

HEi Health Equity Initiative
JOIN THE MOVEMENT

Nonprofit Annual Report 2021



10th Anniversary Edition

Bridging Silos, Building One Community for Health Equity

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Letter from our Founder and Board President

Greetings to our members, supporters, board of directors, advisory council members, staff, and volunteers,

2021 was an exciting year for Health Equity Initiative. We celebrated our 10-year anniversary and had the opportunity to reflect on the incredible projects and initiatives that we've engaged in with our partners and collaborators over this last decade. We were able to lift-up important lessons that we learned during this remarkable journey and took the time to celebrate the value of working in community with those who share a passion for health equity.

We also continued to feel the very real effects of COVID-19 on the organizations and community leaders with whom we closely partner. The pandemic laid bare health inequities in an unprecedented and mainstream manner which did lead to a heightened awareness for health equity. Thanks to 10 years of building awareness and programming, HEI was extremely well-positioned to serve as a valuable resource to many organizations.

Over our next ten years, HEI will continue to advocate for community engagement and ownership of local and multisectoral solutions to advance progress on the root causes of health inequities. We will double down on addressing social discrimination and promote equity in all arenas that connect to social determinants of health—including the built environment, health care, education, and transportation. And we will remain committed to our focus on systems-change across professional sectors and disciplines by harnessing the power of partnerships

In the pages that follow, we are excited to share with you some of Health Equity Initiative's key accomplishments of 2021. We clearly could not have been as successful without your hard work and dedication to reducing health inequities. Thank you for being part of our community, supporting our efforts, and collaborating with us.

We hope that the year ahead will bring an increased investment on achieving health, racial, and social equity in all of our communities.

In solidarity,

Renata Schiavo

PhD, MA, CCL
Founder and Board President



10 Years of Health Equity Initiative!



When we started Health Equity Initiative, there was no way we could have imagined the impressive group of organizations and individuals that would become members of our dynamic network. We have had the immense good fortune to learn from innovative community leaders, dedicated practitioners in fields as far-reaching as education, urban planning and design, housing, disability advocacy, transportation, business, municipal services, policy and journalism, as well as engaged funders, inspiring coalition members, and committed people from across the world who all seek to create a more equitable world and reduce health disparities.

Through the years, HEI and our broader network have focused on raising awareness about health inequities, finding new paths for collaboration across sectors and disciplines, being responsive to communities and individuals working to eliminate health disparities, and identifying both short-term and systemic long-term strategies for change.

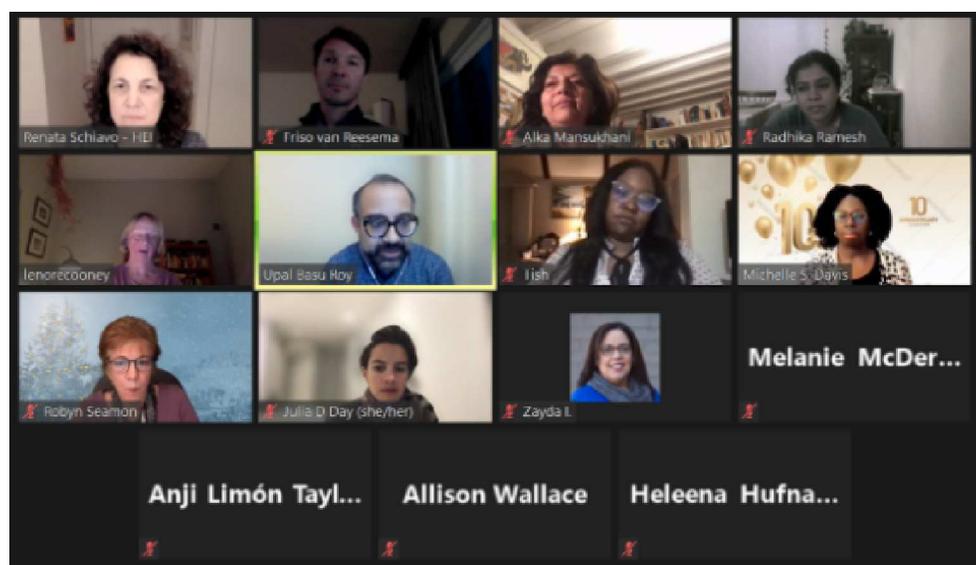
Reflecting back on this last decade, HEI identified "10 Lessons from 10 Years!" to advance health equity. Here are the fundamental lessons learned, which were shared by the organization's Board President at the 10th anniversary celebration :

- **Lesson 1.** It takes a village to advance health equity. This is why we focus on building a multisectoral community!
- **Lesson 2.** We need to accept that health equity in policy and practice means different things to different communities, organizations, and places
- **Lesson 3.** Some people are in it for the journey, some people for the trend... or other reasons. Finding common ground is an important challenge!
- **Lesson 4.** Community voices – and more specifically community and patient engagement – are key to addressing health inequities. Yet these remain under-resourced and under-implemented areas! Advocacy is key to implement at scale
- **Lesson 5.** We need to focus on changing values and social norms rather than changing attitudes
- **Lesson 6.** Trust is at the core of everything we do to advance health, racial, and social inequities

- **Lesson 7.** Context and history matter, so we need always to allow time for stories to emerge and influence narrative change, policies, and programs
- **Lessons 8.** Be resilient and willing to put in the work. Advancing health equity is not for the faint of heart!
- **Lesson 9.** Anticipate change, experiment, and evolve, but make sure to have a clarity of purpose!
- **Lesson 10.** The most powerful and rewarding thing in this journey is the community you build, the conversations you have, and the people you meet and who share your passion for health equity!

A [presentation](#) on these lessons learned was shared by HEI's Founder and Board President, Dr. Renata Schiavo, at the December 9, 2021, Health Equity Initiative 10-year anniversary event.

To get into the 10-Year Anniversary spirit, you can also watch a [video](#) with highlights from the past 10 years and read about [HEI's History](#).



Our Impact

WE TRAINED 1,600+ professionals and leaders on health equity strategies and topics via online and regional events

WE BUILT A GLOBAL COMMUNITY OF 14,000+ members, followers, and subscribers who engage on health equity across sectors and disciplines

WE REACHED 7,000,000+ people through our resources, programs and media outreach

WE DEVELOPED 60+ resources to further the health equity impact of our members and community

WE ORGANIZED 250+ PARTICIPANTS from local, national and global organizations

WE ENGAGED WITH 30+ PARTNERS and organizational sponsors across different sectors and disciplines

WE ORGANIZED 45+ cross-sectoral events

We pioneered a community-driven and multi-sectoral/multidisciplinary approach to health equity across all strategies, resources, and events.

WHAT ARE PEOPLE SAYING?

"We need this group now more than ever."

"Thank you very much for the great effort in getting such a wonderful and diverse group of members and event participants together!"

"Great info as always. It was eye-opening. Keep it up, HEI!"

"We are happy to support such a vital organization."

www.healthequityinitiative.org

  @HlthEquityInit

Who We Are

Health Equity Initiative (HEI) is a member-driven volunteer nonprofit membership organization dedicated to build a global community that engages across sectors and disciplines to advance health equity. By bringing together and enlisting the efforts of the public and private sectors, professions and communities that have both a stake and an influence on social determinants of health, HEI advocates for improving conditions and achieving equity in health for all. We focus on championing transformative change to advance health equity, supporting knowledge, engaging communities and leaders, and building capacity to address barriers that prevent people from leading a healthy and productive life.

Our Values

- **Passion** – for making a difference in people’s health and lives
- **Commitment** – to social justice as it relates to health equity as well as intersectoral approaches to address key social determinants of health and other root causes of health inequities
- **Participation** – as the basis of our volunteer approach for all HEI action areas, activities, and partnerships
- **Entrepreneurship** – to make things happen in new and creative ways
- **Inclusiveness** – in feeling that all opinions are welcome and should be carefully considered and evaluated
- **Dedication** – to our mission, members, partners, and ultimately the communities that suffer from health inequities
- **Integrity** – as our motivation to go beyond organizational agendas, and focus only on evidence-based practices in developing our activities and partnerships
- **Sustainability** – as our goal in fostering new approaches to join across sectors, pooling resources and mobilizing for a common cause
- **Teamwork** – in our “zero politics” attitude when it comes to working with others and helping make progress toward health equity
- **Professionalism** – as our basis for our problem-solving perseverance as well as respecting internal and external stakeholders, and recognizing the expert in everybody, every partner and interlocutor

2021 HIGHLIGHTS

PROGRAMMATIC AND ORGANIZATIONAL WORK

HEI's programmatic and organizational work encompasses several action areas:

- **Community/membership building:** HEI serves as a convener of its member organizations and facilitates collaborative relationships between members
- **Partnership development:** HEI pursues partnerships with other health equity-focused associations and institutions and engages in joint project development
- **Professional development, capacity building and training:** HEI, using workshops, webinars and other resources, offers on-going skills-building for its members, broader community, and the public
- **Education and advocacy programs:** HEI organizes and/or presents in-person and on-line forums, meetings, and other engagements to bring people together to learn about current health equity challenges and share potential solutions



Community/membership building

Health Equity Initiative's Professional Development Member Committee organized a webinar on "Community-driven Urban Planning: Urban Planners Partner with Community Residents to Promote Health Equity and Address Bias." The webinar discussed solutions to the systemic power dynamics that can help eliminate inequities in the urban design process.

HEI also developed new free resources and tools to bring attention to systemic issues that contribute to health inequities and to promote a health equity- and community-driven approach to COVID-19 response and recovery.



SPOTLIGHT: Community-Driven Urban Planning Webinar

Health Equity Initiative's Professional Development Member Committee organized a webinar on "*Community-driven Urban Planning: Urban Planners Partner with Community Residents to Promote Health Equity and Address Bias.*" The webinar discussed solutions to the systemic power dynamics that can help eliminate inequities in the urban design process.



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Professional development, capacity building and training

During 2021, HEI delivered innovative professional development and capacity building programming to engage professionals from multiple sectors, disciplines and community-based organizations. Because of the pandemic, these events were virtual, so the pictures in this page refer to previous in-person events.

Topics included:

- Addressing implicit and institutional bias and social discrimination
- Community engagement for health and social change
- Community-based risk communication during COVID-19 and beyond
- Population health and the value proposition for health equity in clinical settings
- Inclusive and community-driven urban design
- How to implement a health equity lens in the work of local health departments and other organizations.



Partnership Development

SPOTLIGHT: Implicit Bias Workshop

Challenging Implicit Bias: Exploring the Way Forward

Health Equity Initiative co-designed and co-sponsored a workshop with [Sustainable Jersey \(SJ\)](#) on “Challenging Implicit Bias: Exploring the Way Forward”. The workshop was part of the 2021 Sustainable Jersey Summit and featured an interactive, guided discussion on implicit bias and how it may show up in local municipalities or schools. The session used a participatory approach to explore how local governments and communities may be affected by individual and institutional bias, reflecting assumptions based on race, gender, sexual orientation, ability, immigration status or other perceived identities.



Education and Advocacy Programs

With the generous support of [Macy's Inc.](#) HEI hosted two Community Leaders Forums highlighting the work and thinking of key community leaders across the country. This was the second year for this series. The events brought together a cross section of community-based organization leaders and staff, activists, educators, community planners, government agency staff, and public health experts. Each forum resulted in policy recommendations and a Call-to-Action brief.

Spotlight: Community Leaders Forum

October Forum

The Impact of COVID-19 on Women and Girls: Implications for Health Equity

The forum offered policy solutions and other interventions to address emerging and pre-existing needs of women and girls, with an emphasis on those experiencing marginalization.

The forum speakers also considered:

- how the pandemic has impacted women and girls in areas such as health, employment and mental health
- how the impact from the pandemic was likely to further exacerbate existing health and gender inequities



November Forum

Racial Healing and Health Equity: A Look at Promising Policies and Community-Driven Interventions

The forum offered a reflection on how local communities can promote racial healing, and how racial healing can contribute to health equity. Participants shared insights relating to:

- the central role of community leaders and community-based organizations in shaping policies and promoting racial healing
- the on-going need to spotlight health and racial inequities in our communities, through mass media, and in policymaking settings
- the benefit of using storytelling to promote racial healing, and to influence policy and intervention design
- the use of promising emerging practices and policies to promote racial healing



The 2021 Community Leaders Forum series is supported by a generous grant from Macy's Inc. [macys.com](https://www.macys.com)

SPOTLIGHT: College Toolkit

The [college toolkit](#) was developed as a way to help bring health equity-related conversations to college campuses. The toolkit provides sample ideas for in-person and virtual events, discussion starters, a glossary of health equity-related terms and other relevant resources for undergraduate and graduate students who want to become engaged and engage their peers in the health equity movement.



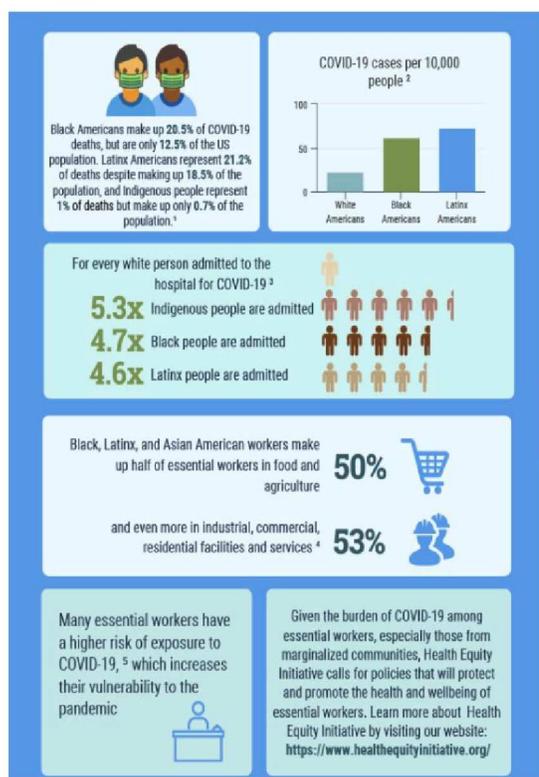
RAISING OUR VOICES: RESOURCES

In 2021, HEI continued to make its voice heard on health equity through different formats and media. HEI designed and made available infographics on COVID-19 as a health equity issue and published blog posts on topics such as how to create inclusive healthy places and how gender-related implicit bias influences patient health.

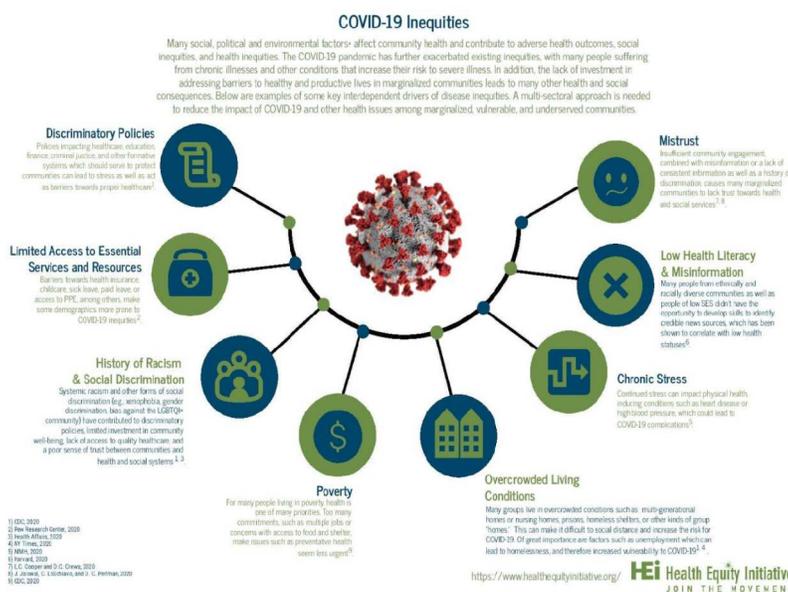
Infographics

HEI designed and made available infographics on COVID-19 as a health equity issue. These infographics were used by HEI staff and organizations within the HEI membership base and broader community to educate the public on how COVID-19 was both exacerbating and exposing the massive health inequities in our society today.

COVID-19 is a Health Equity Issue: The Pandemic and Essential Workers



COVID-19 is a Health Equity Issue: Key Drivers of Disease Inequities



BLOG

HEI connected with its stakeholders and shared relevant and topical information through its blog. Bringing in expert voices to share their knowledge (including a few board members!), blog posts included data, snapshots of the literature around health equity, and practical information for readers to use.

Here's a look at some blog post headlines from 2021....

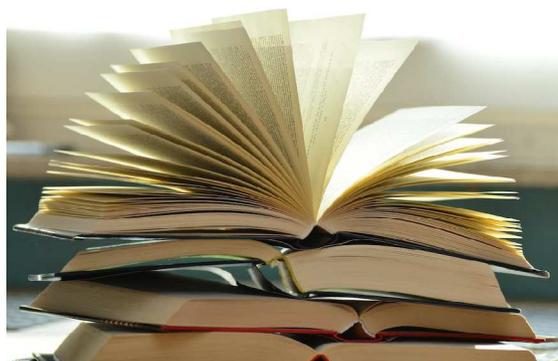
[COMMUNITY-DRIVEN URBAN PLANNING TO PROMOTE HEALTH EQUITY AND ADDRESS BIAS](#)



[CREATING A SHARED VISION FOR INCLUSIVE HEALTHY PLACES](#)



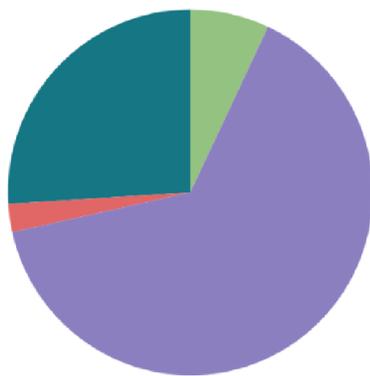
[WHAT WE'RE READING ON HEALTH EQUITY: A SUMMER READING LIST FROM HEI TEAM](#)



2021 FINANCIALS

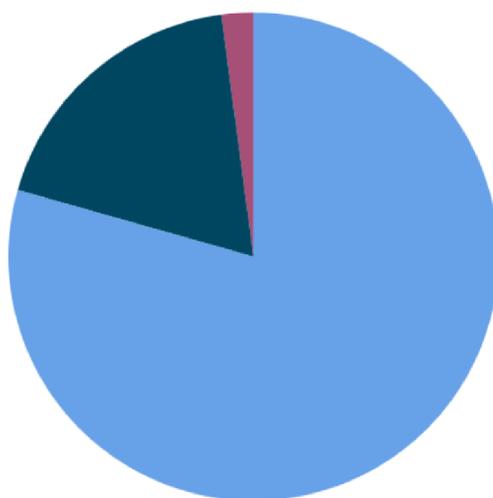
Health Equity Initiative is a federally recognized 501(c)3 member-driven nonprofit membership organization. Below are breakdowns for 2021 revenue streams and categories of expenses. Filing reports can be consulted on publicly available IRS sources. Full financial statements are available upon request.

2021 Revenues



- Individual Contributions 7%
- Corporate/Private Sector Grants and Contributions 64.5%
- Donated goods & services revenue 2.5%
- Program service fees 26%

2021 Expenses



- Programs 79.4%
- Administration 18.5%
- Fundraising 2.1%

GRATITUDE

Health Equity Initiative is deeply grateful for the incredible partnership, support, wisdom, and friendship that has been generously provided by so many extraordinary organizations and individuals over the last decade. We are truly proud of our network and are honored to be in your company.

We offer our sincere gratitude to our supporters, sponsors, and partners of the past 10 years.

Organizations (Sponsors and Partners)

Active Wellness Partners
 Albert Einstein College of Medicine
 Archive Global
 Argo Tea
 Averbuch Rail Art LLC
 Baked by Melissa
 Bank of America Charitable Gift Fund
 Bonne New York
 Bronx Health Link
 Brooklyn Health Disparities Center
 Center for the Study of Social Inequalities & Health, Columbia University
 Mailman School of Public Health
 Chamberlain Healthcare PR
 Cooney/Waters Group
 Core Group
 Covititi
 DHHS Office of Minority Health - Region II
 Gehl Institute
 Global Public Health Action Network (GPHAN)
 Houston Jewish Community Foundation
 Ichan School of Medicine
 IntraMed
 Jossey Bass, an Imprint of Wiley
 Long Island University
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 Meritage Medical Network
 Morris Heights Health Center
 Natera
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 Minority Health
 Policy Research Associates
 Ranal Software Technologies
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 Sullivan Cotter
 Sustainable Jersey
 Taylor & Francis
 The Raising of America, California Newsreel
 U.S. Department of Health and Human Services (DHHS) - Region II

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 Lenore Cooney
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 Wayne Mendes
 Michael Moore
 Stephanie Peters
 Upal Basu Roy
 Renata Schiavo
 Sydney Sharples
 Jonathan Sheena
 Timothy Thomas
 Katherine Tyler
 Roger Ullman
 Sally Ullman
 Sean Walther
 Jennifer Weiss
 Lisa Weiss
 Sunny Yu

HEALTH EQUITY INITIATIVE TEAM

Board of Directors



Renata Schiavo
Founder and President



Alka Mansukhani
Founding Treasurer
and Co-Vice President



Upal Basu Roy
Co-Vice President



Lenore Cooney
Board Member



Friso van Reesema
Board Secretary



Bree Bode
Board Member



Samantha Cranko
Board Member Emeritus

Advisory Council



Michelle Davis
Chair, Advisory Council



Everold Hosein



Samantha Cranko



Kenneth Olden



Julia D. Day



Sally Maliski

HEALTH EQUITY INITIATIVE TEAM

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