACPHD Moving Upstream?

1. Community Capacity Building/youth development
2. Local Policy agenda
3. Internal Capacity Building

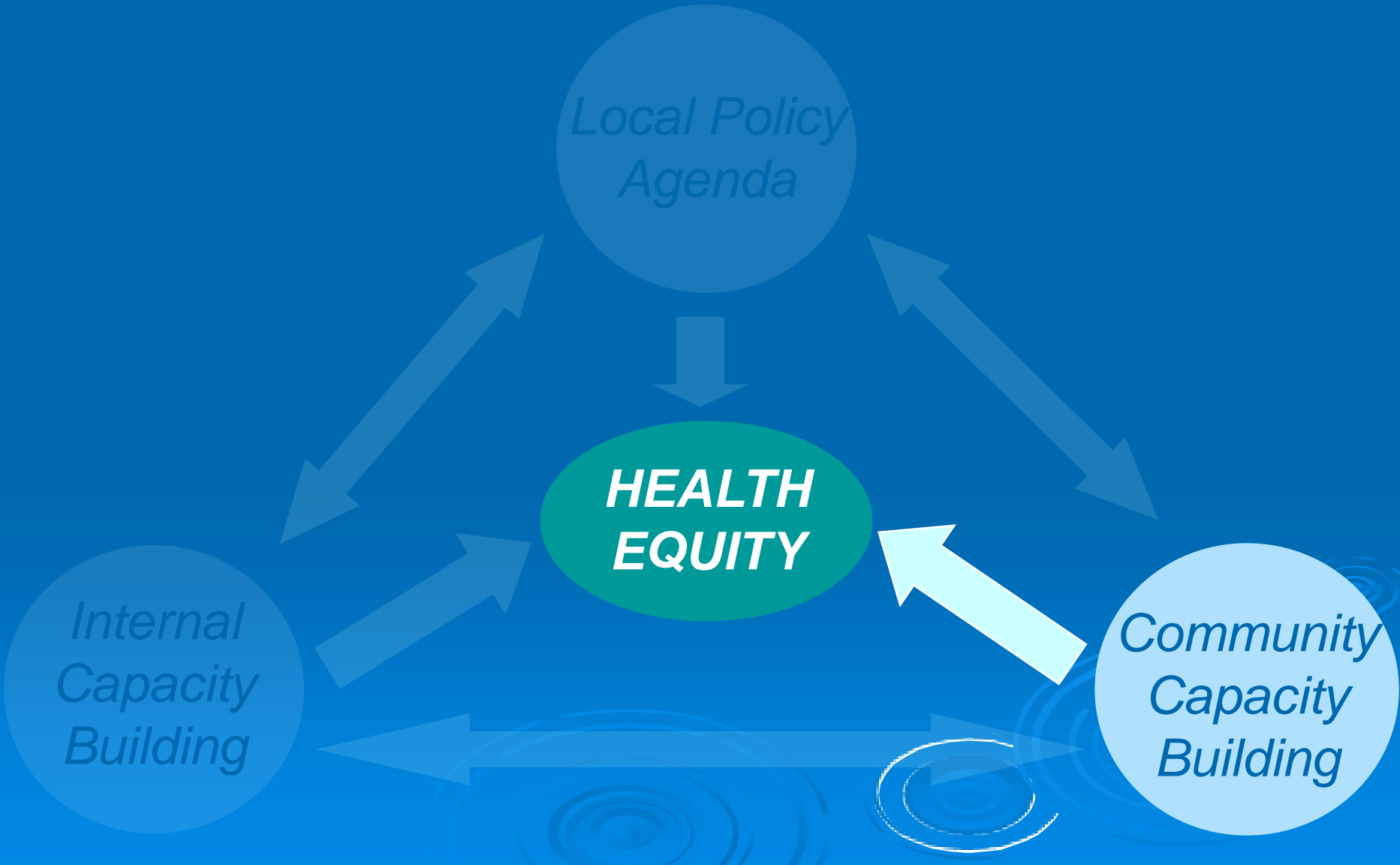


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<http://www.acphd.org/healthequity>



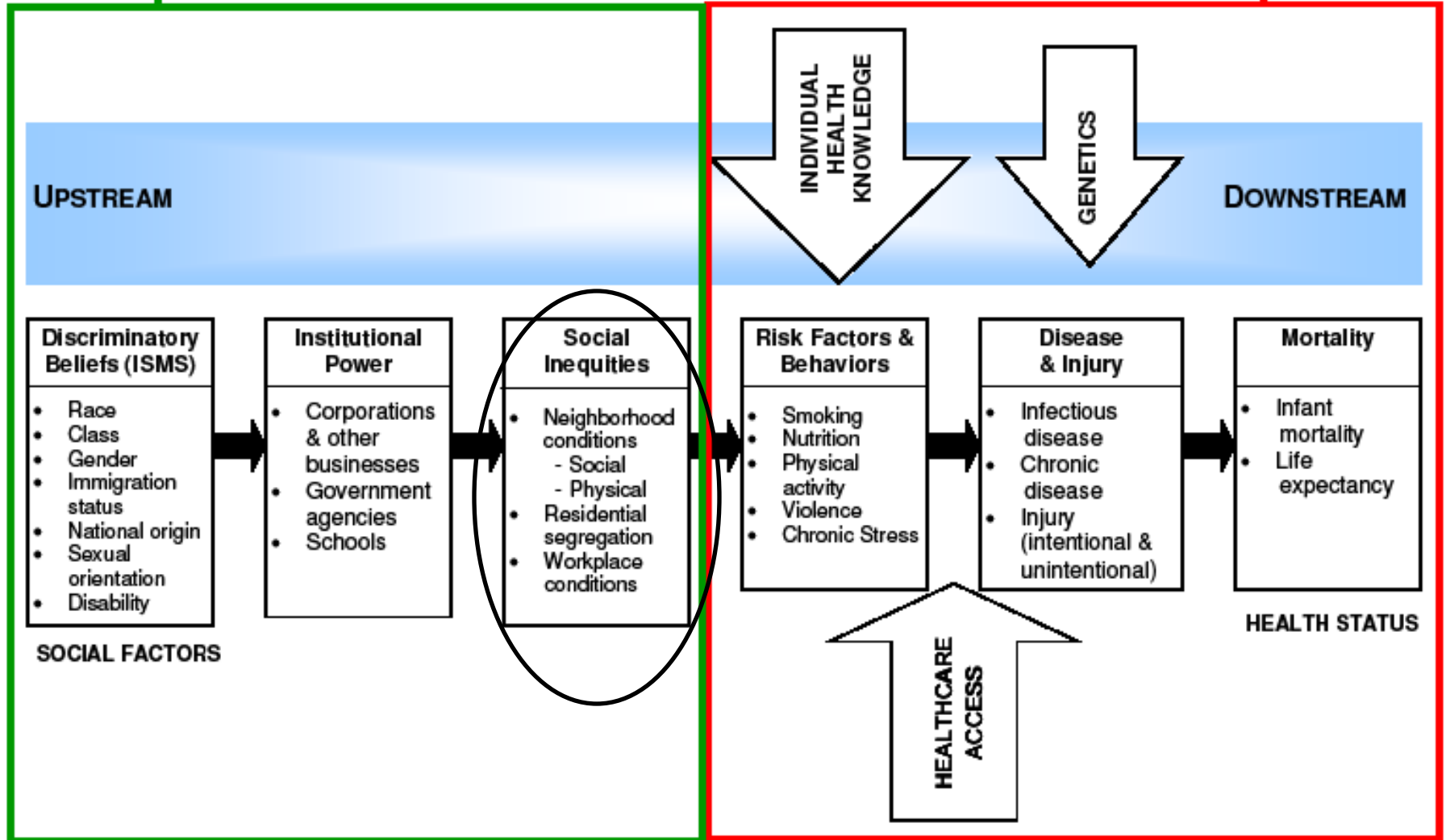
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A Framework for Health Equity

Socio-Ecological

Medical Model



Community Capacity Building/Empowerment

“Aims to strengthen characteristics of communities to plan, develop, implement & maintain effective community programs that positively affect broader community conditions that determine health and well being”

-adapted from the W. K. Kellogg Foundation



Project Description

Building social, political and economic power in low-income communities of color



Community Capacity Building

Place-based

Build social, economic and political power in communities to advocate for equal distribution of resources:

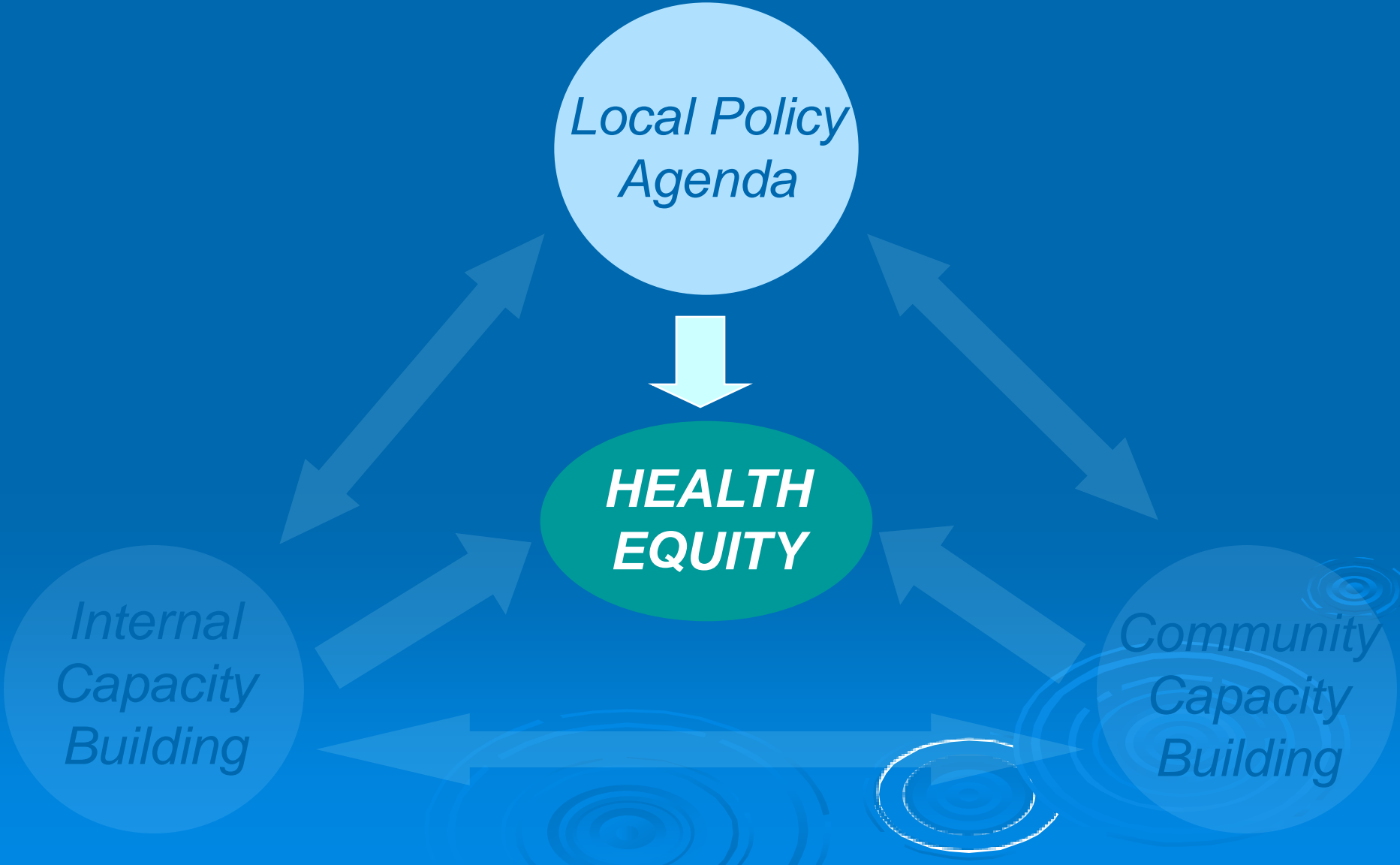
1. Win concrete improvements in residents lives
2. Build skills of residents to speak & act effectively on their behalf
3. Engage residents to influence decisions made by those in power
4. Build strong local neighborhood groups that can mobilize community for action

Improving Pregnancy Outcomes Program (IPOP)



Pregnant women learn important perinatal health information such as the signs of preterm labor, benefits of breastfeeding, maternal depression, SIDS risk reduction, and child passenger safety during an IPOP community baby shower event.

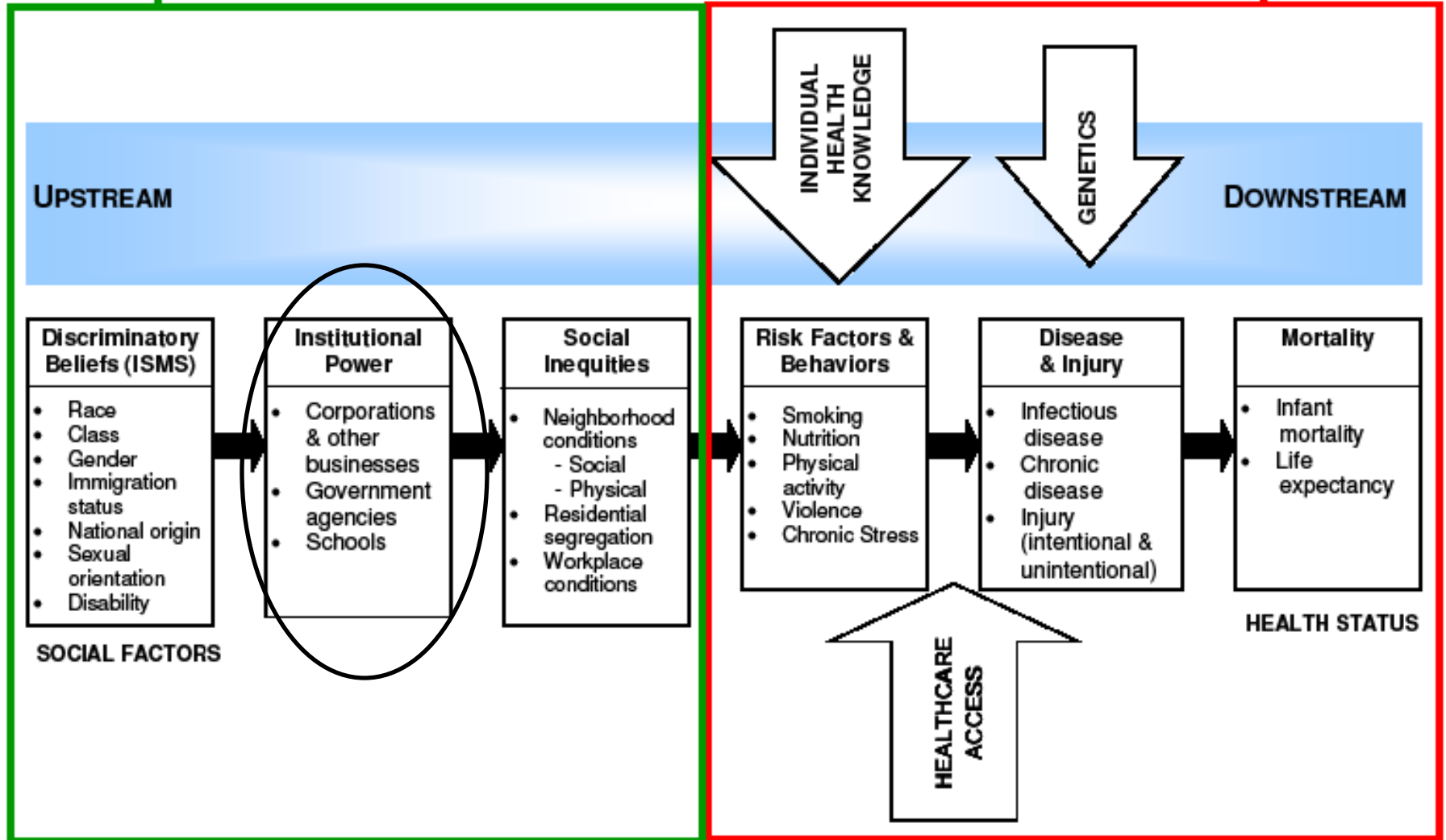
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Local Policy Agenda

The Alameda County Place Matters team promotes health equity through a community-centered local policy agenda focused on education, economic development, incarceration, land use, and transportation.



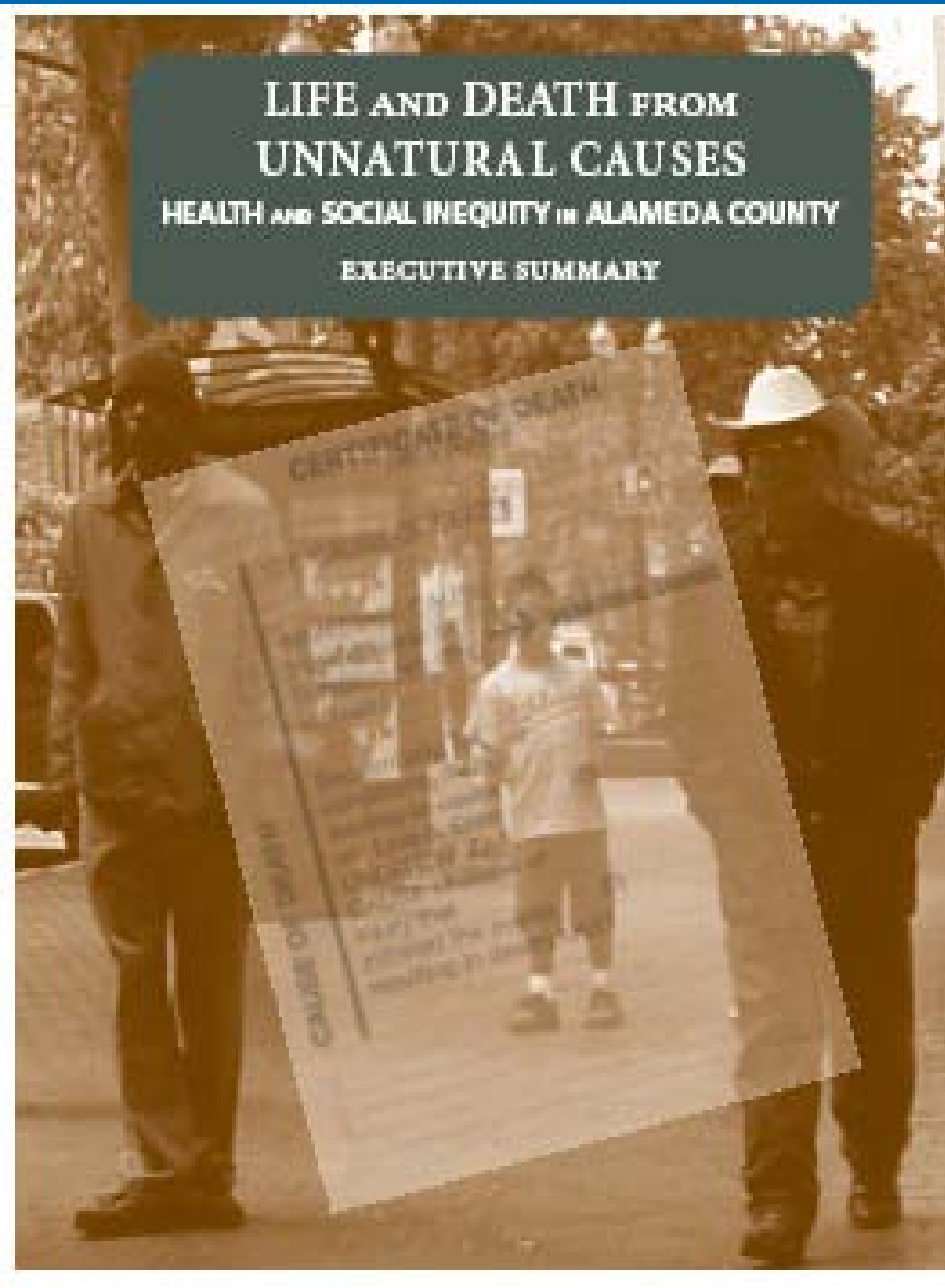
**LIFE AND DEATH FROM
UNNATURAL CAUSES**

HEALTH AND SOCIAL INEQUITY IN ALAMEDA COUNTY

EXECUTIVE SUMMARY

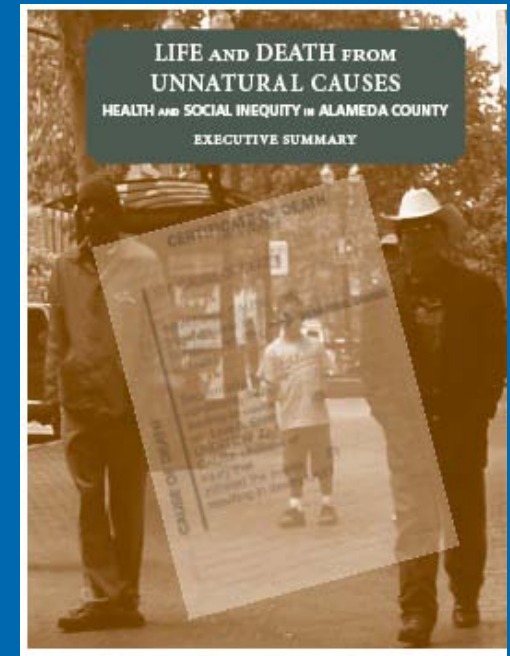
***Life and Death from
Unnatural Causes:***

***Health and Social
Inequity in Alameda
County***



Report Chapters

- Executive Summary
- Introduction
- Part One: Health Inequities
- Part Two: Social Inequities
 - Social Inequities: Root Causes of Health Inequities
 - Segregation
 - Income & Employment
 - Education
 - Housing
 - Transportation
 - Air Quality
 - Food Access & Liquor Stores
 - Physical Activity & Neighborhood Conditions
 - Criminal Justice
 - Access to Health Care
 - Social Relationships & Community Capacity



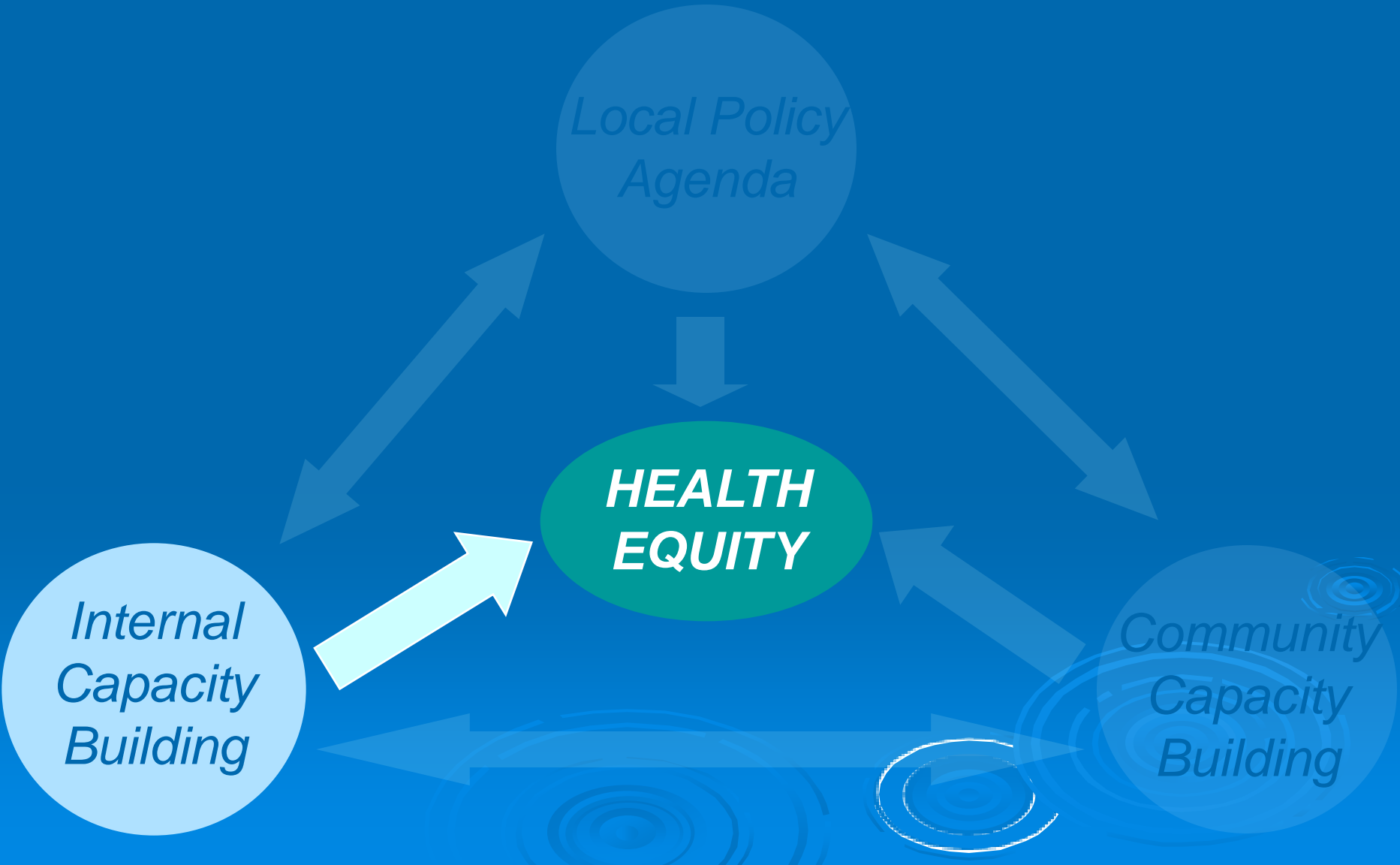
- Historical Overview
- What Research Tells Us
- A Look at Alameda County
- Data to Action: Policy Implications

Looking At Ourselves

Internal Capacity Building



Alameda County Public Health Department



Internal Capacity Building Goals

- Improve practice to eradicate health inequities
- Ensure staff understanding of public health
- Create a shared vision and unified direction for health equity
- Develop present and future leaders
- Raise staff awareness and commitment towards a common goal

Internal Capacity Building Activities

- Sharing the vision
- Leadership and Professional Development Programs
- PH 101 staff training
- Institutional Racism discussions



- Strategic Plan focused on Social Justice

Public Health 101

Module 1:

PH History; Public Health System
Core Functions & 10 Essential Services

Module 2:

Cultural Competency and
Cultural Humility

Module 3:

Undoing Racism

Module 4:

Health Status/Inequities
Social Determinants of Health

Module 5:

Community Capacity Building

Module III: Undoing Racism

What is this thing called race?

RACE
the power of an illusion



Courtesy of California Newsreel

Institutional Racism Managers' Retreat

Racism Dialogues for Staff and Community

- Show the 3 films to all new hires
- Share with school-age kids

Effect Legislation Process to Address Racism

- Be part of the legislative process to change the current laws which perpetuate racism

Improve Hiring Process

- Strive for staff diversity to match county diversity
- Speed up hiring process to allow more people ability to access jobs


Examine Policies for Racism

- Examine our policies to see if they perpetuate racism

Leadership, senior managers, leadership and management fellows ~ 120 people

The Only Real Solution

We have to work with our
communities to build social,
political, and economic power



It is not simply that poor material circumstances are harmful to health; the social meaning of being poor, unemployed, socially excluded, or otherwise stigmatized also matters. As social beings, we need not only good material conditions but, from early childhood onwards, we need to feel valued and appreciated. We need friends, we need more sociable societies, we need to feel useful, and we need to exercise a significant degree of control over meaningful work. Without these we become more prone to depression, drug use, anxiety, hostility and feelings of hopelessness, which all rebound on physical health.



Housing



Childcare



Medical Care



Jobs



Healthy Food



We each have a role



Clean Air



Parks and Activities

We each have a role



Policy Makers



Education



Economic Justice



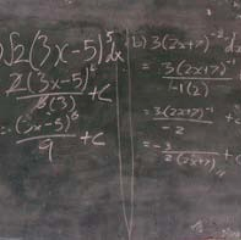
Preschool



Safe Neighborhoods



Residents



Transportation





Building Healthy Communities

Contact Information

Tony Iton, MD, JD, MPH
Senior Vice President
The California Endowment

aiton@calendow.org
510 271-4310

