

**Local Public Health through an Equity Lens:**  
*addressing the social determinants of health through policy, programs and partnerships.*

Jordan Bingham  
Health Equity Coordinator  
Public Health Madison & Dane County

October 14, 2014



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**Acknowledgements**

Local public health leaders

Madison and Dane County health leaders

Health Equity and Racial/Social Justice Leaders  
past, present and future



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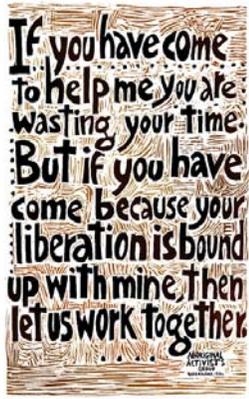
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**If you have come to help me you are wasting your time. But if you have come because your liberation is bound up with mine, then let us work together.**

Martin Luther King Jr.

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### Topics for Today

- What** is health equity?
- Why** health equity?
- How** health equity?
- Discussion and Questions




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### Pop Quiz

True or False?  
The United States ranks 1<sup>st</sup> in life expectancy compared to other industrialized countries.

**False.**

Which country ranks 1<sup>st</sup>?

**Switzerland for males.  
Japan for females.**




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### US Health Outcomes

Males			Females		
Country	LE	Rank	Country	LE	Rank
Switzerland	79.33	1	Japan	83.98	1
Australia	79.27	2	France	84.43	2
Japan	79.20	3	Switzerland	84.09	3
Sweden	78.92	4	Italy	84.09	3
Italy	78.82	5	Spain	84.03	3
Canada	78.33	6	Australia	83.78	6
Norway	78.23	7	Canada	82.85	7
Netherlands	78.01	8	Sweden	82.95	7
Spain	77.42	9	Austria	82.86	9
United Kingdom	77.43	10	Finland	82.86	9
France	77.41	11	Norway	82.68	11
Austria	77.33	12	Germany	82.44	12
Germany	77.11	13	Netherlands	82.31	13
Denmark	76.13	15	Portugal	82.19	14
Portugal	75.87	15	United Kingdom	82.08	14
Finland	75.86	16	United States	80.78	16
United States	75.64	17	Denmark	80.53	17

NOTE: LE = life expectancy at birth (years), or e<sup>0</sup>.  
SOURCE: Ho and Preston (2011), Table 1.

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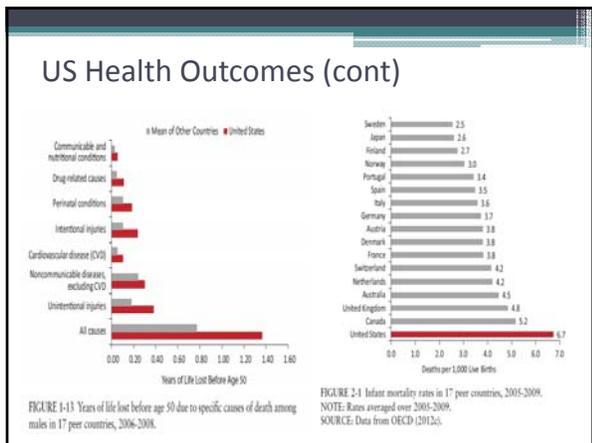
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### Closer to Home: State Health Rankings

Measure	Wisconsin Rank
Binge Drinking	50
Public Health Funding	50
Air Pollution	31
Vegetable Consumption	29
Children in Poverty	27
Infant Mortality	27
Personal Income, per capita	25

Source: America's Health Rankings, 2012. <http://www.americashealthrankings.org/WI2012>

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### Wisconsin Report Card

		Percent of Population	Death Rate (per 100,000)	Grades	
<b>Children and Young Adults (1-24)</b>		100%	35	B	
Gender	Male	51%	47		D
	Female	49%	22	A	
Type of county	Large urban (Milwaukee County)	18%	38		C
	Suburban/urban	32%	29	B	
	Non-urban	38%	34	B	
	Rural	12%	49		D
Race/ethnicity	African American/Black	9%	52		D
	Asian	3%	26	A	
	Hispanic/Latino	9%	30	B	
	Native American	1%	68		F
	White non-Hispanic	77%	33	B	

Health Grade: **B**      Health Disparity Grade: **D**

Source: UW Population Health Institute. <http://wphi.pophealth.wisc.edu/program/mach/healthiest-state-report-card2013report-card-2013.pdf>

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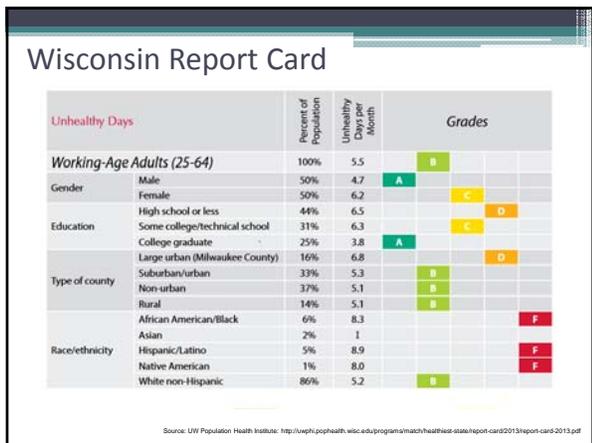
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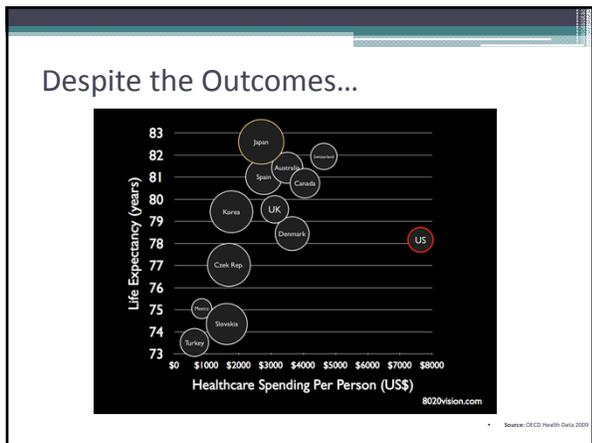
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### Definitions matter: Health, Health Disparity, & Health Equity

**Health**

A state of complete physical, mental, and social well-being and not just the absence of sickness or frailty

**Health Disparity**

A type of **difference** in health that is closely linked with social or economic disadvantage. Health disparities negatively affect groups of people who have systematically experienced greater social or economic obstacles to health

**Health Equity**

When all people have the opportunity to attain their full health potential and no one is disadvantaged from achieving this potential because of their social position or other socially determined circumstance

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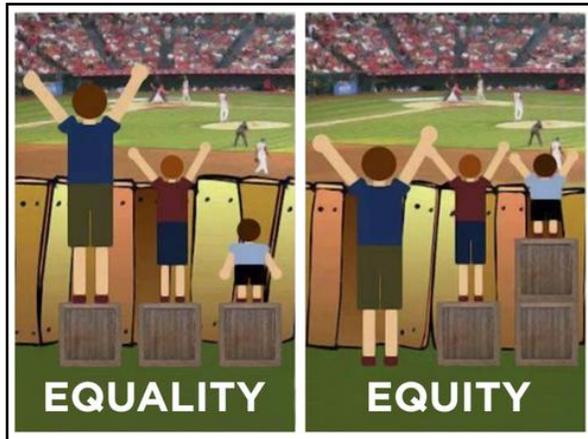
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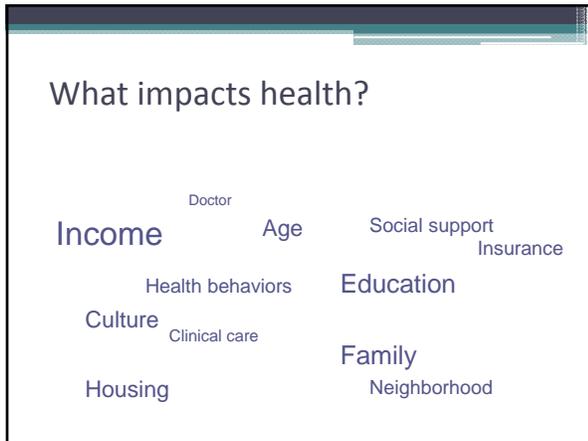
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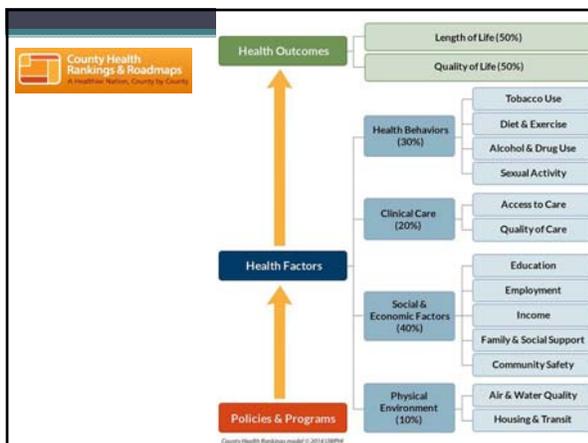
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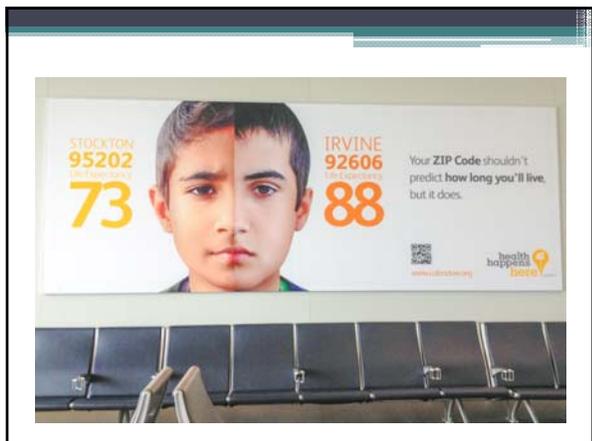
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### Social Determinants Model

<http://web.multco.us/diversity-equity/equity-and-empowerment-lens>

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Why is Jason in the Hospital?  
<http://youtu.be/vFXSYCJHPUg>

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### Brain exercise:

- Think of a number between 1 and 10
- Multiply this number by 9
- Add the two digits together
- Subtract 5
- Associate your number with a letter from the alphabet (A=1, B=2, etc.)
- Think of a country beginning with that letter.
- Take the last letter of that country, and think of an animal that begins with that letter. (e.g. England = Dog)
- Take the last letter of that animal, and think of a fruit that begins with that letter. (e.g. Dog = grape)

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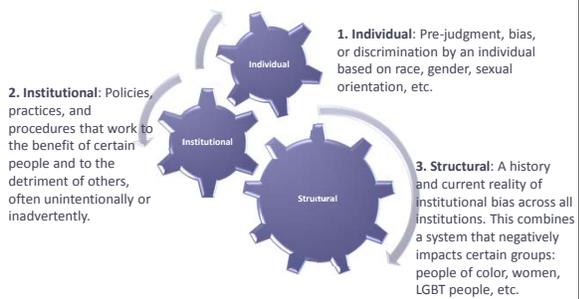
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### 3 Layers of -isms



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What about data?

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"Goal Met" ...

**Age-Adjusted Death Rate due to Lung Cancer**

Value: 40.4 deaths/100,000 population

Measurement Period: 2006-2010

Location: County: Dane  
Located in State: Wisconsin  
[ View Errors/Contact ]

Comparison: U.S. Counties

Categories: Health / Cancer  
Health / Mortality Data

...Really??

**Age-Adjusted Death Rate due to Lung Cancer by Race/Ethnicity**

Race/Ethnicity	Rate (deaths/100,000 population)
Black	77.1
White	40.2
Overall	40.4

Source: [www.healthydane.org](http://www.healthydane.org)

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"Goal Met" ...

**Infant Mortality Rate**

Value: 5.4 deaths/1,000 live births

Measurement Period: 2009-2010

Location: County: Dane  
Located in State: Wisconsin  
[ View Errors/Contact ]

Comparison: WI Counties

Categories: Health / Maternal, Fetal & Infant Health  
Health / Mortality Data

...Really??

**Infant Mortality Rate by Maternal Race/Ethnicity**

Maternal Race/Ethnicity	Rate (deaths/1,000 live births)
American Indian *	14.9
Black, non-Hispanic	16.1
Hispanic	4.3
Latina/Hispanic	16.0
Other *	3.8
White, non-Hispanic	4.2
Overall	5.4

Source: [www.healthydane.org](http://www.healthydane.org)

\* Value may be statistically unstable and should be interpreted with caution.

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## Current Best Practice & Examples from Other Cities & Regions



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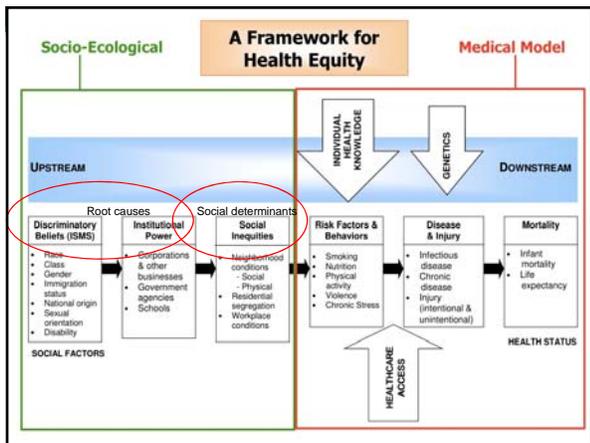
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Bay Area Regional Health Inequities Initiative

[www.barhii.org](http://www.barhii.org)

Regional, Multi-county collaboration

*"It is BARHII's mission to transform public health practice for the purpose of eliminating health inequities using a broad spectrum of approaches that create healthy communities."*

Toolkit: Framework for Achieving Health Equity

Committees: Internal Capacity, Data, Community, Built Environment

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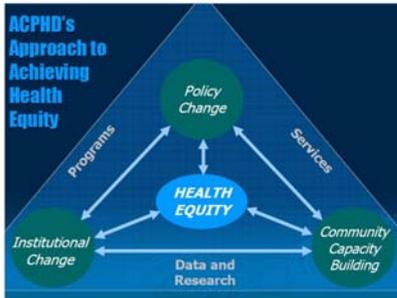
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### Alameda County (CA)



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### Louisville, KY

The Center for Health Equity works to eliminate social and economic barriers to good health, reshape the public health landscape, and serve as a catalyst for collaboration between communities, organizations and government entities through capacity building, policy change and evidence-based initiatives.

[www.louisvilleky.org/Health/equity](http://www.louisvilleky.org/Health/equity)



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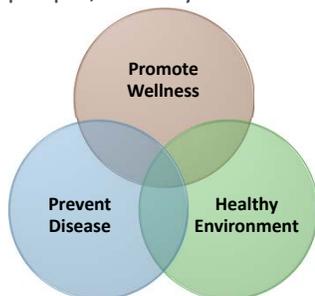
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### PHMDC: Healthy people, Healthy Places



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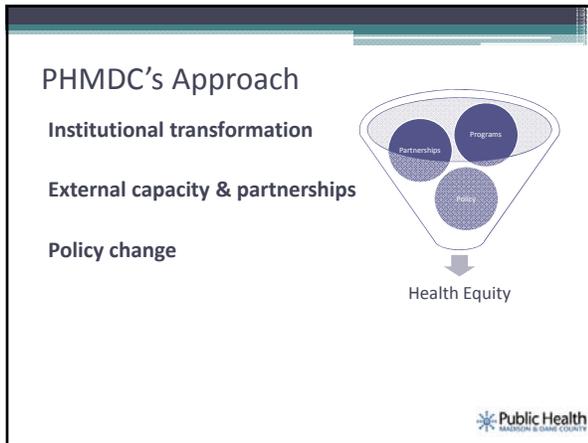
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- ### Institutional Transformation
- Assessment : Where are we? What do we need?
  - Strategic plan
  - Organizational shifts
  - Hiring and pathways to leadership
  - Professional development
  - Application and transformation at all levels

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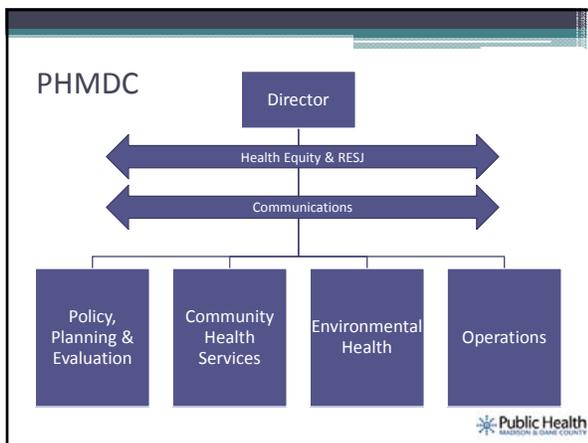
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### External Capacity & Partnerships

Local Coalitions:

- Tobacco
- Childhood obesity
- Breastfeeding
- Immunization
- Safety & injury prevention



Public Health Profiles

Affordable Care Act & healthcare partnerships

Neighborhood Resource Teams



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### External Capacity & Partnerships

Health Impact Assessment

- City of Madison Alcohol Licensing Density Ordinance
- City of Fitchburg Nine Springs Golf Course Master Plan



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### Policy Change



Resolution: Declaring the **City of Madison's** Intention to Adopt an Equity Impact Model (adopted 10/29/13)

Resolution: Address the root causes of racial inequity through development of a strategic action plan for **Dane County** government. (adopted 5/1/14)

Resolution: Establishing the **City of Madison's** Racial Equity and Social Justice Initiative (adopted 7/15/14)

Public Health Madison & Dane County listed as lead agency



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### What Can I Do?

- Ask questions
- Check biases and beliefs
- Be an ally, not a helper
- Continue learning and transformation
- Build authentic community trust and leadership
- Apply an equity lens to decisions and communications

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### Resources for Health Equity Work

- Implicit Bias Assessment, Harvard University - <https://implicit.harvard.edu>
- Roots of Health Inequity online curriculum [rootsofhealthinequity.com](http://rootsofhealthinequity.com)
- Unnatural Causes [www.unnaturalcauses.org](http://www.unnaturalcauses.org)
- Camara Phyllis Jones, MD, MPH, PhD  
Research Director,  
CDC Division of Adult and Community Health  
May 7, 2012  
<http://videos.med.wisc.edu/presenters/4296>



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[rootsofhealthinequity.org](http://rootsofhealthinequity.org)



[www.unnaturalcauses.org](http://www.unnaturalcauses.org)



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Thank You!

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