

Racism? Or Barriers to Health Equity?

Communicating Health Equity

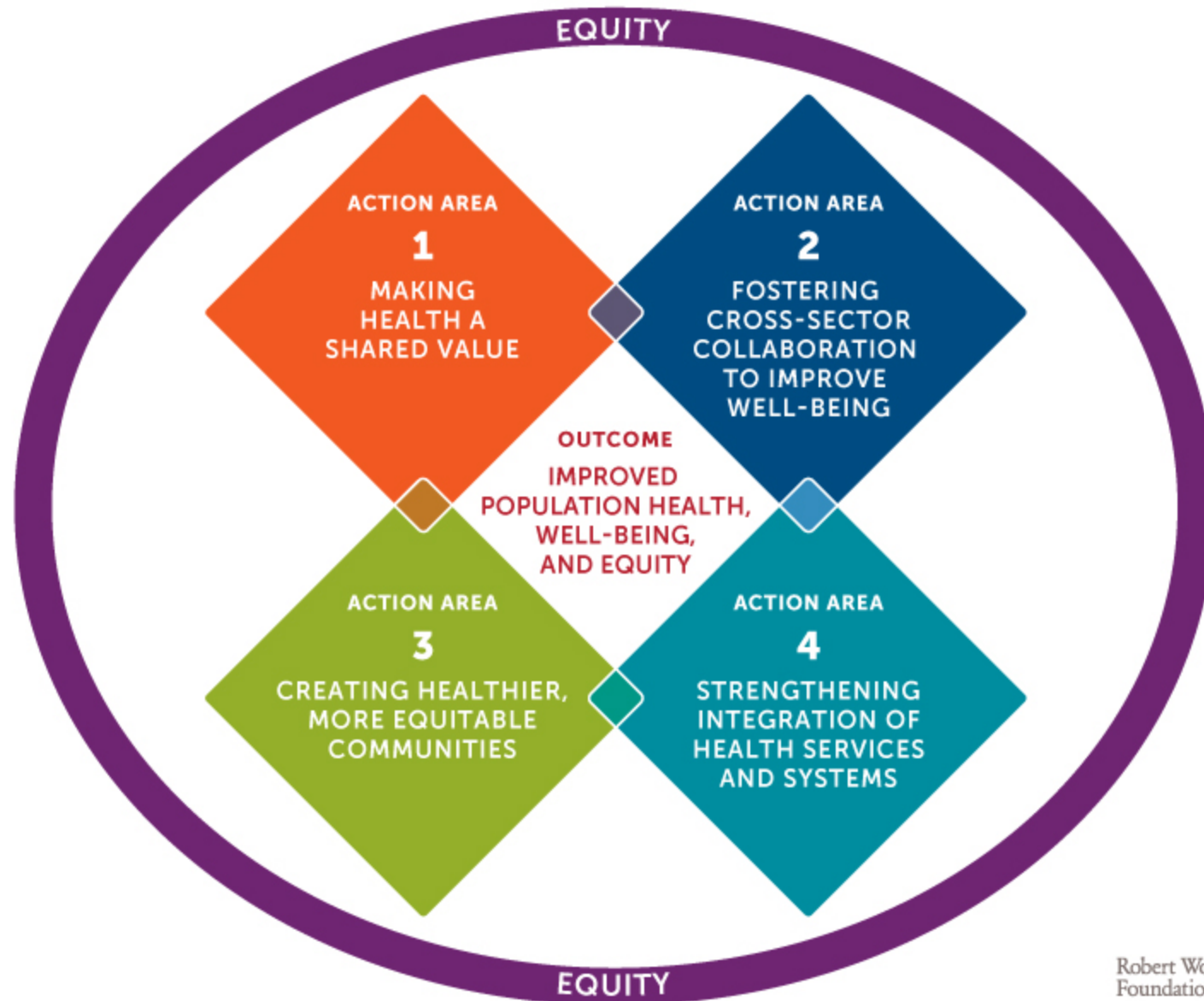
Dr. Dwayne Proctor
@drdwayneproctor





**What if everyone in
America realized that
health is everything?**

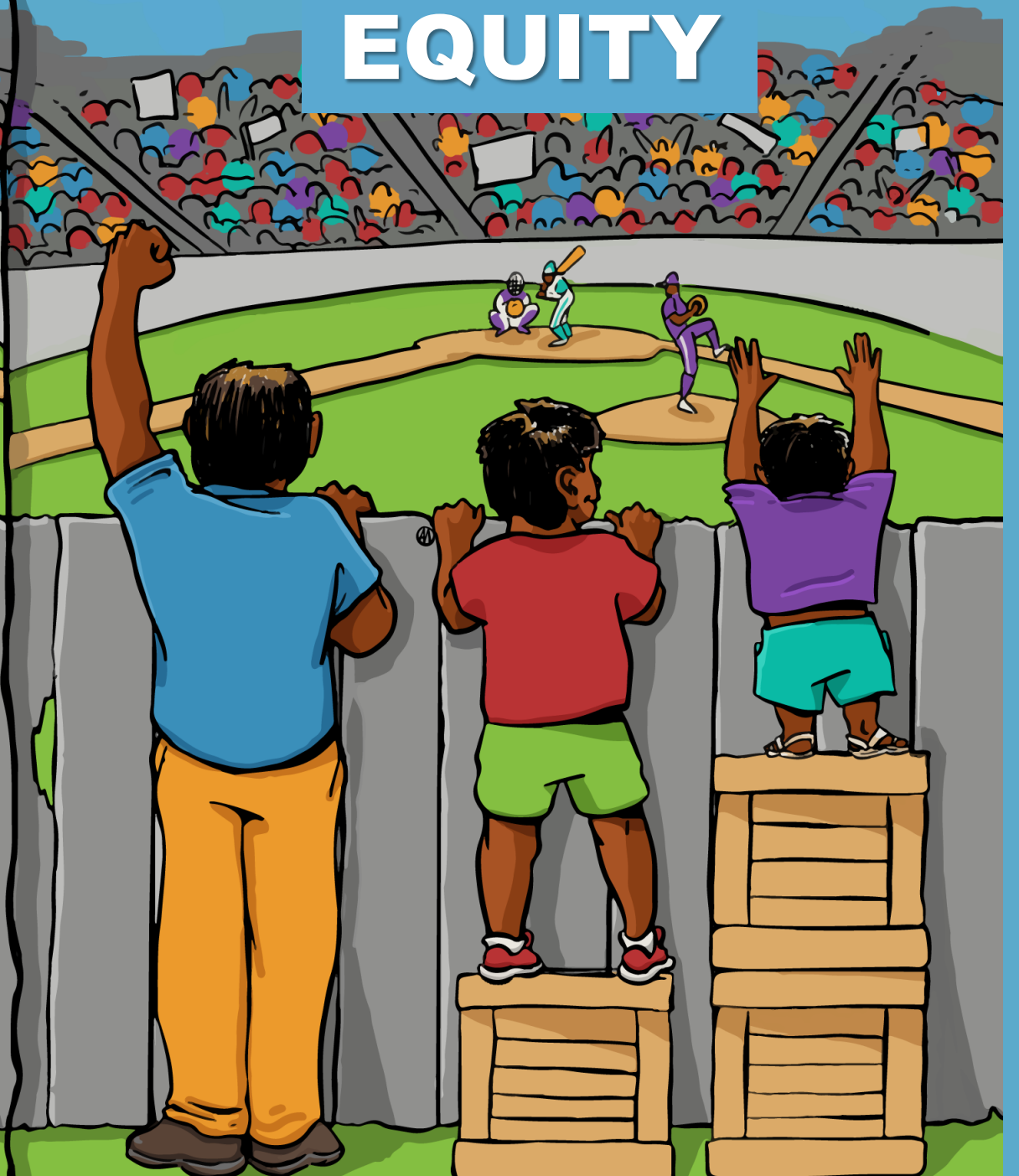
CULTURE OF HEALTH ACTION FRAMEWORK



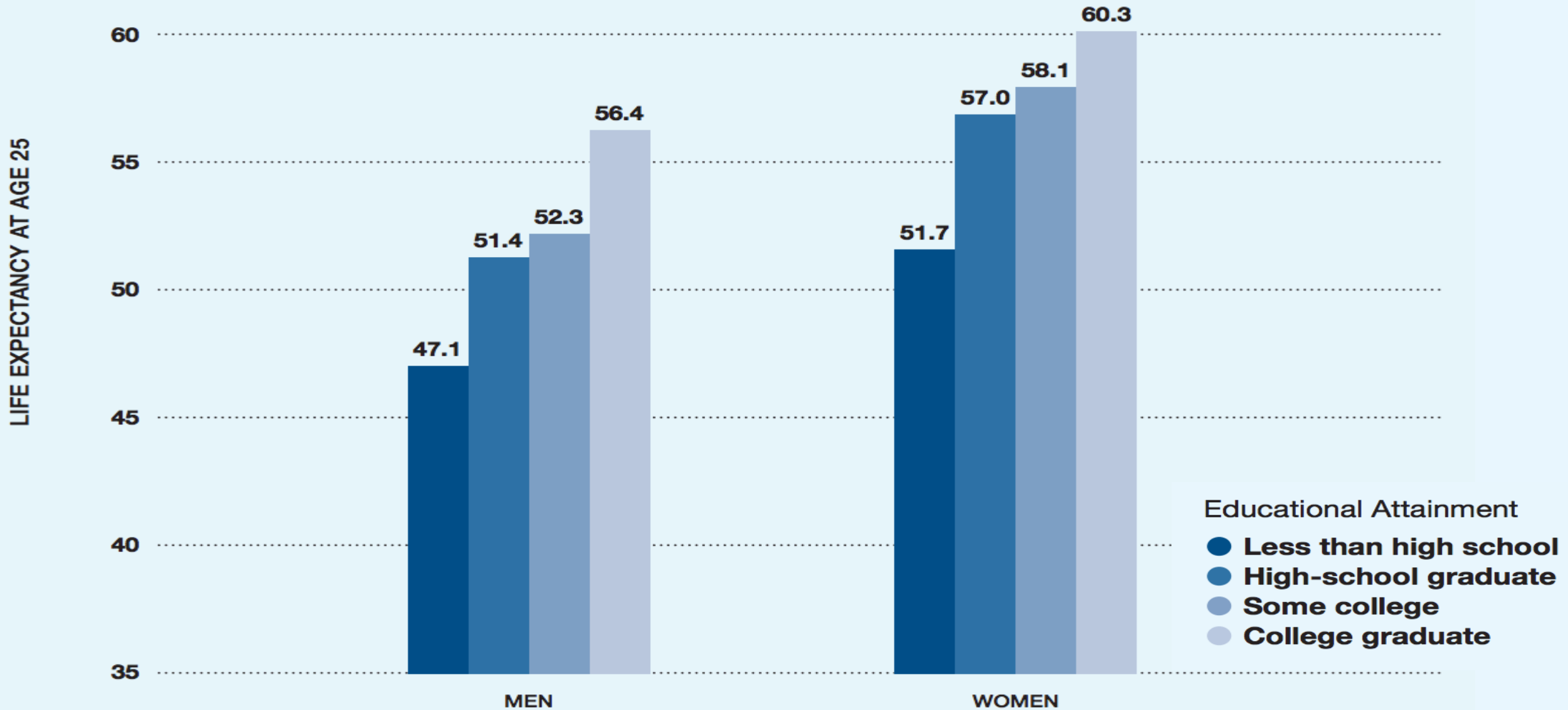
EQUALITY



EQUITY



HEALTH IS SHAPED BY EDUCATION



Health equity means that everyone has a fair opportunity to lead a long and healthy life. This requires removing obstacles to health such as poverty, discrimination, and their consequences—including powerlessness, lack of access to good jobs, fair pay, education, housing, environments, and health care for all who live in America.

Audience Research

- RWJF is funding focus groups and surveys that include:
 - Policymakers
 - Business Leaders
 - Community Developers
 - Child-serving Organizations
 - “Grasstop” thought and advocacy leaders
 - People most impacted by health inequities

RWJF is working to build a Culture of Health where everyone has the opportunity to live a healthier life.

We know personal responsibility plays a key role in health. But the choices we make depend on the choices we have available to us. Many urban and rural areas have experienced generations of isolation from opportunity. Some neighborhoods have more liquor stores than grocery stores, lack safe and affordable housing, or have poor quality schools. America cannot be healthy if we are leaving behind whole communities.

Health equity means working together to make sure that we all have the basics to be healthy.

What We Confirmed

Lesson 1: “Health equity” is an unfamiliar term, but one that resonates across all respondent groups.

LESS THAN

50%

FAMILIAR WITH
“HEALTH EQUITY”

REACTIONS WERE
MOSTLY **POSITIVE**

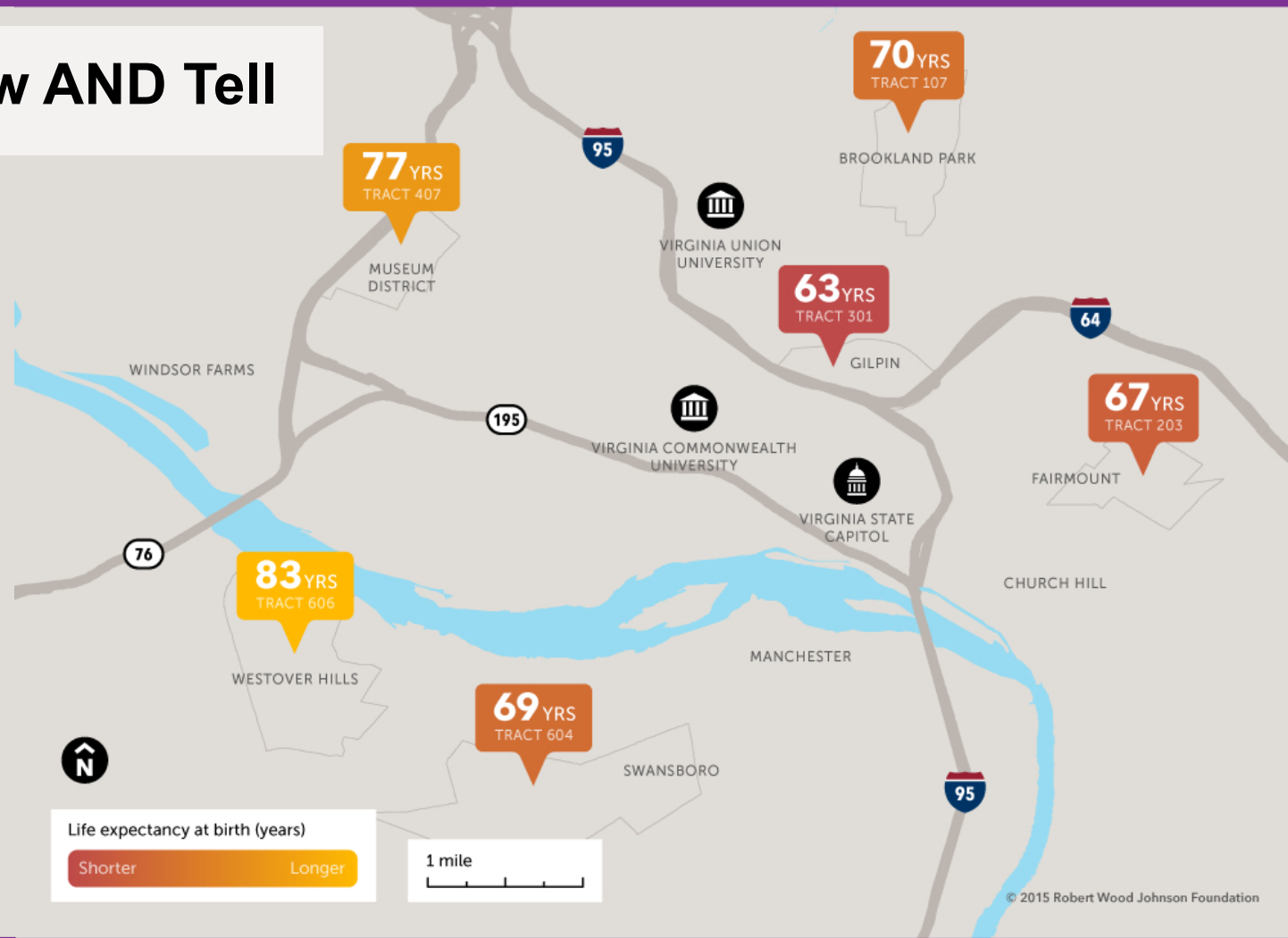


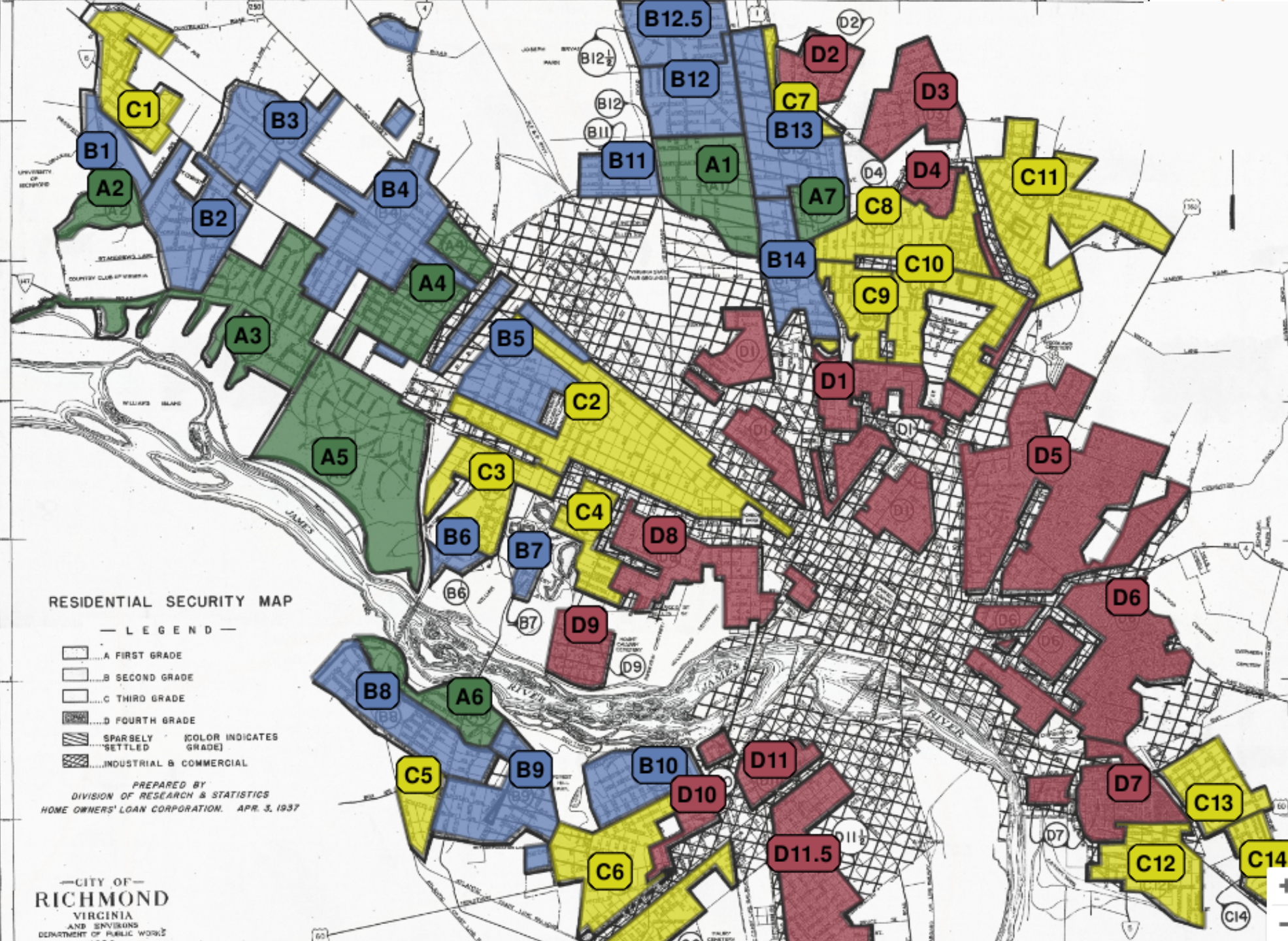
Short Distances to Large Gaps in Health

Follow the discussion

#CloseHealthGaps

Lesson 2: Show AND Tell







Nearly **one-fifth** of all
Americans live in
neighborhoods that make it
hard to be healthy.

Lesson 3: Data is Powerful (and Irrefutable)

FACT: Low-income and minority families are more likely to live in older homes where lead paint has not been removed.

FACT: When it comes to treating diabetes in the U.S., ethnic minorities are less likely than whites to receive kidney dialysis or transplants — and more likely than whites to have their leg amputated.

FACT: Americans with incomes below the poverty line are twice as likely to report chronic pain and mental distress as those earning \$75,000 or more. They are four times more likely to have extreme pain or extreme distress.

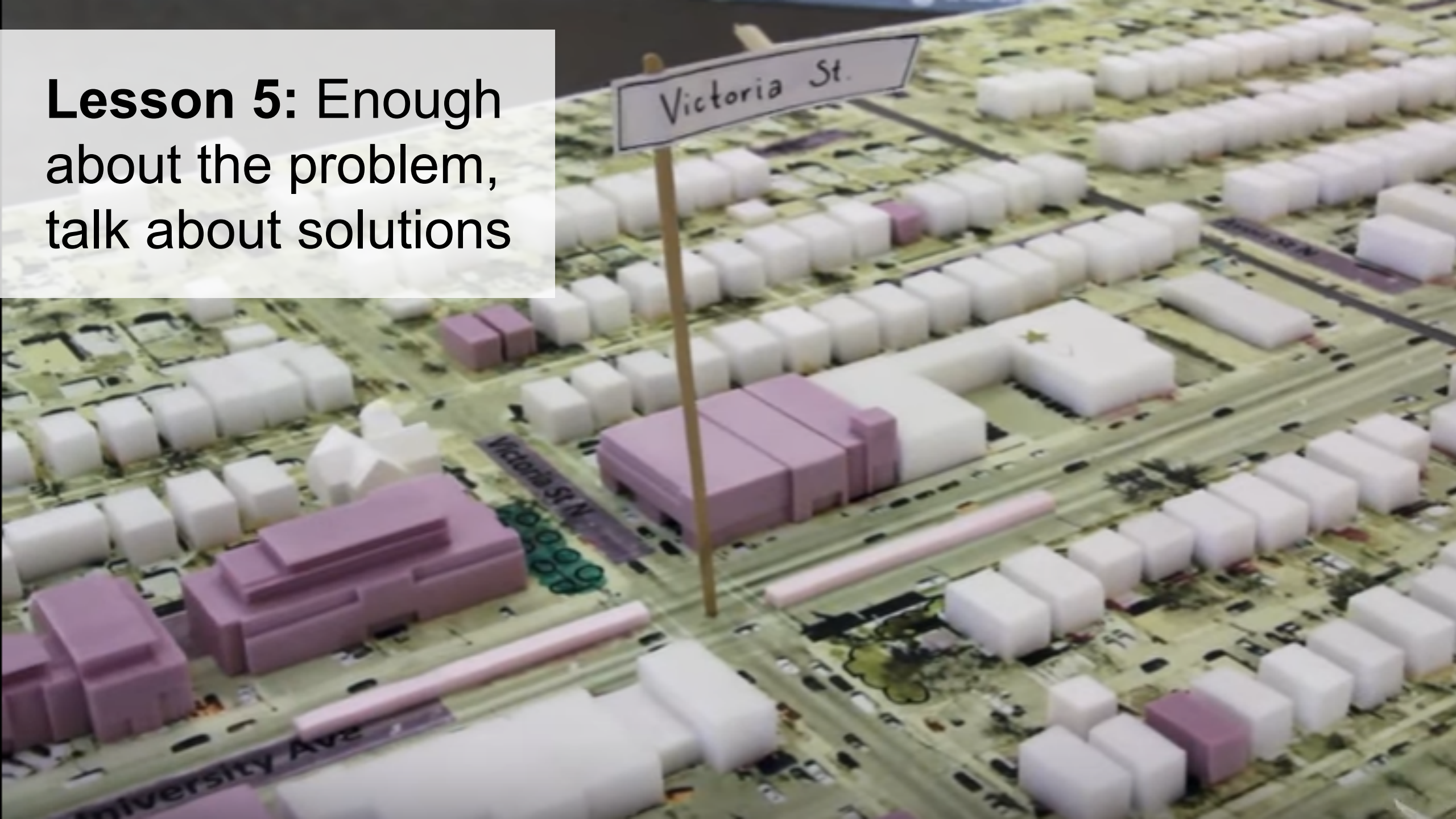
FACT: Across all age groups, Black students are three times more likely to be suspended even when they behave in the same way as white students.

FACT: In studies on hiring practices, employers prefer white candidates over Black ones, even when their résumés and qualifications are identical.

Lesson 4: Health Equity Goes Beyond Race



Lesson 5: Enough about the problem, talk about solutions





CULTUREOFHEALTH.ORG