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

September 30, 2020
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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

- Equity
- Equitable
- Equitable Policies/Programs
- Health Equity Activities/Strategies
- Inequity
- Disparities
- Social Determinants of Health
## Definitions

### 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).
Definitions

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
## Health Equity

<table>
<thead>
<tr>
<th>Robert Wood Johnson Foundation</th>
<th>American Heart Association</th>
<th>Centers for Disease Control and Prevention</th>
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<td>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.</td>
<td>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.</td>
<td>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.</td>
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Communications Tips

- 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
Essential Parts of Storytelling

1. Sharing ideas and personal experiences
2. Provide & explain data/statistics
3. Proving an argument/disproving an argument
4. Develop a personal relationship with listener(s)
Discussion