Building Healthy, Equitable Communities Through Community-Driven Solutions

changelabsolutions.org/the-series

October 30, 2018
Welcome to the Building Healthy, Equitable Communities Series

A virtual space for exploring the topic of health equity
2018 SCHEDULE

**Episode 1: Health Equity** (April)
Building healthy, equitable communities through equitable laws and policies

**Episode 2: Healthy Children & Families** (May)
Building healthy, equitable communities through supports for working families

**Episode 3: Food Systems** (June)
Building healthy, equitable communities through a just food system

**Episode 4: Built Environment** (August)
Building healthy, equitable communities through comprehensive long-range planning

**Episode 5: Schools** (September)
Building healthy, equitable communities through transforming the school climate

**Bonus Training: Preemption** (October)
Preemption, public health, and equity - the search for local solutions

**Episode 6: Community Pillar** (October)
Building healthy, equitable communities through community-driven solutions
What you can expect from our episodes:

**Blog Post**
Inclusive Community Engagement & Equitable Participation to Improve 4 Core Functions of Local Government

**Webinar**

**Expert Panel**
Welcome!

Tina Yuen
Senior Planner
ChangeLab Solutions

Xavier Morales
Executive Director
The Praxis Project

Chris Chittum
Director of Planning, Building, & Development
City of Roanoke, VA
Disclaimer

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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What is civic engagement and how does it impact health and equity?

What is inclusive civic engagement?

How have communities been able to overcome obstacles to participate in community decisions?

How are local governments striving to foster more inclusive civic engagement?
What is civic engagement and how does it impact health and equity?
Civic Engagement

Foundation of a healthy, equitable community
“Civic engagement describes the practices, principles, and socioeconomic conditions that comprise the environment in which people interact with their community and come together to make and implement community decisions that provide justice and opportunity for all community members.”

Source: Kirwan Institute for the Study of Race and Ethnicity
Democracy & the necessity of civic engagement
Local government working with community power
Civic engagement can impact health and equity in significant ways.
Impact on people & processes
Priority Communities
Impact on policies & community decisions
Impact on institutions & systems
What is inclusive civic engagement?
Laws & policies shape the places where we live, work, play, and learn
Average Family Wealth by Race/Ethnicity, 1963-2016

Source: Urban Institute

Source: Opportunity Insights
Household Income for Children of Low Income Parents: Uptown Oakland

- Parent Income = **Low**
- Household Income = **$27,000**
Household Income for Children of Low Income Parents: Piedmont

- Parent Income = Low
- Household Income = $55,000
Civic engagement
Study of public hearings in Boston Area

What can we do differently to have more equitable engagement and generate more equitable outcomes?
What is inclusive civic engagement?

“The policies, practices, systems, institutions, and conditions that support and ensure that priority communities – the communities experiencing marginalization and inequities - come together to influence and implement community decisions that produce health and equity for all community members.”
Inclusive Civic Engagement

Government

Priority Communities

Community engagement

Public participation
“Get it right for an elite few, get it right for an elite few. Get it right for the most vulnerable, get it right for everyone.”

- Angela Glover Blackwell, PolicyLink
Inclusive Civic Engagement

Building institutional readiness:
- Capacity
- Responsiveness
- Power sharing

Government

Community engagement

Priority Communities

Public participation
Inclusive Civic Engagement

Building institutional readiness:
- Capacity
- Responsiveness
- Power sharing

Government

Community engagement

Priority Communities

Building community readiness:
- Resilience
- Capacity & leadership
- Responsiveness
- People power

Public participation
Inclusive Civic Engagement

Supportive environments: policies, tools, processes, practices, cultural norms that foster inclusive civic engagement

Building institutional readiness:
- Capacity
- Responsiveness
- Power sharing

Government

Community engagement

Priority Communities

Building community readiness:
- Resilience
- Capacity & leadership
- Responsiveness
- People power

Public participation
City of Baltimore’s Planning Academy

@baltplan (Instagram) For more info: https://www.baltimoreplanningacademy.com/
City of Portland’s
2035 Comprehensive Plan

For more info: https://www.portlandoregon.gov/bps/70936
How have communities been able to overcome obstacles to participate in community decisions?
Create space for grassroots organizers to share strategies on building community power to improve health and social justice.

Continue to make the case with national partners for community-led health equity and authentic partnerships.

Increase philanthropic and other supporters/partners understanding of how to authentically engage with community organizers to build community power to improve health.
10 Great Public Health Successes in the 20th Century

1. Immunizations
2. Healthier mothers and babies
3. Motor-vehicle safety
4. Family planning
5. Workplace safety
6. Fluoridation of drinking water
7. Control of infectious diseases
8. Tobacco as a health hazard
9. Declines in deaths from heart disease and stroke
10. Safer and healthier foods

What does **health equity** mean in practice?
Equality, Equity → Towards Justice

Source: Interaction Institute for Social Change and Cultural Organizing - Paul Kuttner
A Strong Health Justice Frame is Needed

• Food Justice
• Access to Parks & Recreational Space
• Clean Water, Air & Soil
• Community Safety
• Hope & Efficacy
• Connections with Neighbors
• Identities that are Valued & Welcomed
• Transportation Justice
• Housing Justice
• Healthy Marketing & Retail Environment
• Community Infrastructure
• Economic Justice
• Education Justice
• Health Care Access
• Immigration Climate
• Reproductive Justice

**Race & Identity intersect each category**
Partnerships are beautiful & powerful!
Communities Creating Healthy Environments
Communities of Praxis

- Early Care & Education Justice
- Family Supports & Economic Justice
- Housing Justice
- Utilities Justice
Overall Findings - Across Social Determinants

- Housing Justice: 49
- Education Justice: 46
- Civic Participation: 27
- Community Safety: 22
- Immigration Climate: 18
- Clean Air, Water & Soil: 17
- Economic Justice: 14
- Community Infrastructure: 12
- Identities That Are Valued & Welcomed: 9
- Health Care Access: 8
- Food Justice: 7
- Reproductive Justice: 3
- Transportation Justice: 2
- Healthy Marketing & Retail Environment: 2
- Access to Parks & Recreational Space: 1
- Hope & Efficacy: 1
Berkeley vs Big Soda
Why did the community coalesce on this issue?

Generally:
• For the health of our communities
• To counter beverage industry marketing that continues to obfuscate the health impacts of the overconsumption of SSBs
• To develop revenues to support community health
• To beat corporations

Berkeley:
• Fund cooking and gardening instruction in the Berkeley Unified School District
• To directly address the health effects of the overconsumption of sugary drinks in communities of color and in communities with lower incomes
• To reduce the consumption of sugary drinks through the promotion of healthier drinks, especially tap water
Previous Strategy
Public Health Perfect/Political Bad
Failed 30 times
• 2 cents/ounce
• Dedicated tax – 66%
• Retail tax – Felt at the register
• Focused on raising prices to curb demand/consumption
• “Success” if price of soda increased resulting in decreased purchase

Berkeley Strategy
Political Perfect/Public Health Good
Good
• 1 cents/ounce
• General fund tax (50%)
  – Panel of experts
• Excise tax paid by distributors
• Focused on generating revenue to address complex roots of diseases caused by overconsumption of sugar water
• “Success” defined by increased community knowledge and behavior changes of folks receiving benefits of investment
Jemez Principles for Democratic Organizing

Be Inclusive

Emphasis on Bottom-Up Organizing

Let People Speak for Themselves

Work Together in Solidarity & Mutuality

Build Just Relationships Among Ourselves

Commitment to Self-Transformation
Thank you!

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How are local governments striving to foster more inclusive civic engagement?
Chris Chittum
Director of Planning, Building, & Development
City of Roanoke, Virginia
Hearings, Voting, & Referenda

- Essential, often mandated
- Can be superficial and insincere
- Susceptible to inadequate information
Legislation & Budgeting

- Ground in plans developed with citizens
- Complexity can be a challenge
Planning is the best place for engagement

- Agenda
- Proposing
- Deliberating
- Refining
- Disaggregated approach
Build infrastructure for engagement

Build a network of neighborhood-based organizations and neighborhood support staff.

Build capacity and relationships, share information, even when you don’t need it!
Cultivate informed and engaged citizens

- Leadership College
- Planning Academy
- Citizen leadership
Limitations

Lack of diversity

Representation limited

Uneven participation & leadership
Multi-layered Engagement

- Diverse, creative, non-traditional methods
- Vary timing, location, and media
- Conversational meeting formats
- Build social media
- Go where people already are

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Dear Roanoke,

I love how fun you are—music, food, outdoors... good people!

We can improve our relationship if you...

Continue to work on mass transit opportunities valley-wide!!

Sincerely.
Multi-layered Engagement

- Web pages with actions
- Small, focused, and frequent surveys
- Email addresses = gifts that keep giving
- Pay for participation
Public Deliberation
Engage at planning stage

Use multiple approaches

Relevant, repetitive

Build relationships before you need them
Continued Conversation About Community

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Want more health equity?

Follow ChangeLab Solutions and check out the other episodes in our series!

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Resources for changemaking:

- Principles for Equitable and Inclusive Civic Engagement: A Guide to Transformative Change (Kirwan Institute)
- Centering the Margins: A Framework For Equitable and Inclusive Social policy (New America)
- The Changemaker’s Guide
- Health in All Policies (HiAP) guides and tools

For these and other resources, visit us at changelabsolutions.org
Keep the conversation going

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