

Health Equity at Work: Navigating Healthier Communities in Kansas

8th Annual Governor's Public Health Conference
*Healthy Kansas Communities:
A roadmap to wellness*

May 1, 2013

Linn Gould, MS, MPH
Just Health Action
Seattle, Washington

Fill in the blank.....

America is the land of



America as the land of opportunity: What does this mean?

*“The idea that everyone deserves a **fair** chance
to live up to his or her potential”*





OF



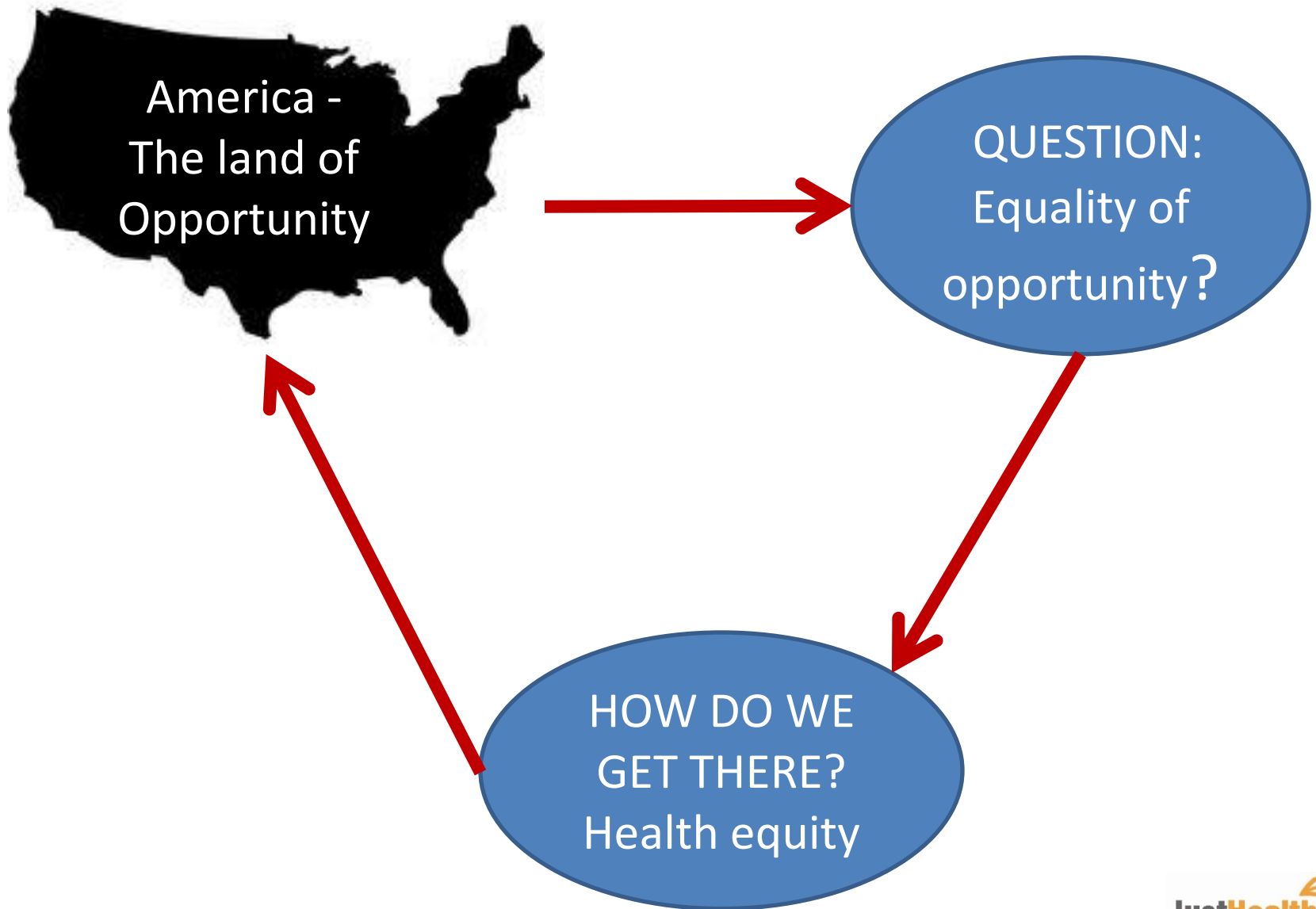
??



OR



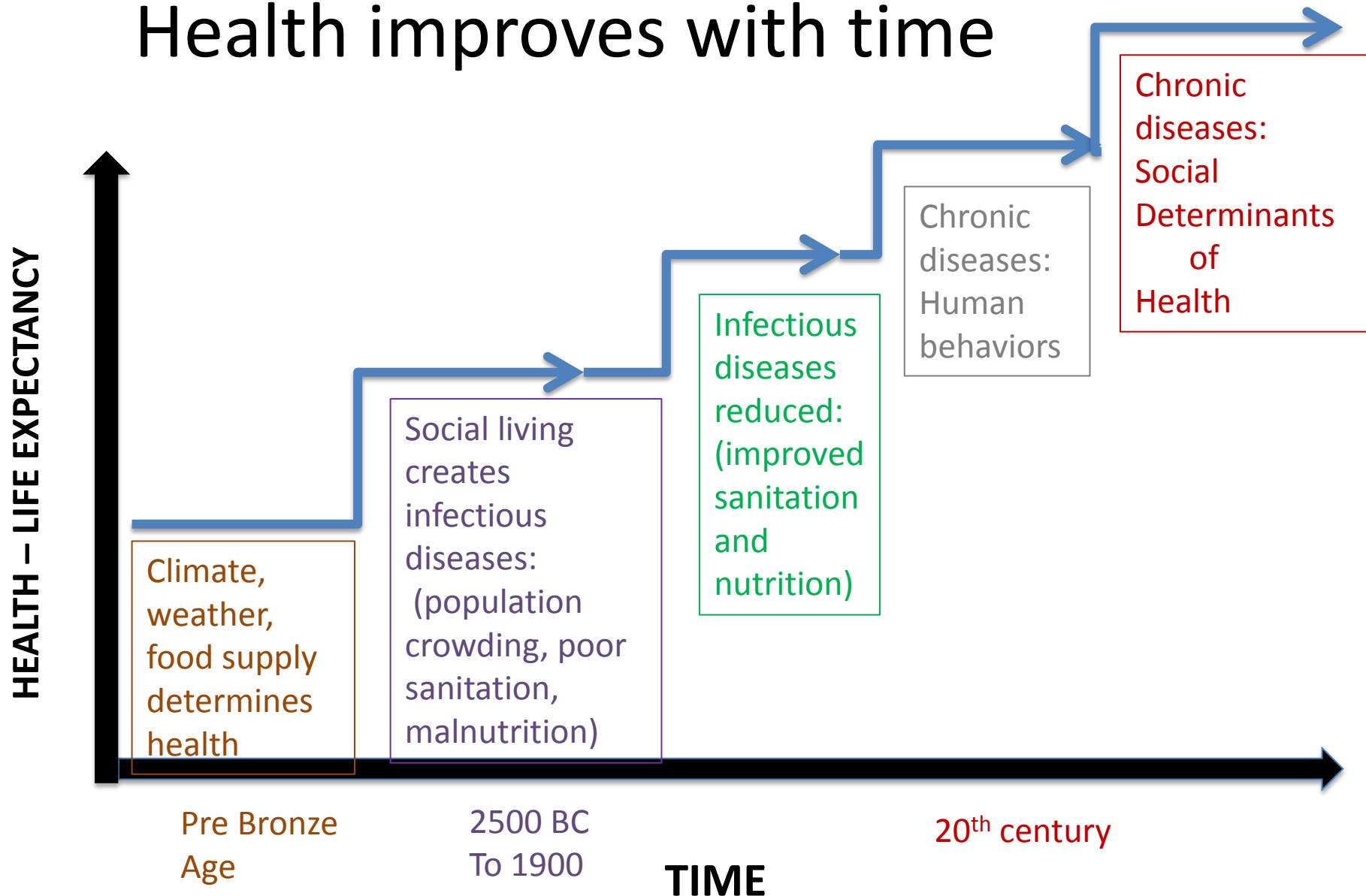
Today



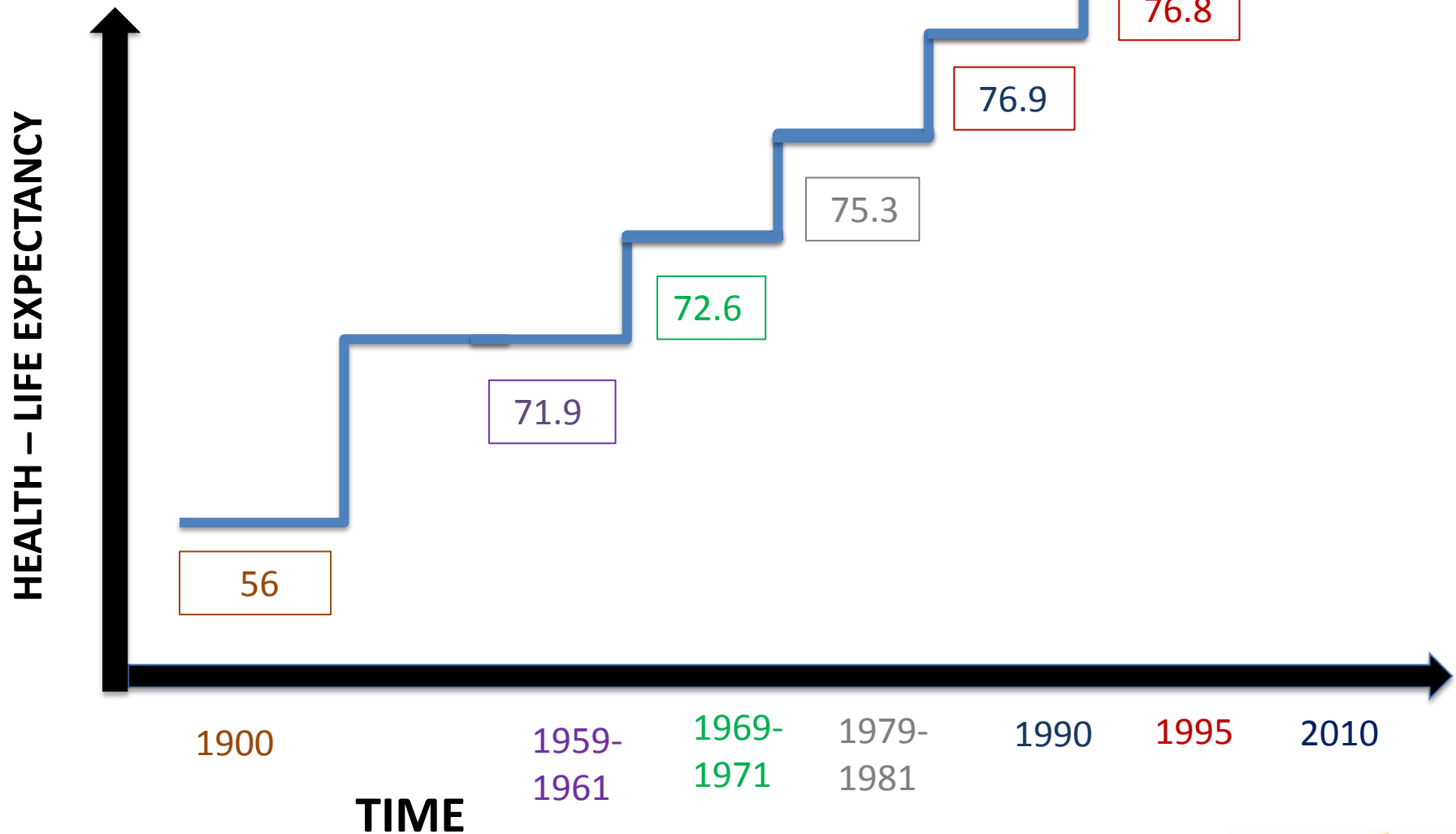
Opportunity for Health



Health improves with time



Kansas health improves with time





QUESTION:
Equality of
opportunity?

HOW DO WE
GET THERE?
Health equity

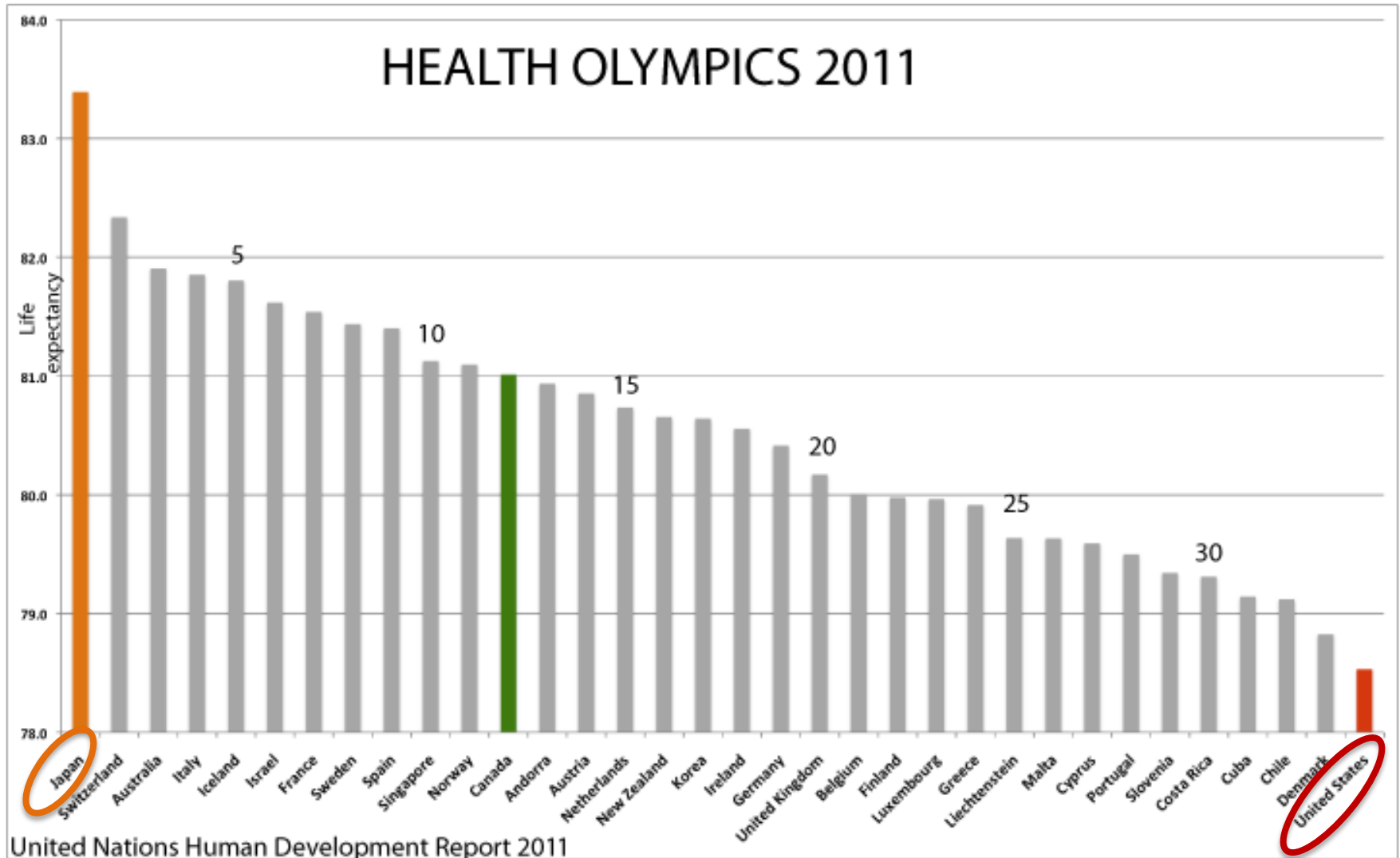
BUT -

HEALTH – LIFE EXPECTANCY



TIME

United States Health

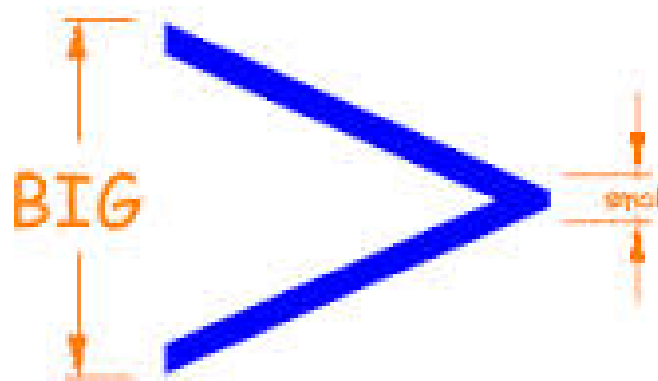


How big should opportunity gaps be?



0

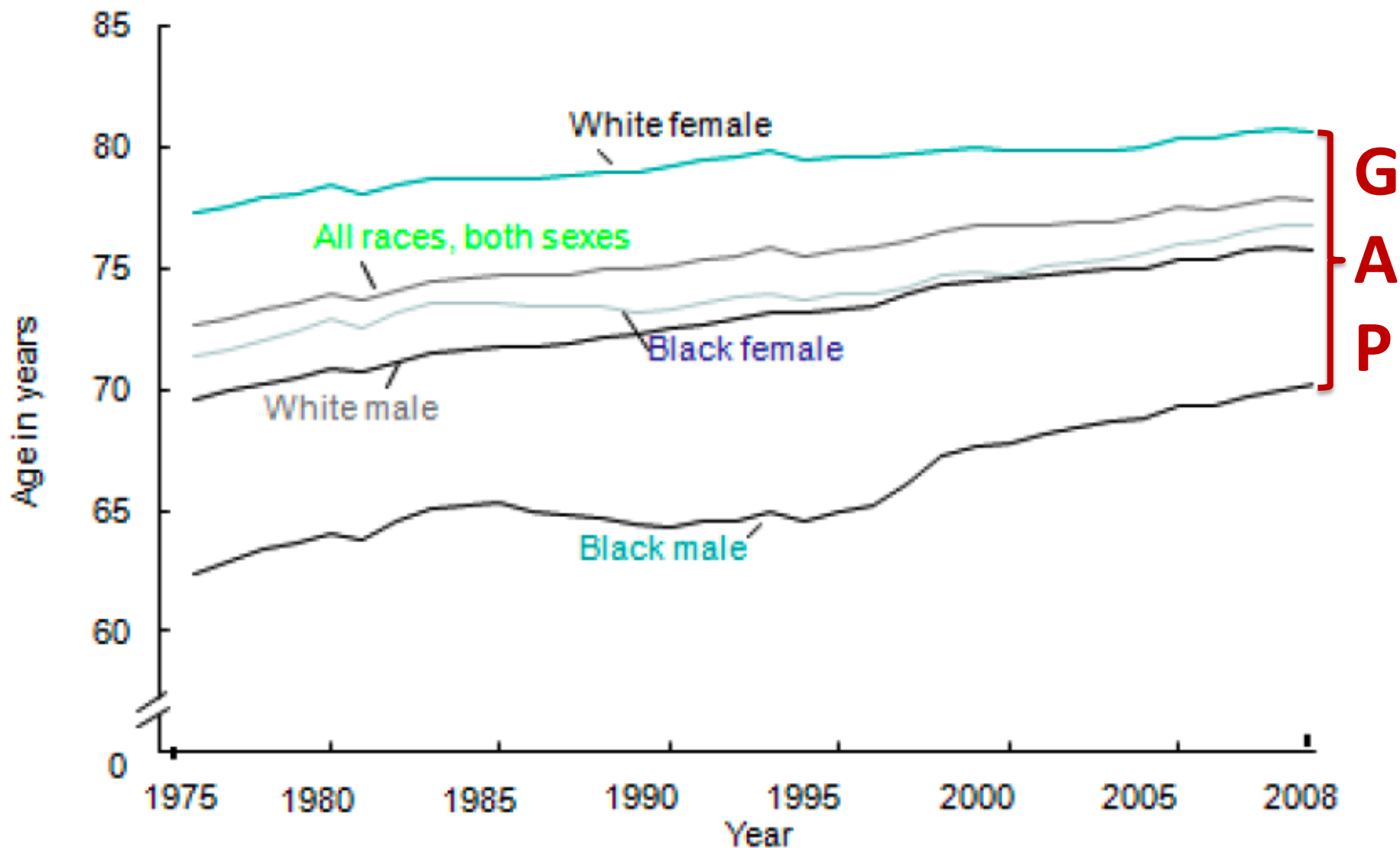
10



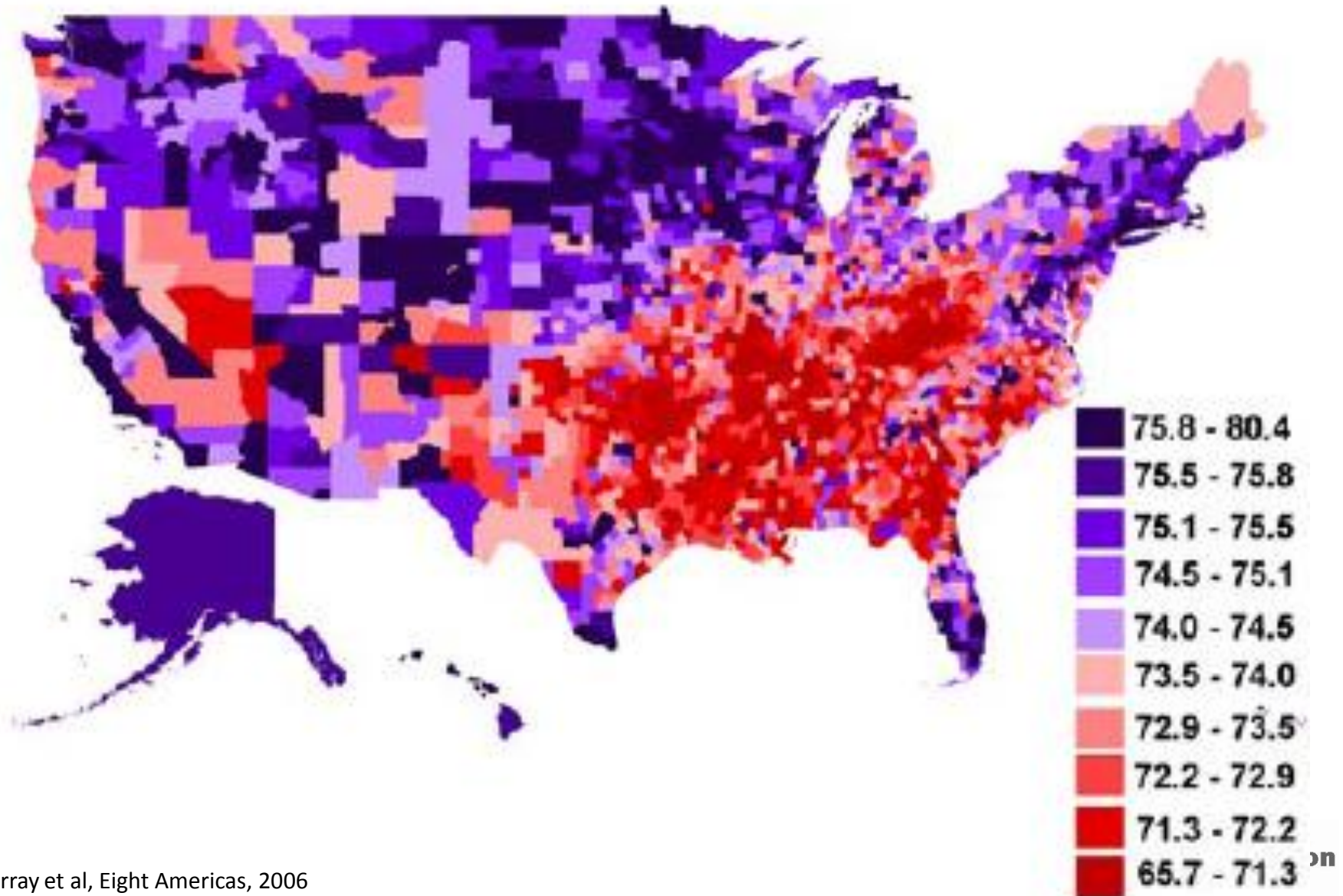
U.S. CEO Pay:
\$12.3 million
Joe Worker:
\$35,000

Japan CEO Pay:
\$2.3 million
Joe Worker:
\$35,000

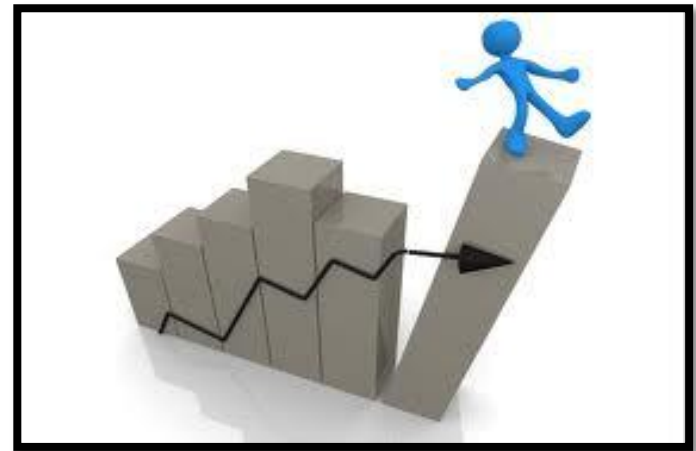
Figure 2. Life expectancy at birth, by race and sex: United States, 1975-2007 final and 2008 preliminary



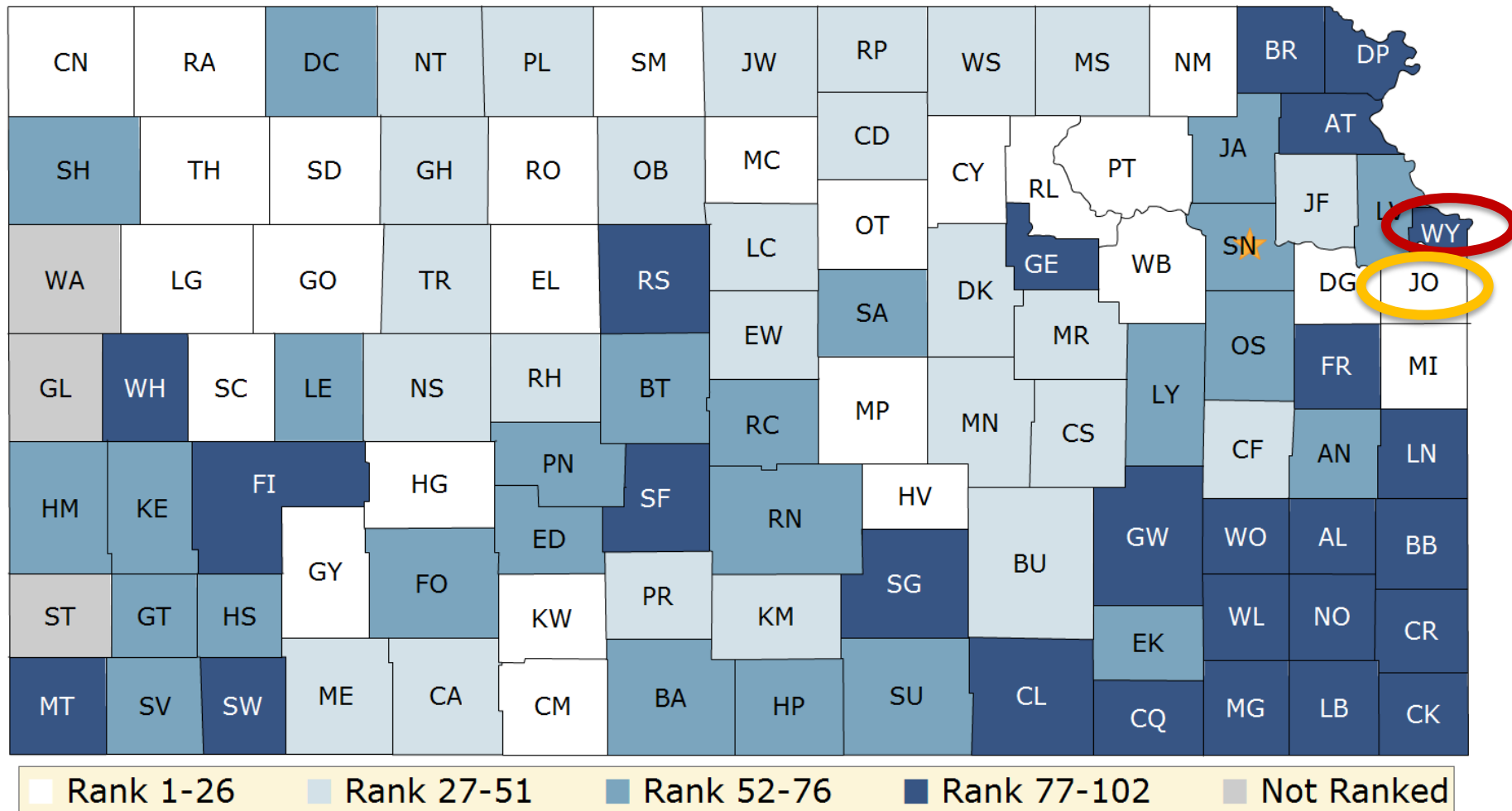
County Life Expectancy by Race - White Males

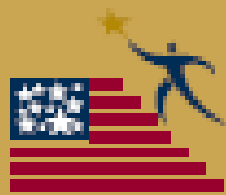


Who is at risk in Kansas?



2013 Health Factors - Kansas





Opportunity Index

STATE OPPORTUNITY SCORE

Kansas = 57.9 ; 14th in U.S.

Washington = 52.8; 25th in U.S



BUT

COUNTY OPPORTUNITY SCORE

Johnson County = A-

Wyandotte County = C-

WHY??????

Health differences between two Kansas counties



Health Indicators	Kansas	Johnson	Wyandotte
Opportunity index	Rank 14	A-	C-
% Poor or fair health	13	8	20
% adult obesity	30	24	31
% Adult smoking	18	13	26
% Excessive drinking	15	18	15
Sexually transmitted infection rate (per 100, 000)	337	188	687
Violent crime rate (per 100, 000)	395	208	601
Number of recreational facilities (per 100,000)	8	17	3
% with limited access to healthy foods	8	3	14

Demographic differences between two Kansas counties

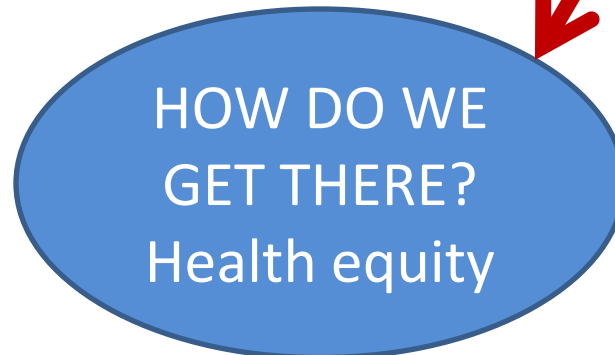
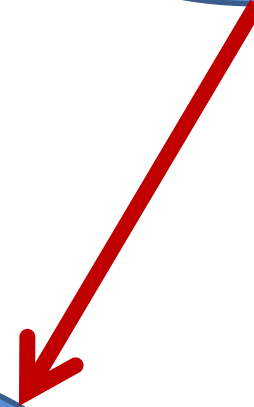


Demographics Socioeconomics	Kansas	Johnson	Wyandotte
Opportunity Index	Rank 14	A-	C-
% White	78	82	44
% African American	6	4	24
% Hispanic	11	7	27
% no English proficiency	2	2	8
Median household income	\$48,844	\$70,665	\$38,016
% Children in poverty	19	8	40
% high school education	81	88	65
% Uninsured	16	11	24

African American disparities in Kansas



Indicators	Kansas	KS African Americans
Median household income	\$50,458	\$31,959
% College completion	48.7	22.9
% Population living below poverty	10.6	25.1
% Unemployment rate	6.9	13.2
Life expectancy at birth	78.2	73.2
% Obesity	28.1	40.3
% Use of illicit drugs	30.8	52.3
% Binge alcohol	14.8	10.7
% smokers	17.1	21.6
% Low birth weight	6.8	13.0



Defining equality versus equity



Defining Equality versus Equity

Equality - provides each person/community with the same amount and type of resources -

Everyone gets a pair of SHOES

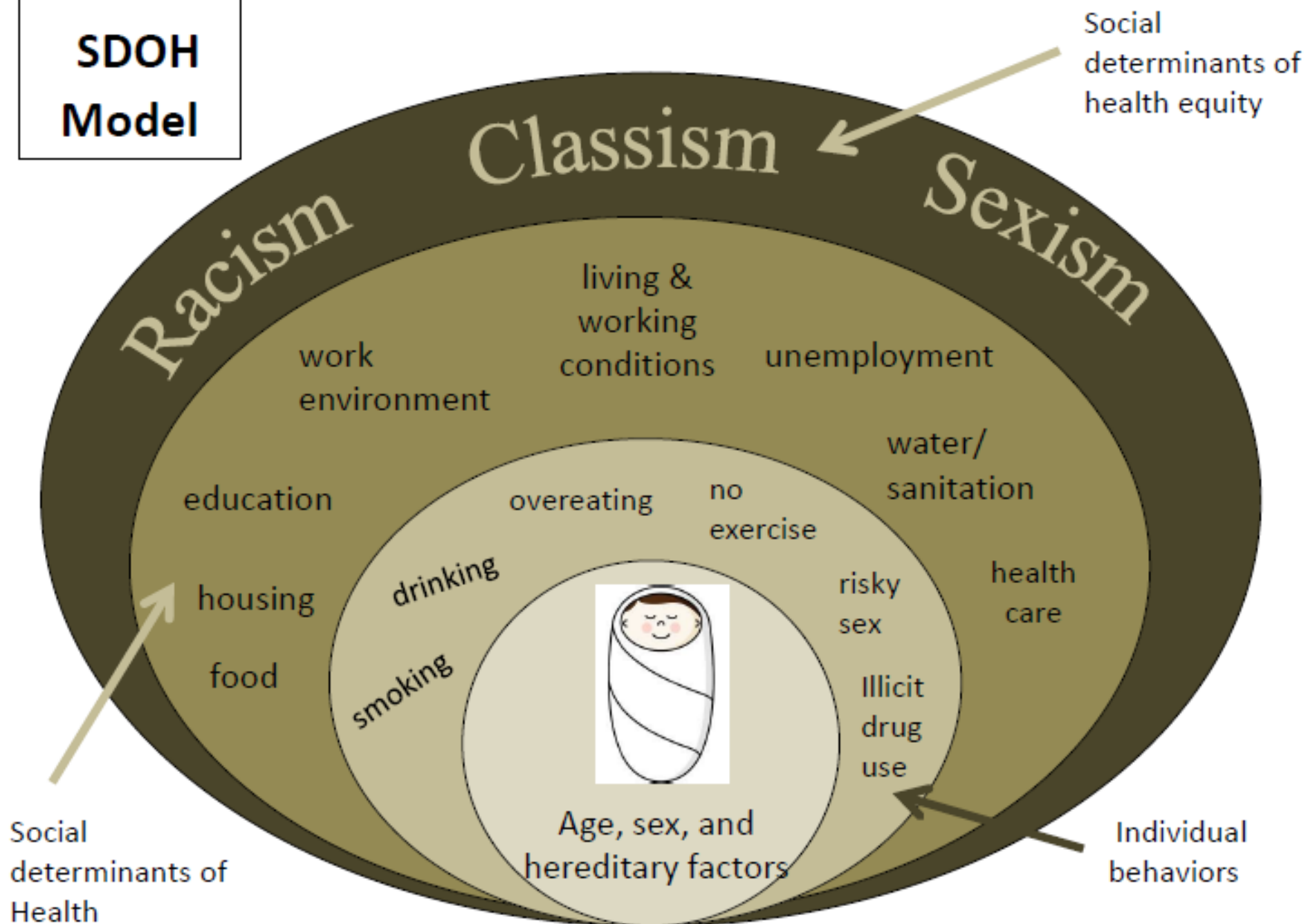
Equity – each person/community does not start at same place and may need different types and amount of resources to get to point of living to full potential

Everyone needs SHOES that fit.

The Gardener's Tale: Part 1

- Get out a piece of blank paper and pencil/pen
- Draw the story I am going to tell you

**SDOH
Model**



The Gardener's Tale Part 2:

Equality versus equity

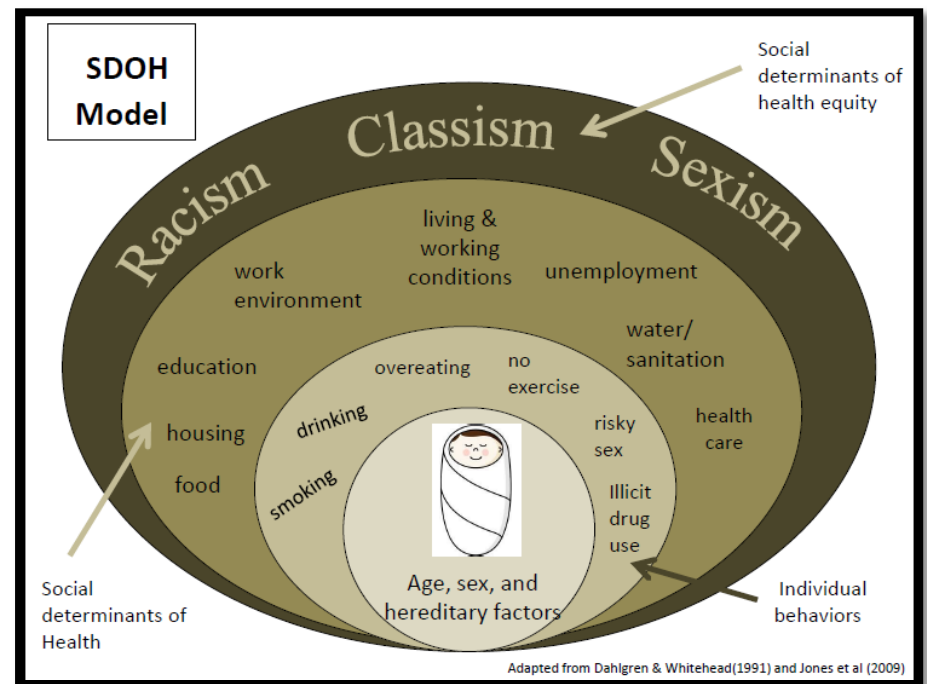
1. Get out a piece of blank paper and pencil/pen
2. Start drawing part 2 of my story
3. What did the gardener do that was equal?
4. What did the gardener do that wasn't equal?
5. What action could the gardener take that would be more equitable?

The Gardener's Tale Part 2: Equality versus equity

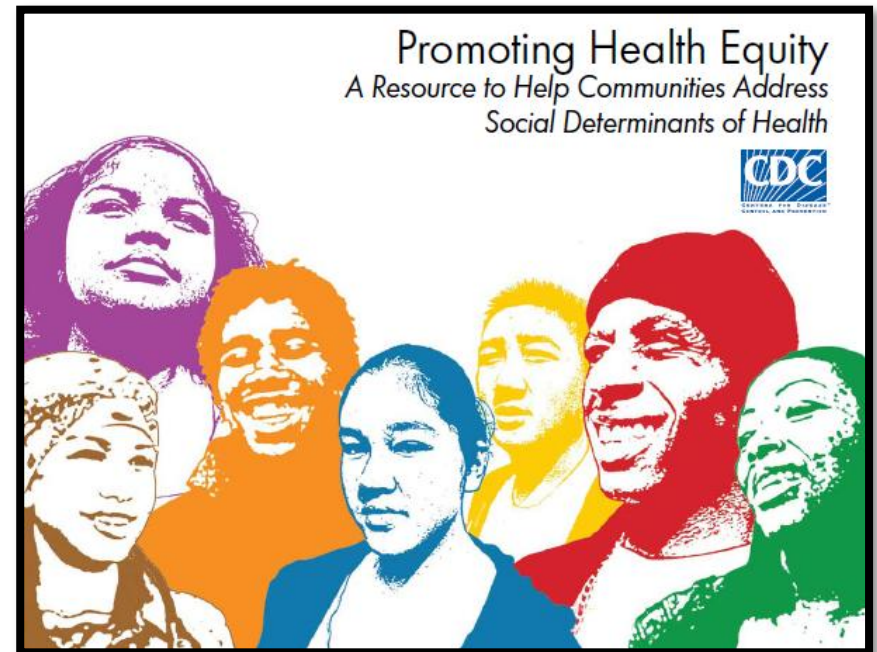
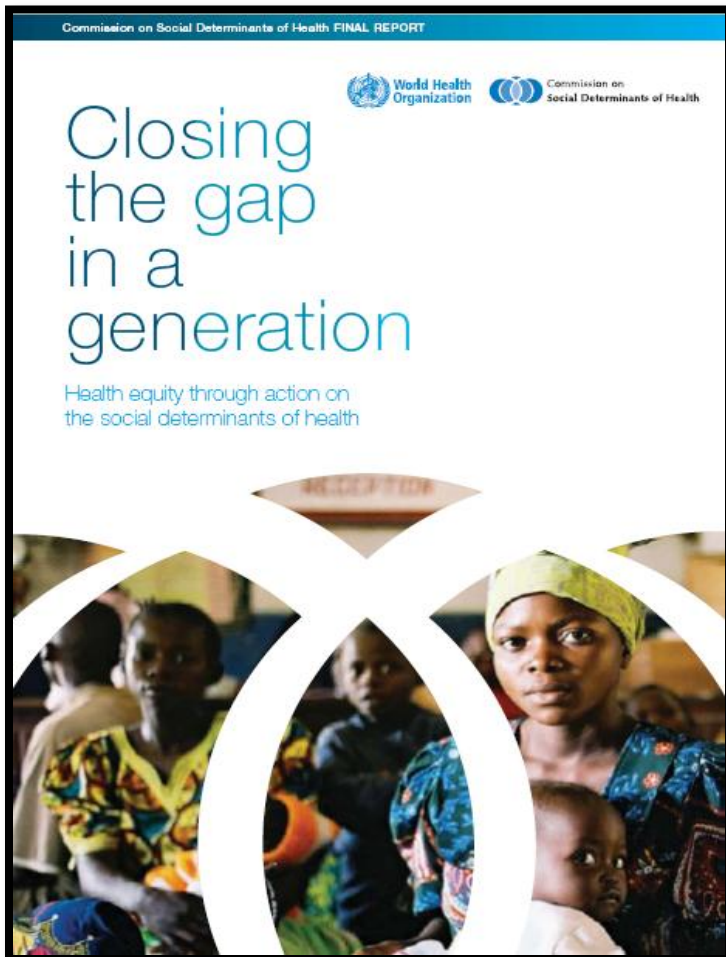
6. Which elements are similar to the social determinants of health?

See:

Camara Phyllis Jones
2000; *Levels of Racism:
A Theoretic Framework
and a Gardeners Tale* if
you want to learn about
racism with respect to
the gardener analogy



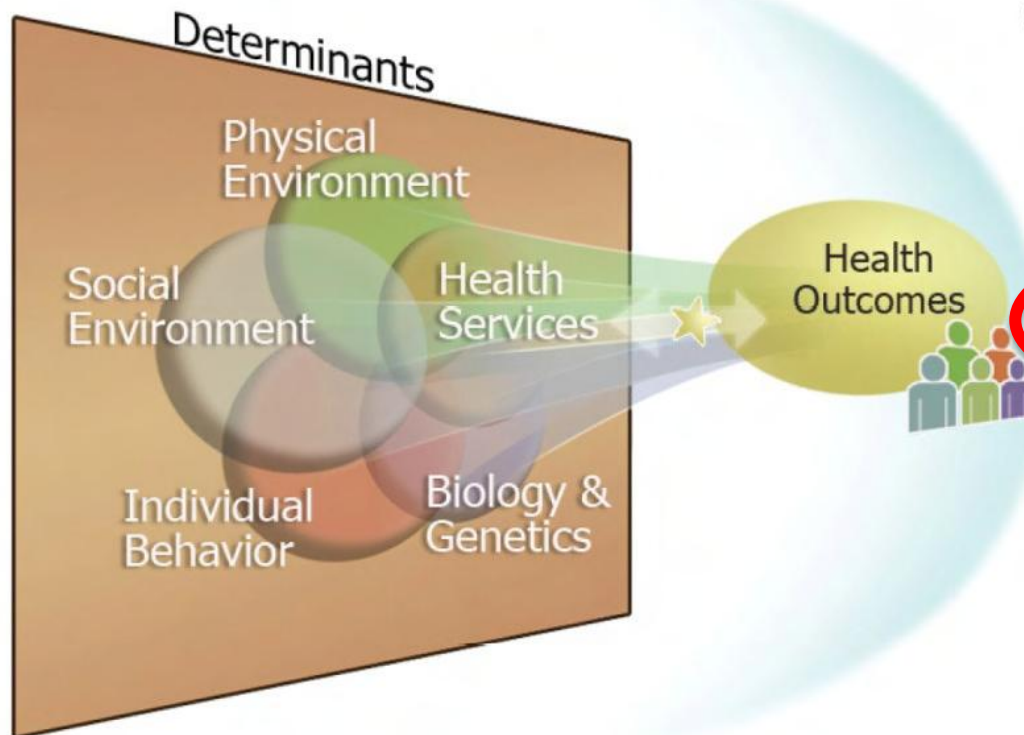
Health Equity – A worldwide call to action



NACCHO
National Association of County & City Health Officials

Healthy People 2020

A society in which all people live long, healthy lives

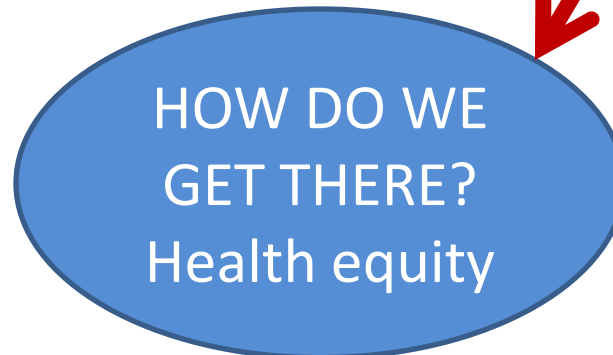
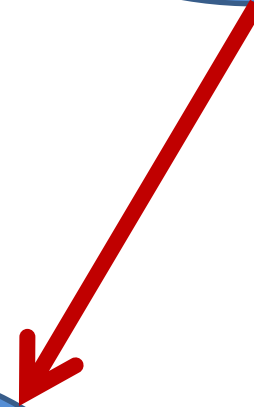


Overarching Goals:

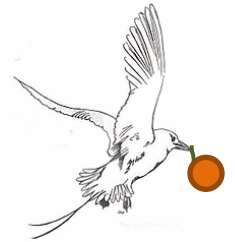
- Attain high quality, longer lives free of preventable disease, disability, injury, and premature death.
- Achieve health equity, eliminate disparities, and improve the health of all groups
- Create social and physical environments that promote good health for all.
- Promote quality of life, healthy development and healthy behaviors across all life stages.

Healthy People 2020

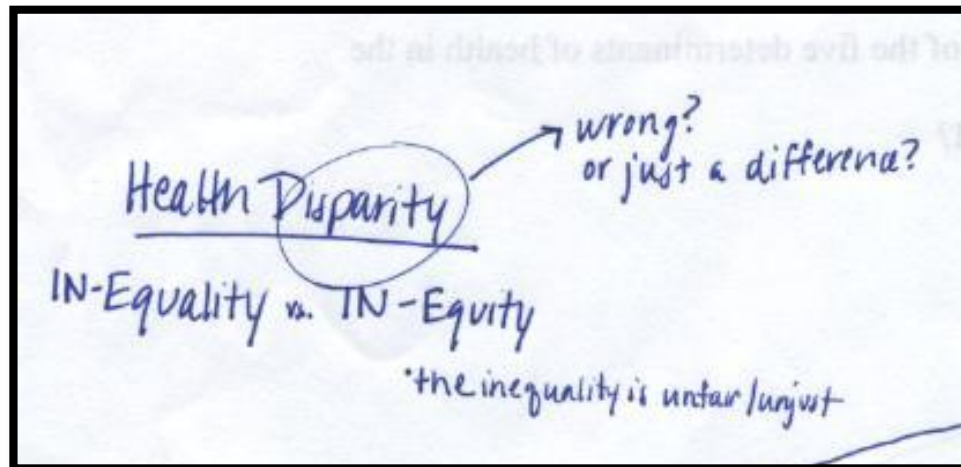




JHA Taking action on health inequity



1. Who is Just Health Action?
2. JHA's Critical Health Literacy approach
3. How has JHA been doing it?



three levels of health literacy

1. functional



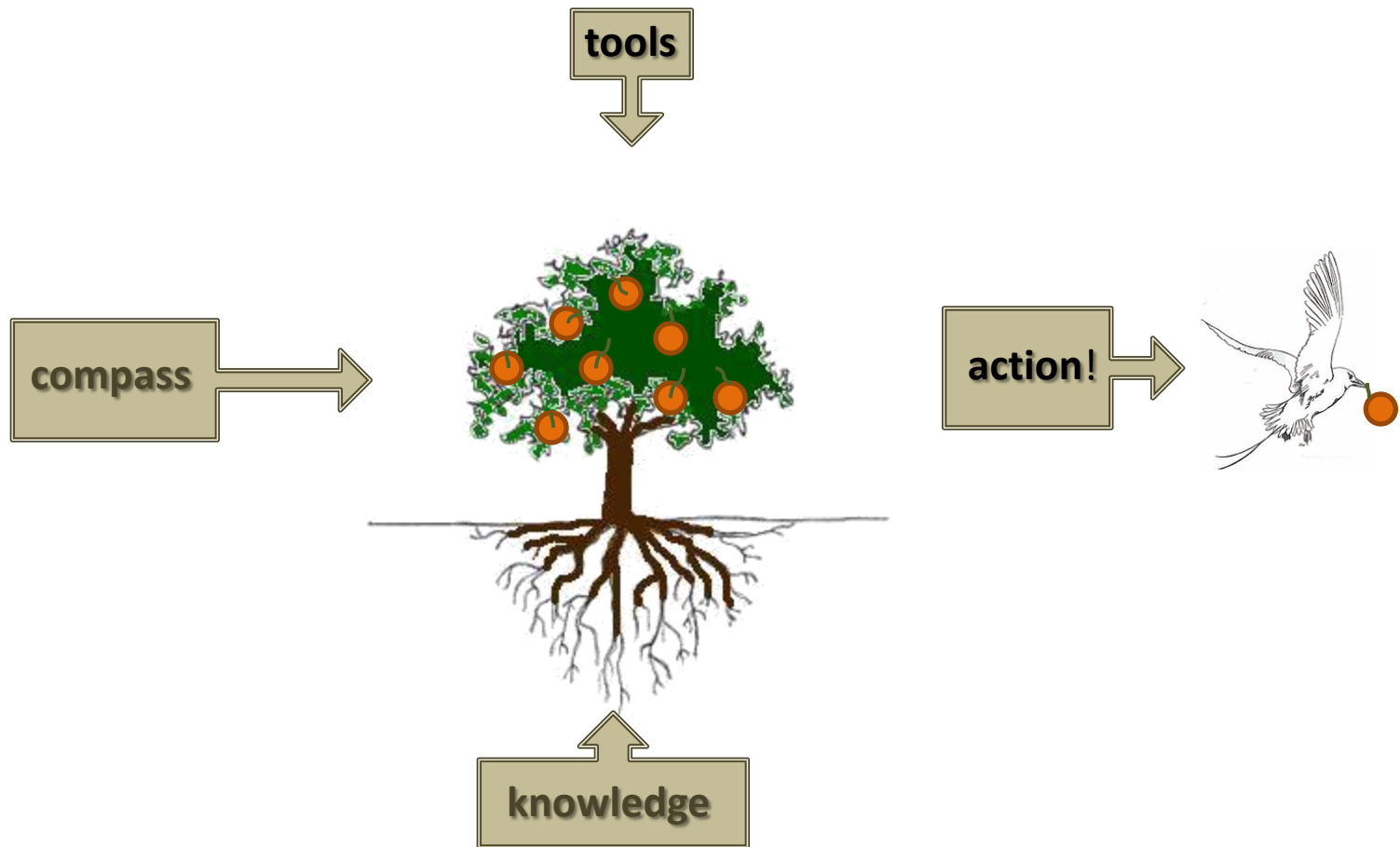
2. interactive



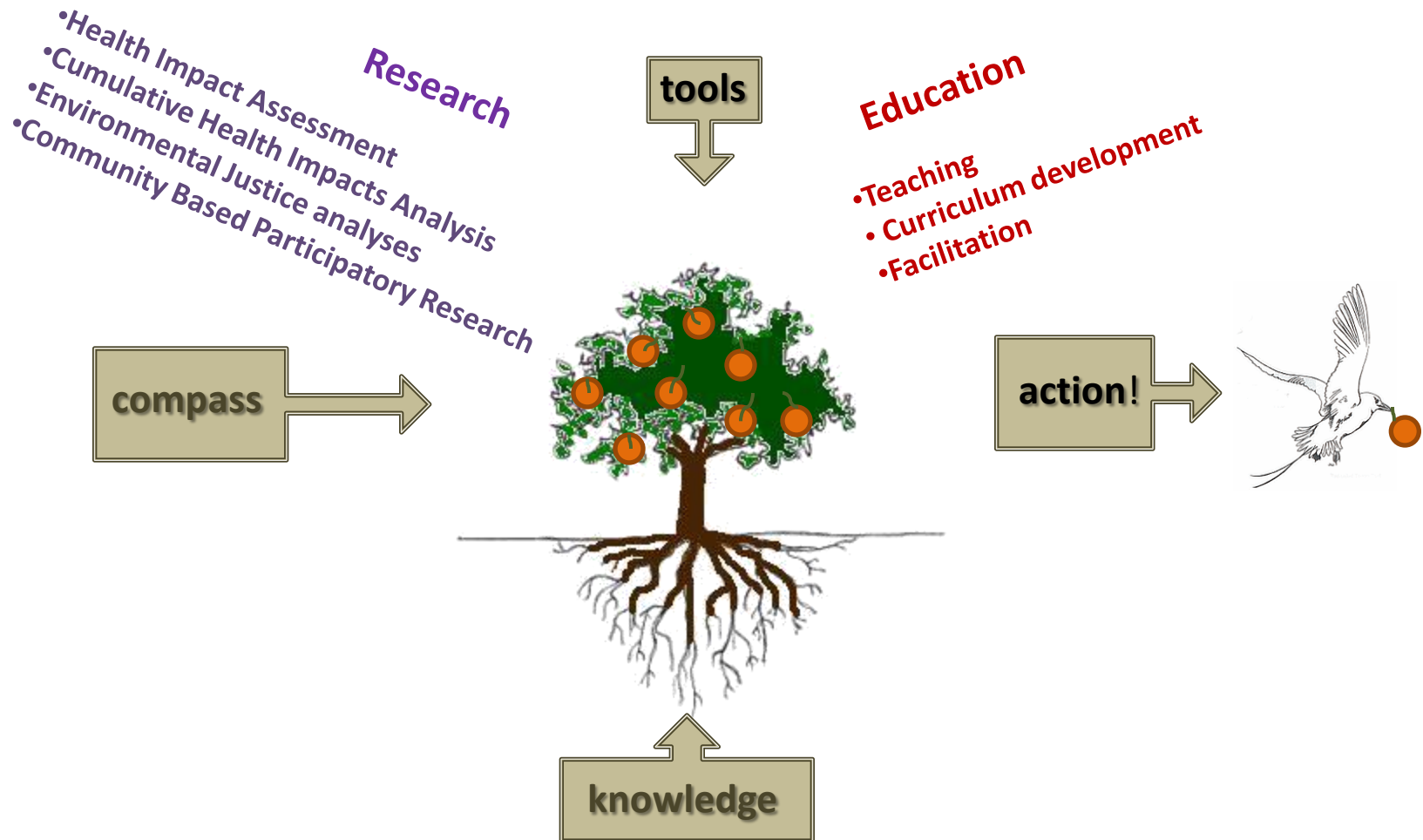
3. critical



JHA critical health literacy framework



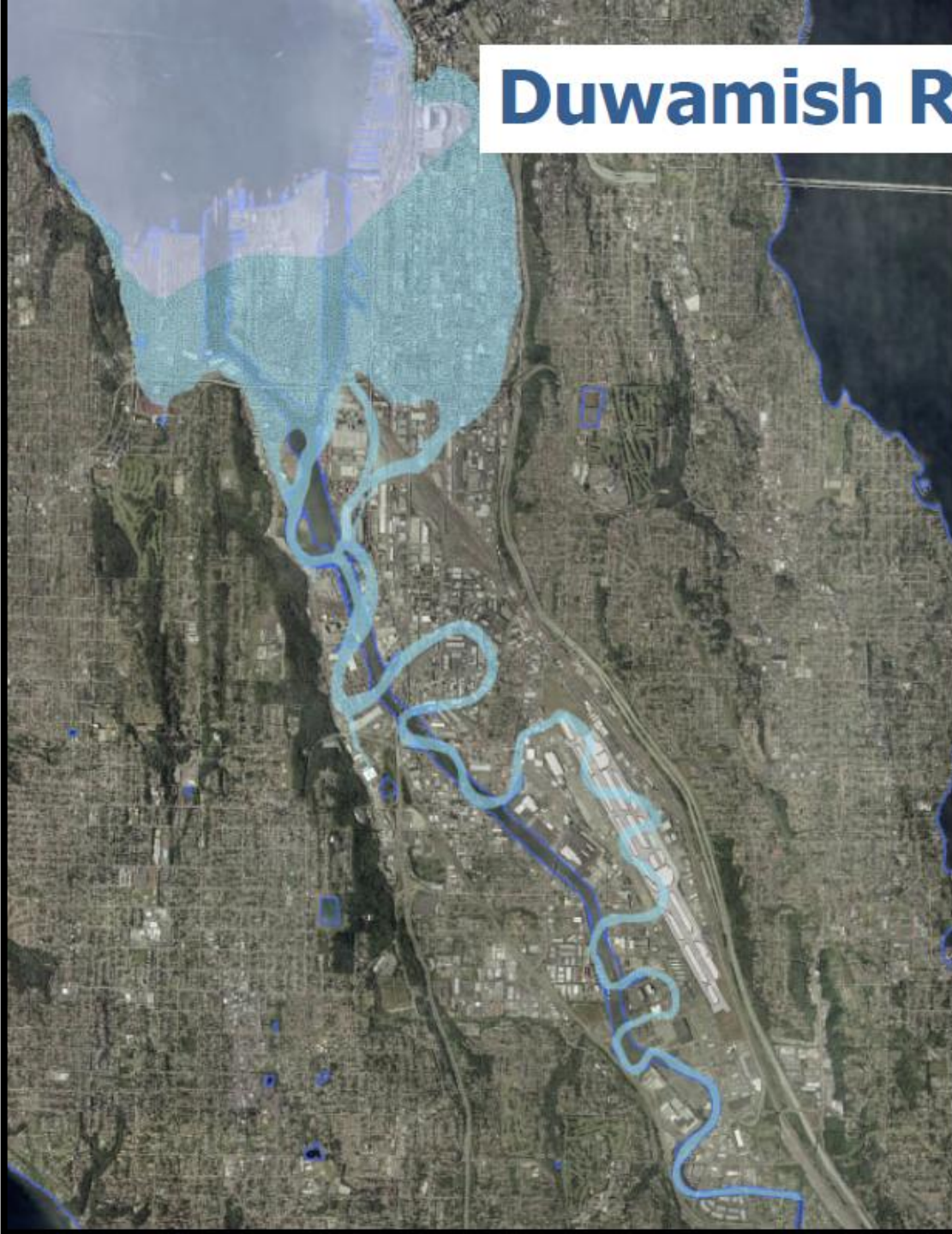
JHA CHL framework and working towards health equity



Seattle, WA – Documenting Inequities



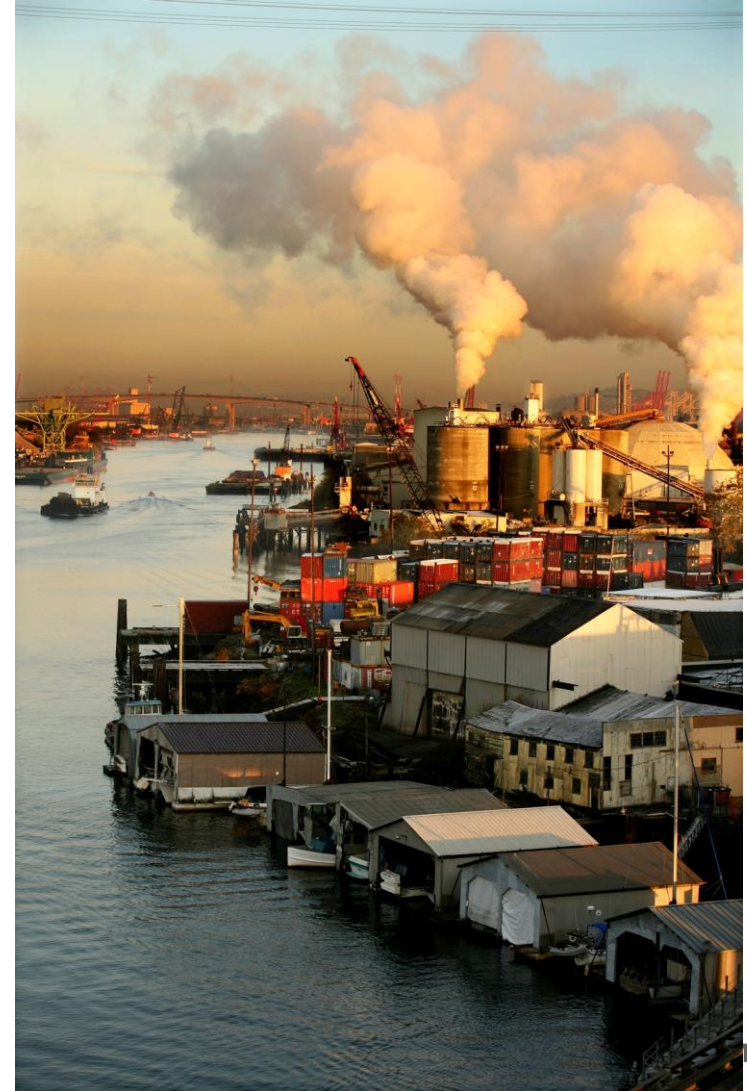
Duwamish River Then & Now



Light blue
river before
1909

Dark blue
current
waterway

Duwamish Valley Industrial Base – Superfund Site



Health Advisories

Do not eat any crab or resident fish from the Duwamish River

Limit consumption of Puget Sound/Duwamish Chinook to one meal per week

Do not swim near a sewer/stormwater outfall within 3 days of rain



credit: Ashley Ahearn, KUOW



Duwamish Valley Disparities

Indicator	Duwamish Valley	King County
Life expectancy*	79.4	81.3
% below poverty**	17.6%	9.7%
Foreign born**	31.9%	19%
No high school degree**	20.2%	8.2%
Uninsured*	20%	13%
Lung cancer*	52.3 per 100,000	41.4 per 100,000
Homicide*	10.5 per 100,000	3.4 per 100,000
Asthma hospitalization*	240.4 per 100,00	143.4 per 100,000
Assault*	70.9 per 100,00	31 per 100,00
Low birth weight*	6.0%	4.9%
No leisure time physical activity*	24%	15%

Source: Public Health Seattle & King County.

* p=.05; **p=.10

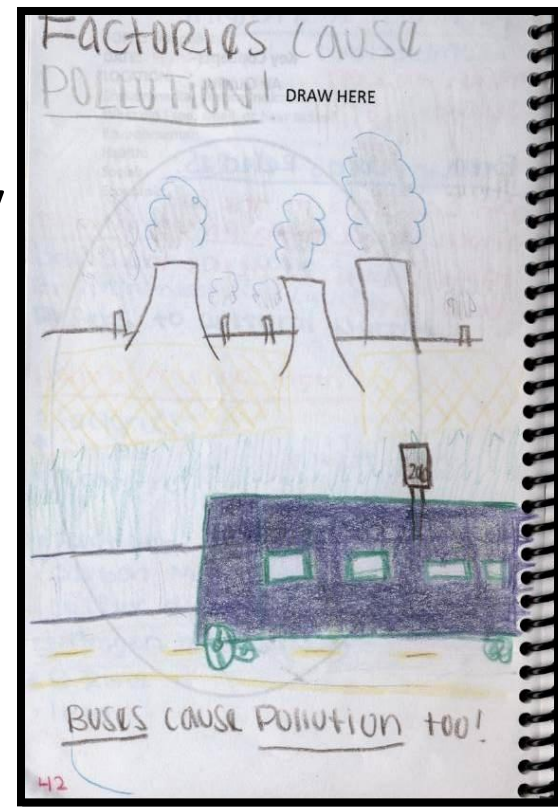
Assets too!



SP Community Center



Working with communities: Community Based Participatory Approach



CBPR: Health Mapping

Where is our
neighborhood
healthy?

Where is our
neighborhood
unhealthy?

What makes Georgetown **healthy** and **unhealthy**?



CBPR helps inform our community research



DUWAMISH VALLEY CUMULATIVE HEALTH IMPACTS ANALYSIS: SEATTLE, WASHINGTON

Photo: Paul Joseph Brown

Linn Gould, Just Health Action
Principal Investigator

BJ Cummings, Duwamish River Cleanup Coalition/Technical Advisory Group
Project Manager



Influencing Policy

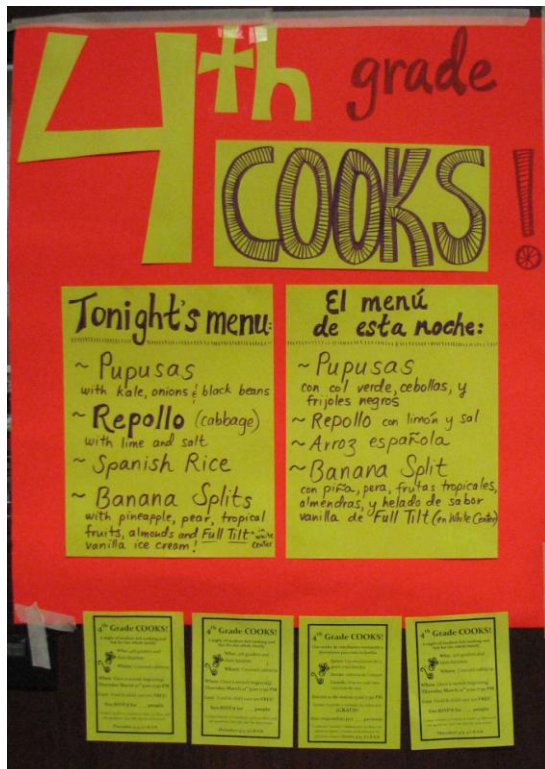
Equity is an
explicit
principle

Health Impact Assessment: Proposed Cleanup Plan *for the* Lower Duwamish Waterway Superfund Site

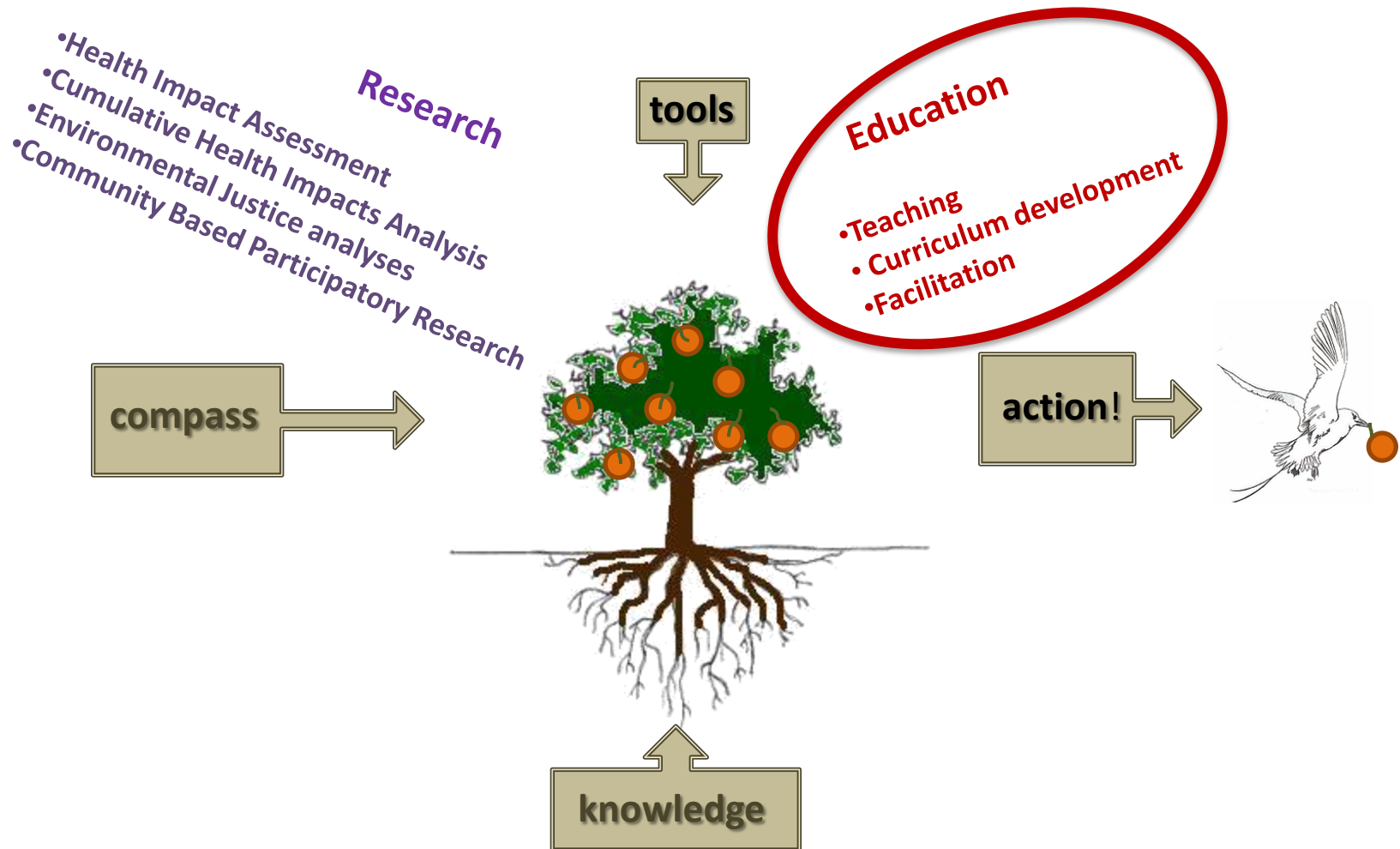


Advance HIA Report

Research → Community Action on SDOH

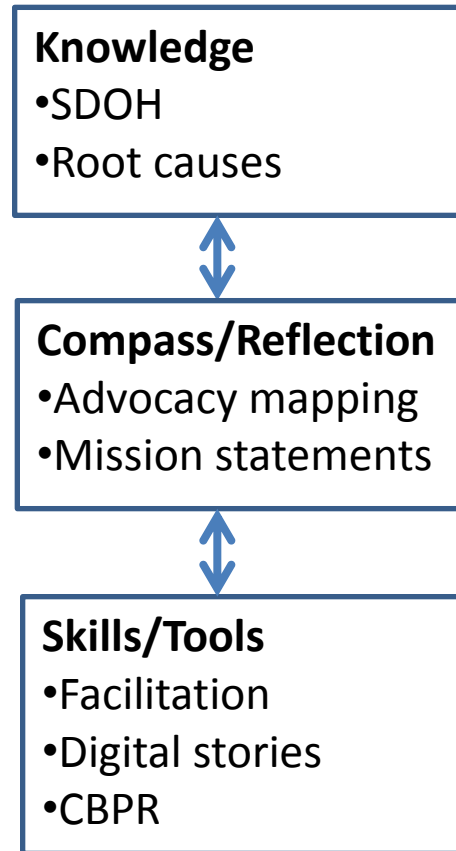


JHA CHL framework and working towards equity

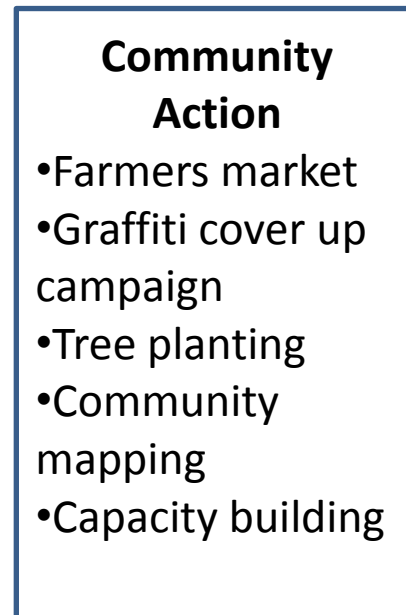


JHA Empowerment Education Model

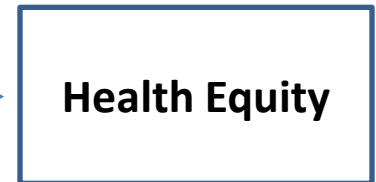
CRITICAL HEALTH LITERACY



EMPOWERMENT

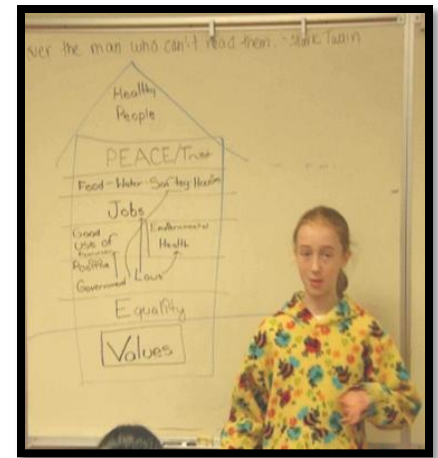


GOAL



JHA curriculum venues

- Secondary schools
- Universities
- Health centers
- Health departments
- Promotoras



Seattle Girls School

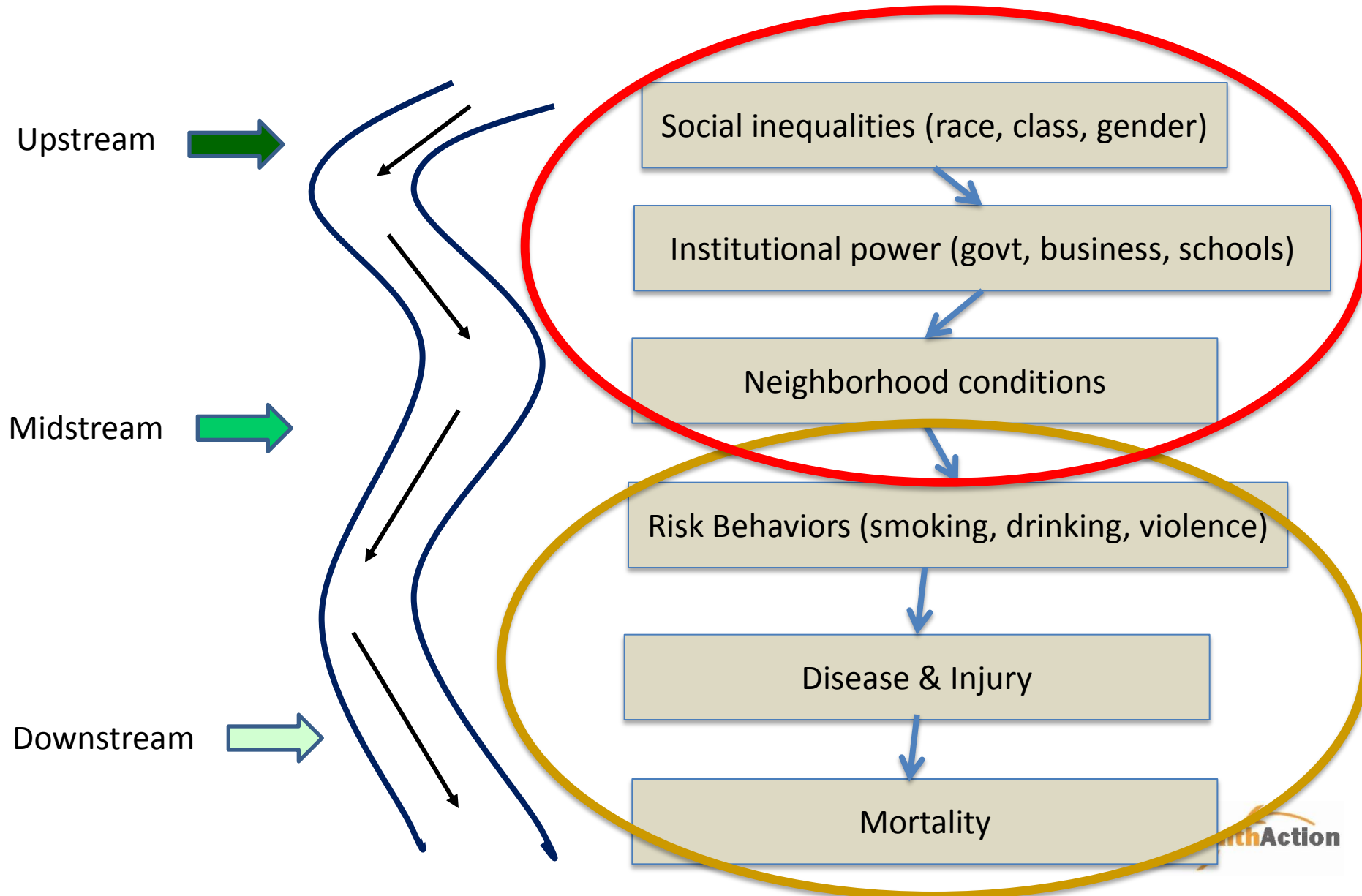


Environmental Justice Youth Corps

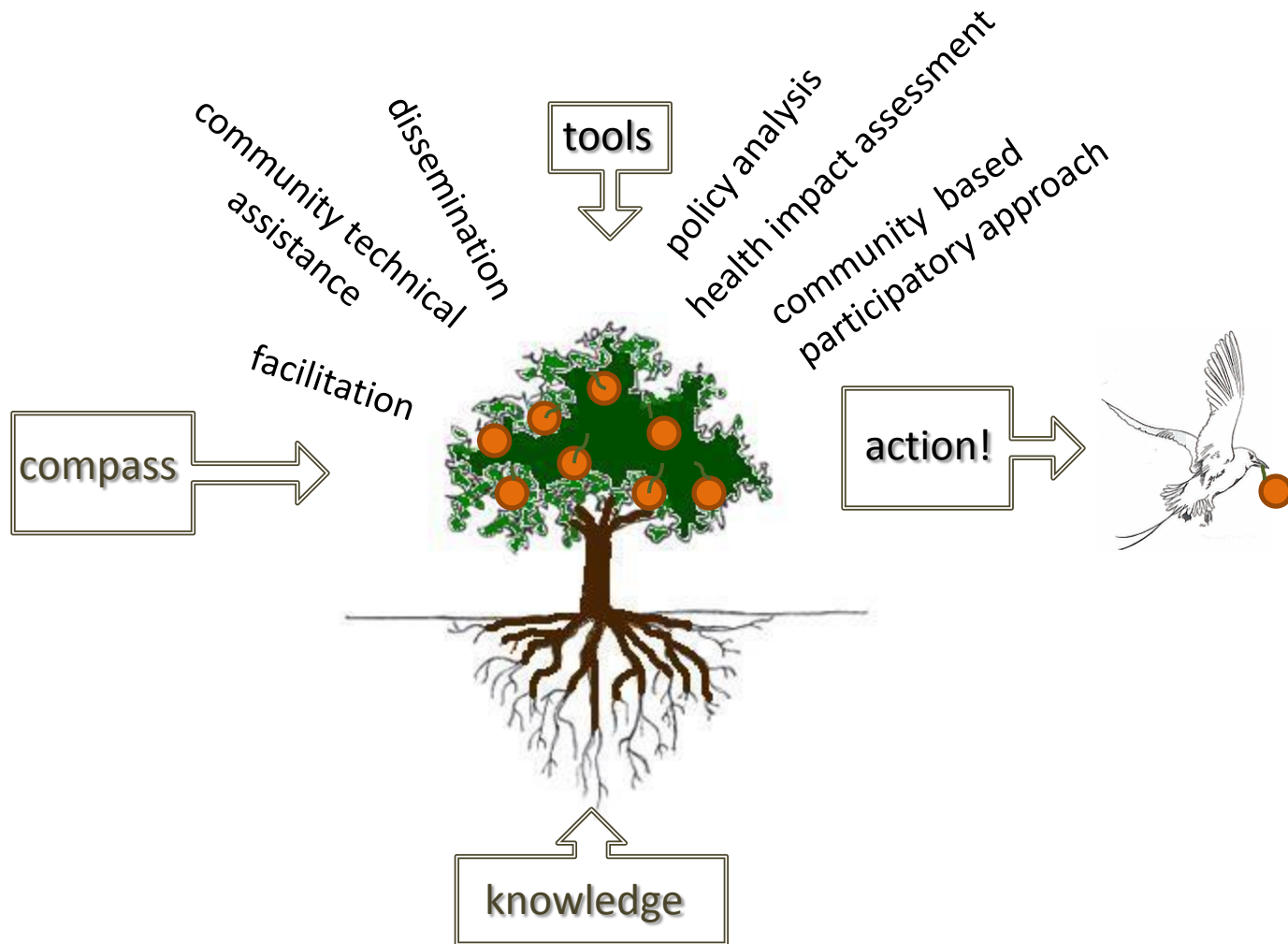


Promotora Advisor training, North Carolina

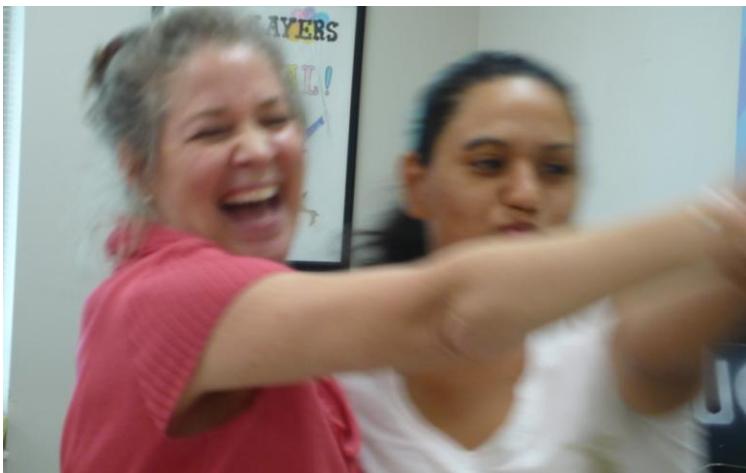
Health Departments: Moving upstream from **behaviors** to **population health** change



Health departments: New skill competencies to tackle the root causes of health inequities



Teaching CHL around the country

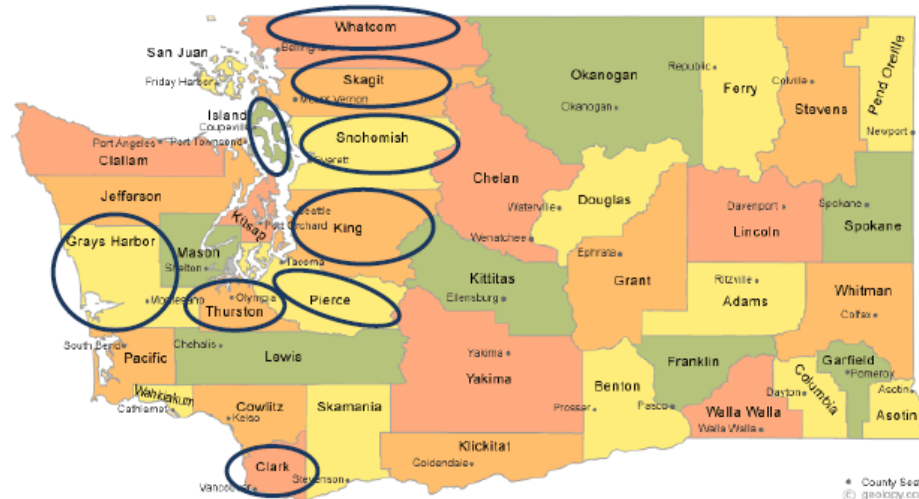


Operationalizing the SDOH at Sea Mar Community Health Centers



Community-based organization specializing in service to Latinos.

Sea Mar Clinics in Washington State





SDOH HISTORY FORM

- Stress
- Finances
- Housing
- Education
- Legal and Safety
- Hopes and dreams
- Strength



ADULT SOCIAL HISTORY

☐ ABERDEEN ☐ BELLINGHAM ☐ BURIEN ☐ COPALIS BEACH ☐ EVERSON
☐ MARYSVILLE ☐ MONROE ☐ MT. VERNON ☐ OLYMPIA ☐ PUYALLUP
☐ SEATTLE ☐ TACOMA ☐ VANCOUVER ☐ WHITE CENTER

NAME _____	ZIP CODE _____	DATE OF BIRTH _____	DATE _____
------------	----------------	---------------------	------------

PLEASE HELP US BY ANSWERING THE FOLLOWING QUESTIONS ABOUT YOUR SOCIAL HISTORY:

STRESS	WHERE WERE YOU BORN?	CITY _____	COUNTRY _____										
	DID YOU EXPERIENCE ANY OF THE FOLLOWING IN YOUR CHILDHOOD? (CHECK ALL THAT APPLY)												
	<input type="checkbox"/> PHYSICAL ABUSE <input type="checkbox"/> PHYSICAL NEGLECT <input type="checkbox"/> INCARCERATION OF A FAMILY MEMBER <input type="checkbox"/> EMOTIONAL ABUSE <input type="checkbox"/> SEXUAL ABUSE <input type="checkbox"/> LOSS OF A PARENT TO DEATH OR ABANDONMENT <input type="checkbox"/> WITNESSING DOMESTIC VIOLENCE AGAINST MOTHER <input type="checkbox"/> EMOTIONAL NEGLECT <input type="checkbox"/> DRUG ADDICTED OR ALCOHOLIC FAMILY MEMBER <input type="checkbox"/> MENTALLY ILL, DEPRESSED, OR SUICIDAL FAMILY MEMBER												
	HOW MUCH STRESS DO YOU FEEL ON A SCALE ON A SCALE OF 1 TO 10? (1 = LEAST STRESS, 10 = MOST STRESS)												
	DO YOU FEEL LIKE YOU LACK CONTROL IN YOUR WORK/SCHOOL/RELATIONSHIPS?												
			1	2	3	4	5	6	7	8	9	10	
			YES										NO
												YES	NO

FINANCES	DO YOU HAVE TROUBLE MAKING ENDS MEET FINANCIALLY?	YES	NO
	DO YOU EVER RUN OUT OF FOOD BY THE END OF THE MONTH, OR CUT DOWN ON WHAT YOU EAT TO FEED OTHERS?	YES	NO
	DO YOUR CHILDREN LACK HEALTH INSURANCE?	YES	NO
	HAVE YOU EVER BEEN DENIED PUBLIC BENEFITS?	YES	NO
	HAVE YOU EVER HAD YOUR BENEFITS TERMINATED OR REDUCED IN THE LAST 60 DAYS?	YES	NO
	IF YOU ANSWERED YES TO THE ABOVE QUESTION, DO YOU DISAGREE WITH THE DECISION?	YES	NO
DO YOU OWE MONEY FOR ANY OF THE FOLLOWING? (CHECK THE BOX THAT APPLIES)			
<input type="checkbox"/> MORTGAGE <input type="checkbox"/> UTILITIES <input type="checkbox"/> MEDICAL BILLS			

HOUSING	WHAT IS YOUR CURRENT HOUSING SITUATION? (CHECK THE BOX THAT APPLIES)	<input type="checkbox"/> RENT	<input type="checkbox"/> HOME OWNER	<input type="checkbox"/> HOMELESS
	DO YOU HAVE TROUBLE PAYING RENT?	YES	NO	
	ARE YOU BEING EVICTED?	YES	NO	
	DOES YOUR HOME HAVE SERIOUS PROBLEMS WITH ANY OF THE FOLLOWING? (PLEASE ALSO CIRCLE ALL THAT APPLY)	YES	NO	
	A. HEATING, ELECTRICITY, HOT OR COLD WATER?	YES	NO	
	B. STOVE, REFRIGERATOR, OR PLUMBING?	YES	NO	
	C. LEAKING APPLIANCES, MOLD, INFESTATIONS, OR ANIMALS?	YES	NO	
D. ARE THERE OTHER CONDITIONS THAT MAKE IT DIFFICULT TO LIVE THERE?	YES	NO		
IF YOU ANSWERED YES TO THE ABOVE QUESTION, PLEASE DESCRIBE: _____				

EDUCATION	WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU HAVE RECEIVED?	YES	NO
	<input type="checkbox"/> LESS THAN HIGH SCHOOL <input type="checkbox"/> HIGH SCHOOL/GED <input type="checkbox"/> VOCATIONAL SCHOOL <input type="checkbox"/> SOME COLLEGE <input type="checkbox"/> COLLEGE <input type="checkbox"/> GRADUATE SCHOOL		
	DO YOU HAVE TROUBLE SPEAKING OR UNDERSTANDING ENGLISH?	YES	NO
	DO YOU HAVE TROUBLE READING OR WRITING IN YOUR LANGUAGE?	YES	NO
DO YOU HAVE CONCERNS ABOUT YOUR CHILD'S EDUCATION?			

LEGAL & SAFETY	ARE YOU WORRIED ABOUT THE SAFETY OF YOURSELF, IN OR AROUND YOUR HOME?	YES	NO
	IN THE PAST YEAR, HAS ANYONE THREATENED OR TRIED TO HURT YOU OR YOUR FAMILY?	YES	NO
	IF YOU ANSWERED YES TO THE ABOVE QUESTION, DID YOU NOTIFY THE POLICE?	YES	NO
	DO YOU HAVE A DISABILITY THAT MAKES IT DIFFICULT FOR YOU TO RIDE THE BUS?	YES	NO
	DO YOU FEEL LIKE YOU CAN'T ACCESS ANY OF THE FOLLOWING BASED ON DISABILITY, RACE, AGE, OR LANGUAGE? (CHECK ALL THAT APPLY)		
<input type="checkbox"/> PUBLIC BENEFITS <input type="checkbox"/> HOUSING <input type="checkbox"/> EMPLOYMENT <input type="checkbox"/> OTHER: _____			

OTHER	WHAT ARE YOUR HOPES AND DREAMS? _____
	WHAT ARE THE OBSTACLES PREVENTING YOUR FROM REACHING YOUR HOPES AND DREAMS? _____
	WHERE DO YOU GET YOUR STRENGTH? _____

PLEASE SIGN:			
PARENT AND/OR GUARDIAN _____	DATE _____	PROVIDER _____	DATE _____

Bernalillo County, New Mexico



Critical Health Literacy Training Manual

Train the Trainer

Pedagogical Exercises Developed by Just Health Action

www.justhealthaction.org

2015 14th Avenue East, Seattle, WA



Equity/inequity index card exercise

EQUITY IS WHEN WOMEN
HAVE MORE BATHROOM
STALLS THAN MEN AT
A BASEBALL STADIUM

Inequity:
women get paid less money
for the same work

Inequity is someone doing
20 years in prison for robbing a store
of \$40 and someone stealing a pension
fund for millions getting unsupervised
probation.

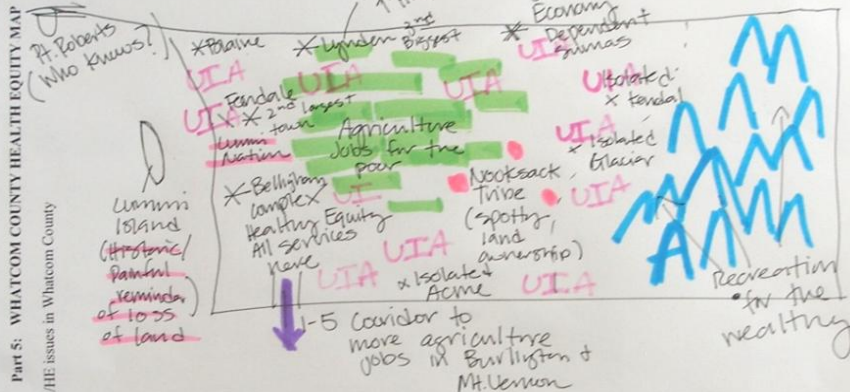
Equity is when a city
with financial problems chooses to
keep a community center open in a
low income, minority neighborhood
and closes the one in the rich, white
neighborhood

SDOH County Mapping Exercise

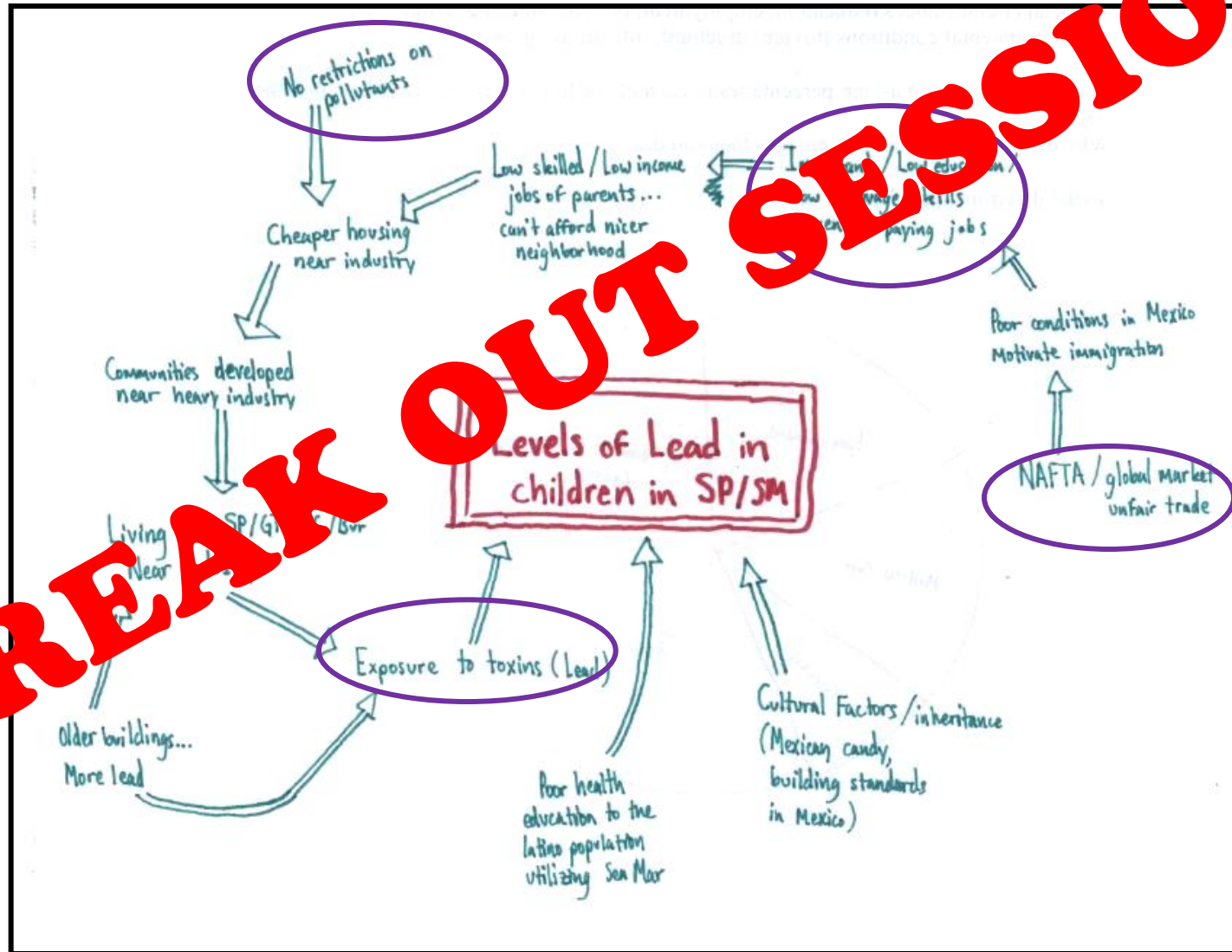


- Where are disparities?
- Who has them?
- What are they?
- Why do they occur?

Nicole

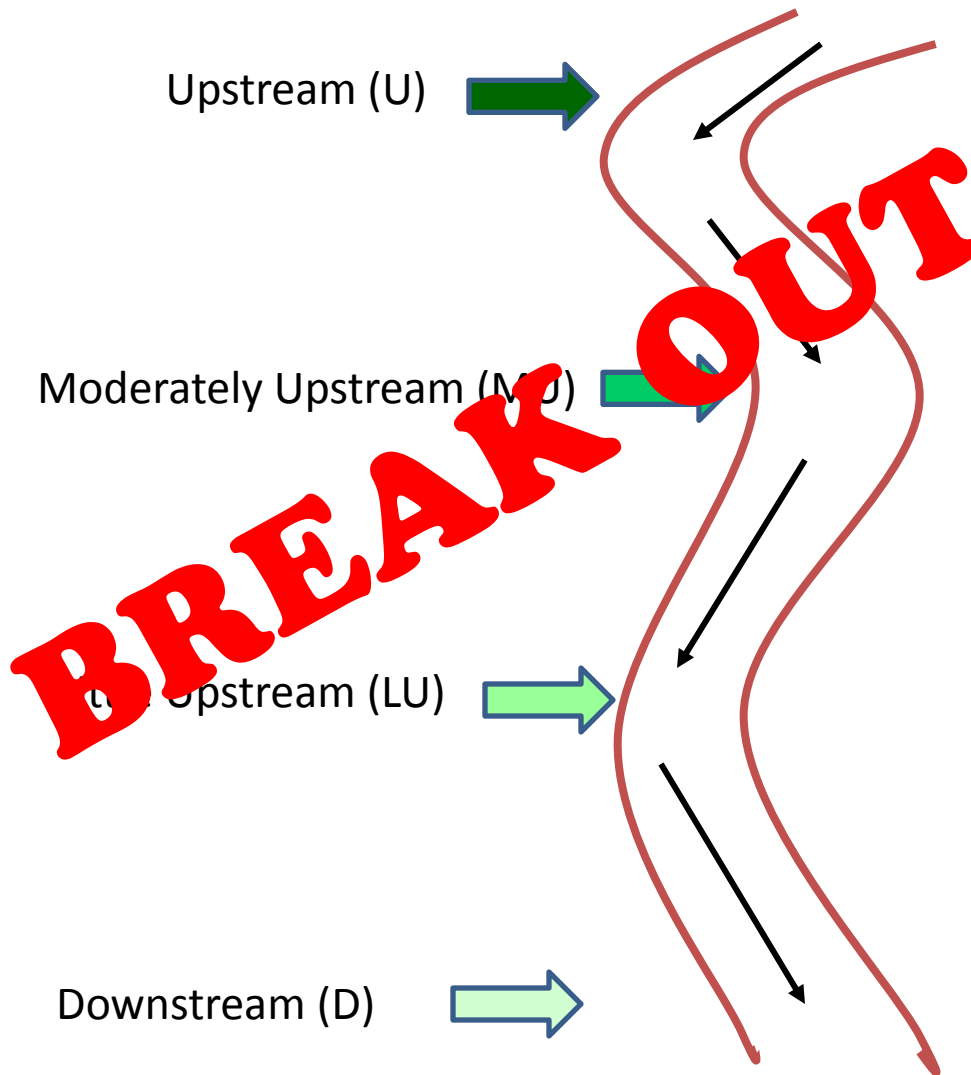


Causes of the Causes

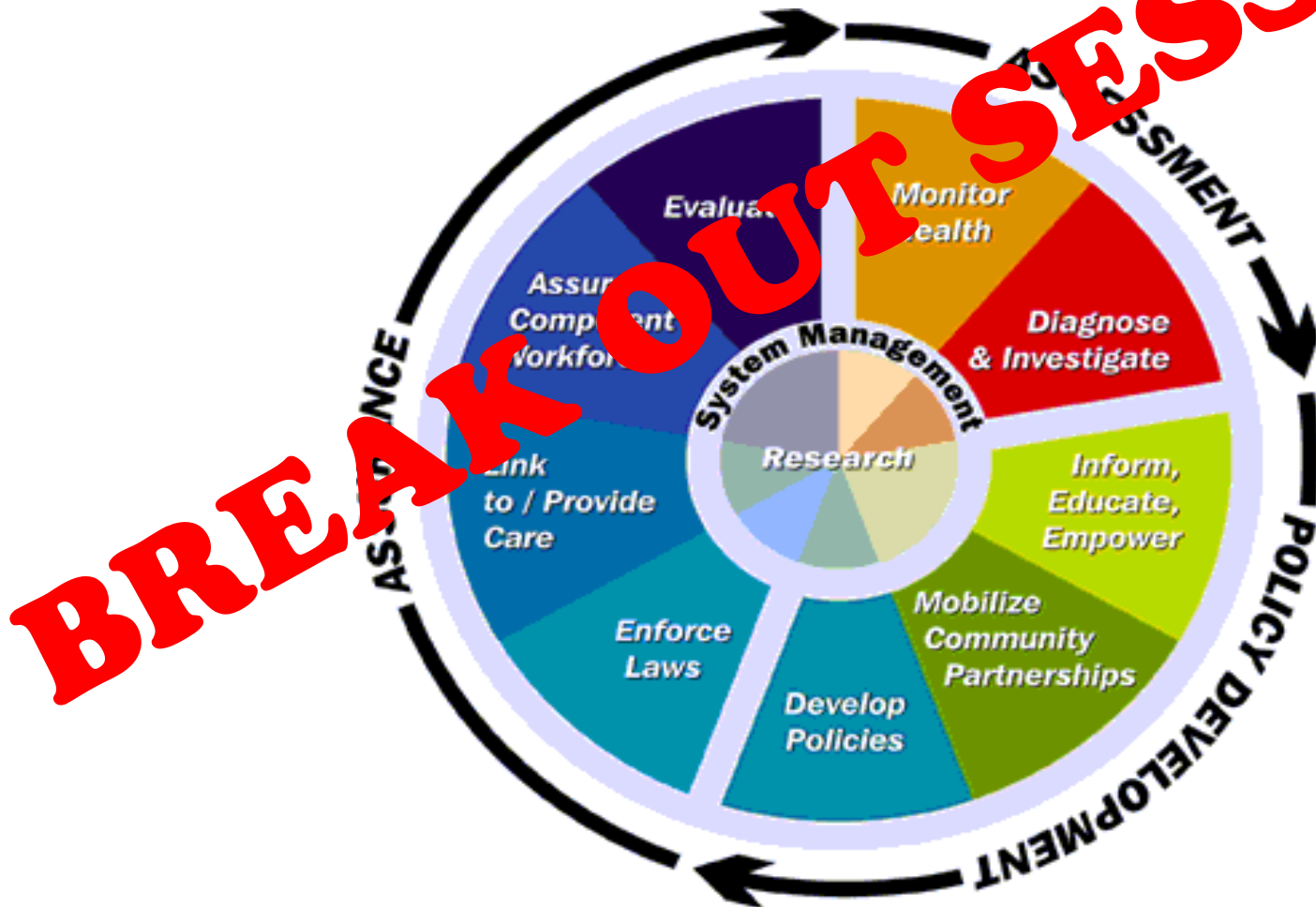


Solutions to the causes: Where on the river does the action go?

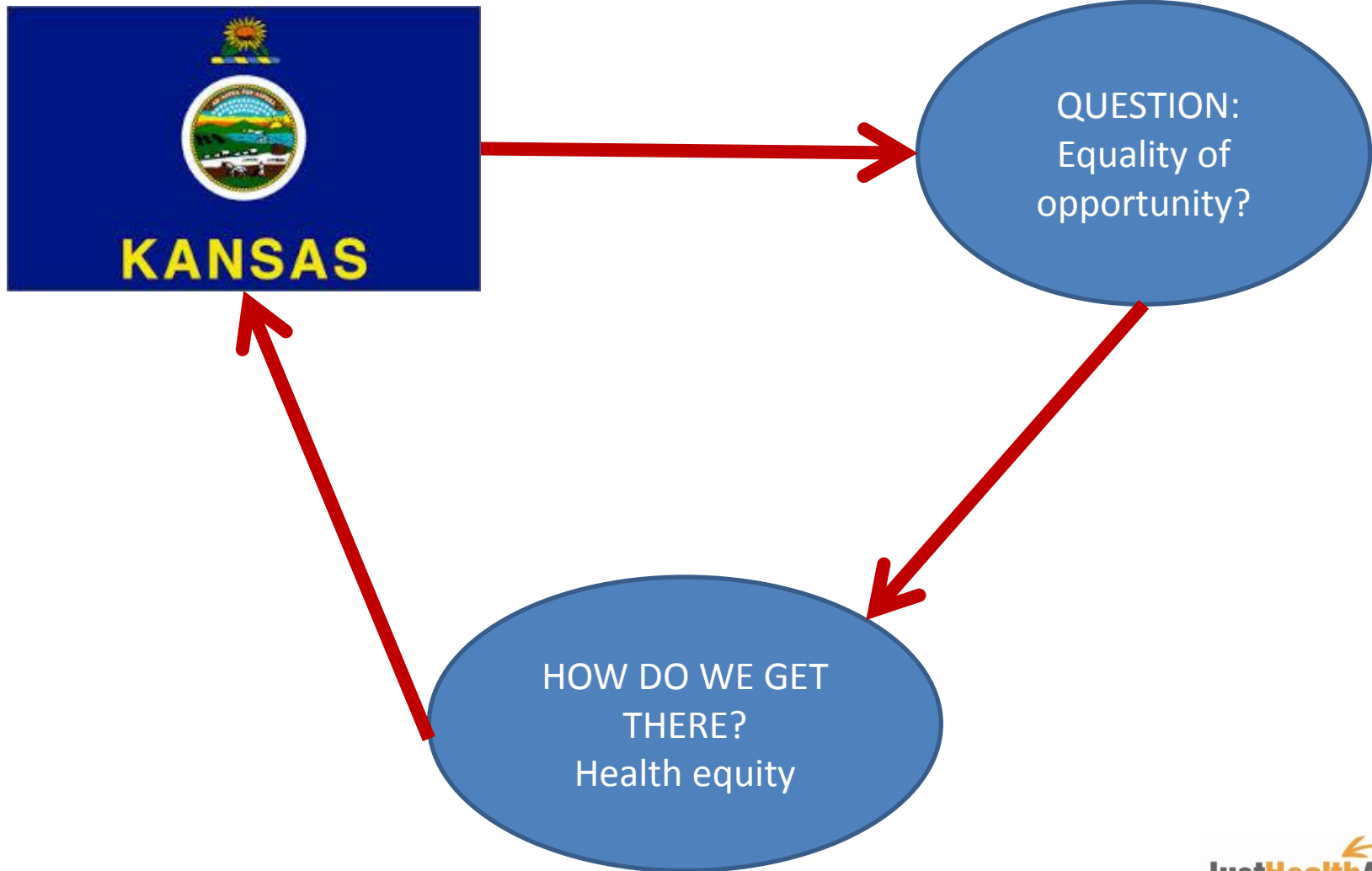
Using the causes that you circled from your causal diagram, think of some action ideas up and down the river



Building health equity using CDC's 10 Essential Public Health Services



How do all counties get A's?



Governor Brownback's Road Map for Kansans



"is what we make of it"



"we must be accountable for both our action and inaction"



"the future of Kansas is the responsibility of each of us"

Governor Brownback's Road Map for Kansans

"In this spirit, we can get there by":

1. ↑ net personal income
2. ↑ private sector employment
3. ↑ % of 4th graders reading at grade level
4. ↑ % of high school graduates who are college or career ready
5. ↓ % of Kansas children living in poverty

Equity Lens



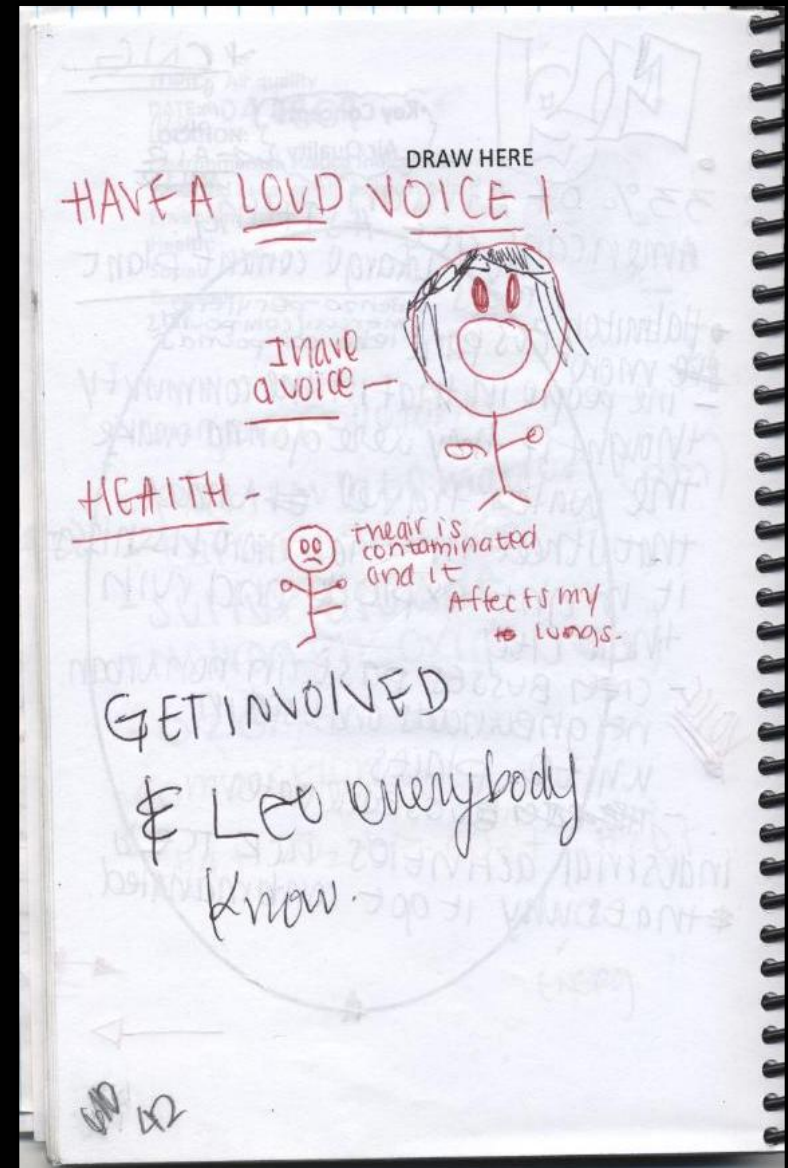
Opportunities for building equity into HEALTHY KANSANS



- Increase funding chances since equity explicit in Healthy People 2020 goals
- Will help with public health department accreditation
- Meeting CDC Public health core functions
- Already built into health care language
- Improves health – life expectancy

DIGITAL STORIES

2-6 narratives minute
visual that combine
images, voice
recording, music, and
text to describe an
important experience



ACKNOWLEDGEMENTS

- Aiko Allen, MS - KDHE Center for Health equity
- Antoinette Angulo, MPH – JHA Advisory Board
- Liz Mogford, PhD, MPH - JHA Advisory Board and Western Washington University
- Mary Rabourn – King County
- Jennifer Tee, MA –University of Washington



SCHOOL OF PUBLIC HEALTH
UNIVERSITY of WASHINGTON

Public Health
Seattle & King County



JustHealthAction

THANK YOU

CONTACT:

Linn Gould

Just Health Action

Seattle, WA

(206) 324-0297

gouldjha@gmail.com

www.justhealthaction.org

QUESTIONS?



Challenges



- Leadership
 - Political Will/Understanding
 - Who is buying in? At what level internally/externally?
- Staff
 - Interest/Excitement vs. Resistance to Change/Skeptics
 - Concern and Focus on Current Job/Direct Services
 - Understanding of How This Fits
 - Perceived Lack of Skills/Tools to Take Action
- Resources/Tools
 - Funding Priorities/Categorical Funding
 - Limited Concrete Examples of Upstream Action
- Language
 - Trigger Words (“social justice”)

Many Opportunities



- Staff!!!
- Community Partners
 - Community members, cultural organizations, faith-based, social service providers, non-profits, business, healthcare, education, media...
- Training
 - Conferences, workshops, webinars
- Collaboration with other health departments

Keys to Success



- Organizational champion(s)
- Top management buy-in/engagement
- Staff interest/involvement
- Commitment of dedicated time and resources for learning and dialogue (use of flexible local funds)
- Desire to really listen to each other and community
- Collaboration with outside facilitators/experts