

# ***Session 2.6: Communications for Racial and Health Equity for a New Era***

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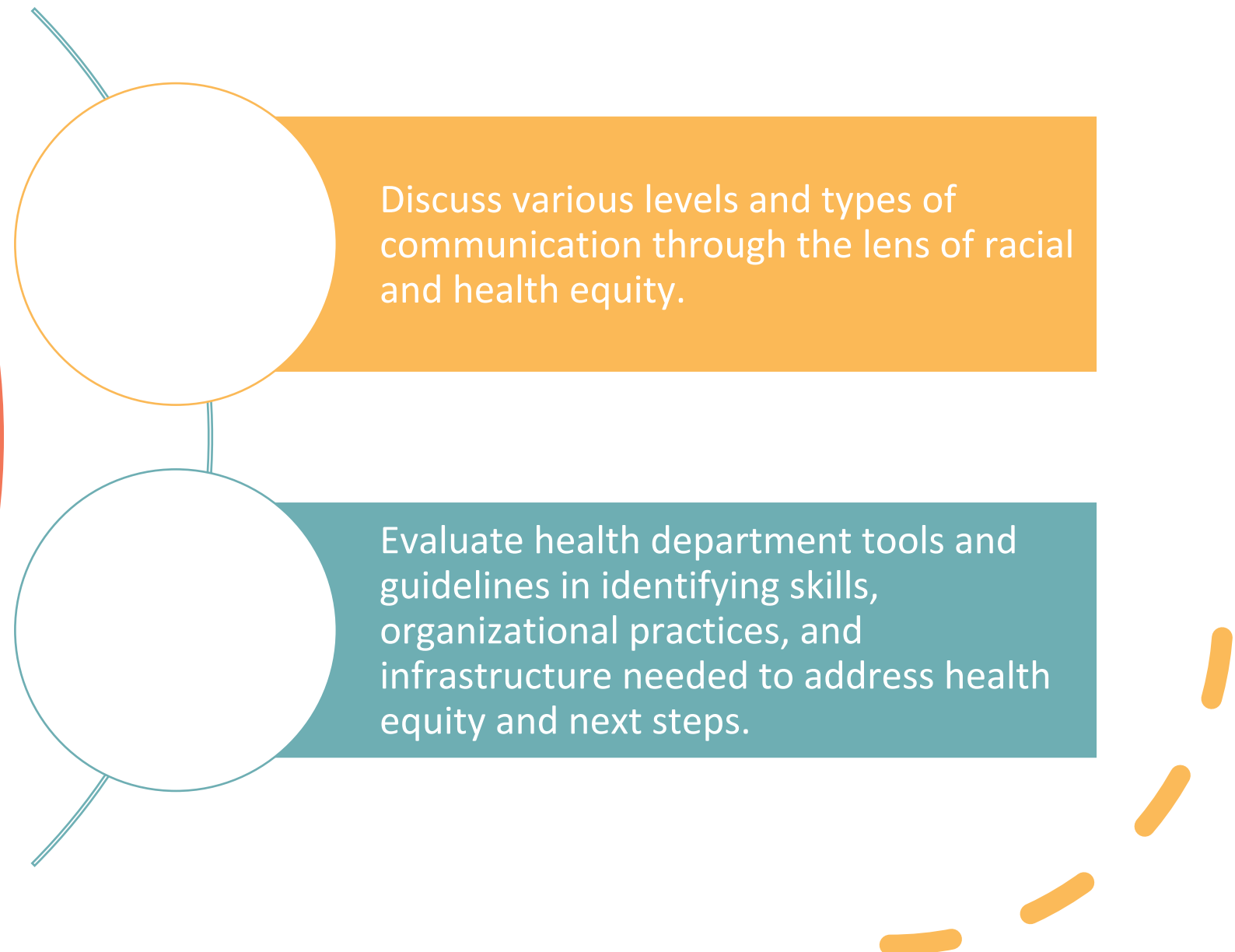


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# Learning Objectives



Discuss various levels and types of communication through the lens of racial and health equity.

Evaluate health department tools and guidelines in identifying skills, organizational practices, and infrastructure needed to address health equity and next steps.

# Definitions



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**Equity**

**Equitable**

**Equitable  
Policies/Programs**

**Health Equity  
Activities/  
Strategies**

**Inequity**

**Disparities**

**Social  
Determinants of  
Health**



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# Definitions



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## Equity

- Providing all people with fair opportunities to attain their full potential.

## Equitable

- Having or exhibiting equity; Dealing fairly and equally with all concerned; Characterized by fairness, impartiality, or lack of bias.

## Equitable Policies/Programs

- Policies and programs that create a just opportunity for everyone, specifically addressing the needs of marginalized populations.

## Health Equity Activities/ Strategies

- Activities, strategies, and actions of organizations, communities, and individuals that support the goal of creating fair and just opportunity for everyone to be healthier (support the goal of health equity).



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# Definitions



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## Inequity

- Unfair avoidable differences.

## Disparities

- Health disparities refer to differences in health between populations. A higher burden of illness, injury, disability, or mortality experienced by one group relative to another.

## Social determinants of health

- Conditions in the environments in which people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks



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# Health Equity



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## Robert Wood Johnson Foundation

Health equity means that everyone has a fair and just opportunity to be healthier. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.

## American Heart Association

Everyone deserves an optimal and just opportunity to be healthy, giving special attention to the needs of those at greatest risk of poor health. No one is disadvantaged from achieving their potential because of social position or any other socially defined circumstance.

## Centers for Disease Control and Prevention

Health equity is achieved when every person has the opportunity to “attain his or her full health potential” and no one is “disadvantaged from achieving this potential because of social position or other socially determined circumstances.



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# Equality



# Equity





# Communications Tips



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Inclusive language

Culturally relevant and appropriate images

Utilization of digital communication strategies

Consider the community, create “community lens”

Look at the larger environment, connect with a broader audience

Understand your audience and their access to information and materials



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# Essential Parts of Storytelling



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Sharing ideas  
and personal  
experiences

Provide &  
explain data/  
statistics

Proving an  
argument/  
disproving an  
argument

Develop a  
personal  
relationship  
with listener(s)



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# Discussion



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