



“From Dustbowl Days in Old Oklahoma to a Sustainable, Smarter Future”

10th Annual New Partners for Smart Growth 2011 • Building Safe, Healthy and Livable Communities

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A basic principle of public health is that ALL people have a right to health.



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Definitions

Health Disparity

....difference in disease prevalence, outcomes, or access to care

Health Inequity

....difference that is unnecessary, avoidable, unfair and unjust

Social Determinants of Health

....economic & social conditions that influence health



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Framework for Addressing Health Inequities

- Health Care Determinants
.....factors that can be addressed by the health care system
- Social Determinants of Health
.....racial discrimination, economic and social conditions that influence health



Achieving Health Equity

***Moving the dialog beyond
access to health care
to social determinants of health
and health equity.***



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Social Determinants of Health

Factors in the social environment that contribute to or detract from the health of individuals and communities:

- Income and education
- Socioeconomic position
- Environment
- Discrimination
- Access to services
- Stress

Source: [cdc.gov/sdoh](https://www.cdc.gov/sdoh)

Social Determinants of Health

- Social determinants of health are life enhancing resources, such as food supply, housing, economic and social relationships, transportation, education, and health care, whose distribution across populations effectively determines length and quality of life

Source: Centers for Disease Control and Prevention



Social Position Matters

- Income and education are markers of socioeconomic position
- Lower socioeconomic position results in worse access to healthcare
- AND social position influences
 - exposure to health risks, or
 - resources to buffer health risks



Place Matters

- Where a person is on the social ladder determines whether a person is surrounded by things that make it easy or difficult to maintain healthy behaviors.



Race Matters

- Racial based discrimination contributes to uneven distribution of income, education, neighborhood poverty, and access to health care.
- Racial based discrimination creates chronic stress and contributes to poor health independent of these factors.



Stress Matters

- Chronic stress is toxic affecting physiologic processes that can trigger diabetes, asthma, and heart disease.
- People with lower socioeconomic position have higher levels of chronic stress—and fewer resources to deal with stress.



In Short....

“Poorer people live shorter lives and are more often ill than the rich. This disparity has drawn attention to the remarkable sensitivity of health to the social environment.”

Source: Social Determinants of Health, The Solid Facts. World Health Organization, 2003



Why **talk** about Health Equity?

- Illness costs American business over \$260 billion a year in lost productivity
- We spend more on health care than any other industrialized country
- Yet , Americans live shorter lives



Why Talk About Health Equity

- Progress from our organizational focus to a focus on the community and the systems–at–large.
- Progress to strategic planning
- Progress the focus to assets and resources of the community
- Progress to a broader definition of health *
- Everyone in a community can contribute
- Increases understanding of root causes



Why get involved?

- Create healthier communities
- Improve quality of health where people live
- Healthier children and adults
- Keeps cost of health care down
- Safer neighborhoods
- Better place to live
- Healthier food choices
- 3 P's Community (civically engaged)
- To address issues at the community level



Historically

The most effective interventions of the past came about as a result of changes in public health practices and social reforms.



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Challenges

- Understand root causes of health inequity
- Talk about race based discrimination
- Choose where and how to focus efforts
- Identify champions in high places
- Develop, implement and evaluate solutions



Benefits of Achieving Health Equity

- ALL of us experience improved quality of life
- Healthier people live longer
- Healthier people are more productive people
- Healthier people need less medical care
- Less medical care decreases burden on our health care system
- Strengthens communities, families and individuals



Build Non-Traditional Partners

- Start early – trust takes time
- Seek community leaders as messengers
- Educate partners about social determinants of health
- Assume public health cannot do this work alone



Progressive Awareness & Action

- More partnerships to stimulate:
 - Civic Engagement
 - More trainings
 - Health Impact Assessments
 - More policy improvements

Oklahoma Health Equity Campaign

- Statewide
 - 23 county health departments & State Health Department
 - Professional Associations (health & non-health representation)
 - Non-profit Organizations
e.g. YWCA
 - Academia
 - Local Municipalities
 - Faith-Based Organizations
 - State Chamber of Commerce
 - Media
- Linked with National Public Engagement Campaign
 - utilizing PBS documentary series:
“Unnatural Causes: Is Inequality Making Us Sick?”*
 - PolicyLink
 - National Association of City-County Health Officials (NACCHO)
 - National Association of Chronic Disease Directors

Unnatural Causes: Is Inequality Making us Sick?

PBS Series - DVD

Action Toolkit

Discussion Guide

Policy Guide

Handouts

www.unnaturalcauses.org



Oklahoma Health Equity Campaign

- Coalitions and networks can be an essential part of a broader effort to improve health equity
- Effective coalitions rely on diverse and broad partnerships, and the meaningful engagement of all members
- Tools and frameworks for coalition-building, interdisciplinary collaboration and addressing turf struggles can improve coalition effectiveness and sustainability
- Every shared effort leaves the potential for the next collaborative effort to be more successful than the previous one



Policies that diminish adverse consequences



Nutrition

- Provide incentives for farmers' markets and grocery stores selling fresh produce
- Ban sale of soft drinks and junk food in school
- Modify school lunch programs to improve nutrition



Oklahoma

- Increase food security in Oklahoma by making fresh, affordable locally-grown food more available to all Oklahomans.
 - Support Healthy Corner Store, Farm to School and farmers market initiatives at local and state levels
 - Encouraging more Oklahoma farmers to produce healthy home-grown food for consumption by local residents and institutions
 - Increase the affordability of nutritious foods by eliminating the state sales tax on fruits and vegetables
- Link Oklahoma-grown foods with good taste and health. The health of Oklahomans can be improved if Oklahomans increase their consumption of farm-fresh fruits, vegetables, whole grains and lean meats.
 - Promote gardening, healthy cooking instruction, nutrition education and eating local, in schools, households and communities
 - Limit the abundance of unhealthy foods in communities and require nutritional information be provided to fast food customers
 - Establish local food policy councils in cities and counties to explore ways to increase production, consumption and overall availability of healthy local foods.



Environment



- Affordable housing
- Zoning to restrict noise and pollution
- Lead abatement ordinances
- Traffic safety
- Reduce violence and crime
- Public Transportation

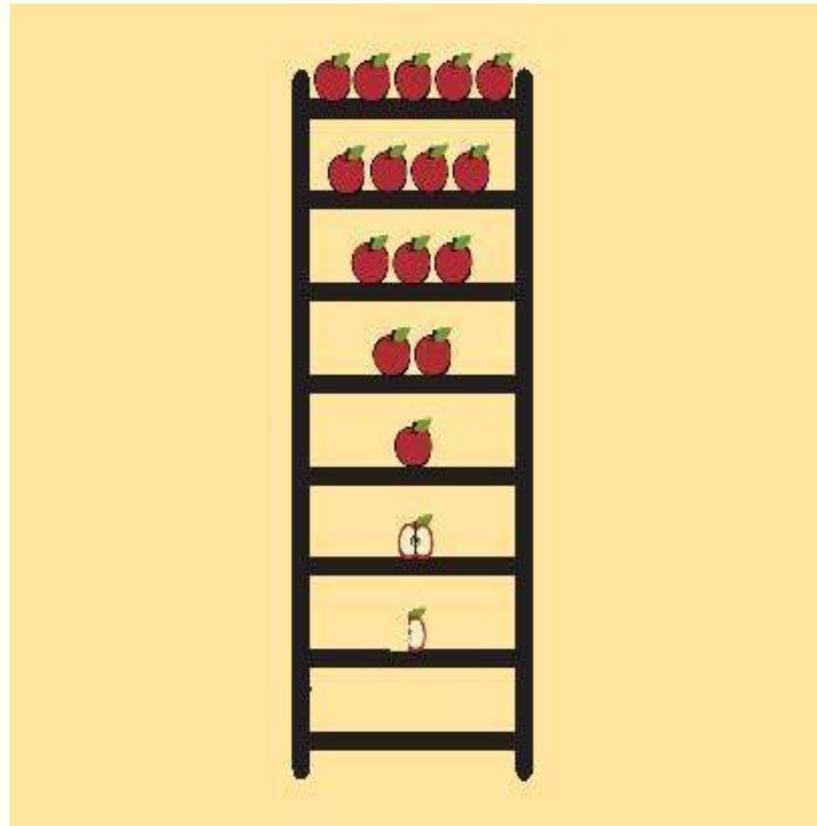


OKLAHOMA

- Increase access to healthcare and jobs through reliable, low-cost public transit
 - Provide adequate funding for a first-class transit system through dedicated state and local funding
 - Increase coverage area and route frequencies of public transit systems
 - Connect rural and outlying communities with timely, affordable public transit
- Build healthy cities and communities that give people cleaner, safer options for active transportation
 - Encourage “green” development and pedestrian-friendly planning
 - Discourage sprawl, and invest in enhancing our existing communities through infill development
 - Create “complete streets” that serve all users by incorporating safe sidewalks, proper bus stops, bike lanes, and crosswalks in design and construction
 - Provide safe crossings and sidewalks near transit stops



Some Policies Affect the Ladder



Education...



- High quality early childhood education
- Reform financing to equalize access to quality education in K-12
- Reduce financial barriers preventing students from attending college



Income



- Adequate income through minimum wage increases
- Income supports to families for newborns
- Earned income tax credits
- Secure pension plans and increase savings incentives



We can choose...

Policies that lessen
health risks associated with position
on the ladder

AND

Policies that impact
fundamental components of the ladder



Policy is an Equity Tool

Policy does impact:

- Amount of parks/open space
- Affordable housing
- Food access/quality/costs
- Education
- Transportation
- Air quality
- Noise pollution

Bootstraps

“...it is all right to tell a man to lift himself up by his own bootstraps, but it is a cruel jest to say to a bootless man to lift himself by his own bootstraps...”

Rev. Dr. Martin Luther King Jr., 1968



Contact Us

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Or visit:

www.oklahomahealthequitycampaign.com

www.chronicdisease.org

www.unnaturalcauses.org



Alternative Ten Steps for Staying Healthy

1. Don't be poor. If you can, stop. If you can't, try not to be poor for long.
2. Don't have poor parents.
3. Own a car.
4. Don't work in a stressful, low paid manual job.
5. Don't live in damp, low quality housing.
6. Be able to afford to go on a foreign holiday and sunbathe.
7. Practice not losing your job and don't become unemployed.
8. Take up all benefits you are entitled to, if you are unemployed, retired or sick or disabled.
9. Don't live next to a busy major road or near a polluting factory.
10. Learn how to fill in the complex housing benefit/asylum application forms before you become homeless and destitute.

Source: Raphael and Rieder, Community Action for Heart Health: Equity not Exercise



Special Acknowledgments

- Oklahoma Health Equity Campaign Partners
- Rogers State University Public Television
- National Association Chronic Disease Directors (NACDD) Health Equity Council



Prevention WORKS!

- **Reduced lead Levels in Children**
- **Smoking Prevention**
- **Child Restraint and Safety Belt Use**
- **Minimum Drinking Age Laws**
- **Childhood Immunizations**
- **Motorcycle and Bicycle Helmet Laws**

Source: Ten Great Public Health Achievements --
United States, 1900-1999

<http://www.cdc.gov/mmwr/preview/mmwrhtml/00056796.htm>

