

Health Equity & Tobacco Prevention



- Train people to be community organizers
- Strengthen community-based organizations
- Provide analysis and develop tools to advance progressive issues
- Bring people, organizations and communities together to build a progressive movement





- Addresses the leadership & organization development needs of nonprofits and other social change agents across the nation and globe who want to be the change they seek in the world.
- Align mission-driven outcomes (i.e., what you want to accomplish) with strategy, structure, and culture (i.e., how you accomplish it) for greater impact and integrity.

Jennifer Lleras Van Der Haeghen



Yee Won Chong



Agenda

Afternoon (1 to 4:30 PM)

- Community & Partner Engagement
- Applying the Framework to Your Work
- Action Planning

Morning (9 AM to 12 PM)

- What can we learn about equity from the data?
- Shared Understanding, Language, and Structural Inequities Framework
- Targeted Universalism: Local Equity Case Study

Lunch at 12 PM

- Table Discussions



Learning Objectives

- Identify populations that are experiencing disparities on a local level.
- Build shared language & share promising practices for engaging community.
- Build a collective framework of strategies that work to eliminate tobacco-related health disparities.
- Understand the importance of local community engagement in achieving health equity.
- Identify local equity partners & plan a corresponding engagement strategy.



Group Norms in working toward Equity

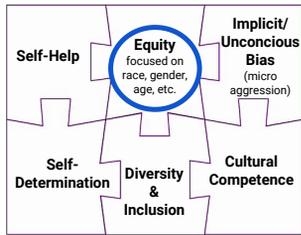
- Speak Your Truth
- Lean Into Discomfort & Lean into Each Other
- Commit to Non-closure
- Embrace Paradox
- Seek Intentional Learning, not Perfection



**“We Do Not see Things as They Are,
We see Things as We Are.**

Lee Mun Wah

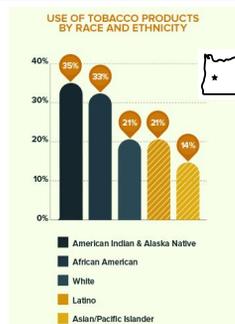
The Pieces to Solve the Puzzle

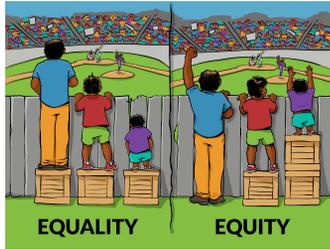


Refresher: What's Health Equity Plenary in September 2015

Disparities/Inequality

differences in certain outcomes
between segments of the
population.





= Sameness = Fairness



Equity and Equality

Equity is a proactive, strategic approach that accounts for differences in opportunities and burdens, as well as needs, in order to achieve true **equality** for all.



Targeted Universalism

...means identifying a problem, particularly one suffered by marginalized people, proposing a solution, and then broadening its scope to cover as many people as possible.

It sees marginalized populations in American society as the canary in the coal mine. It recognizes that **problems faced by particular segments of American society are problems that could spill over into the lives of everyone.**

- by John A. Powell, Stephen Menéndian & Jason Reece

Social Determinants of Health

Where we

LEARN



LIVE



PLAY



WORK



.... matters

Where Youth Learn, Live, Play



80%

high school juniors can easily get tobacco

most frequent source

→ friends who are over 18



70%

teens shop in convenience stores at least once/week

91%*

of Big Tobacco's \$9.2 billion marketing budget on targeted ads and promotions in stores.

photo: California Department of Public Health

*2012

What's in a convenience store?



NEARLY 9 IN 10 stores that sell tobacco sold little cigars or cigarillos.



NEARLY 9 IN 10 stores that sell little cigars and cigarillos sell them as singles, which makes them cheap and accessible to young people.

What's in a convenience store?



NEARLY 8 IN 10 stores that sell tobacco sold electronic cigarettes.



Among stores that sold electronic cigarettes, about **8 IN 10** sold flavored electronic cigarettes.

Exercise:

What are the **resources** (or lack of) that led to this disparity?

Life's building blocks are accessible and responsive to the needs of a society

Health Equity

... is achieved when every person has the opportunity to "attain their full health potential" and no one is "disadvantaged from achieving this potential because of social position or other socially determined circumstances."

- Centers for Disease Control and Prevention.

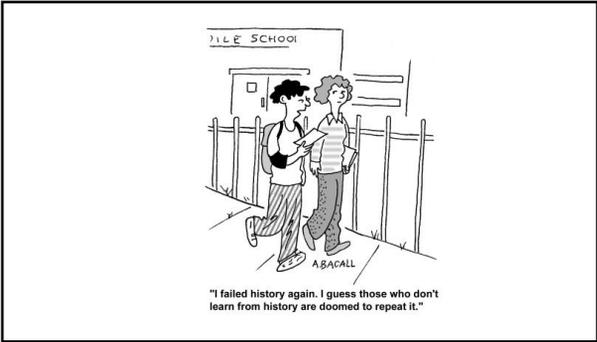
Equity is An End Result

An equitable society would be one in which there are improved outcomes for all and the distribution of resources, opportunities and burdens was not determined, predictable, or disproportionate by race, gender, sexual orientation etc.



Equity is also a Process





Exercise:

What are the **rules** (or lack of) that led to this disparity?

Policies and practices of organizations and social institutions.

Video

Exercise:

What are **stories** that reinforce and perpetuate the disparity?

Stories create cultures. Stories propagate the assumptions and beliefs of a society.

Lunch

- What is your personal story to add to the timeline?
- What would you add to the timeline that is not personal?

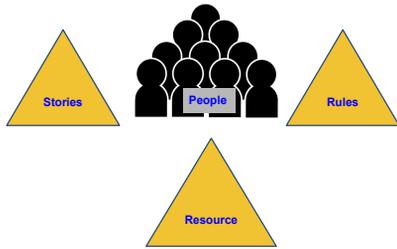
Video



Exercise:

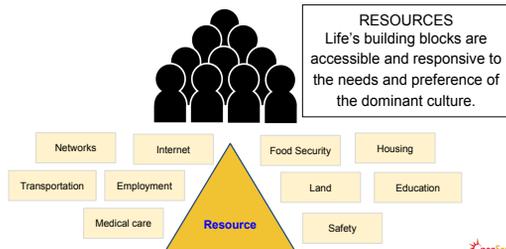
Who are the **people** involved in the situation?

What is Structural InEquity?



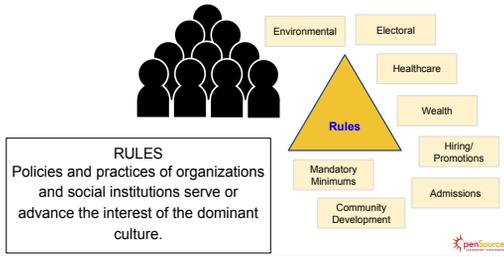
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What is Structural InEquity?

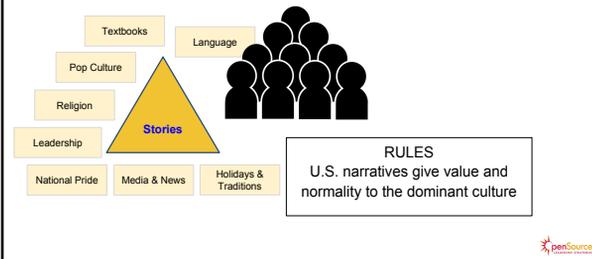


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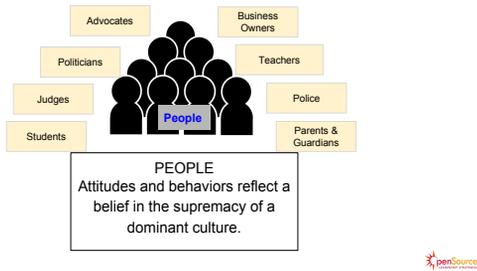
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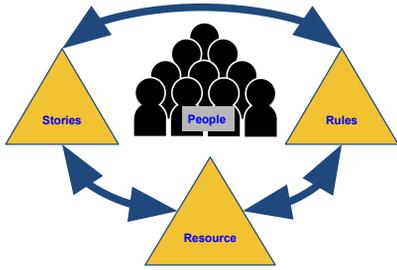
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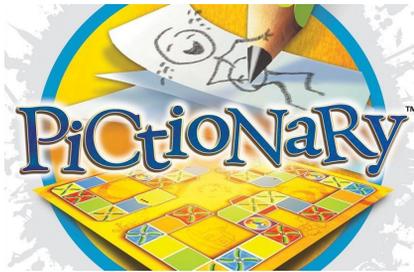
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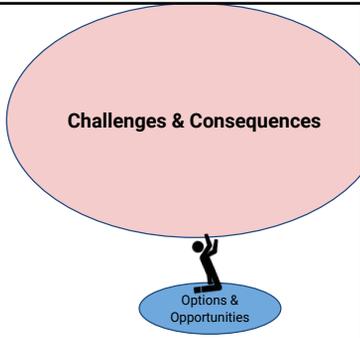
What is Structural In/Equity?

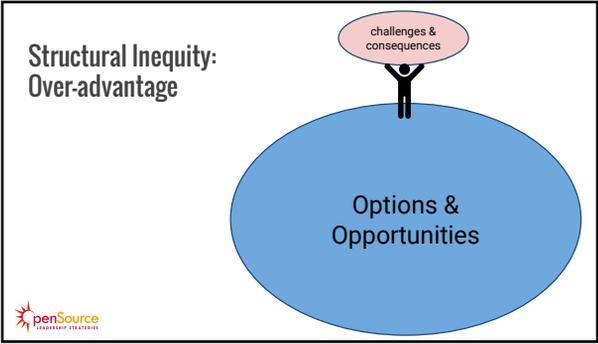


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Structural Inequity: Under-advantage









Community Engagement is...

A planned process with a specific purpose of working with identified groups of people, whether they are connected by geographic location, special interest, or affiliation or identify in addressing issues affecting their well-being.



Community Engagement takes Different Forms

For example:

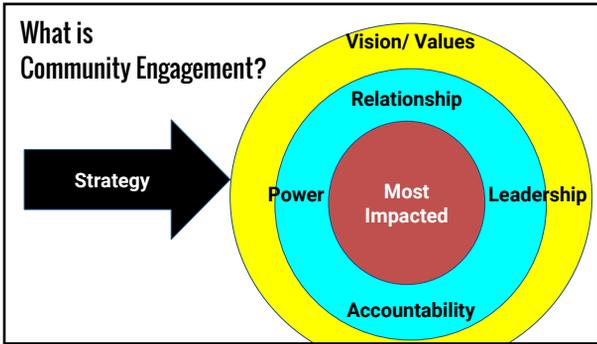
- Gathering community feedback/conducting community assessments.
- Informing the community on the issue through community forums.
- Developing a Community Advisory Committee as way to consult on issues & solutions.
- Developing a community engagement process with your agency.

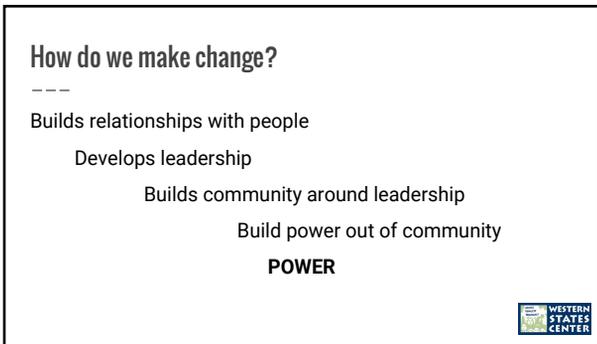


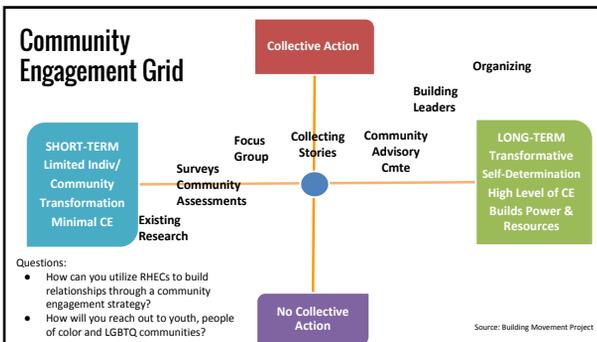
Community Engagement Fundamental Principles

1. Meet people where they're at & treat them how they want to be treated.
2. Create accessible space so that every person can feel comfortable in your engagement







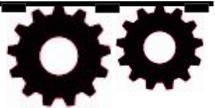


What are Community Engagement strategies you use?

Moving Sidewalk



Moving with... →



← Moving against...



... Structure of In/Equity

We are in the Structure The Structure is in Us

Applying Framework to a Case

Action Plan

Small Group Action Planning

Health Equity and Tobacco Prevention Education:
Action Planning

How will you build (Stronger) relationships with
the Health Equity organizations (RHEC)?



The End

Worksheet: Applying Targeted Universalism to Analyze Impact and Develop People-centered Strategies

| | | |
|---------------------|-----------------------|---------------------|
| What's the problem? | Who suffers the most? | How do they suffer? |
|---------------------|-----------------------|---------------------|

Worksheet: Strategies to Move Against Structural InEquity

The issue we want to solve:

Rules
Policies and practices of organizations and social institutions serve or advance the interests of the dominant culture.

What are the rules?

What are the current barriers?

What're the points of interventions?

Stories
U.S. narratives give value and normality to the dominant culture.

What are the stories?

What are the current barriers?

What're the points of interventions?

Worksheet: Strategies to Move Against Structural InEquity



The issue we want to solve:

Who are the people with power to address the problem?

What are the current barriers?

What are the intervening points?

What are the resource issues?

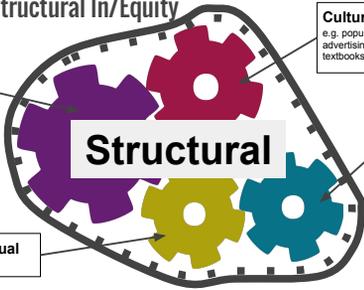
What are the current barriers?

What are the intervening points?

Levels of Structural In/Equity

Institutional
e.g. hospital, pharmaceutical companies, tobacco companies etc.

Individual
e.g. doctor



Cultural
e.g. popular media, advertising, textbooks

Internalized
e.g. patient

Addressing Racial Inequity

Standard Methods

- Limited recognition of the historical and cultural context
- Focus on individuals' actions behaviors or attitudes
- Seek short term or immediate impacts

Structural Method

- Rooted in historical and cultural understanding
- Target the effects of interacting structures & institutions
- Seek to eliminate the root caused of the inequity over the long term



What is Racism Today?

Narrow View

- Individual Bias
- Intentional Acts
- Isolated Incidents
- Obvious & Immediate
- In the Past

Holistic View

- Interacting Institutions
- Outcomes & Impact
- Diffuse & Infused
- Subtle & Insidious
- In the Present

Source: OpenSource  WESTERN STATES CENTER
