# **Sample Criteria for Identifying Bold Goals for the Office of Health Equity and the Advisory Committee – For Discussion**

In order to identify three to five bold goals for the California Department of Public Health Office of Health Equity and its Advisory Committee, criteria for what constitutes bold (audacious) goals could be explored. Below are some sample criteria for discussion by the Advisory Committee and its Sustainability Sub-Committee.

| **#** | **Sample Criteria** | **Notes** |
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| 1. | Be consistent with, align to, or be taken directly from **Portrait of Promise: The California Statewide Plan to Promote Health and Mental Health Equity.** | For example, the opening line in the executive summary of Portrait of Promise is “Almost one in four children in California lives in poverty”; Rationale: Lots of issues are identified in the Portrait of Promise. We do not have to look far to identify key issues in need of championing. |
| 2. | Be **bold** and audacious. | Be something legacy in nature, seminal, a significant turning point e.g., California Agenda for African American Health and Mental Health; CA to strive to uphold the Convention on the Rights of the Child or key articles of the Convention e.g., article 28 on education or article 27 e.g., nutrition, clothing, housing. |
| 3. | Elevates California on an issue so the rest of the country can look to the state as a **beacon**/example. | Similar to California’s position on **Climate Change**; e.g., LGBTQ2 protections, shelter for children, or offer an alternative to the pipeline (alternative to incarceration nation), CA Values (warm and welcoming, tech engine, future oriented); gives hope and example to rest of the country. |
| 4. | Be **concrete** and/or **discrete** (specific) and simple in its language and description such that lay people instantly understand it and can get behind it as well as experts; renders something tangible when spoken e.g., the proverbial “chicken in every pot.” | For example, “Zero homeless children. (2020 - )”, From “a chicken in every pot and a car in every garage” (1928) to “Vegetables in every pot and charging stations a plenty (2020) or a bike on every porch, or transit passes in every pocket”, **“Every child with vegetables in their belly, a bike on their porch, and a diploma in their hand”**, “No child sleeps on the street” or “All children sheltered” “No empty plates”, “End of child food insecurity”, “Crime-free neighborhoods”, “Family Zones”, other ideas (TBD – for discussion). |
| 5. | Be backed by **inarguable principles** and truths (right and wrong, justice, human rights, establishes a line in the sand or a standard under which we agree never to go again; minimum standards for basic dignity, safety or protection of some kind). | Principles found in international conventions and declarations e.g., Convention on the Rights of the Child, Elimination of Racial Discrimination, Declaration of Human Rights. |
| 6. | Be something that only OHE – AC is ***uniquely* positioned** to champion; will not or cannot be done by anyone else; be non-duplicative of another committee mandate, department or organization; establishes OHE indispensability and sustainability. | Office mandate is to **align** state resources, decision making and programs to achieve the highest level of health…with **special attention** on those who have experienced socio-economic **disadvantages** and historical **injustice.** |
| 7. | **Unite** the state, its people, and its organizations towards a common purpose and mission for now and for the future of the state; rally people to a common cause and common ground; be non-polarizing, have no or limited triggers of politics or positioning e.g., rich/poor, have/have-nots, non-divisive; something everyone can agree on; has to hover above the level of politics; should engender social cohesion. | Could be development of a document e.g., “Our Common Purpose” or a Declaration of sorts, e.g., of civil and human rights and civic responsibilities – “California Declaration of Rights and Responsibilities”; something audacious but unifying (clauses that cover non-discrimination, equity, climate change, economic and civic life – see [Montreal Charter](http://ville.montreal.qc.ca/portal/page?_pageid=3036,3377687&_dad=portal&_schema=PORTAL) of Rights and Responsibilities); describing how we are going to unify and succeed including respond to and/or adapt to climate change which includes protection of the most vulnerable, environmental and sustainable development and economic prosperity, innovation and technology. |
| 8. | Align to the **Governor’s priorities and values** and those of CDPH. | For example, civil rights, education (from Governor’s web site); consider priorities of counties and other state departments; look for alignment and momentum; funding and existing will; leverage things in motion/momentum; consider link to climate change. |
| 9. | Gives voice to the **voiceless** and most vulnerable; stands up for people who may not be able to stand up for themselves. | For example, children, elderly, disabled; who is at a disadvantage due to age, R/E, gender, sexual orientation. |
| 10. | **Inspire** people; bring out the best in people; elevate; lift; something visionary. |  |
| 11. | Be something that has a significant **impact** on Public Health in CA. | Impact with short, medium long term considerations; considers not just Band-Aids and repeated cycles but upstream, prevention, something that has an **interrupting force** to break up cycles (cycles of poverty, cycles of violence, cycles of trauma and poor health outcomes); investing in kids is investing in the future; there were almost 10 million children in CA (2016) and 74% were children of color – by focusing on children we are addressing socio-economic disadvantage and historical injustice; and helping children helps parents; it also prevents future public health issues (e.g., ACES); the majority of 4th grade public school students could not read at grade level in 2015 – need to turn this around and get ‘diplomas in hands.’ |
| 12. | Something with **secondary benefits** e.g., that by addressing one, discrete thing, that other things fall into place. | Addressing child food insecurity improves education, has co-benefits for family. |
| 13. | Be an issue where there may be some degree of **momentum** at this time. | For example, issues where stars are aligning, existing press/publicity e.g., “Me Too” campaign re. exploitation, trauma, violence against women and/or children; “healthy relationships” or “healthy boundaries” (healthy relationships being the positive frame to violence prevention). |
| 14. | Have **targets** attached to it e.g., by 2025. |  |
| 15. | Could potentially lead to **legislation** or an executive order so agencies have to respond. |  |
| 16. | Other (TBD) – For Discussion. |  |
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