



OFFICE OF HEALTH EQUITY UPDATE

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March 25, 2014

BUILDING A SOLID FOUNDATION

“Building a solid foundation in the early years of a child's life will not only help him or her reach their reach their full potential but will also result in better societies as a whole.”

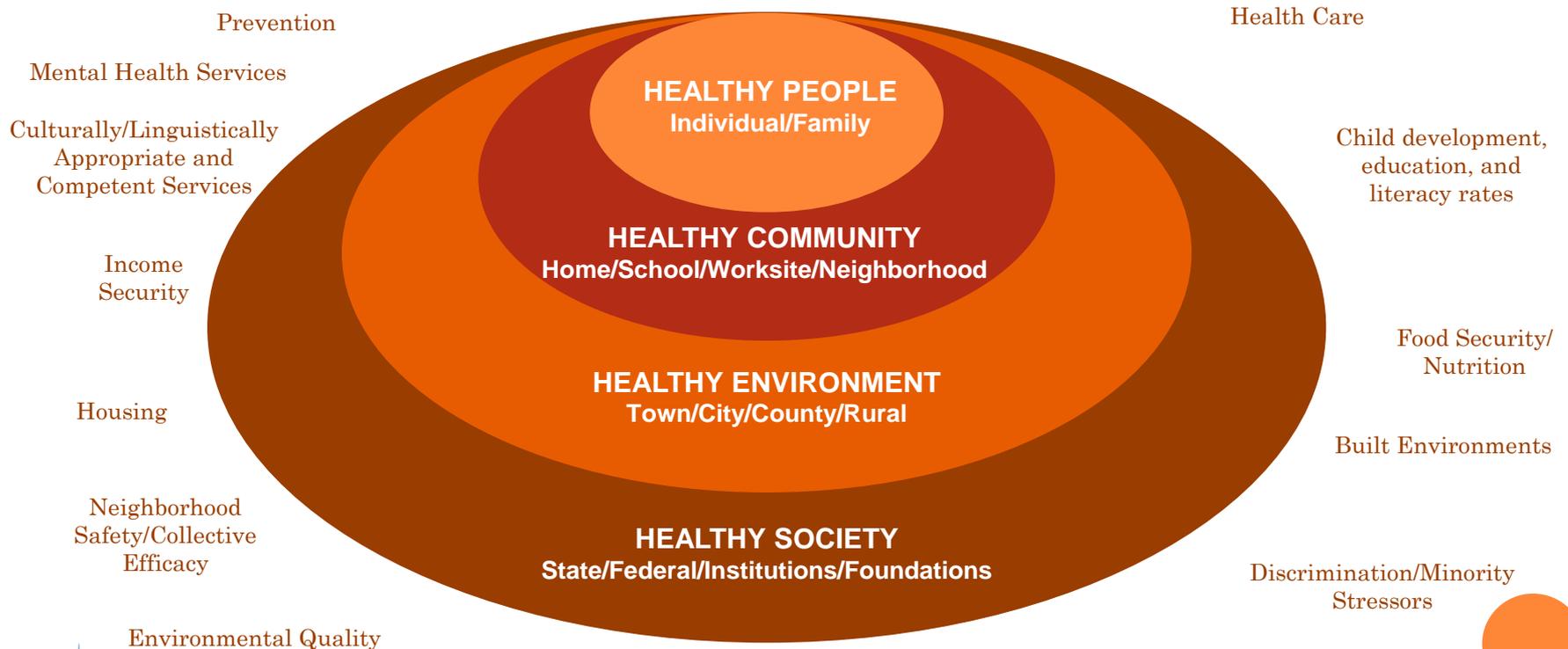
Novak Djokovic

Former No. 1 Professional Tennis Player. One of the greatest tennis players of all time.



ACHIEVING HEALTH & MENTAL HEALTH EQUITY AT EVERY LEVEL

Transforming the conditions in which people are
BORN, GROW, LIVE, WORK and AGE
for optimal health, mental health & well-being.



ANOTHER WAY TO LOOK AT IT

WHAT ARE WE SURROUNDING OUR CHILDREN WITH?

Transforming the conditions in which people are
BORN, GROW, LIVE, WORK and AGE
for optimal health, mental health & well-being.



STRENGTHEN CHILDREN & FAMILIES

“Because children of color are so disproportionately represented in low-income families and impoverished communities,...requires addressing historic and current structural barriers to opportunity,..., which are a direct result of past policies and practices of racialization and privilege.”

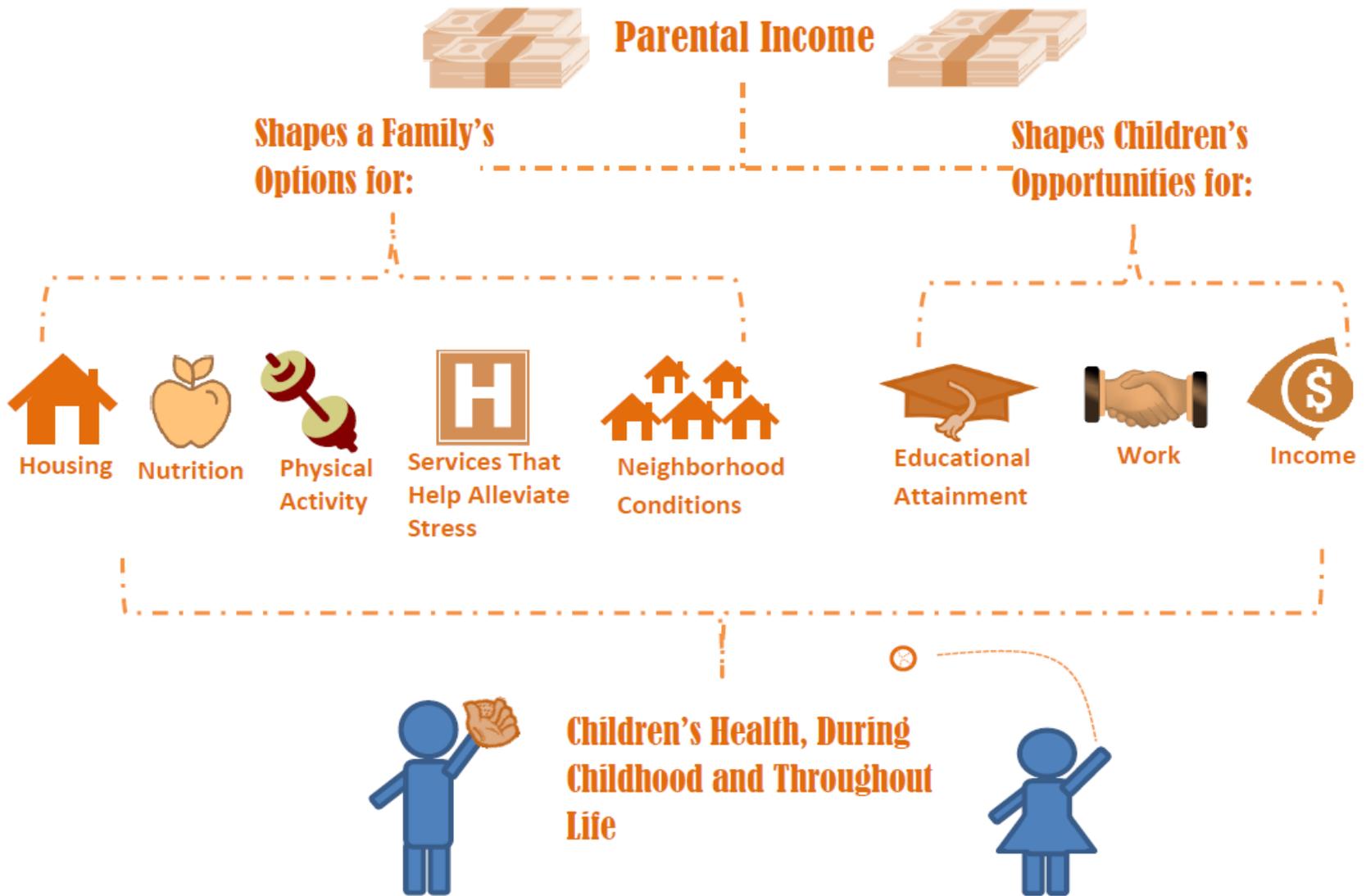
Dr. Gail C. Christopher

Vice President - Program Strategy, W.K. Kellogg Foundation



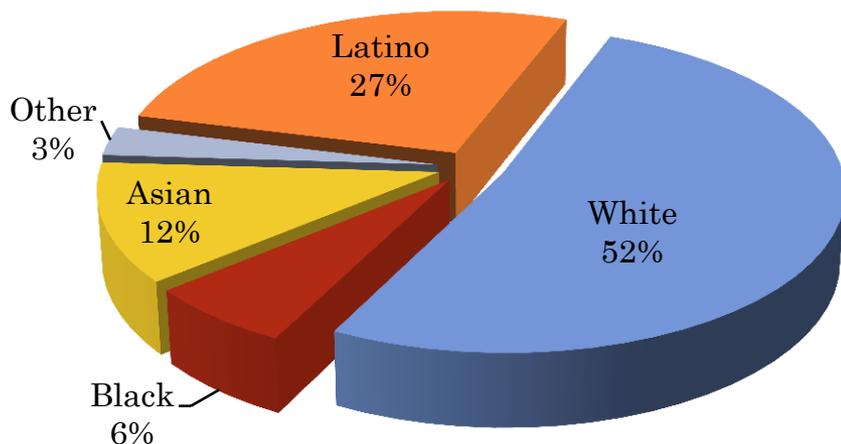
-Pathways to Healthier Lives-

Fig 1.1

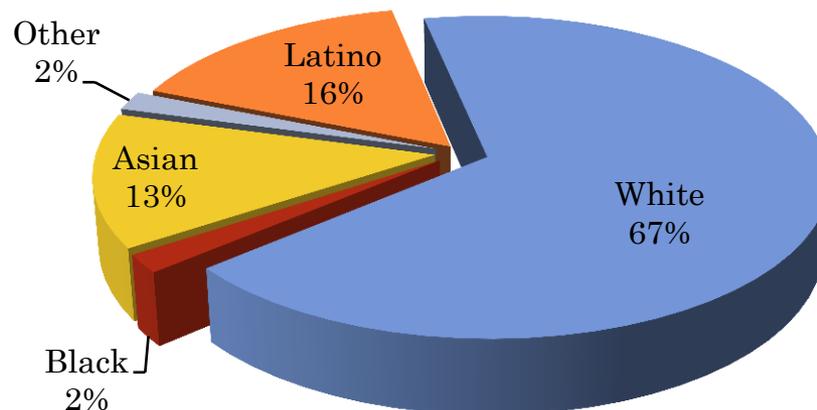


UNEVEN DISTRIBUTION OF HOUSEHOLD WEALTH ACROSS RACE/ETHNIC GROUPS IN CALIFORNIA

Households in California by Race/Ethnicity, 2010



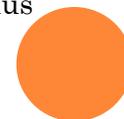
Household Wealth in California by Race/Ethnicity, 2010



African American households represent 6% of California households, but hold about 2% of household wealth.

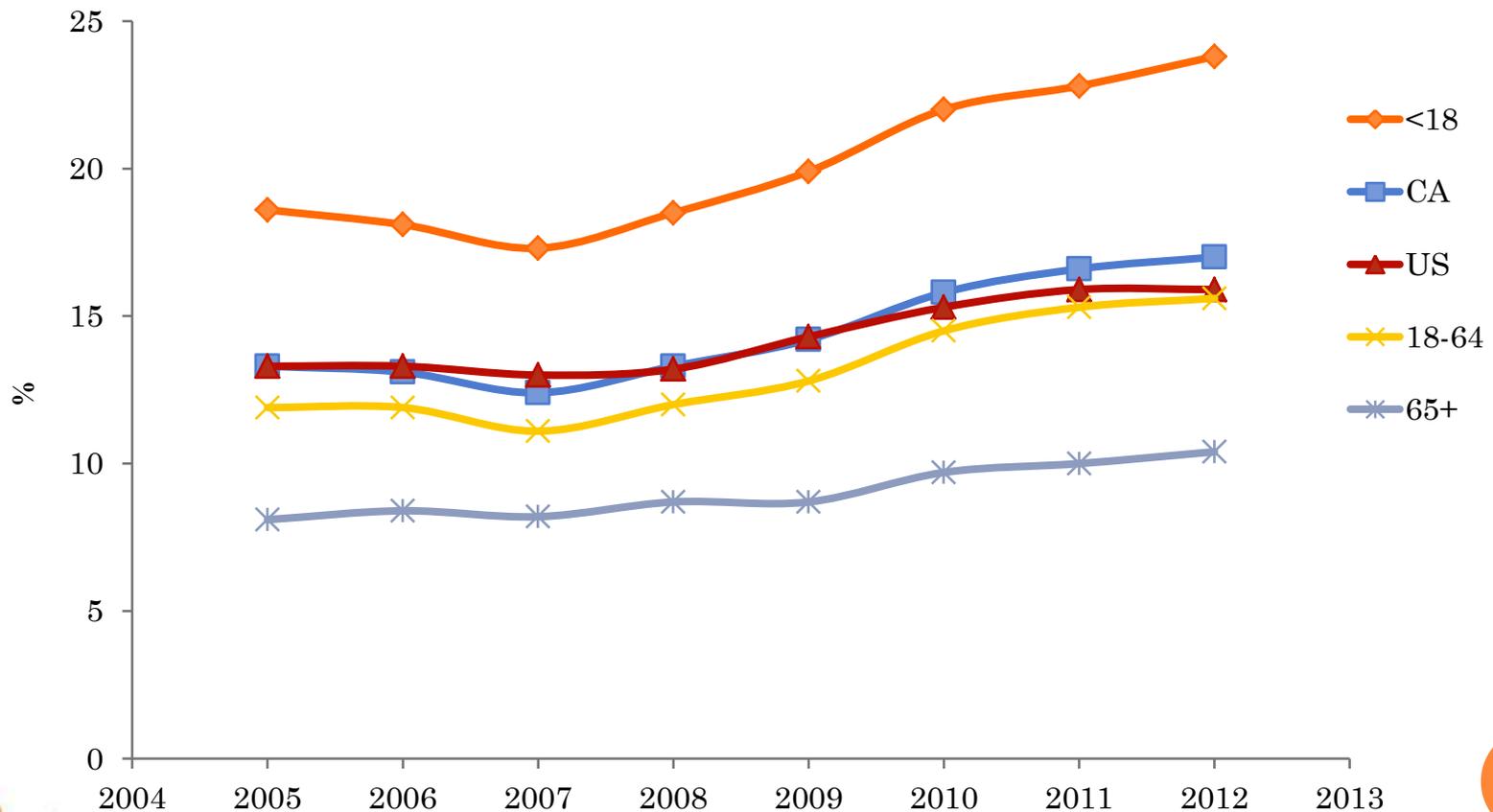
Net worth (wealth) is the sum of the market value of assets owned by every member of the household minus liabilities owed by household members.

A household consists of all the people who occupy a housing unit



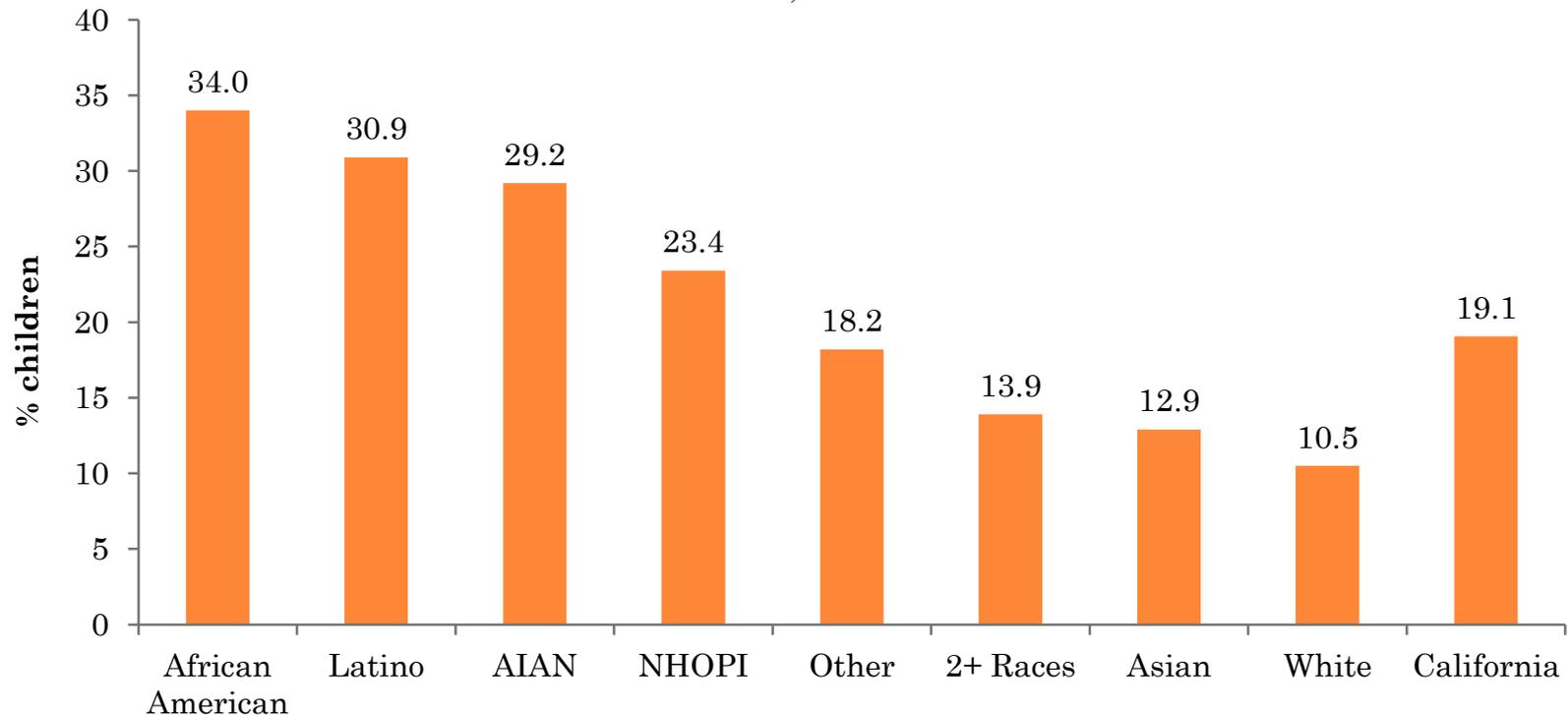
1 IN 4 CALIFORNIA CHILDREN LIVING IN POVERTY IN 2012

Percentage of People Living Below Poverty by Age, California, 2005-2012.



HIGHER PROPORTIONS OF LATINO AND AFRICAN AMERICAN CHILDREN LIVE IN POVERTY COMPARED TO CHILDREN OF OTHER RACE/ETHNIC GROUPS

Percentage of children living below poverty level by race/ethnicity, California, 2010-2012



ONE THIRD OF CALIFORNIA CHILDREN ARE FOOD INSECURE.

San Mateo County

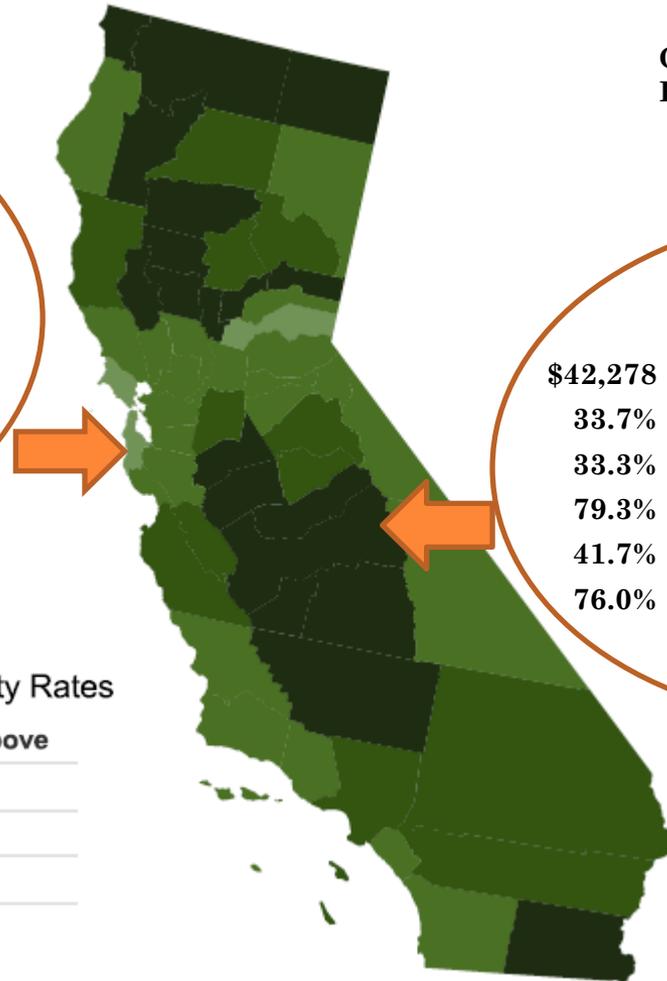
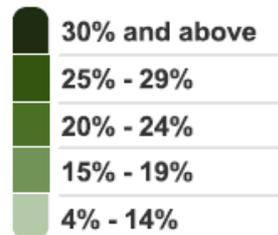
\$111,250	Median family income†
17.1%	Child food insecurity rate
8.8%	Children living in poverty
65.5%	Non-white children
60.1%	Children age 3-4 enrolled in school
84.2%	Graduation rate

Child Food Insecurity Rate California: 27.3%
United States: 22.4%

Fresno County

\$42,278	Median family income†
33.7%	Child food insecurity rate
33.3%	Children living in poverty
79.3%	Non-white children
41.7%	Children age 3-4 enrolled in school
76.0%	Graduation rate

Child Food Insecurity Rates



Sources: Map the Meal Gap, Feeding America 2011. American Community Survey, 3-year estimate (2009-2011) and 5-year estimate (2008-2012). California Department of Education, 2011-2012.

†Median family income with own children under 18 years.

Data methodology and limitation are available at: <http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx>, https://www.census.gov/acs/www/methodology/methodology_main/, <http://www.cde.ca.gov/ds/>



WHAT WE'RE UP AGAINST



WHAT WE'RE UP AGAINST

“THE HAVE AND HAVE-NOTS OF HEALTH ON DISPLAY IN EAST SAC, OAK PARK”

- Visible differences between the two neighborhoods.
- The 95819 and 95817 ZIP codes, which encompass much of east Sacramento and Oak Park, respectively, share a border.
 - Each has about 15,000 residents.
 - In 2010, Oak Park residents are more than three times as likely to go to the emergency room for asthma, diabetes or high blood pressure.



WHAT WE'RE UP AGAINST

TALE OF TWO CITIES - MARIN CITY



- Statistics consistently show that Marin is one of the healthiest counties in the state and the country. But those statistics mask an uncomfortable truth: Marin also has some of the most severe health disparities in the state. Simply put: Where you live in Marin plays a role in how long you live.

MARIN CITY FACT SHEET

Total Population (census tract 1290): 2666*



People under the age of 18: 23.7%
People over the age of 65: 9.4%

Approximately 39% of Marin City Residents live below 200% of the federal poverty level

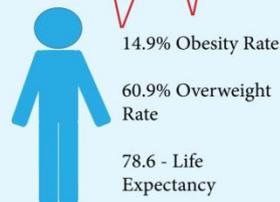


*Marin City's Median Household Income: \$37,857

*Low income range: \$5,629-\$31,205

*County of Marin Median Household Income: \$90,962

US Census, 2010 & American Fact Finder, 2012 - *Tract 1290 does not include all of Marin City



(Human Impact Partners, 2012)

ED visits for asthma in children in Marin County

*151 - African American
*37.2 - Hispanic/Latino
*27.0 White

(Calculated per 10,000 people, OSHPD, 2010)

MARIN CITY STATS

- 2,509 Population (census tract 0604112900)
- 63% of African Americans living in poverty (at or below 185% federal poverty level)
- 7 of schools (k-8, preschools)
- 0 of public parks
- 0 of farmers markets
- 0 of supermarkets/large grocery stores
- 4 of fast food outlets near schools
- 2 of other food sources (CVS and Dollar Tree)



ROSS FACT SHEET

Total Population: 2415



People under the age of 18: 30.3%
People over the age of 65: 17.1%

Approximately 10.7% of Ross Residents live below 200% of the federal poverty level

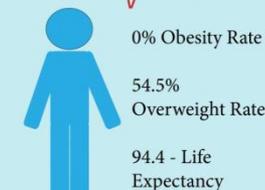


*Ross's Median Household Income: \$114,750

*Low Income range: \$66,894-114,332

*County of Marin Median Household Income: \$90,962

US Census, 2010 & American Fact Finder, 2012



(Human Impact Partners, 2012)

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WHAT WE'RE UP AGAINST

“THE PROBLEM IS CLEAR: THE WATER IS FILTHY”

- “No tomes el agua!” — “Don’t drink the water!”
- Seville, with a population of about 300
 - One of dozens of predominantly Latino unincorporated communities in the Central Valley plagued for decades by contaminated drinking water.
- Today, one in five residents in the Central Valley live below the federal poverty line.
 - Many spend up to 10 percent of their income on water.

The New York Times



WE HAVE TO DISRUPT CURRENT DEFAULTS...



...WITH POSITIVE, HEALTHY DEFAULTS



BREASTFEEDING
It Rocks!



25 YEARS A CHAMPION FOR HEALTH EQUITY!

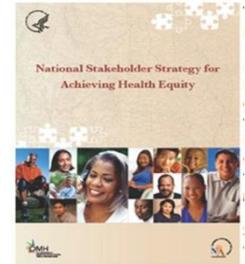


- This year marks the 25th anniversary of the CDC Office of Minority Health and Health Equity (OMHHE)!
- April is Minority Health Month!
 - This year's theme is Advance Health Equity Now: Uniting our Communities to Bring Health Care Coverage to All!



THE NATIONAL STAKEHOLDER STRATEGY FOR ACHIEVING HEALTH EQUITY

- National Partnership for Action to End Health Disparities (NPA), convened by the Office of Minority Health (OMH), U.S. Department of Health and Human Services
- Overarching Vision: To promote systematic and systemic change that improves the overall health of the nation and its most vulnerable populations.
 - Goal 1: **Awareness**—Increase awareness of the significance of health disparities, their impact on the nation, and the actions necessary to improve health outcomes for racial, ethnic, and underserved populations.
 - Goal 2: **Leadership**—Strengthen and broaden leadership for addressing health disparities at all levels.
 - Goal 3: **Health System and Life Experiences**—Improve health and healthcare outcomes for racial, ethnic, and underserved populations.
 - Goal 4: **Cultural and Linguistic Competency**—Improve cultural and linguistic competency and the diversity of the health-related workforce.
 - Goal 5: **Data, Research, and Evaluation**—Improve data availability and coordination, utilization, and diffusion of research and evaluation outcomes.



CALIFORNIA'S OFFICE OF HEALTH EQUITY

MISSION, VISION AND CENTRAL CHALLENGE (DRAFT)

Vision: Everyone in California has equal opportunities for optimal health, mental health and well-being.

Mission: Promote equitable social, economic and environmental conditions to achieve optimal health, mental health and well-being for all.

Central Challenge: Mobilize understanding and sustained commitment to achieve health equity and improve the health, mental health and well-being of all.



5 MORE YEARS...

NIKE, INC. – DESIGNED TO MOVE INITIATIVE
A PHYSICAL ACTIVITY ACTION AGENDA



- Nike and First Lady Michelle Obama have joined forces for Designed To Move
- A campaign to raise awareness around the lack of physical activity among our nation's children and youth, especially kids under the age of 10.
- One Vision, Two Asks:
 - Vision: Future generations running, jumping and kicking to reach their greatest potential.
 - Ask #1: Create Early Positive Experiences for Children
 - Ask #2: Integrate Physical Activity into Everyday Life



Questions?

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