

CHANGING THE FRAME:

Painting a Vision for Health Equity



PUBLIC HEALTH
ADVOCATES

EVERYONE HAS THE RIGHT TO BE HEALTHY

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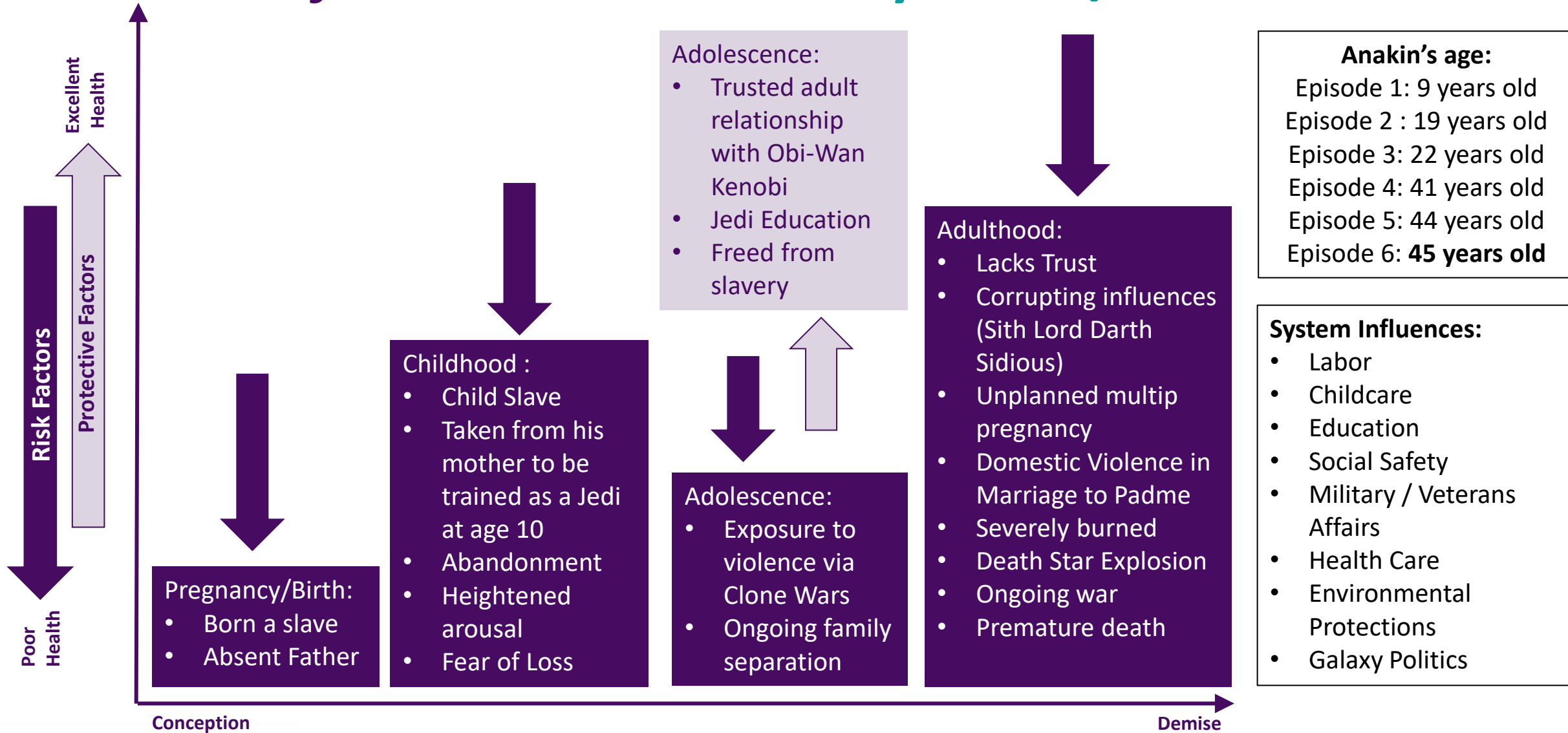
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The Life Course of Anakin Skywalker/Darth Vader



Additional Reading:

Anakins of Sacramento: <https://www.newsreview.com/sacramento/content/anakins-of-sacramento/24673401/>

May the Life (Force) be with You: <https://nextcity.org/features/view/may-the-life-force-be-with-you>

SOCIAL DETERMINANTS OF HEALTH

Conditions in the environments where 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

- **5 domains:**

- [Economic Stability](#)
- [Education Access and Quality](#)
- [Health Care Access and Quality](#)
- [Neighborhood and Built Environment](#)
- [Social and Community Context](#)

Social Determinants of Health

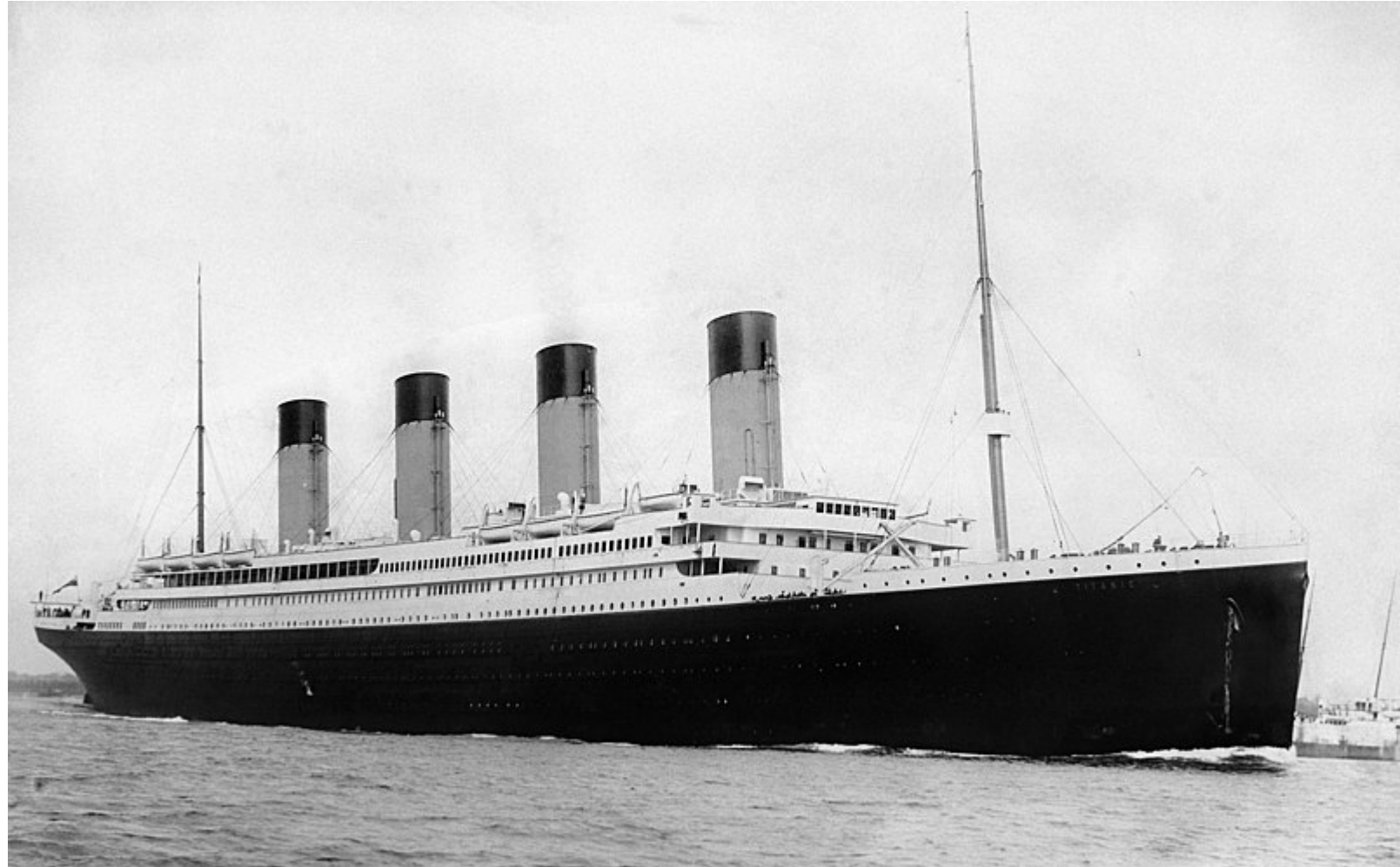


Social Determinants of Health
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 Healthy People 2030

“WE ARE IN THIS TOGETHER”

- **Sure, but...**
 - More 3rd class passengers died than 1st class passengers
 - Men died more than women and children
 - 1st class women were most likely to survive compared to 3rd class men



The conditions in our environment are shaped by **policy and systems**



The result: communities that are **worlds apart**



SPOT THE PATTERN 2



Spot the pattern and then fill in the missing patterns.

1) Shade the shape to finish the patterns.



2) Shade the shapes to finish the patterns.



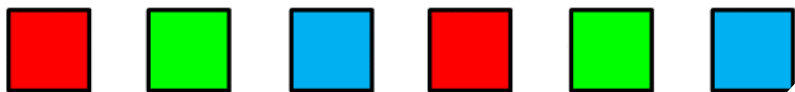
3) Shade the shape to finish the patterns.



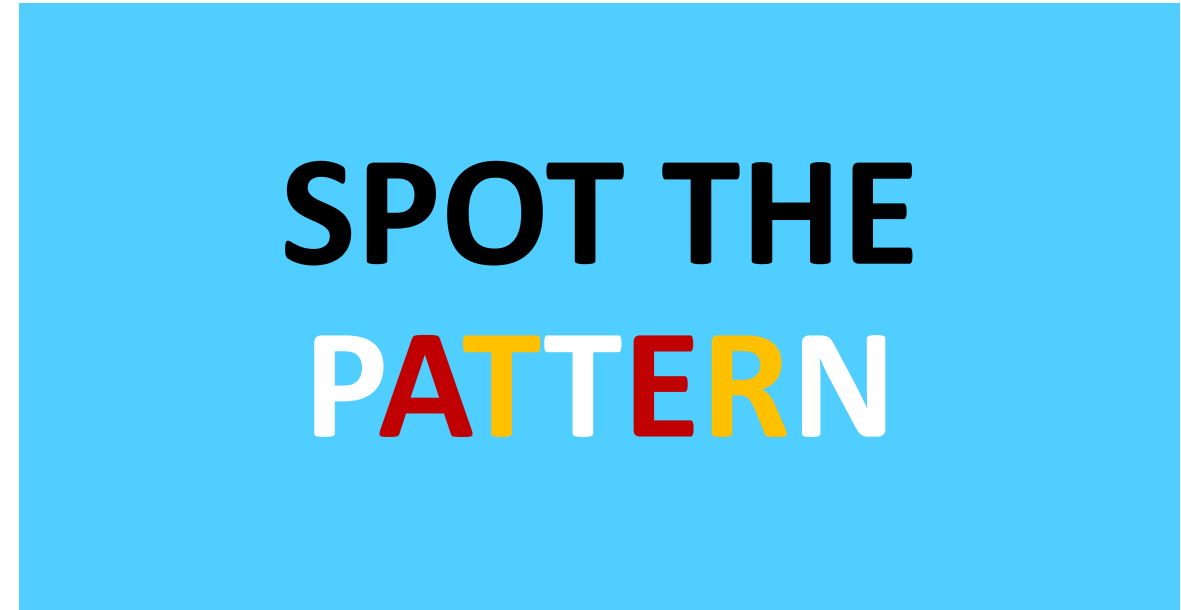
4) Draw the next face to finish the patterns.



5) Shade the shape to finish the patterns.



6) Fill in the last letter.



Inequities reflect group history and power dynamics

HISTORICALLY ADVANTAGED AND DISADVANTAGED

A GROUP ANALYSIS FOR THE UNITED STATES

TYPE OF OPPRESSION	VARIABLE	ONE-UP	ONE-DOWN
Racism	Race/Ethnicity/Color	White	People of Color (African, Latinx, Native, Asian/PI,)
Sexism	Gender	Men	Women, non-binary, transgender
Heterosexism	Sexual Orientation	Heterosexual	LGBTQIA
Religious Oppression	Religion	Protestants	Sikhs, Muslims, Jews, Catholics*, Not religious
Classism	Socioeconomic Class	Owning, upper/middle class, managerial	Poverty, working class, low hourly wage workers
Elitism	Education level/ place in hierarchy	College-educated; top 20-40 schools	Not college-educated; less prestigious schools
Xenophobia	Immigration Status	U.S. Born	Immigrants (especially from nonwhite countries)
Linguistic Oppression	Language	English Speakers	Non-English Speakers
Ableism	Physical or mental ability	Able-bodied persons (body/mind)	People with disabilities

REDLINING: An Example of Institutional Racism

- Official Practice 1934-1968
- Grades that FHA gave to neighborhoods
 - **Green (A)** - “best”
 - **Blue (B)** - “still desirable”
 - **Yellow (C)** - “definitely declining”
 - **Red (D)** for “hazardous”
- System based on white supremacy and proximity to blackness

**DON'T WAIT!
NOW**
is the time to select your
homesite in the new
Vista de Vallejo
SUBDIVISION

Restricted!
HERE ARE PROTECTIVE RESTRICTIONS
FOR YOUR BENEFIT!

This subdivision is to be used exclusively for residential purposes. That no residential building shall be erected, no lot shall be used for any other purpose, and no building shall be used for any purpose other than residential. That all persons and their heirs, assigns, and assigns shall be bound by the restrictions herein set forth. That no person shall be allowed to use any portion of the subdivision for any purpose other than residential. That no building or structure shall be erected, altered, or maintained upon any part of said property unless such building or structure complies with the type of construction, the kind, colors, shape, size and height of the structure and the location thereof on the building site, and that the restrictions herein shall be binding upon all persons who acquire an interest in any lot in this subdivision, including tenants, assignees, or mortgagees or holders of similar or other interests, and shall be enforceable in perpetuity.

This property is ideally located next door to the Senior High School, Junior High School, and Roosevelt School. The New Junior High School, Playgrounds, Tennis Courts, and a Fine Golf Course are only 5 minutes from downtown and mere blocks away.

Vista de Vallejo affords an exceptional opportunity to parents who want to bring up their children in the best possible environment. Here you will find protective building and racial restrictions, combined with exceptional advantages for school and play.

Safety, too! Remember, children living in Vista de Vallejo will be able to reach grade, junior high and senior high schools without the dangers of traversing or crossing an automobile highway. All of these schools will be within 3 blocks of the most remote corner of Vista de Vallejo.

For full information, without obligation, see either Mr. Hatch or Mr. Reimers at office, 713 Marin St., or see salesman on tract.

O'HARA and HATCH
713 Marin Street, Vallejo OWNERS Telephone 1211

THE LEGACY OF REDLINING

Fifty Years later in 2018...

- **2/3** of **D areas** are inhabited by mostly Black and Latinos
- **3/4** of **D areas** continue to struggle economically
- **91%** of **A areas** remain middle-to-upper-income today
- **85%** of **A areas** still predominantly white



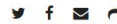
REDLINING LEGACY

THE SACRAMENTO BEE

CORONAVIRUS

COVID shortens US life expectancy — with Black, Latino communities most hurt, study says

BY SIMONE JASPER
JANUARY 15, 2021 12:39 PM

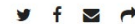


THE SACRAMENTO BEE

HOME PAGE

Gun assaults increased during pandemic. See the trend for your Sacramento neighborhood

BY PHILLIP REESE
NOVEMBER 23, 2020 05:00 AM



After weekend of violence, Sacramento's mayor calls for peace

THE SACRAMENTO BEE

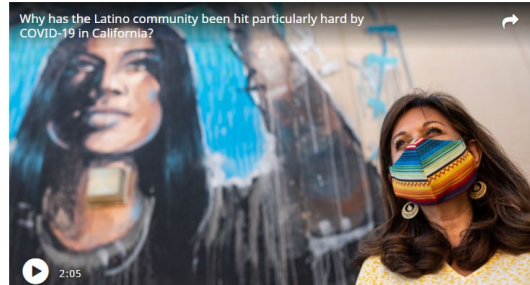
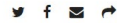
CAPITOL ALERT



Capitol Alert

'I'm not crazy': Why California Latinos carry more worries in pandemic and why many don't get help

BY KIM BOJÓRQUEZ
UPDATED JULY 18, 2020 12:16 PM



Why has the Latino community been hit particularly hard by COVID-19 in California?

THE SACRAMENTO BEE

EQUITY LAB

Sacramento's tree canopy reflects the city's inequities. How a \$250 million plan could help

BY ALEXANDRA YOON-HENDRICKS
JULY 12, 2021 05:00 AM



'I want to see a green Sacramento.' How proposed Trees Act could reduce energy costs

THE SACRAMENTO BEE

EQUITY LAB

'The face of hunger': Thousands can't afford to eat in Sacramento. How COVID made it worse

BY ALEXANDRA YOON-HENDRICKS AND BENJY EGEL
UPDATED JULY 22, 2021 01:53 PM



THE SACRAMENTO BEE

EDUCATION

Updated report finds Sacramento City Unified suspends Black students at 'egregious' rate

BY SAWSAN MORRAR
UPDATED DECEMBER 09, 2020 05:11 PM



Hear coalition call for Sac City teachers union and district officials to resolve their differences

THE SACRAMENTO BEE

LOCAL

'A wound that never closes': Racism, police violence and the toll on Black mental health

BY DARRELL SMITH AND CATHIE ANDERSON
UPDATED SEPTEMBER 24, 2020 05:36 PM



'The burden is too heavy.' Sacramento activists protest Breonna Taylor grand jury verdict

Source: Sacramento Bee

Education: <https://www.sacbee.com/news/local/education/article247696815.html>

Tree Canopy: <https://www.sacbee.com/news/equity-lab/article252661333.html>

Hunger: <https://www.sacbee.com/news/local/article251963088.html>

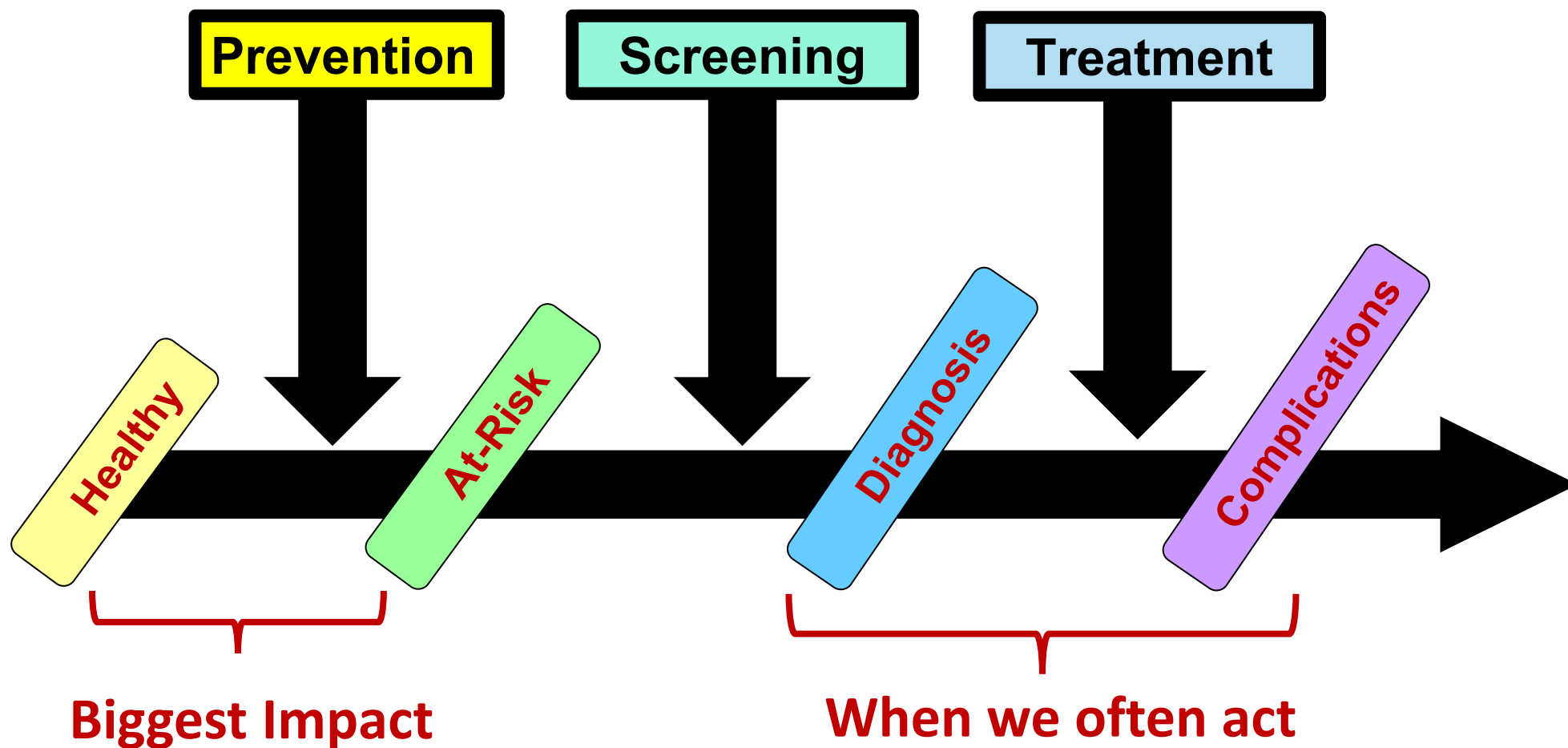
Violence: <https://www.sacbee.com/news/local/article247322914.html>

Policing: <https://www.sacbee.com/news/local/article245494580.html>

Health: <https://www.sacbee.com/news/politics-government/capitol-alert/article243889457.html>

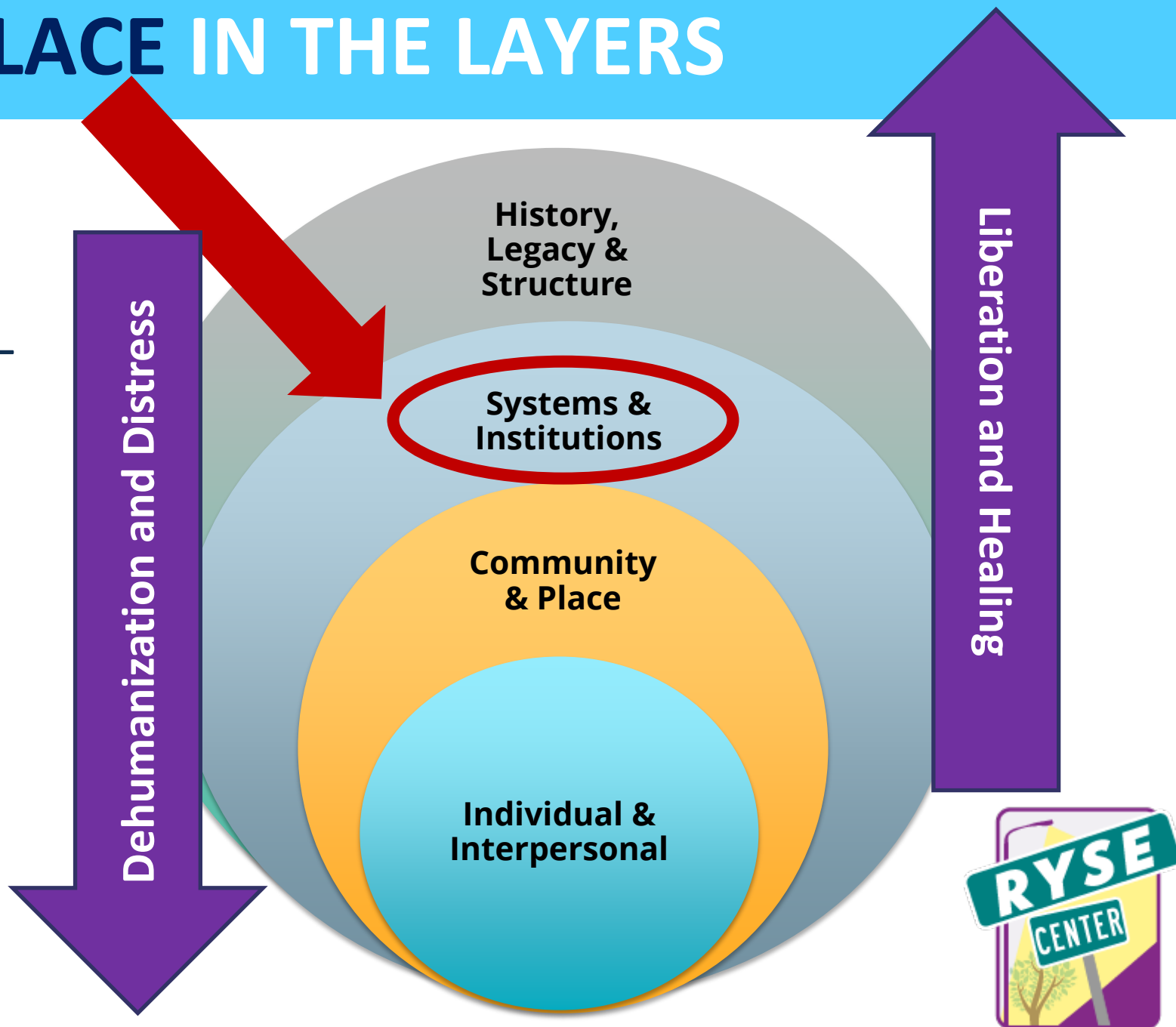
Life Expectancy: <https://www.sacbee.com/news/coronavirus/article248530625.html>

PROGRESSIVE PREVENTION



YOUR PLACE IN THE LAYERS

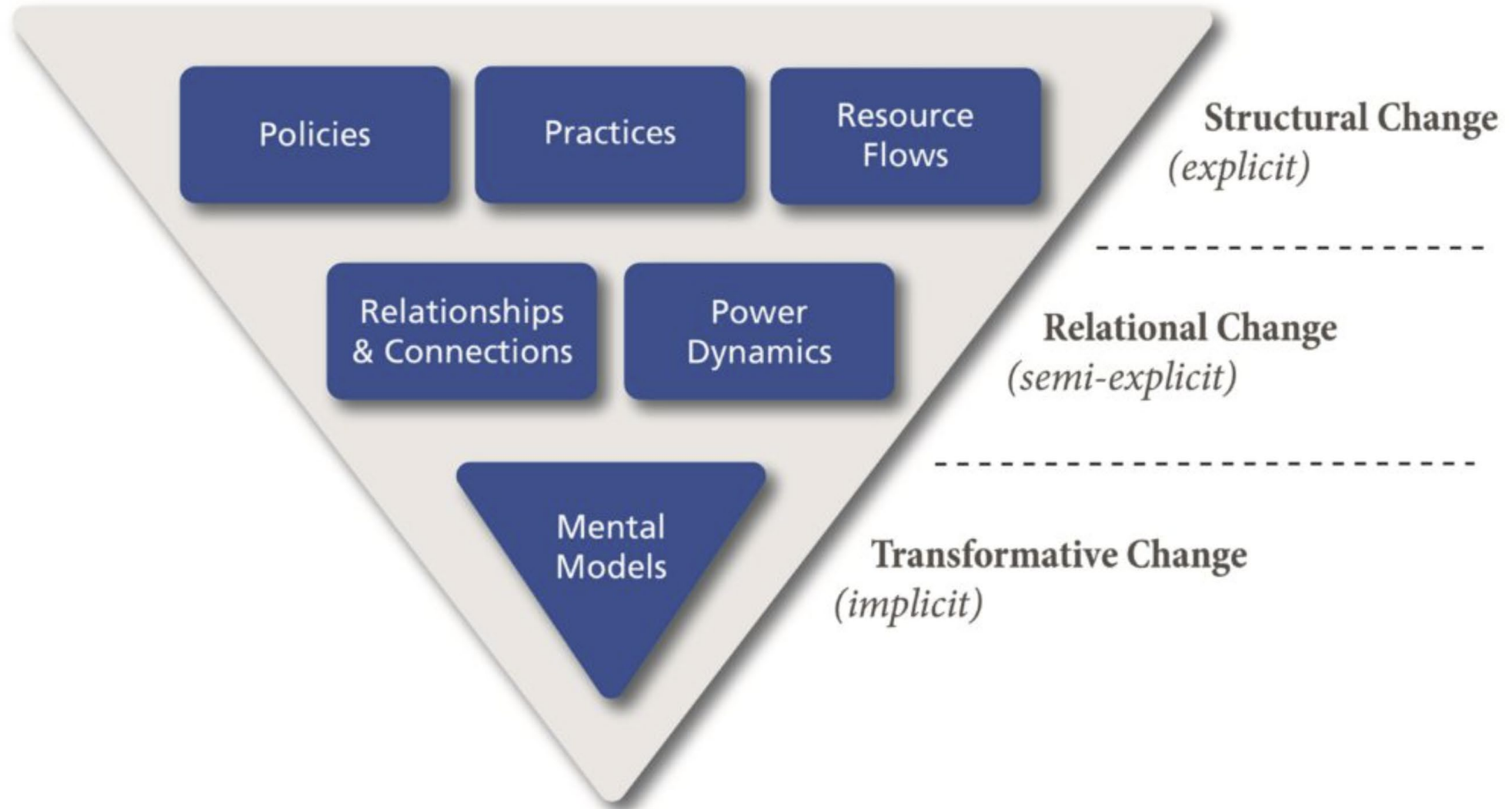
- Systems are designed and maintained – **or disrupted** – by people
- Every other level of **dehumanization** sustains the dehumanizing systems that have been put in place and contribute to institutional dehumanization



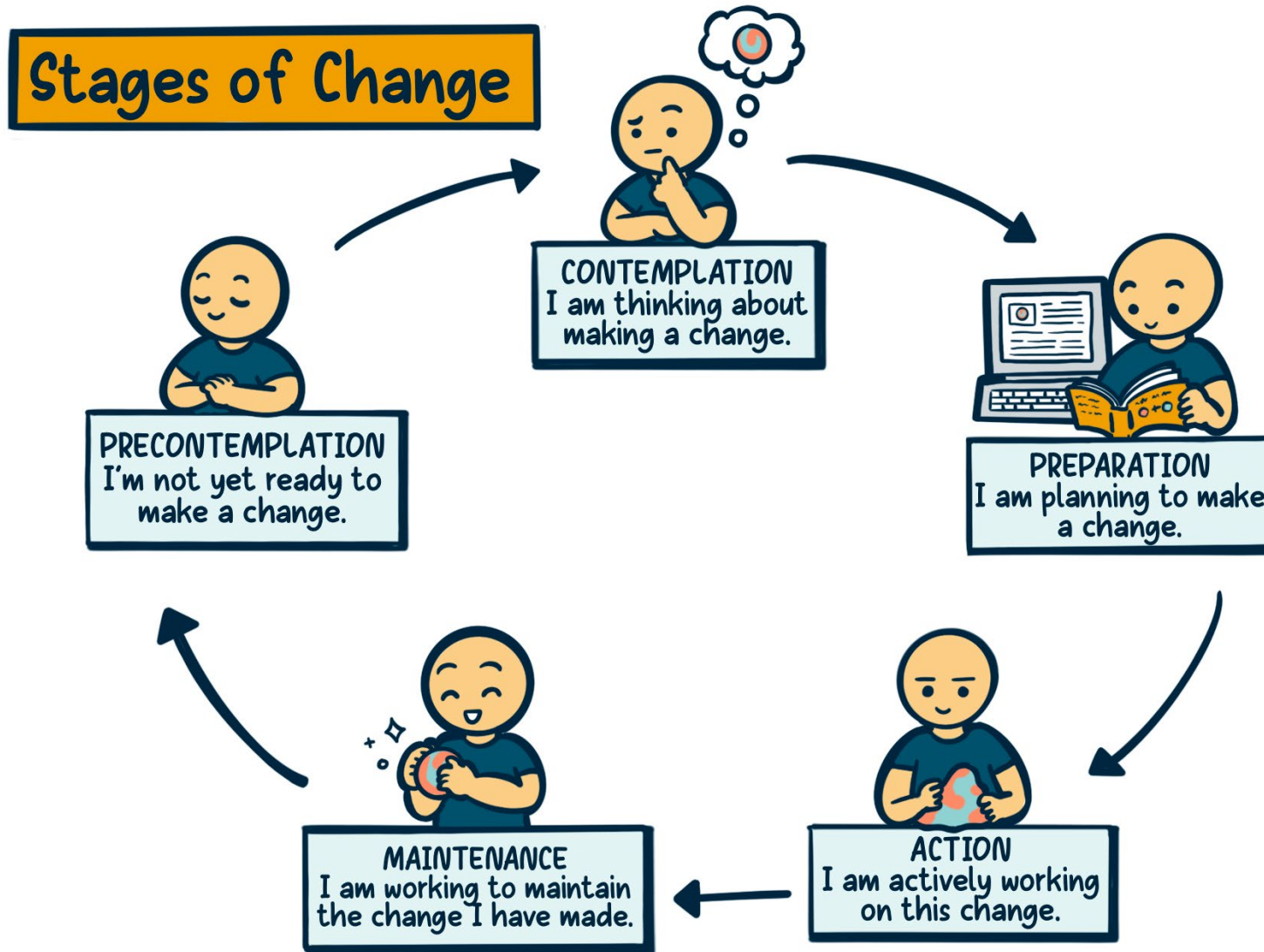
HOW WE FEEL ABOUT SYSTEMS CHANGE...



6 CONDITIONS OF SYSTEMS CHANGE



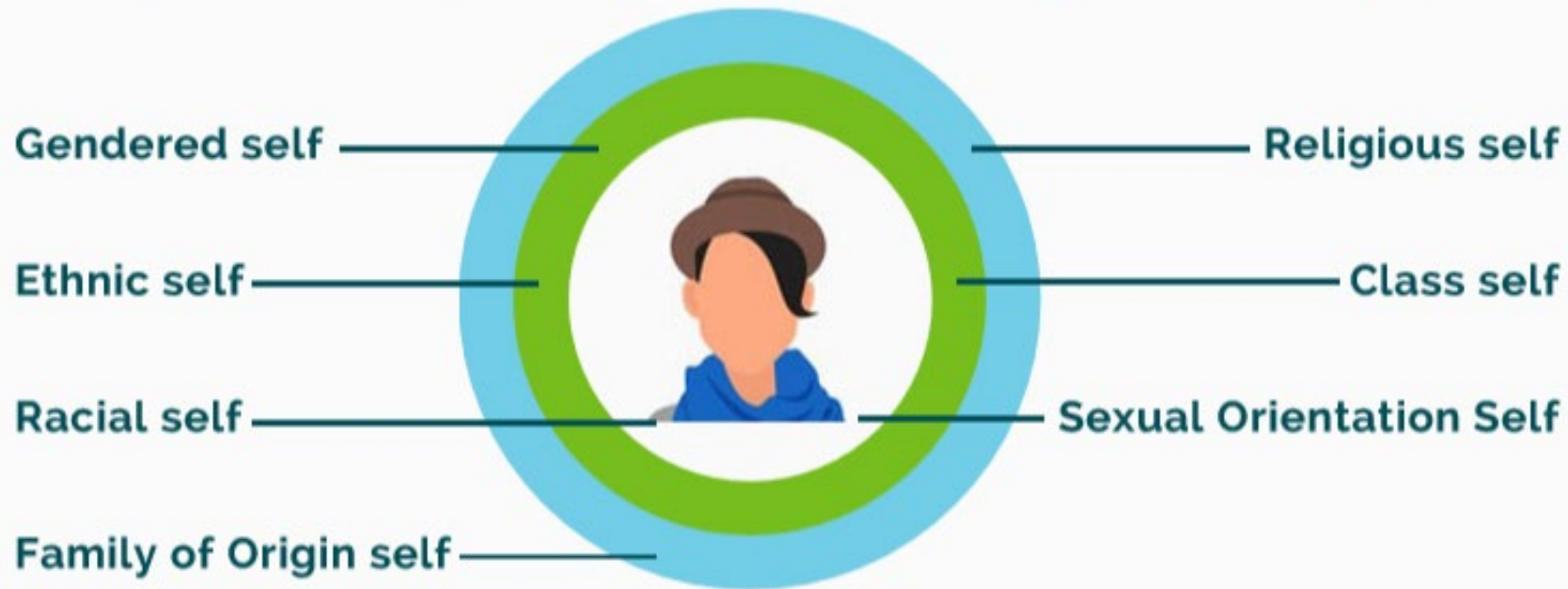
STAGES OF CHANGE



EXAMINE YOUR EXPERIENCE

SHIFT FROM SINGULAR VIEW OF SELF TO MULTI-DIMENSIONAL VIEW OF SELF

Some parts of us align with privilege and some parts with subjugation.



Each of us goes through the world thinking of self as subjugated self;
this leads us to have a blind spot vis a vis others.



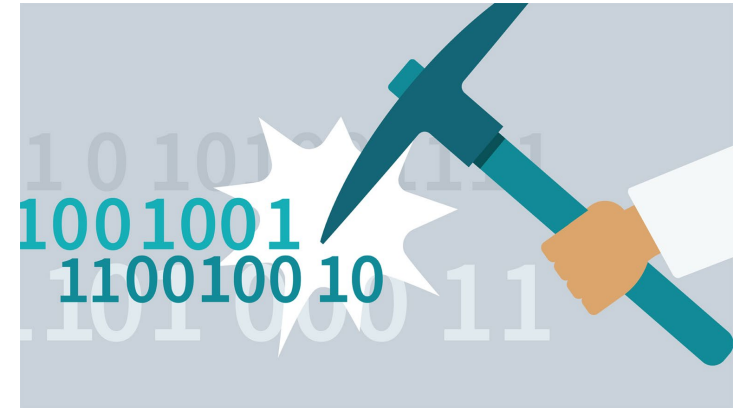
LISTEN: LEARN THE STORY

- Communities have history and are writing a story
- Your interaction continues a conversation that may pre-date you
- Knowing it can help you recognize and pre-empt
 - Access Barriers
 - Concerns
 - Fears
 - Mistrust
 - Questions
 - Misconceptions
 - Structural Issues
- Identify shared goals

IDENTIFY POWER DYNAMICS

Notice the Issues

- Internally, are **ONE-DOWN** staff....?
 - ...leaving the organization at the same level?
 - ...underrepresented or absent from leadership?
 - ...expected to lead the equity work?
- Is there space for new ideas or new practices?
- Are there resources to support equity work?
- Does leadership value equity?
- Externally, is your organization...?
 - ...partnering with community members from **ONE-DOWN** communities?
 - ...paying or recruiting people into your organization from **ONE-DOWN** communities?
 - ...addressing structural barriers within **ONE-DOWN** communities?



CULTURE AND NORMS MUST CHANGE

- **Ongoing** learning must be prioritized
- Develop common language, understanding and **agreements**
- **Staff Performance Goals on Equity** to reinforce priority and create sustainability



CHANGING THE FRAME: TELL YOUR STORY!

- There is a role for health equity in **every conversation** – don't back away!
- We have data to support our goals – now we need to play offense in **setting narrative**
- Funding and advancing health equity is **effective!**
- **Public Health Equity Leads have a key role in narrative change!**
- Many of the stories told aren't true: yours is!



DEVELOPING SOLUTIONS

- Equity will look and sound **different**
 - Discomfort is part of the process!
- **Best practices must be institutionalized**
 - Avoid superficial progress and tokenism
 - Address power imbalances
 - Avoid comfort and whataboutism
 - Focuses on sustainable change rather an individual-level progress



SUMMARY

- **KNOW THE CONTEXT:** Learn the historical and ongoing context
- **KNOW YOURSELF:** Understand power dynamics to become a better practitioner and advocate
- **CHANGE THE FRAME:** Tell the story differently
- **DEVELOP A STRATEGY:** Identify needs and resources to thoughtfully put a plan into place
- **START, STOP, CONTINUE:** Commit to continuously improve your work

**MAY THE
FORCE BE
WITH YOU!**

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