



# Strengthening Communities Through a Focus on Health Equity

Harvard Pilgrim Foundation & Culture InSight  
Convening

Mildred Thompson, Director  
PolicyLink Center for Health Equity and Place

November 13, 2013



**PolicyLink is a national  
research and action institute  
advancing economic and  
social equity by  
Lifting Up What Works. ®**

# The Center for Health Equity and Place



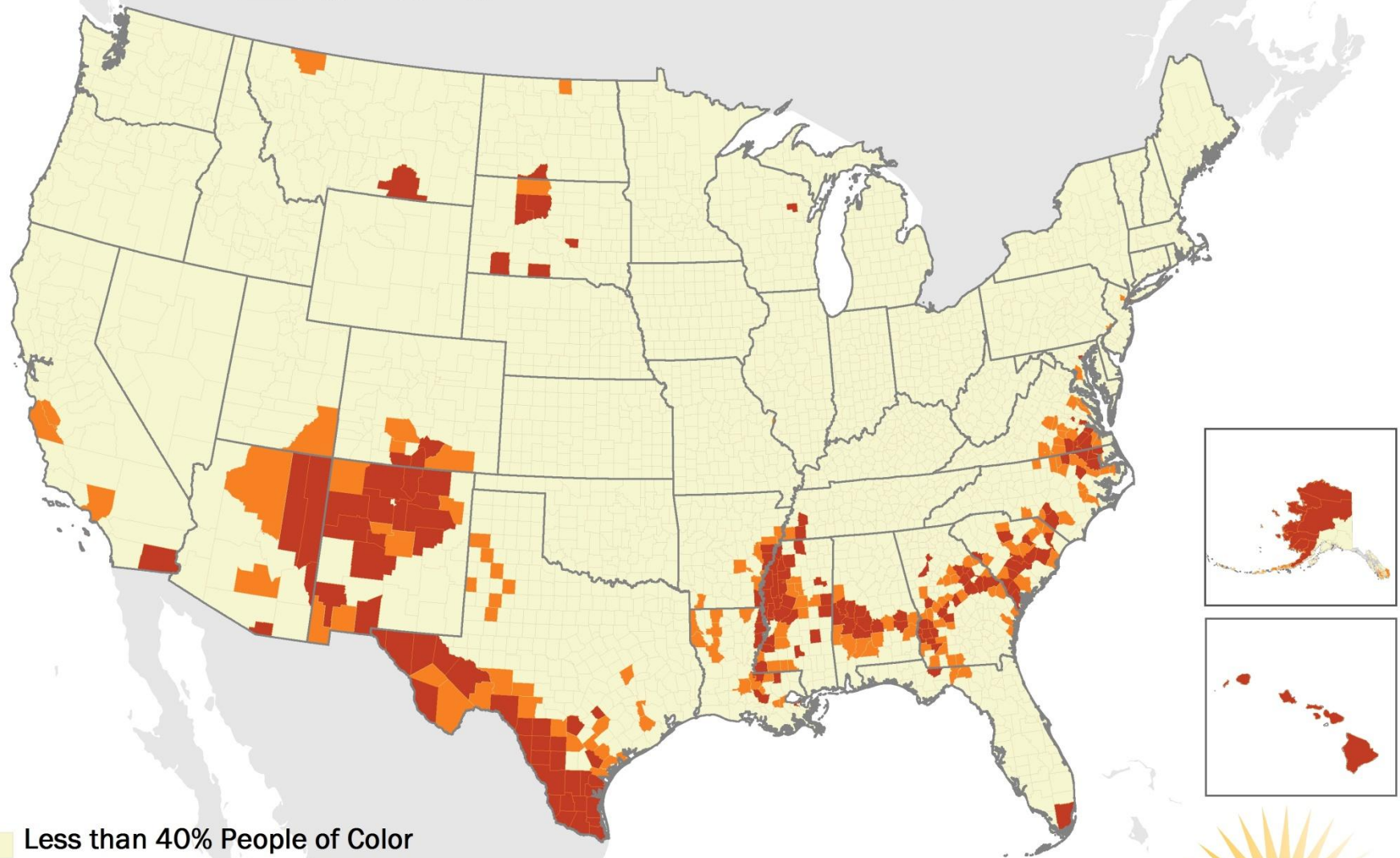
*Where you live affects how you live.*

**Defining Health:  
Overall state of physical,  
economic, social and  
spiritual well-being**



# THE FACE OF AMERICA IS CHANGING

# 1980 Percent People of Color by County



-  Less than 40% People of Color
-  "Tipping Point" Counties: 40% to 50% People of Color
-  Greater than 50% People of Color

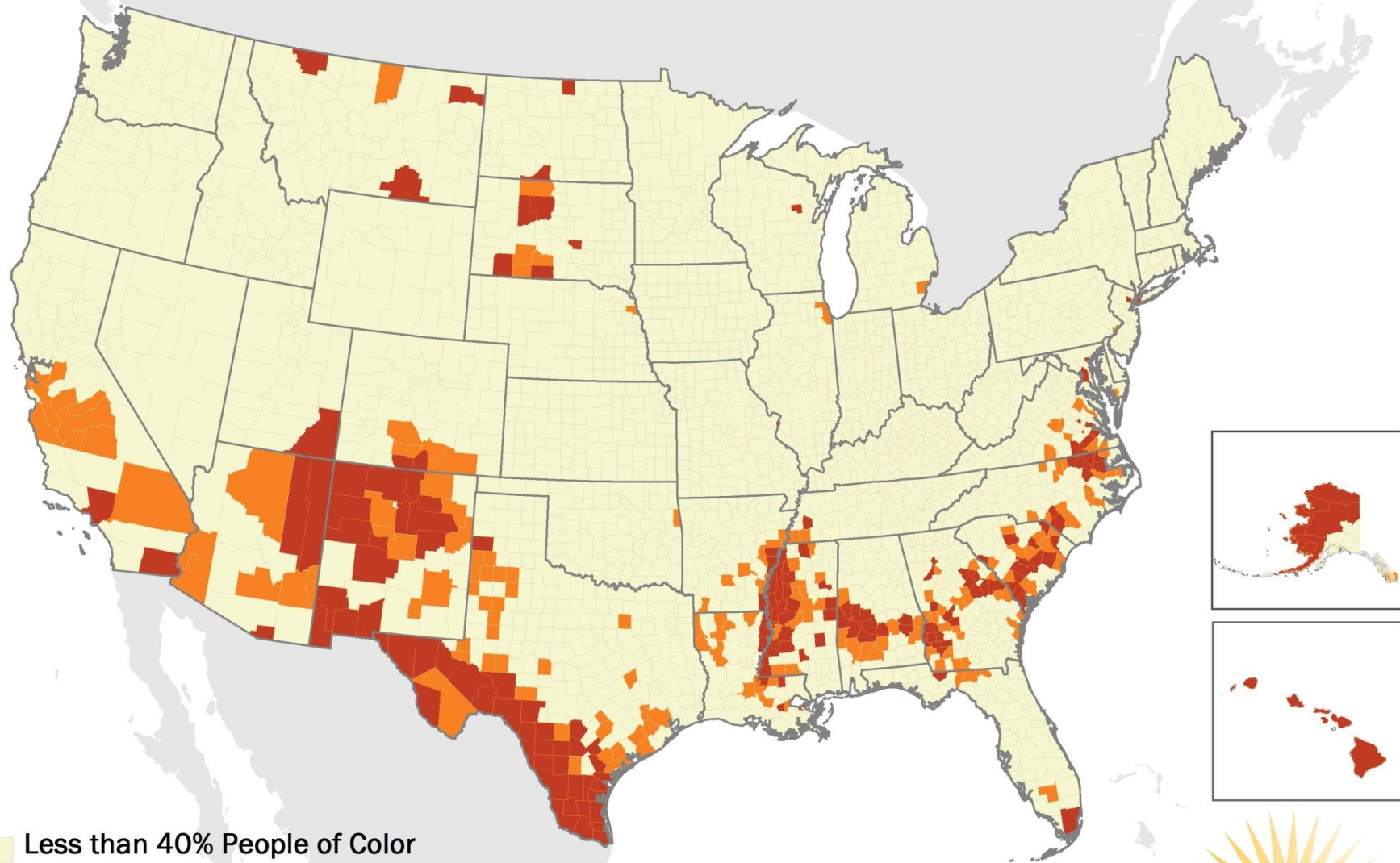
Sources: 1980 Census, Census TIGER/Line, NHGIS, and ESRI.

Lifting Up What Works  
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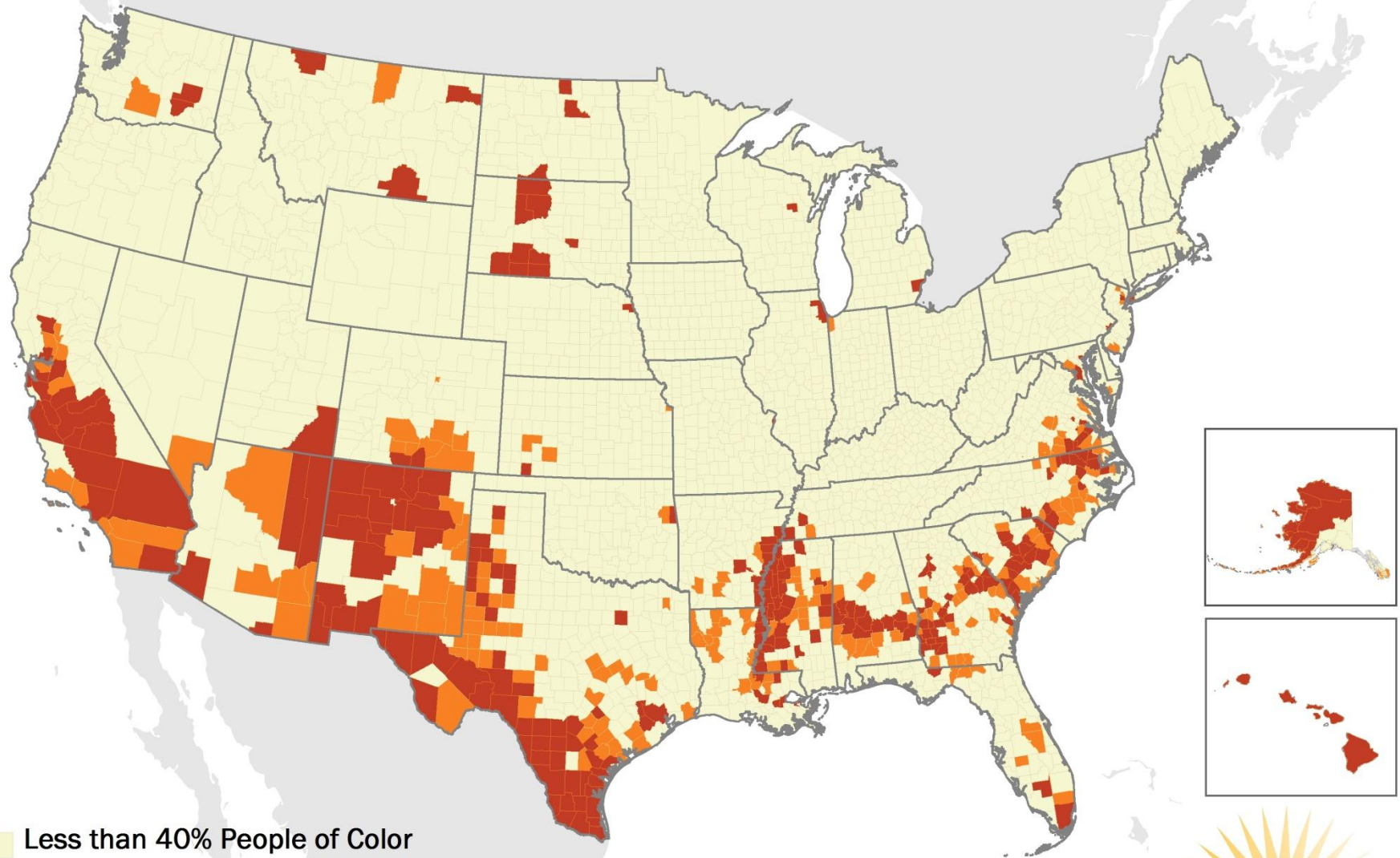
Sources: 1990 Census, Census TIGER/Line, NHGIS, and ESRI.

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Lifting Up What Works

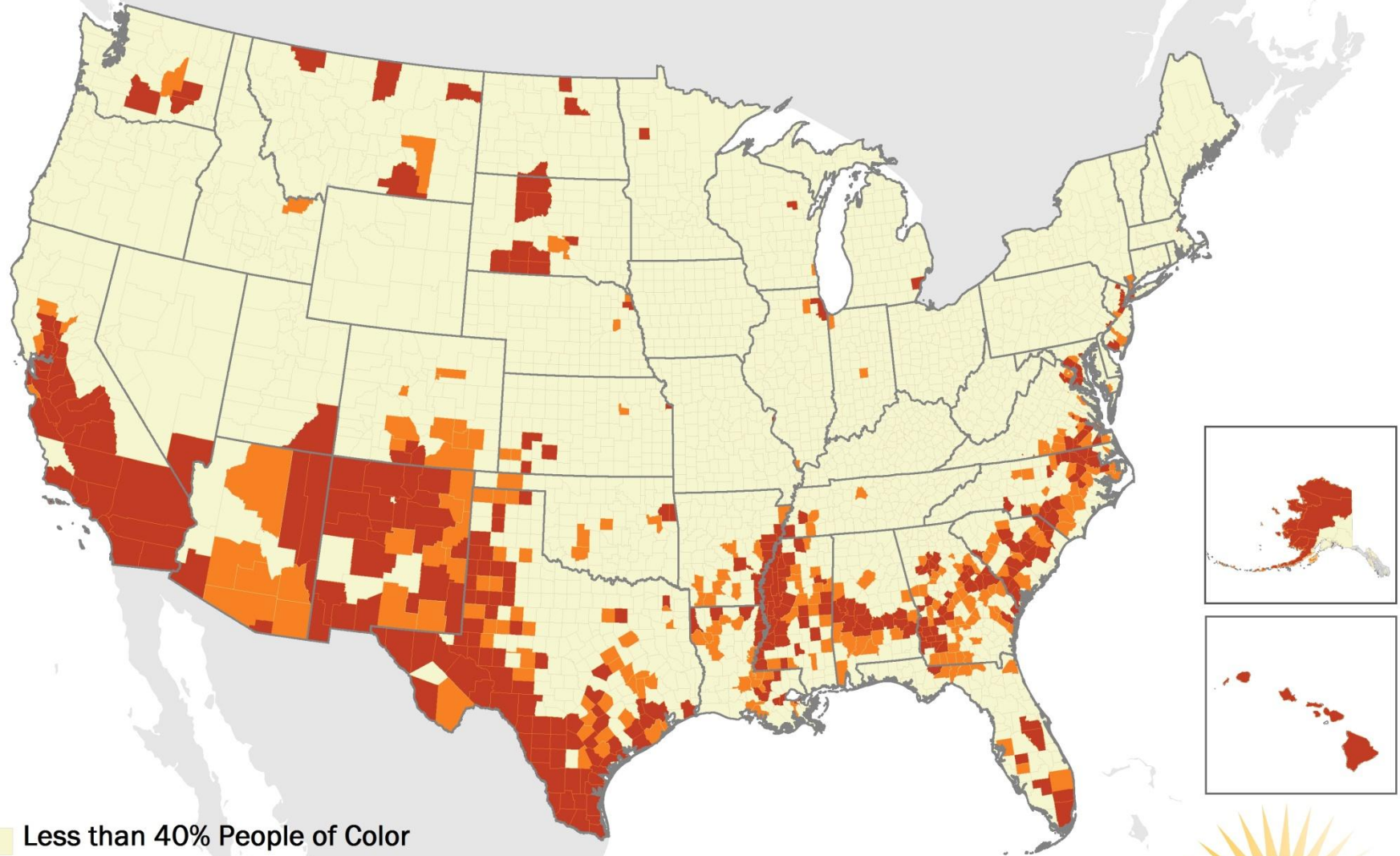
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# 2010 Percent People of Color by County



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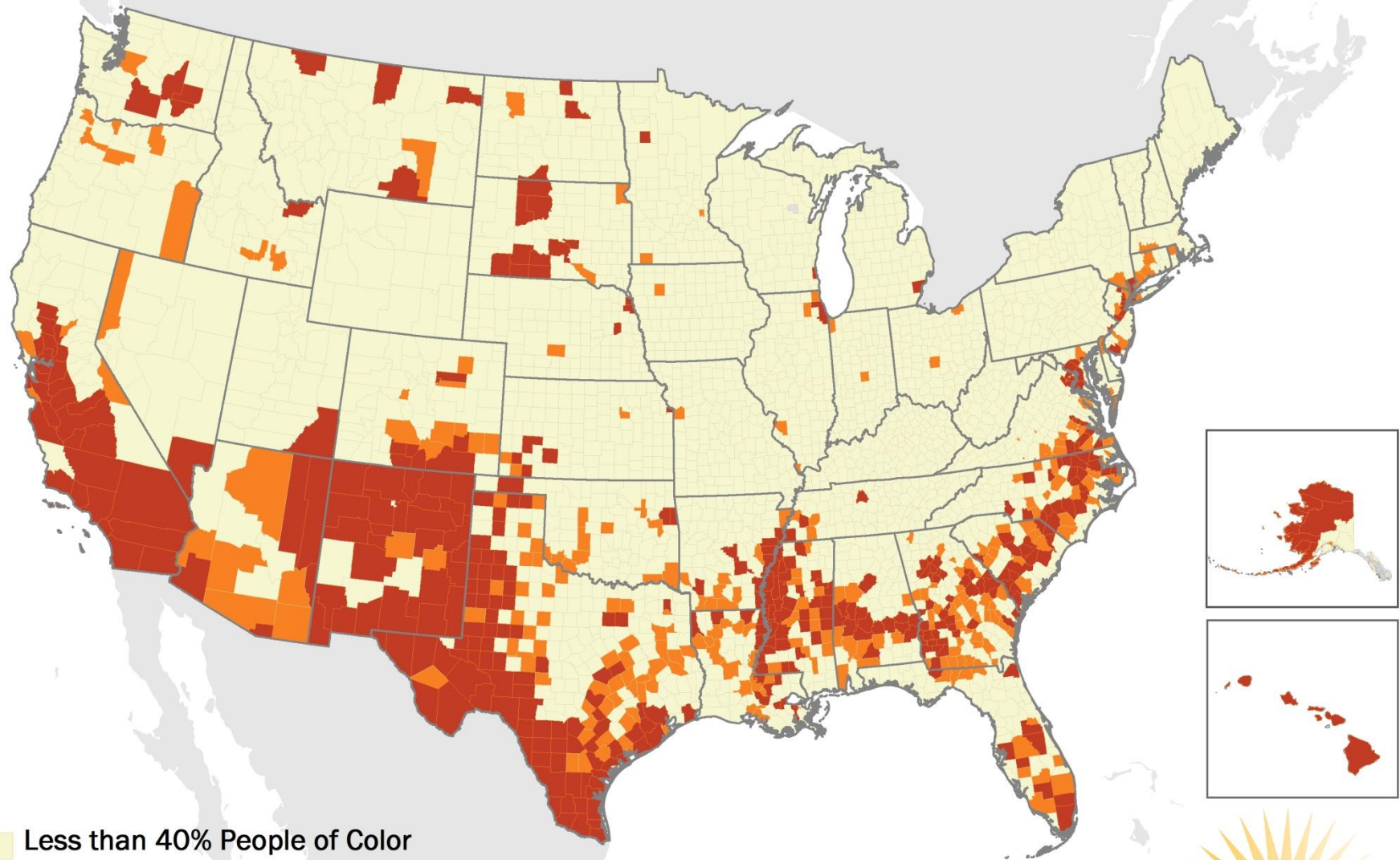
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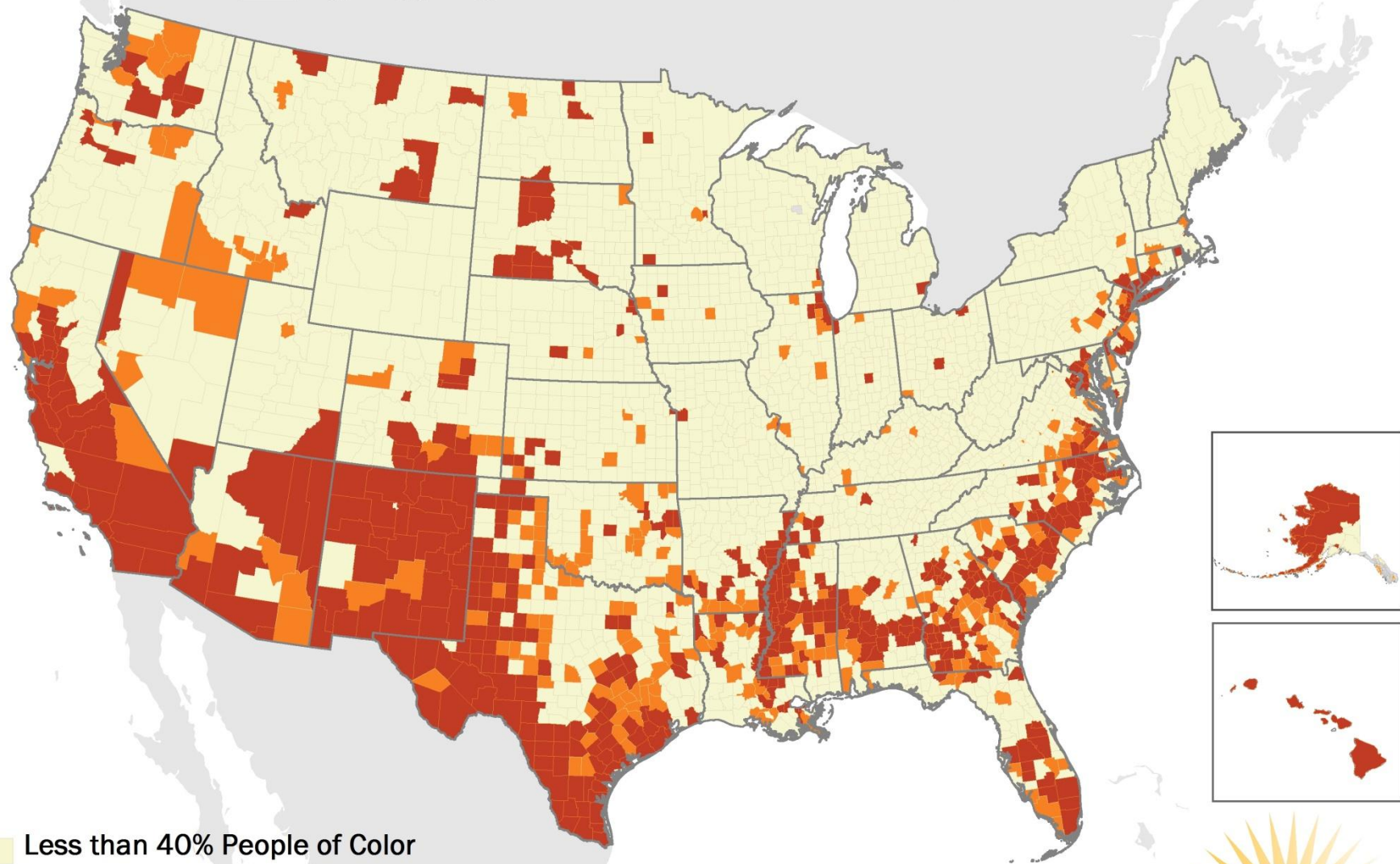
# 2020 Percent People of Color by County



- Less than 40% People of Color
- "Tipping Point" Counties: 40% to 50% People of Color
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Sources: Woods & Poole Economics projections data (adjusted using the 2010 Census), Census TIGER/Line, NHGIS, and ESRI.

# 2030 Percent People of Color by County



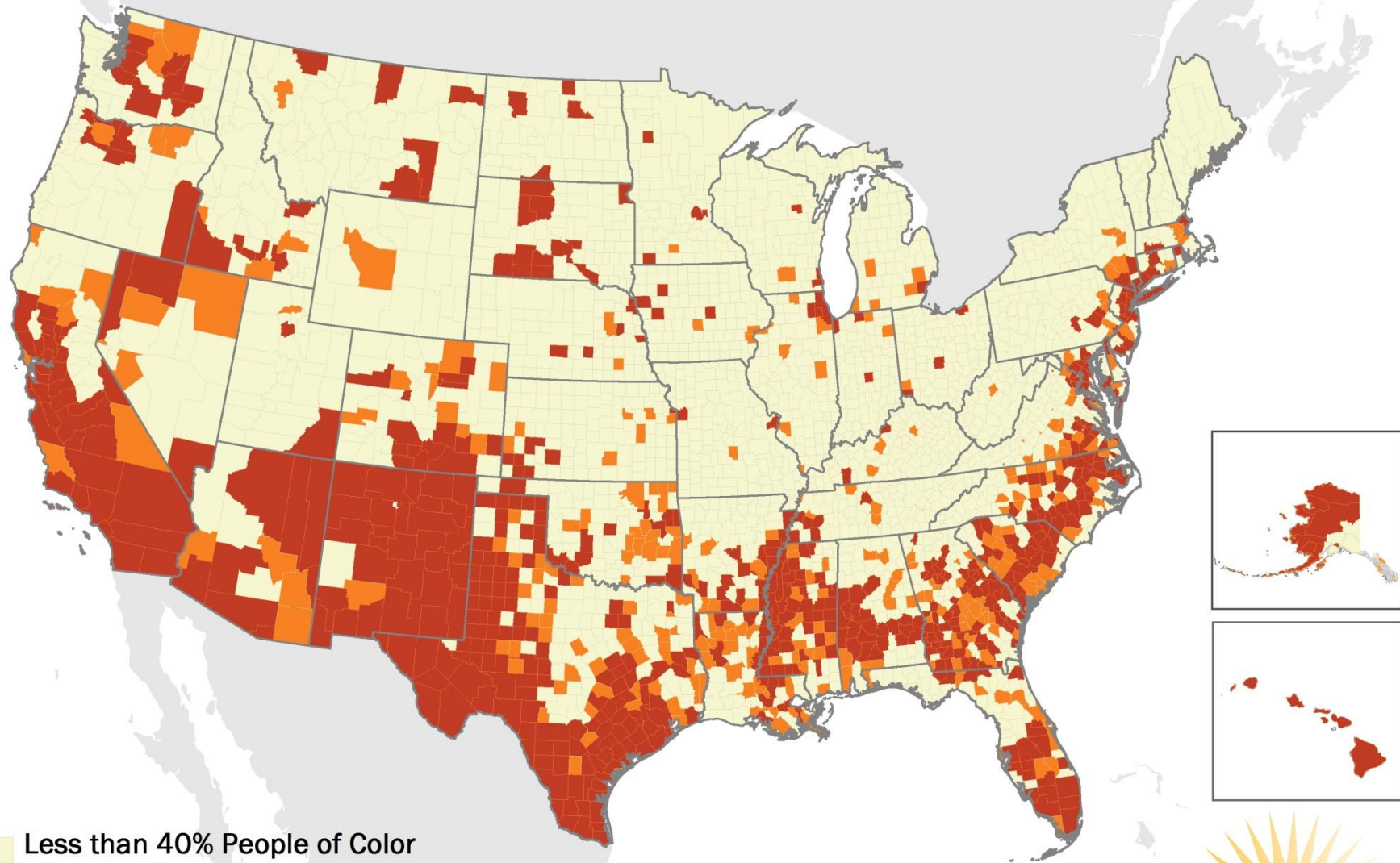
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# 2040 Percent People of Color by County



- Less than 40% People of Color
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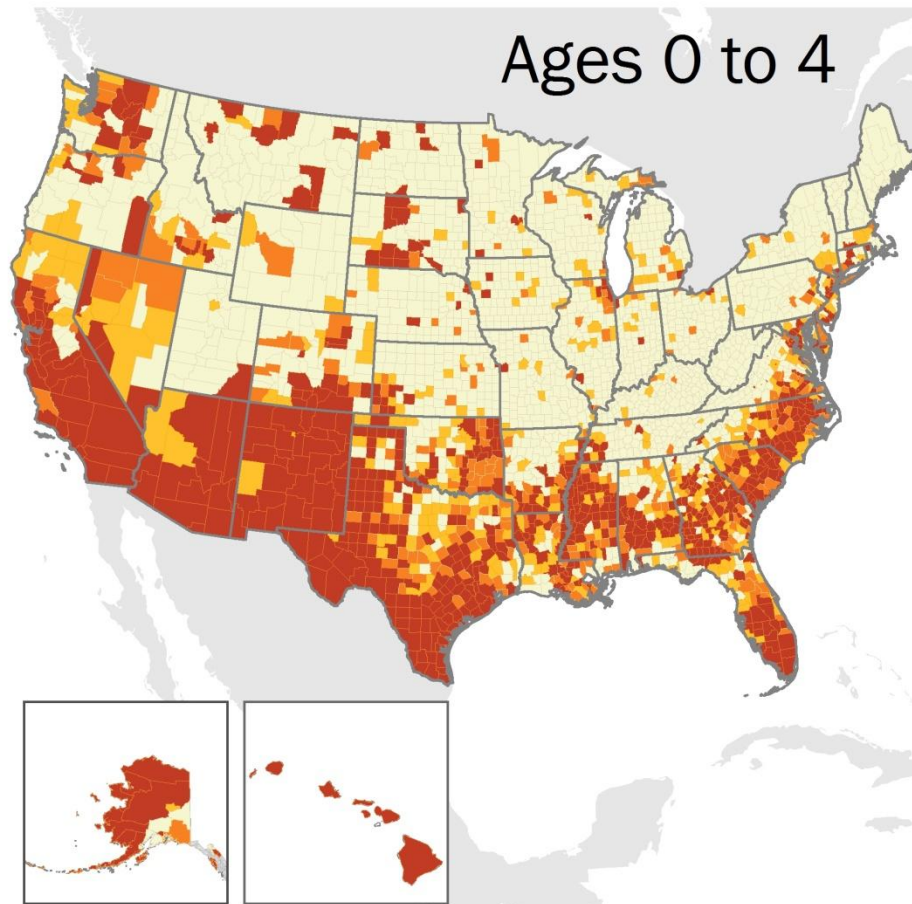
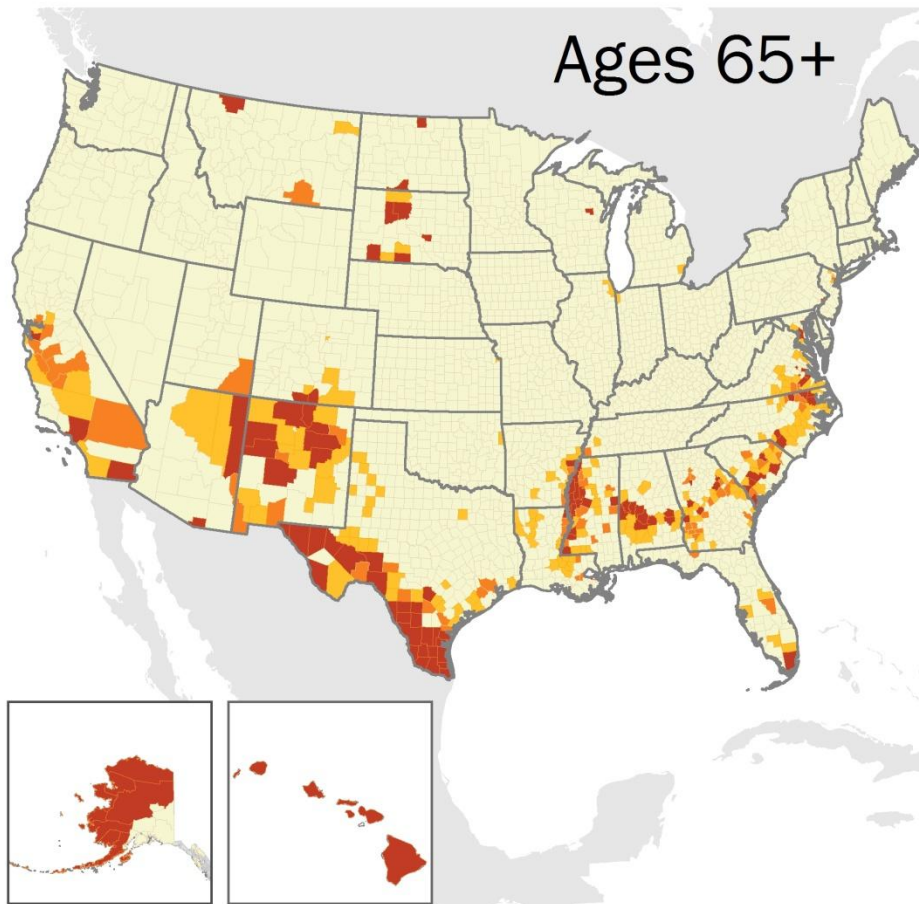
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# Why care?



Percent People of Color by County

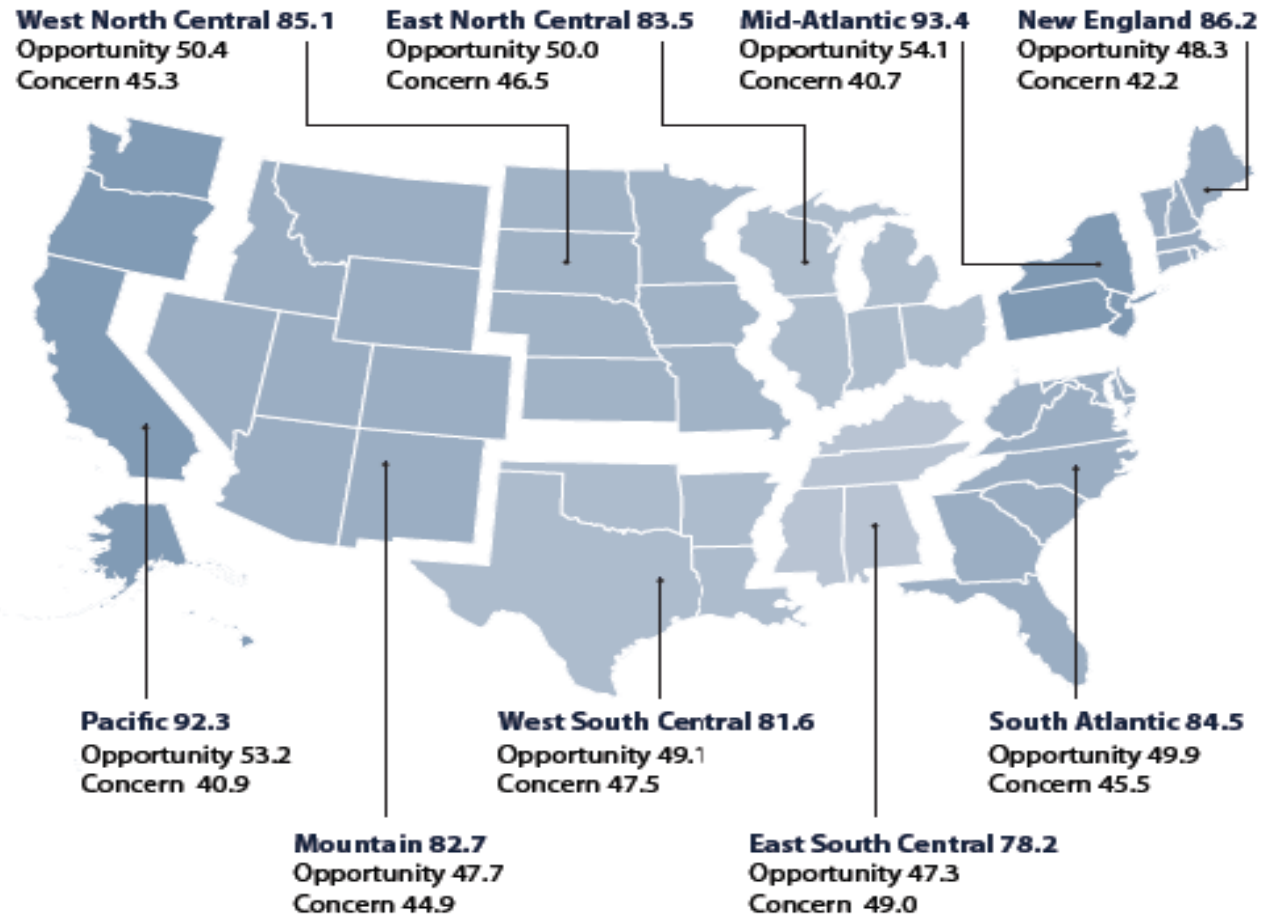
0 30 40 50%



- 1 in 4 children under 5 years old live in poverty
- 2 in 5 Black and Latino children live in poverty.
- 85% of those surveyed believe that this is a serious/very serious concern.

# Regional Diversity Interest

**FIGURE 2**  
**Openness to diversity by region**



*Note: Opportunity and concern scores do not add up to openness scores. Openness score = opportunity score + (80 - concern score).*

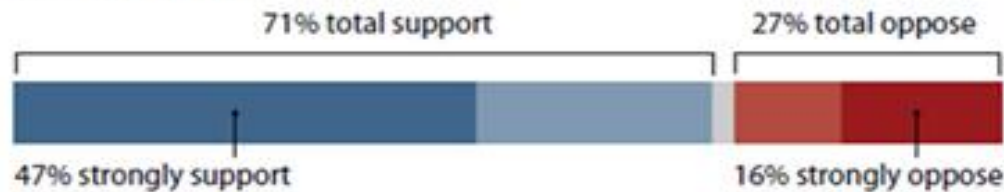
## Building an All-In Nation

### A View from the American Public

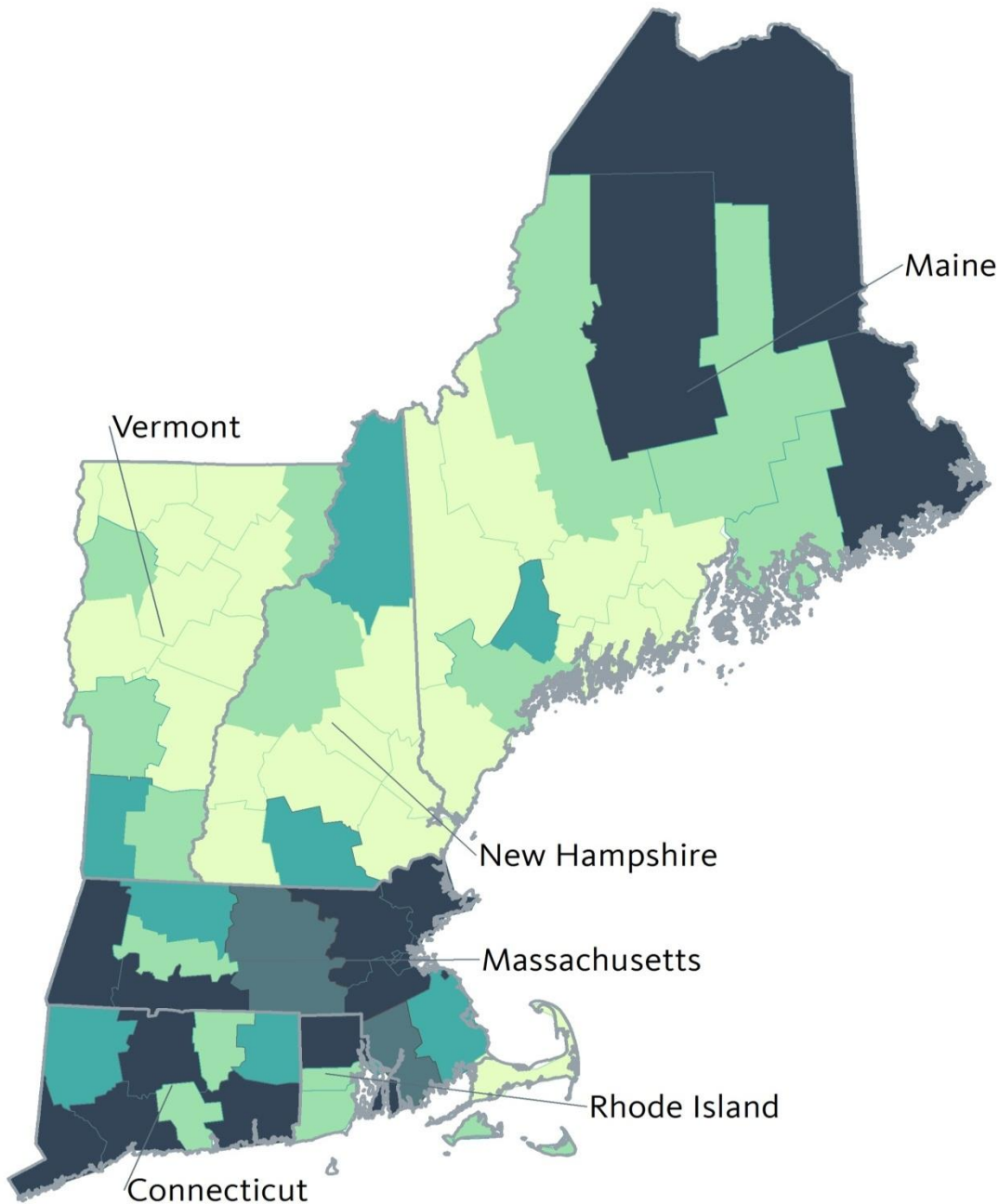
#### Support/opposition for new equity agenda

“Based on what you know, would you support or oppose new steps to reduce racial and ethnic inequality in America through investments in areas like education, job training, and infrastructure improvement?”

#### Total population



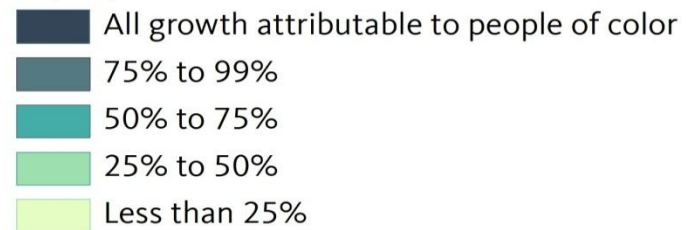




# 2010-2040

## Share of Population Growth Attributable to People of Color by County

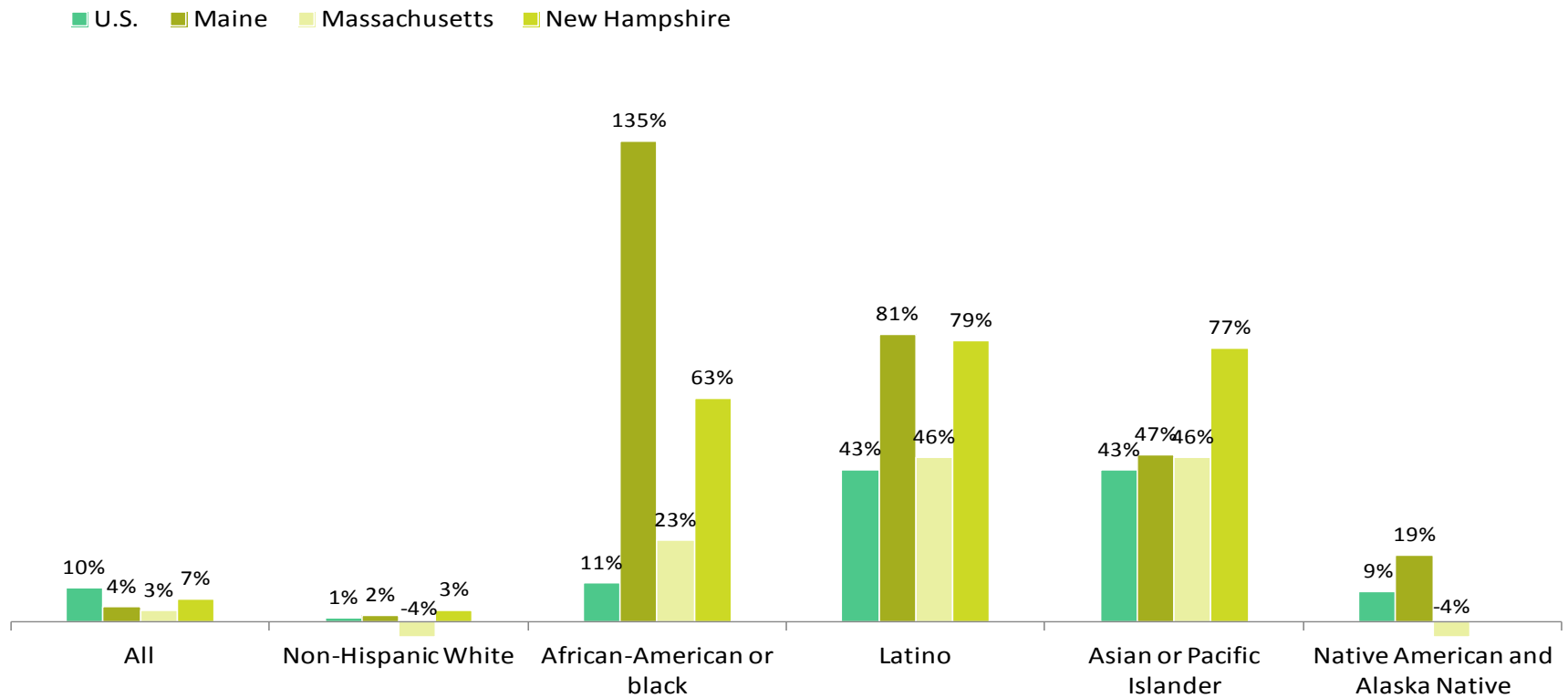
Share of population growth attributable to people of color



Sources: 2010 Decennial Census, Woods & Poole Economics projections data (adjusted using 2010 Census data), Census TIGER/Line, NHGIS, and ESRI.

# Growth Rates of Major Racial/Ethnic Groups, 2000 to 2010

Growth Rates of Major Racial/Ethnic Groups  
2000 to 2010



Source: PolicyLink analysis of 2000 and 2010 decennial censuses

# Median Household Income 2012

Median Household Income  
2012



Source: 2012 American Community Survey

# Percent Below Poverty (2006-10)

## Percent Below Poverty (2006-2010 American Community Survey)

	ME	MA	NH	U.S.
All	15.3%	13.0%	10.8%	15.7%
Non-Hispanic White	14.6%	10.1%	10.1%	12.3%
African-American or black	35.6%	22.7%	31.7%	26.1%
Latino	21.1%	32.4%	20.7%	24.2%
Asian or Pacific Islander	26.4%	18.7%	17.9%	15.8%
Native American and Alaska Native	46.2%	25.0%		28.8%
Other or mixed race	27.4%	20.9%	17.2%	21.0%

# Unemployment Rate August 2013

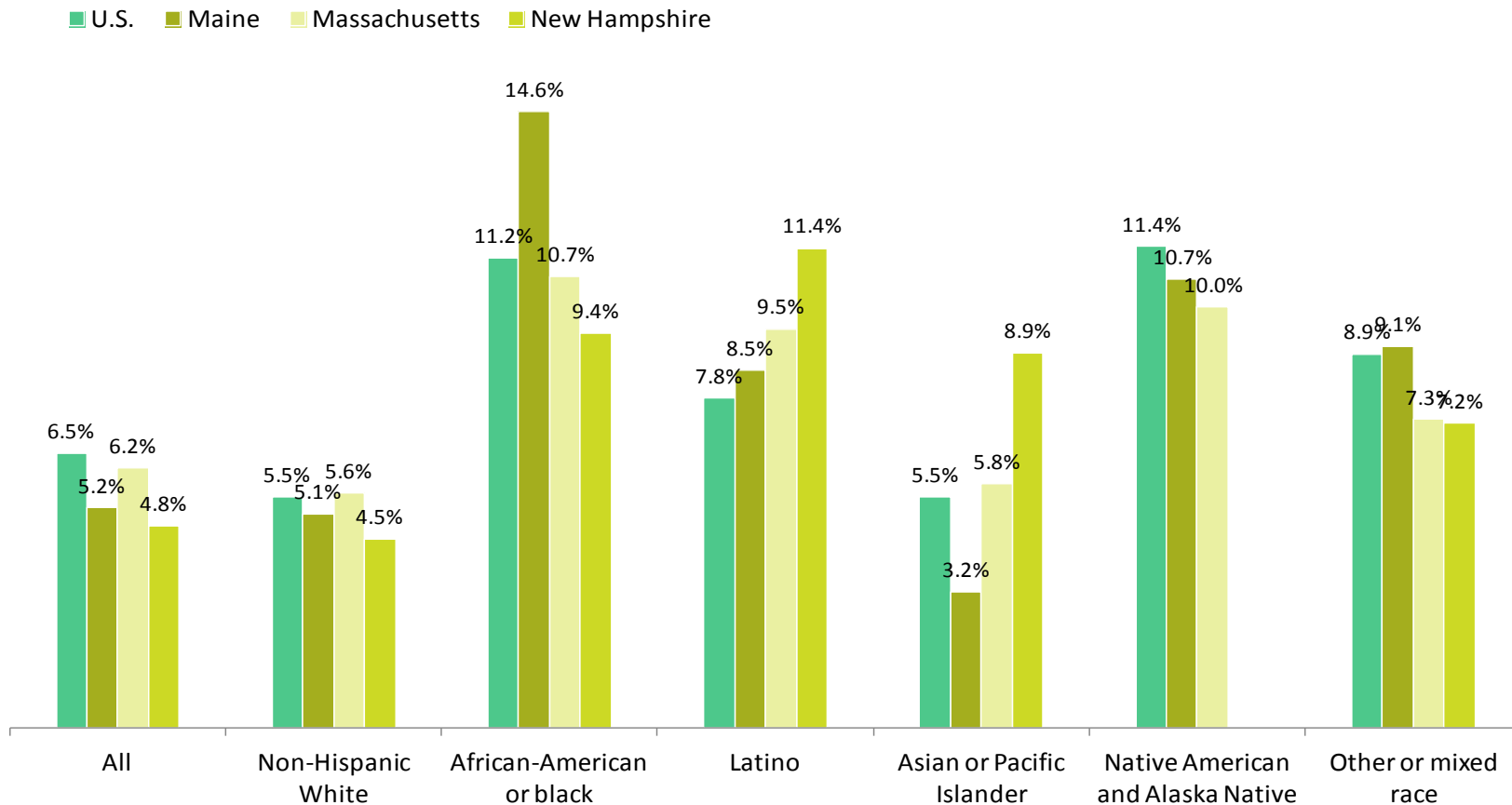
Unemployment Rate  
August 2013



Source: Bureau of Labor Statistics

# Unemployment Rate by Race/Ethnicity, 2006-2010

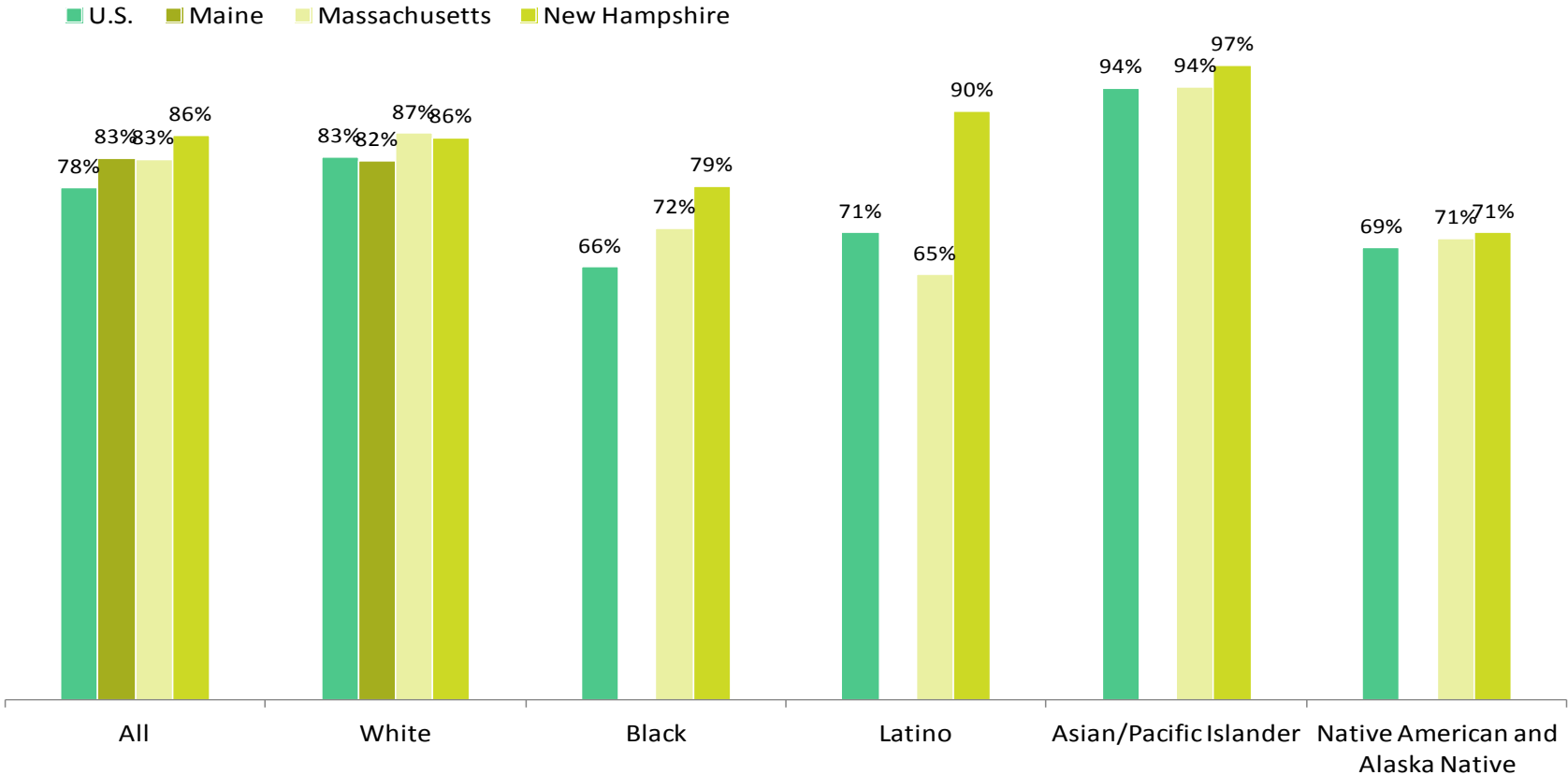
Unemployment Rate by Race/Ethnicity  
2006-2010



Source: PolicyLink analysis of 2006-2010 American Community Survey

# Public High School Averaged Freshman Graduation Rate by Race/Ethnicity (2009-10 School Year)

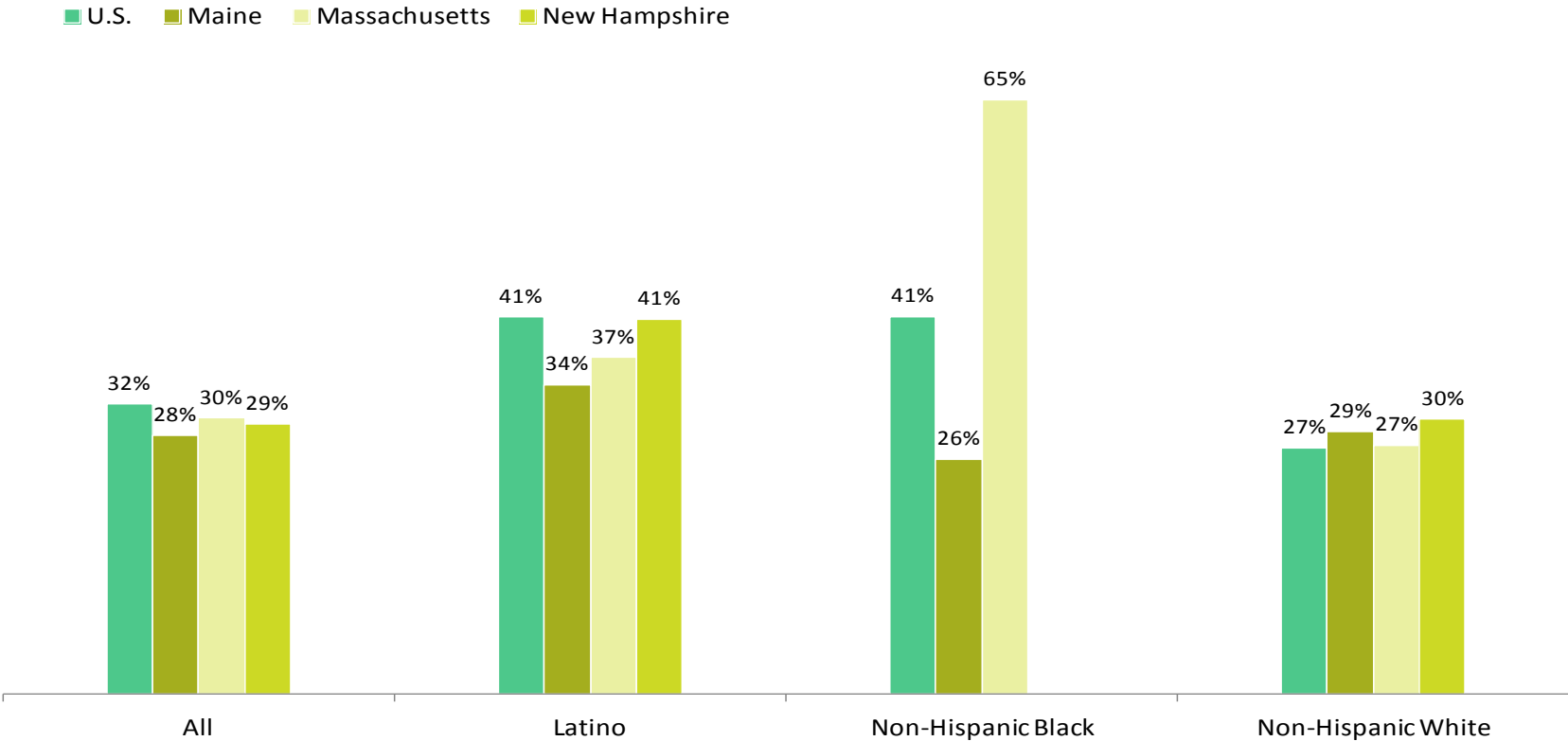
Public High School Averaged Freshman Graduation Rate (AFGR) by Race/Ethnicity  
2009-10 School Year



Source: NCES, Common Core of Data

# Percent of Children 10-17 who are Overweight or Obese (2007)

### Percent of Children 10-17 who are Overweight or Obese 2007



Source: 2007 National Survey of Children's Health



# The United States, Falling Behind

- One in six Americans scored near the bottom in literacy.
- Nearly one in three Americans scored near the bottom in numeracy.
- Young Americans rank the lowest among their peers in the countries surveyed.



**\*Data from Organisation for Economic Co-operation and Development report**

## Communities of Opportunity

- Parks
- Grocery Stores
- Financial Institutions
- Better Performing Schools
- Good Public Transit

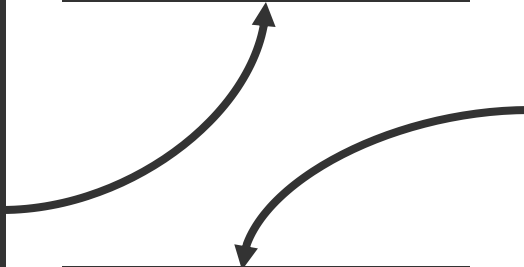
## Low- Income Communities

- Fast Food Restaurants
- Liquor Stores
- Unsafe/Limited Parks
- Poor Performing Schools
- Toxic Waste Sites
- Limited Public Transportation
- Increased crime

Good Health Status

Poor Health Status  
 Contributes to health disparities:

- Obesity
- Diabetes
- Asthma
- Increased injury



# What is Equity?

- Equity means *just and fair inclusion*.
- An equitable society is one in which all can participate and prosper.
- Achieving equity requires intentionality, focus, and a commitment to community participation.



- African Americans and Hispanics are more likely to live in Southern and Southwestern states with lower levels of coverage.\*
- “Closing health disparities could generate annual savings of \$57 billion in medical expenses and \$252 million in lost productivity.” - *All-in Nation*

\* Data from *The Business Case for Racial Equity*. W.K. Kellogg Foundation. October 2013.

- Childhood obesity costs the nation more than \$14 billion every year in medical expenses.
- The direct medical cost associated with adult obesity is an estimated \$45 billion.
- The total lost productivity of the workforce—due to absenteeism *and* poor productivity—as a result of obesity is estimated at \$11.7 billion per year.

\*Statistics are from *All-in Nation*.

- 1. Community mobilization strategies**
- 2. Environmental change strategies**
- 3. Public health systems**
- 4. School-based clinics**
- 5. Affordable Care Act**

- **Build trusting and accountable relationships with community leadership and residents.**
- **Develop a shared vision for community change.**
- **Build partnerships with diverse sectors.**
- **Develop and sustain community capacity**
- **Translate community vision into policy and environmental change.**

- **Empower residents** through meaningful inclusion and partnerships
- **Build capacity** for high level engagement
- Prioritize **community knowledge and concerns**
- **Target resources** to support ongoing engagement
- Facilitate mechanisms that encourage **mutual learning and feedback mechanisms**



# Institutional Structures for Community Engagement

## Ascending Impact



## Descending Impact <sup>33</sup>

**Assess the degree to which an action, policy, activity will have health effects on communities and residents.**

**Goal:**

- **Making democracy work for broad segments of community.**
- **Know what is going on in their community and have an active voice.**
- **Distribution of impact across population and not burdened the segment of population already vulnerable.**

## Examples - Transit-Oriented Development (TOD)

- **BART or light rail service coming into community.**
- **How will it impact residents – displacement of homes and businesses.**
- **Ways to fully engage those most affected before development.**
- **Voice to influence policy.**

## FACT

- **Urban renewal, including new freeways destroyed communities and shut down thriving community businesses.**

# Promoting Equity through local action: Food Access

- **Improve neighborhood corner stores.**
- **Increase farmer markets.**
- **Link farmers to consumers.**
  - **Urban agriculture**
  - **Community supported agriculture**
  - **Community gardens**
- **Stronger nutrition standards in schools.**
- **Increase number of grocery stores.**







- **CA Healthy Food Financing Initiative**
- **California FreshWorks Fund**



Healthy Food. Closer To Home



Foto por: The Associated Press

## **FreshWorks Fund - \$264 Million**

**\$200 million entirely private; seed funding provided by the California Endowment, leveraged additional investors:**

- **Bank of America**
- **Chase Bank**
- **CA Grocer's Association**
- **Calvert Foundation**
- **Catholic Healthcare West**
- **Community Health Councils**
- **Kaiser Permanente**

**Individuals can also invest in the fund for as little as \$20.**



- **Catalyst for action**
- **Convener of broad sectors**
- **Liaison to community, including youth**
- **Institutionalization of new practices and policies**
- **Progressive new data sources and analysis**

- **Social determinants of health**
- **Health impact assessments**
- **Health in all policies/Equity in All Policies**
- **Attention to racial equity**
- **Creative partnerships**

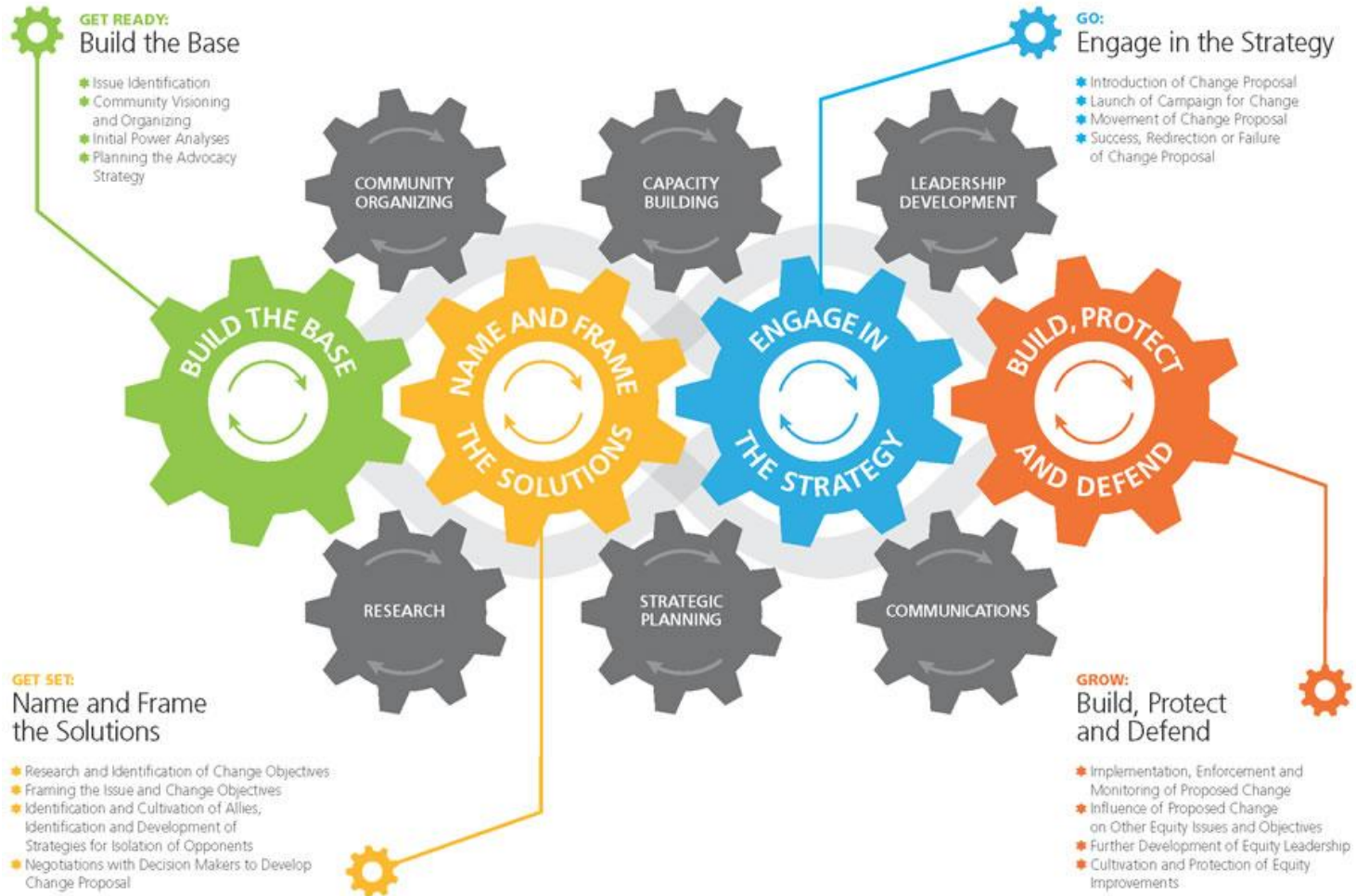
- “Community health centers are key to communities of color.” - *All-in Nation*
- Serve as safety net providers to a broad range of uninsured clients
- Providing information to immigrants about who is eligible for the ACA, and its legal implications

- Provide students and their families with age-appropriate health care services
- Includes an emphasis on prevention, early intervention, and risk reduction
- Gives students and their families access to health care
- Serves as a partnership between the school and a community health organization

# Assessing Impact

# Getting Equity Advocacy Results (GEARS)

## GETTING EQUITY ADVOCACY RESULTS



- 1) Measurement of community conditions relevant to health**
- 2) Measurement of the implementation of strategies, campaigns, policies and plans**
- 3) Measurement of health behaviors and health outcomes**

- **Strong, sustained leadership**
- **Commitment across sectors**
- **Bold risk takers/thinking outside the box**
- **Equity-focused strategies**
- **Creative, compelling use of data**



- **Government-community partnerships**
- **Adequate resources**
- **Long term involvement**
- **Continuous assessment of impact and modifications, as needed**



# All-In Nation

*An America that Works for All*

A COLLABORATION BETWEEN THE CENTER FOR AMERICAN PROGRESS AND POLICYLINK  
EDITED BY VANESSA CÁRDENAS AND SARAH TREUHART



Download the book (for free) at [www.allinnation.org](http://www.allinnation.org)



**Thank you!**



Mildred Thompson, Director  
PolicyLink Center for Health Equity and Place  
[www.PolicyLink.org](http://www.PolicyLink.org)