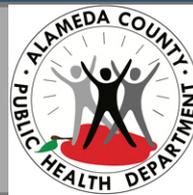


TAKING ACTION TO ACHIEVE HEALTH EQUITY: LOCAL HEALTH DEPARTMENTS COMMUNICATING FOR CHANGE

KATHERINE SCHAFF, ALAMEDA COUNTY PUBLIC HEALTH DEPARTMENT (ACPHD)

OCTOBER 15, 2015



This presentation draws from the ideas, hard work, and expertise of many community residents and Alameda County Public Health Department and Berkeley Media Studies Group staff and partners.

group



- Research on news coverage of public health issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists

group

Why focus on health equity?

Health inequities are “differences in health which are not only unnecessary and avoidable but, in addition, are considered unfair and unjust.”

-Margaret Whitehead
Department of Public Health
University of
Liverpool



ALAMEDA COUNTY
PUBLIC HEALTH
DEPARTMENT

7 things advocates should know when communicating about health equity

1. We have to know what we want to change
2. Communication should be incorporated from the start
3. Effective communication is collaborative –and flips the script on power
4. Logic alone won't win the day
5. We have to talk about racism and white privilege
6. There are low-cost ways to integrate communication into our work
7. We can all take steps to improve our communication every day

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Prime Directive

You can't have a media strategy without an overall strategy.

Message Is Never First

- What do you want to change?
- How will you change it?
- Why do you want it to be changed?

Layers of Strategy

- Overall strategy
- Media strategy
- Message strategy
- Access strategy

Developing Strategy

- What is the problem or issue?

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- What is the solution or policy?

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- Who has the power to make the necessary change?
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- What do the targets need to hear?

Components of a Message

- Statement of concern
What's wrong?
- Value dimension
Why does it matter?
- Policy objective
What should be done?



Message Strategy

- Message: **what we say**
- Messenger: **who says it**
- Target: **who we want to hear it**



Different Roles

- Health Departments
- Researchers
- Community Organizations
- Community Activists
- Authentic Voices

Foreclosures Are Making People Sick



Sandra Witt
ACPHD

New America Media, Video, Text: Viji Sundaram, Video: Mike Siv, Posted: 8/1/11
OAKLAND, Calif. – For 22 days earlier this year, Gilbert Aguilar lived without gas in his one-bedroom rental apartment here in East Oakland. The building went into foreclosure and the bank that took it over was his new landlord.

"The banks have to be good landlords," Aguilar, 50, said at a press conference on Thursday. "They have to make sure that properties are safe and habitable."



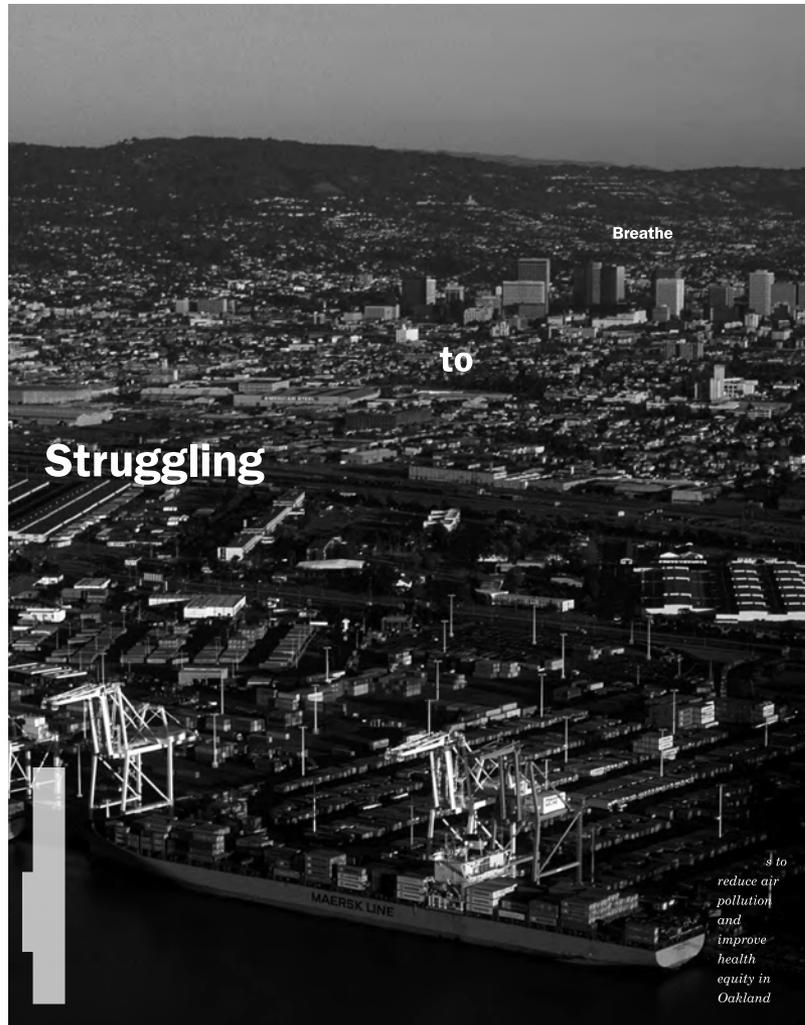
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What can we do?

- Understand how the issue is currently framed.
- Translate individual problem to a social issue.
- Assign responsibility for a policy solution.
- Articulate values.
- Illustrate the landscape with story elements.

Putting it into practice



Issue #20 Struggling to Breathe

<http://www.bmsg.org/resources/publications-main>

Oakland Tribune Op-ed

http://www.acphd.org/media/148843/media_port_of_oakland_20090420.pdf

Op-ed: Port of Oakland commissioners need to show true leadership

“West Oakland residents and truck drivers are literally subsidizing the transportation of goods with their health. The price they are paying is in lung cancer, emphysema, heart attacks, and premature death. There is no need for this.

Cleaner fuels, exhaust emission reduction technologies, and alternative power systems exist for reducing harmful impacts of maritime shipping on workers and local neighborhoods alike. The Port of Los Angeles has proactively addressed air quality; the Port of Oakland can do the same.

The next defining opportunity for the port commissioners to show leadership in improving air quality and remedy this injustice, will be through the June adoption of a comprehensive truck management program. This program must include clear actions, time lines and funding mechanisms to clean up truck emissions. Without such specifics, it remains unclear what directives the Port is willing to offer local trucking businesses, which face new state regulations Jan. 1, 2010.”

***Authors: Dr. Anthony Iton, Alameda County Public Health Department
Brian Beveridge, community co-chair of Maritime Air Quality Improvement Plan
Jack Broadbent, executive officer of Bay Area Air Quality Management District***

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What's the problem?



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What's the solution?

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Why does it matter?

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SFGate News Sports Business A&E Food Living Travel Columns

3 of 13 ◀ PREV NEXT ▶



Dawn Phillips (left), co-director of programs at Causa Justa, speaks with City Councilwoman Lynette McElhaneey (right) and Paige Kumm at a gathering of health, housing and poverty advocates at the Fruitvale - San Antonio Senior Center in Oakland. Photo: Carlos Avila Gonzalez, The Chronicle Buy this photo

SFGate News Sports Business A&E Food Living Travel Columns

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Dr. Muntu Davis, Director of the Alameda County Public Health Department, addresses the hundreds of health, housing and poverty advocates of the dangers of housing displacement and gentrification at the Fruitvale - San Antonio Senior Center in Oakland, Calif., on Monday, April 7, 2014. The group Causa Justa released a report on gentrification and poverty done in collaboration with the Alameda County Public Health Department with over a year's worth of study and data. Photo: Carlos Avila Gonzalez, The Chronicle Buy this photo

TACKLING FORECLOSURE AND IMPROVING HEALTH THROUGH LOCAL PARTNERSHIPS, COMMUNITY ORGANIZING, AND POLICY CHANGE



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- CJJC NEWS
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- JOB WITH CJJC
- ACTIONS/EVENTS
- THE OCCUPY MOVEMENT
- MOVEMENT BUILDING
- MARIA POBLET'S BLOG



<http://www.cjjc.org/en/news/51-housing-justice/572-tackling-foreclosure-and-improving-health-through-local-partnerships-community-organizing-and-policy-change>

<http://www.publichealthreports.org/issueopen.cfm?articleID=3050>

PRACTICE ARTICLES

Addressing the Social Determinants of Health through the Alameda County, California, Place Matters Policy Initiative

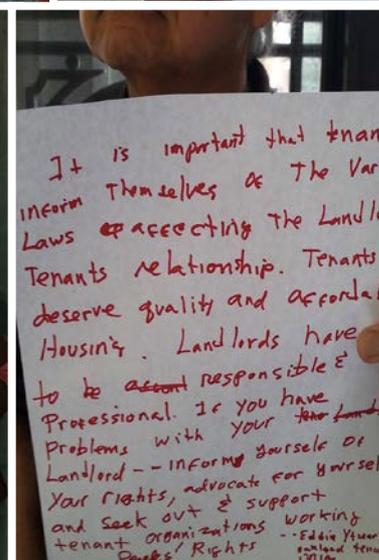
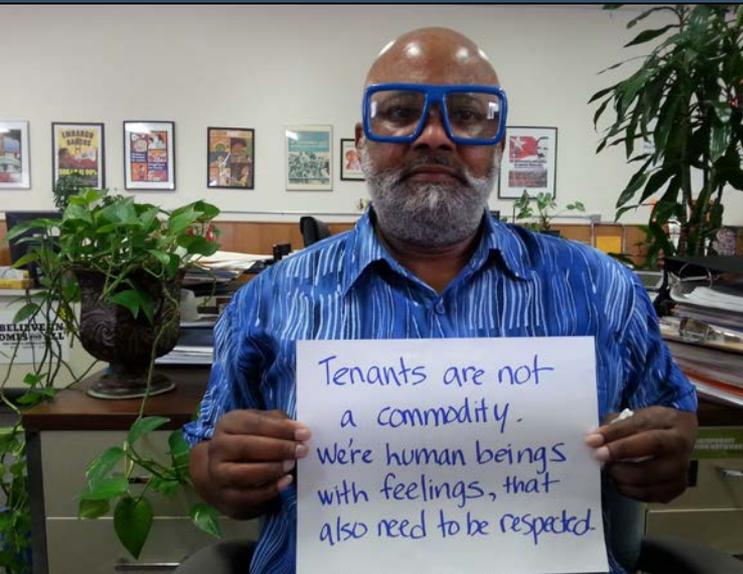
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 KIM WATKINS-TARNT, BA
 PAH WILLOW, JD, MPP
 SANDRA WITT, MA, DDrPH
 DANIEL WOODRUFF, VE, JD

ABSTRACT
 In Alameda County, California, significant health inequities by race/ethnicity, income, and place persist. Many of the county's low-income residents and residents of color live in communities that have faced historical and current disinvestment through public policies. This disinvestment affects community conditions such as access to economic opportunities, well-maintained and affordable housing, high-quality schools, healthy food, safe parks, and clean water and air. These community conditions greatly affect health. At the invitation of the Joint Center for Political and Economic Studies' national Place Matters initiative, Alameda County Supervisor Keith Carson's Office and the Alameda County Public Health Department launched Alameda County Place Matters, an initiative that addresses community conditions through local policy change. We describe the initiative's creation, activities, policy successes, and best practices.

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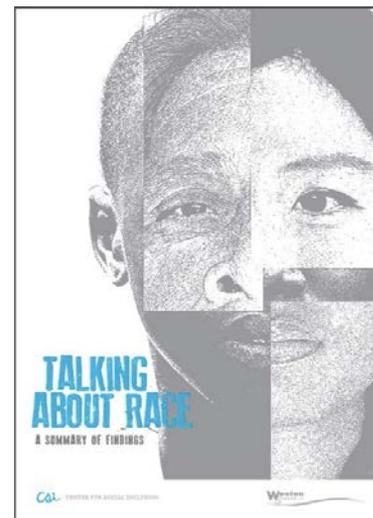
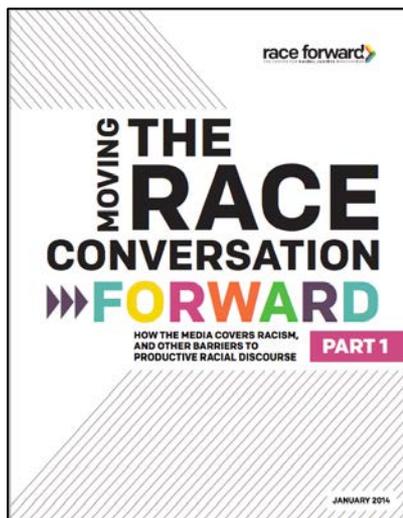
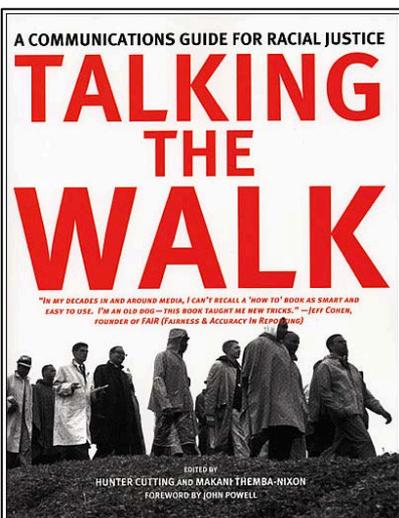
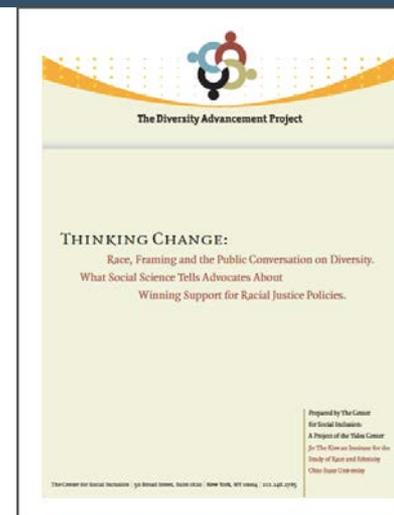
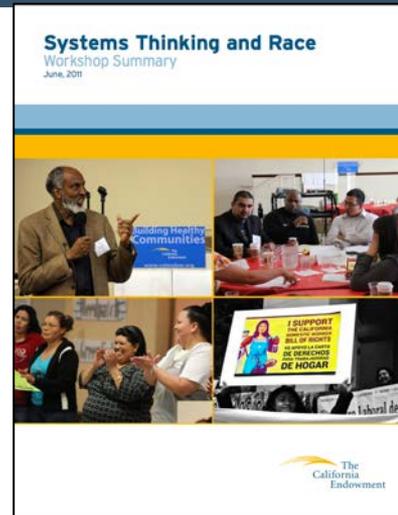
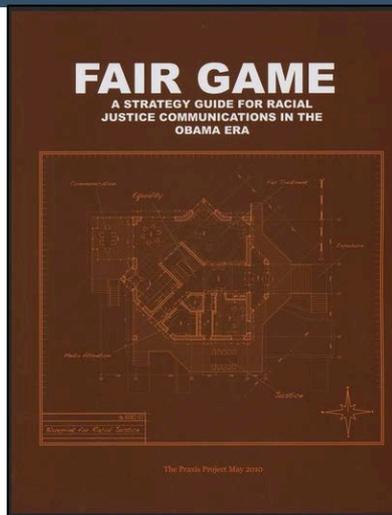
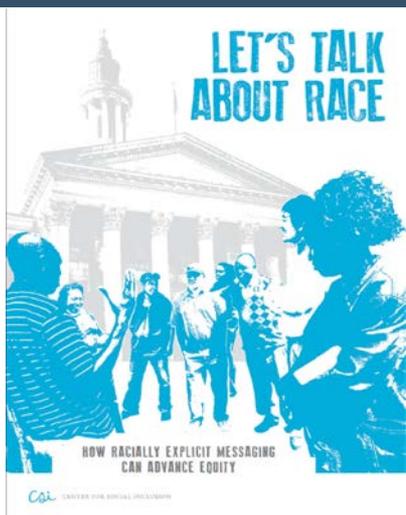
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6. There are low-cost ways to integrate communication into our work

You *can* get there from here...

An occasional paper series from the Social Equity and Opportunity Forum of the College of Urban and Public Affairs



April 2013

Provoking Thought, Changing Talk, Disrupting Inequity

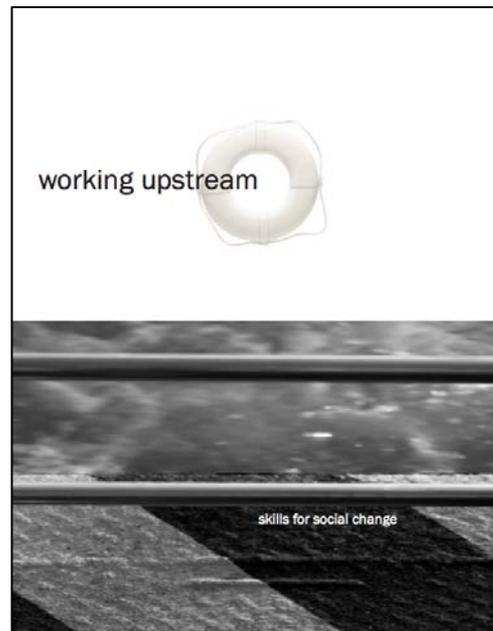
Joseph Grady, Ph.D., Cultural Logic LLC
Aed Aduro, Ph.D., Cultural Logic LLC

Provoking Thought, Changing Talk, Pushing it into Practice

Lori Dorfman, Dr.P.H., Berkeley Media Studies Group
Lawrence Wallace, Dr.P.H., Portland State University



working upstream



skills for social change

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Public Health and Media Advocacy

Lori Dorfman^{1,2} and Ingrid Daffner Krasnow^{1,2}

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Abstract

Media advocacy blends communications, science, politics, and advocacy to advance public health goals. In this article, we explain how media advocacy supports the social justice grounding of public health while addressing public health's "wicked problems" in the context of American politics. We outline media advocacy's theoretical foundations in agenda setting and framing and describe its practical application, from the layers of strategy to storytelling, which can illuminate public health solutions for journalists, policy makers, and the general public. Finally, we describe the challenges in evaluating media advocacy campaigns.

Keywords

social justice, upstream, framing, agenda setting, news

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20th Anniversary Brown Bag Series

**Beyond Sound Bites:
The Role of Power in Communication**

Makani Themba
September 9, 2013

**Communicating About Health Equity:
Showing the Bigger Picture to
Build Healthier Communities**

July 17, 2014



*Thank you for joining!
The webinar will begin shortly.*

PUBLIC HEALTH INSTITUTE berkeley **media** studies group **ENABLING OPPORTUNITIES FOR CHANGE**



**ALAMEDA COUNTY
PUBLIC HEALTH
DEPARTMENT**

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What's one step you can take today to improve how you or your organization communicates about health equity?



Policy Makers



Childcare



Medical Care



Housing

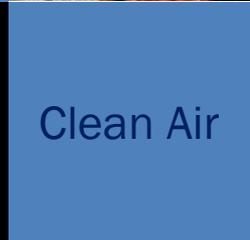


Jobs



Healthy Food

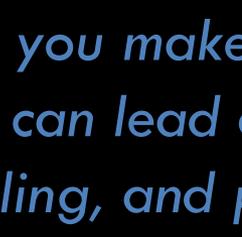
Our Vision: Health Equity
*Everyone in Alameda County,
no matter who you are, where you live,
how much money you make, or the color of your skin,
can lead a healthy,
fulfilling, and productive life.*



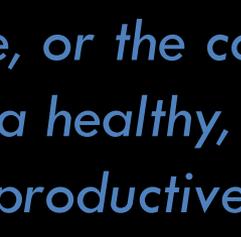
Clean Air



Education



Economic Justice



Parks and Activities



Safe Neighborhoods



Residents



Transportation



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- **Addressing the Social Determinants of Health through the Alameda County, California, Place Matters Policy Initiative. *Public Health Reports.***
<http://www.publichealthreports.org/issueopen.cfm?articleID=3050>
- **Katherine Schaff:** katherine.schaff@acgov.org

Building a culture of health equity

- Health equity framework
- Leadership
- Partner capacity

Conclusions

Develop strategy:

- Message is never first or foremost.
- Know what you want & how to get it.
- Not news for news' sake.

Frame the debate:

- Illustrate the landscape.
- Connect your values to solutions.