

Local Public Health through an Equity Lens: Policy, Partnerships and Programs

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Public Health Madison & Dane County

January 9, 2013

Topics for Today

Recap: the case for equity and a Social Determinants approach to public health

Local approach:

Public Health Madison & Dane County

City of Madison

Challenges & Opportunities

Defining Equity

Equity is **just** and **fair** inclusion into a society in which all, including all racial and ethnic groups, can participate, prosper, and reach their full potential.

Equity gives all people a just and fair shot in life despite historic patterns of racial and economic exclusion.

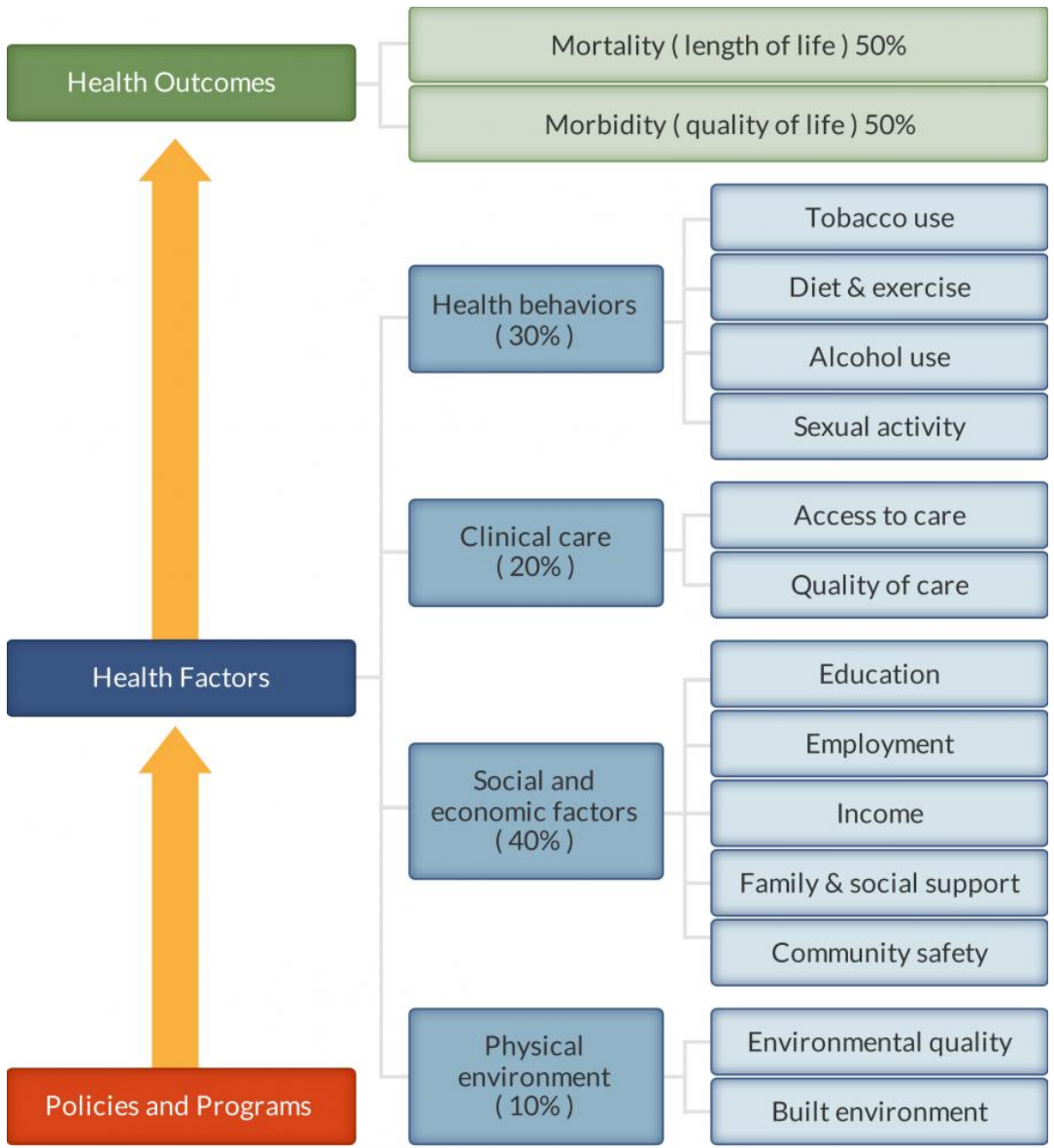
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EQUALITY



EQUITY



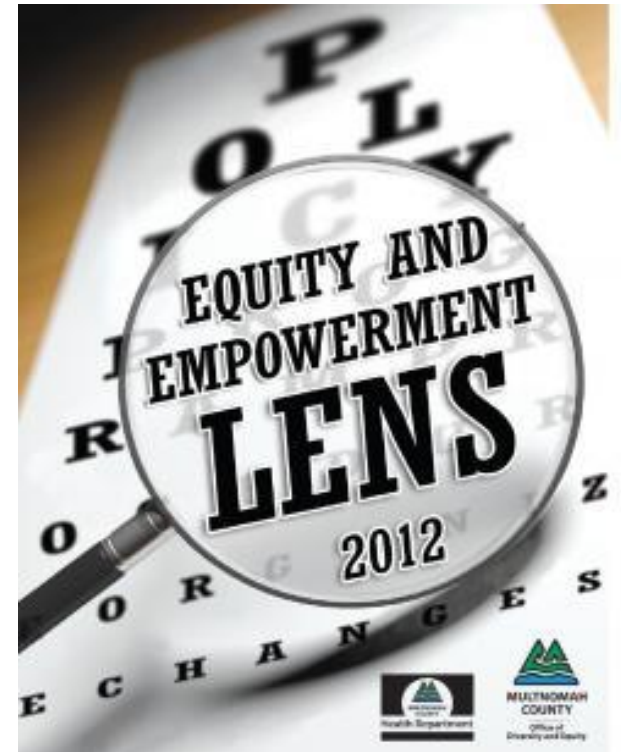
Social Determinants Model

SOCIAL DETERMINANTS FRAMEWORK (River Model)

The following graphic illustrates another way to visualize the continuum of upstream, midstream, and downstream actions needed to eliminate the root causes of inequities, with a few sample strategies in the health sector provided. What are examples you can find in your work or area?



Multnomah County Health Equity Initiative



Source:
Balajee, Sonali S, et al., (2012).
Equity and Empowerment Lens (Racial Justice Focus), pg 56.
www.multco.us/diversity-equity



Office of Diversity and Equity
www.multco.us/diversity-equity

“Isms” and their impacts on Social Determinants

Individual racism:

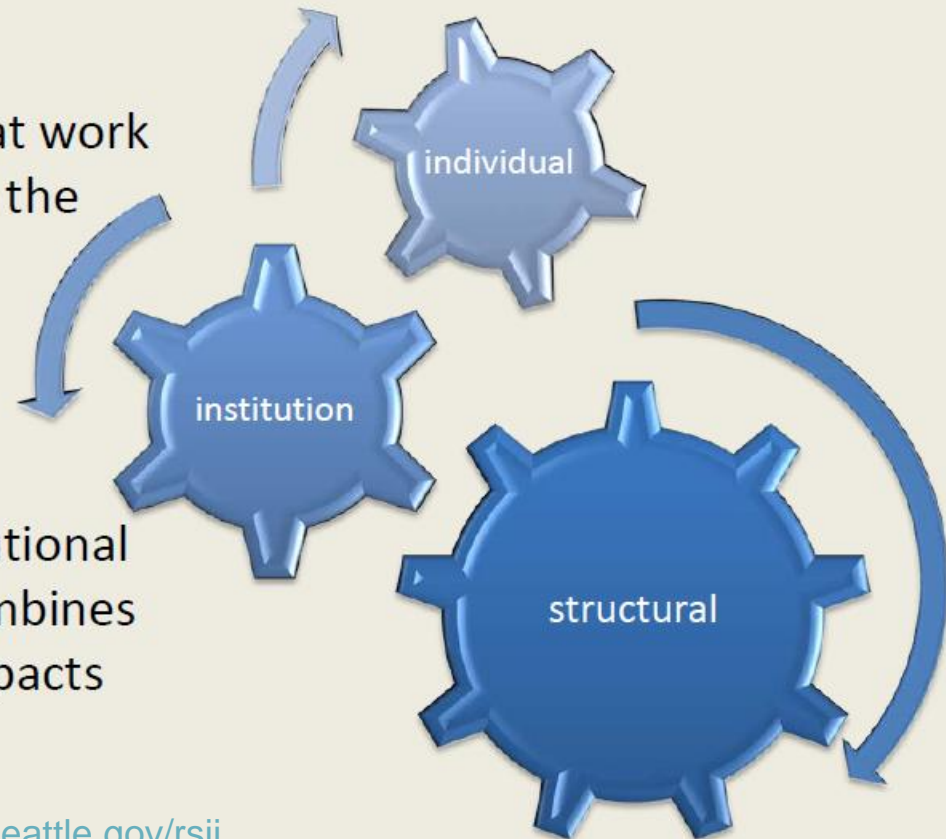
- Pre-judgment, bias, or discrimination by an individual based on race.

Institutional racism:

- Policies, practices and procedures that work to the benefit of white people and to the detriment of people of color, often unintentionally or inadvertently.

Structural racism:

- A history and current reality of institutional racism across all institutions. This combines to create a system that negatively impacts communities of color.





Two residents waded through chest-deep water after finding bread and soda from a local grocery store after Hurricane Katrina came through the area in New Orleans, Louisiana. (AFP/Getty Images/Chris Graythem)



AP Associated Press

A young man walks through chest deep flood water after looting a grocery store in New Orleans on Tuesday, Aug. 30, 2005. Flood waters continue to rise in New Orleans after Hurricane Katrina did extensive damage when it

What's happening in Dane County?

WISCONSIN STATE JOURNAL

43° Overcast Weekly Forecast

Sites News Business Opinion Weather Communities Get It CarSou

Trending Frank Kaminsky's 43 points • Food fight erupts at grocery store • Madison winter parking violatio

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DANE COUNTY

'Alarming' racial disparities continue to plague Dane County

RACE TO EQUITY

A Baseline Report on the State of Racial Disparities in Dane County

| | | | |
|------|--------|-------|--------|
| Blue | Yellow | Green | Orange |
| Red | Orange | Red | Orange |

SOCIALISTWORKER.org

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COMMENT

The most racist city in the U.S.?

Sarah Blaskey and Phil Gasper report on a new study that shows the pernicious effects of racism as it afflicts African Americans in liberal Madison, Wis.

October 31, 2013

MADISON, WIS., has a reputation as one of the most liberal cities in the country. It is also possibly the most racially diverse.

On the march against racism in Madison (Wisconsin Bail Out the People Movement)

CITY OF MADISON **MAYOR'S BLOG**


MAYOR SOGLIN'S BLOG

RACIAL DISPARITIES AND THE RACE TO EQUITY PROJECT

October 2, 2013 4:12 PM

The Wisconsin Council on Children and Families has completed its much awaited report [Race to Equity: A Baseline Report on the State of Racial Disparities in Dane County](#). The report confirms we have a lot of challenges as we work to improve our community for everyone.

How Did This Happen??



Mismatch between
our labor market and
our low-income
workforce

Small, under-
resourced and
disconnected
neighborhoods

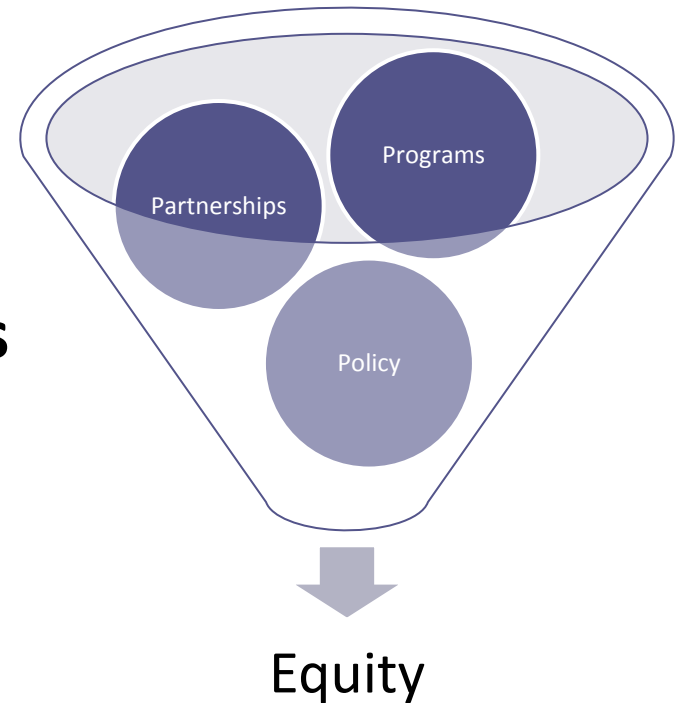
Lack of an effective,
comprehensive and
inclusive response
with accountability

PHMDC's Approach

Institutional transformation

External capacity & partnerships

Policy change



Institutional Transformation

Organizational Assessment

Department Structure to reflect priority areas

Staff: training, engagement, recruitment, hiring,
development

External Capacity & Partnerships

Local Coalitions:

- Tobacco
- Childhood obesity
- Breastfeeding
- Immunization
- Safety & injury prevention



Neighborhood Resource Teams

Program/Project-specific partnerships

Policy Change



Resolution: Declaring the City of Madison's Intention to Adopt an Equity Impact Model (adopted 10/29/13)

1. Better understand and report on inequities in Madison
2. Establish an interdepartmental City workgroup
3. Train City staff at all levels in equity & social justice
4. Make recommendations for parameters of the model
5. Ensure implementation & accountability

Public Health Madison & Dane County listed as lead agency

Racial Equity and Social Justice Initiative Mission

Establish racial equity and social justice as a core principle in all decisions, policies and functions of the City of Madison

Racial Equity and Social Justice

Initiative Vision

- Living wage jobs, safe neighborhoods, high-quality education, a healthy, sustainable natural environment, efficient public transit, parks and green spaces, affordable and safe housing and healthy food are afforded to all residents;
- The benefits of growth and change are equitably shared across our communities;
- All residents have opportunities for fair and just inclusion in public processes and decisions; and
- One's future is not limited by race, ethnicity, gender, sexual orientation, disability, age, income, place of birth, place of residence or other group status.

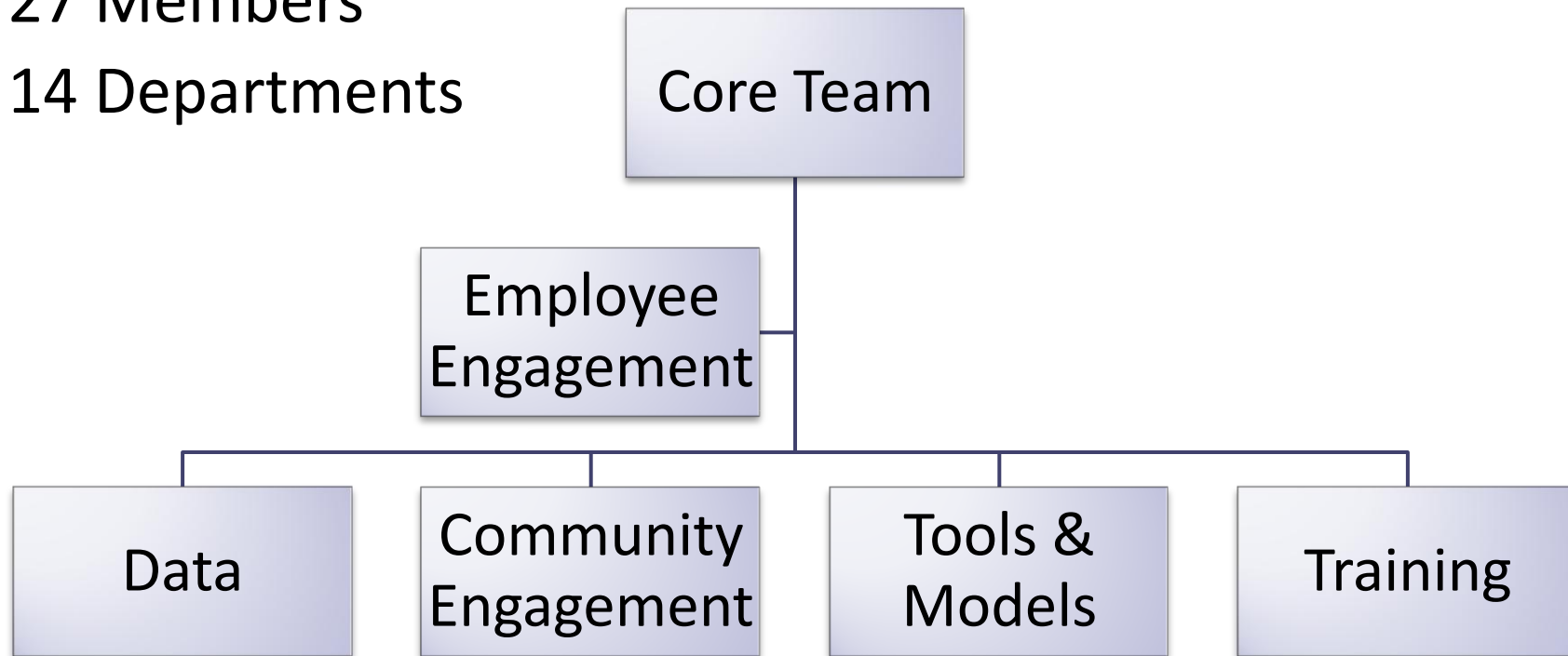
Early Accomplishments

1. Core Team Established
2. Human Resources
3. Clerk's Office
4. Community Development Division

Equity Core Team

27 Members

14 Departments



Preliminary Focus Areas



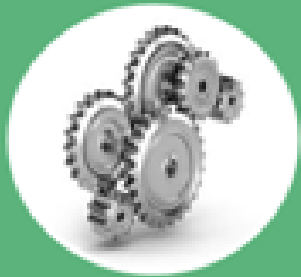


Equity in City
Policies and
Budget



Possible implementation strategies:

1. Equity Impact Assessment conducted to inform policy decisions
2. Outcome- or performance-based budgeting



Equity in City Operations

Possible implementation strategies:

1. Equity in contracting and grants
2. Equity in hiring and staff development
3. Equity in programs and services



Equity in External Relationships

Possible implementation strategies:

1. Inclusive outreach and public engagement
2. Increased involvement of communities of color in planning and policy processes



Possible strategies:

1. Engage community and neighborhood stakeholders throughout planning & implementation
2. Establish Madison Equity Collective (name tentative)
3. Align with and support other efforts

Possible Data Indicator Areas

1. Employment
2. Government Practices
3. Economic Development
4. Equitable Planning & Development
5. Housing
6. Transportation
7. Education
8. Food Access & Affordability
9. Criminal Justice
10. Health
11. Early Childhood
12. Community/Civic Engagement
13. Environment
14. Service Equity

Dane County

November 14, 2013 Press Release:
“County Takes Racial Disparity Head On”



Budget Items:

- FT Equity Coordinator
- Racial Disparities intern @ County Board
- Racial Disparities Working Group
- Pilot Community Court program
- Building trades apprenticeship

Next Steps

- Community focus groups (January 2014)
- Site visit with Seattle Race and Social Justice Initiative leaders Julie Nelson & Glenn Harris
 - Equity Team Planning retreat Feb. 3
 - Community discussions and policymaker updates Feb. 4
- Continue research, pilots and toolkit development
- Connect with other initiatives
- Progress report and preliminary recommendations to Common Council and Mayor (April 2014)