



Equity in Action (EIA)

Moving From Health Equity Concepts To Practical Applications

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What is Equity in Action (EIA)?



The EIA Series provides workshops facilitated by experts to transform equity from an idea into daily practice through discussions, exercises, and sharing resources. These interactive sessions encourage attendees to foster lasting change and promote health and well-being for all by addressing injustices and removing barriers.



Today's Goals

1

Explore the importance of putting equity into action.

2

Share why and how MPHI rooted equity into our culture and work.

3

Discuss the value of offering workshops to a much broader audience.



Health Equity can be viewed as both a **process** – removing economic and social obstacles to health such as poverty and discrimination and an **outcome** – everyone has a fair and just opportunity to be healthy.

Braveman P, Arkin E, Orleans T, Proctor D, and Plough A. What is Health Equity? And What Difference Does a Definition Make? Princeton, NJ: Robert Wood Johnson Foundation, 2017

Equity Requires...



Social Good Will
To do the intentional work



Looking Introspectively
To do the introspective work



Integrating Principles
Into how we live, work, and play



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EXERCISE: INTEGRATING EQUITY (10 minutes)

What is one way you are integrating equity into your work?

1. Introduce Yourself.
2. Share how you are integrating equity into your work.
3. Discuss your definition of equity and if it aligns with ours.
4. Report out in large group.

Let's Share Exercise Report Out

Health Equity can be viewed as both as **process** – removing economic and social obstacles to health such as poverty and discrimination and an **outcome** – everyone has a fair and just opportunity to be healthy.

Dismantling the systems playing out in communities. It is okay to face the oppression to start the work. How to get decision-makers to recognize that have benefited, but rather adopt the change needed.

CSCS – provide ASL, transportation, language specific literature, translation services, food access, mortgage payment assistance, collaboration with FBO to determine the specific needs for the communities

MI is very diverse, therefore, it requires to address needs. Children Special Care Services (wording change)

Community health improvement plan and strategic planning processes. Must know what health “inequities” are first. Mortality, patterned, systemic, unjust, and actionable.



Our Roots

Background of Active Engagement in Equity



New Leadership

Jeff Taylor retired after serving as CEO of MPHI since inception in 1989. The Institute welcomed, former Health Officer and Director of Ingham County Health Department, Dr. Renée Branch Canady as the new CEO.

MPHI Timeline

The EIA series was the result of an intentional strategy to infuse equity as a practice within every aspect of MPHI.

2015

New Beginning

Created a new strategic plan, vision, mission, and core values for MPHI.

2016

Building Capacity

Dr. Canady creates the Center for Health Equity Practice (CHEP). Dr. Canady served on the National Collaborative for Health Equity Advisory Committee Big10 Academic Alliance State Health Department Initiative on Social Determinants of Health.



2019

Affinity Group

The Staff of Color Affinity Group (SOCAG) is established to build community among staff of color and discuss ways to enhance the Institute's equity culture.

2020

Racism = Public Health Crisis

State of Michigan creates the Coronavirus Task Force on Racial Disparities, Dr. Canady serves on this taskforce, Governor Whitmer declares Racism a public health crisis, and MPHI launches the Anti-Oppression Leadership Team (AOLT).

2021

Launching EIA

The first pilot year of EIA launches and learning opportunities are open to public health professionals.

2022

Pilot Year Two

EIA added new learning opportunities and expanded number of consultants.

2023

Pilot Year Three

Increased the number of opportunities offered and provided a mix of virtual and in-person workshops (Michigan-based and nationally engaged).




TODAY

Continuing Our Journey

We are in the middle of pilot year three, workshops are listed on the website at www.mphi.org, and registration is accessed through the home page.

2024 Saves the Dates will be shared today.

A portrait of Dr. Martin Luther King Jr. is shown on the right side of the image. He is wearing a dark suit, a white shirt, and a patterned tie. The background behind him features the stars and stripes of the American flag at the top, and a crowd of people below. The entire image is set against a blue gradient background.

“I have the audacity to believe that peoples everywhere can have three meals a day for their bodies, education and culture for their minds, and dignity, equality and freedom for their spirits. I believe that what self-centered men have torn down men, other-centered can build up.”

**Dr. King, Noble Prize Acceptance Speech
(Norway, 1964)**

RACISM

SEXISM

CLASSISM

HOMOPHOBIA

TRANSPHOBIA

ABLEISM

ANY "ISMS"



OPPRESSION

Using a Value-Based Framework: Strategic Planning



Servant Leadership

We are all leaders and attend to the growth and well-being of each other.



Health Equity & Social Justice

We seek out what is unjust and remove barriers to achieving health and well-being.



Authentic Relationships

We engage with integrity and transparency to build trust.



Quality & Excellence

We deliver service that exceeds expectations and promotes positive change.



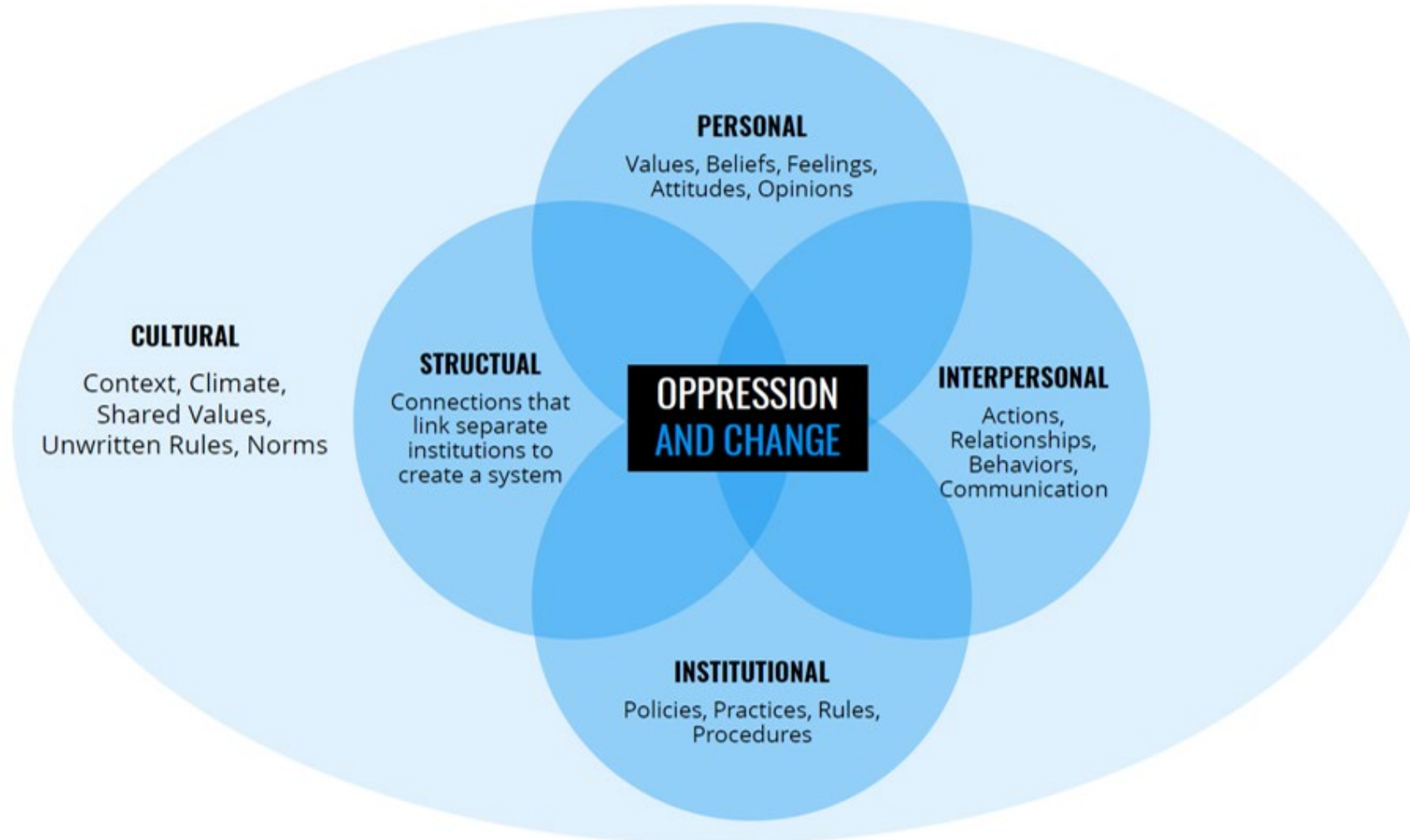
Facilitated Dialogue

Guiding principle for our workshops. We believe that learning comes through interaction, engagement, and sharing knowledge/experience with each other.

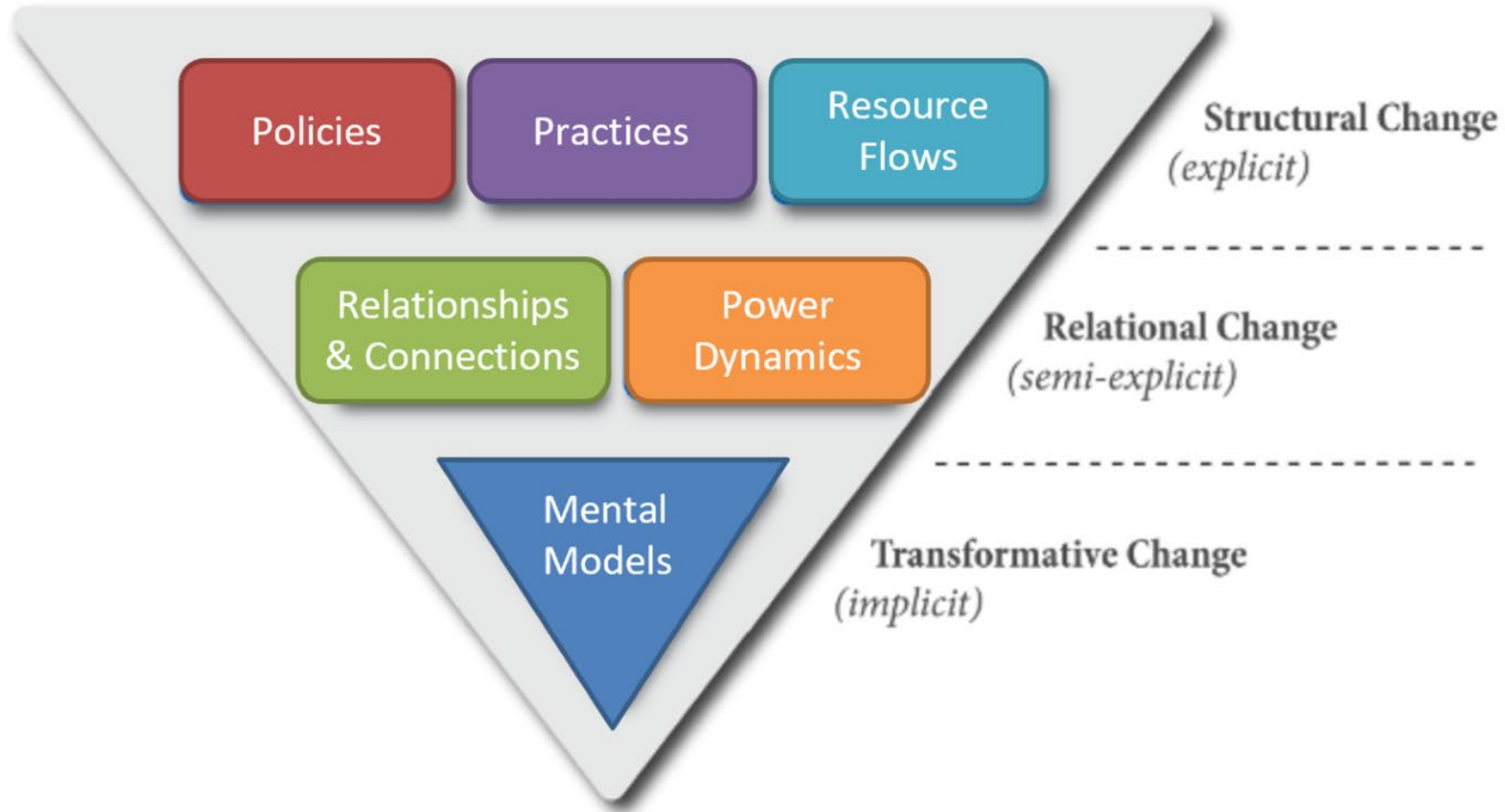
ROOT CAUSES OF OPPRESSION



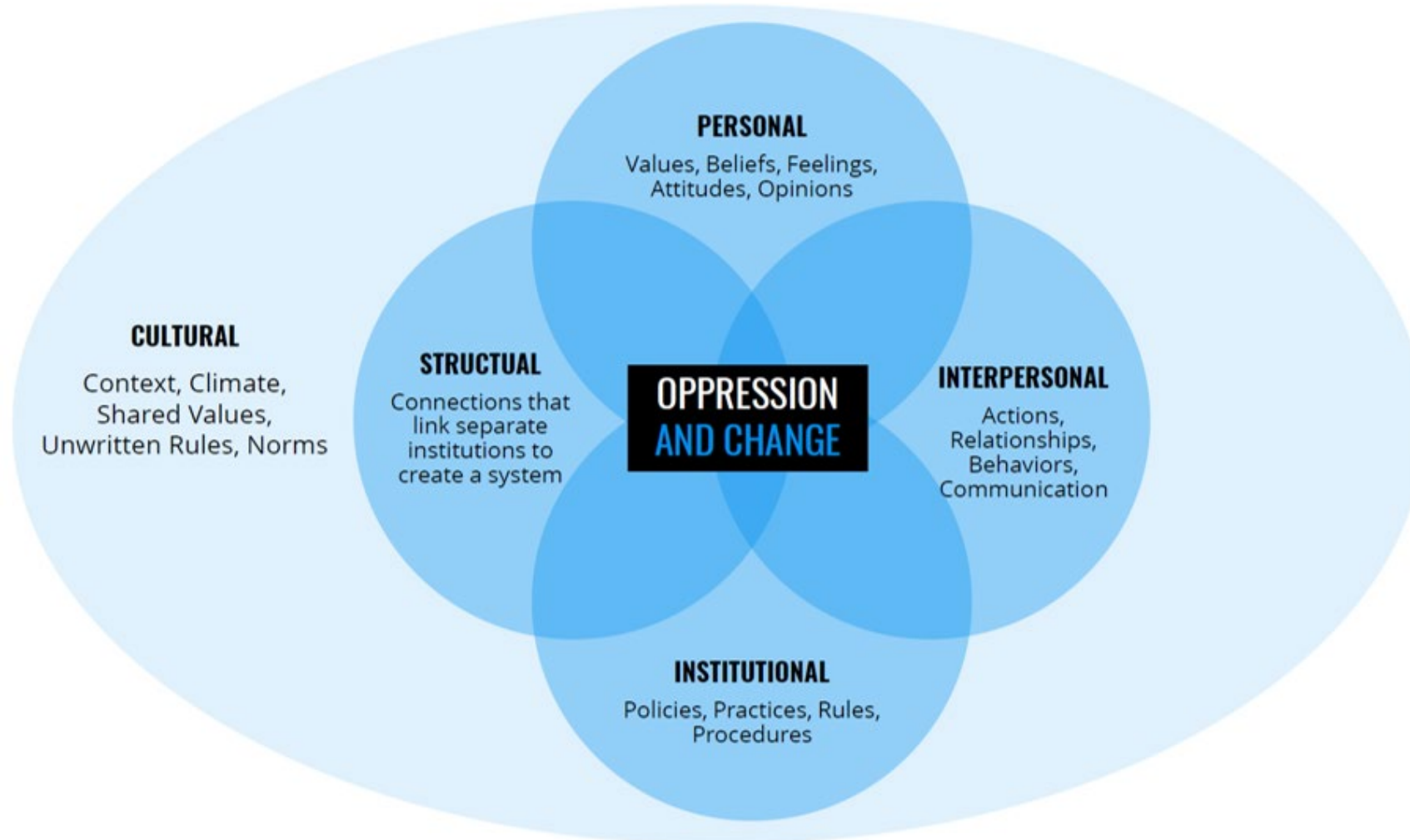
Spheres of Oppression



Six Conditions of Systems Change



Four Levels of Oppression



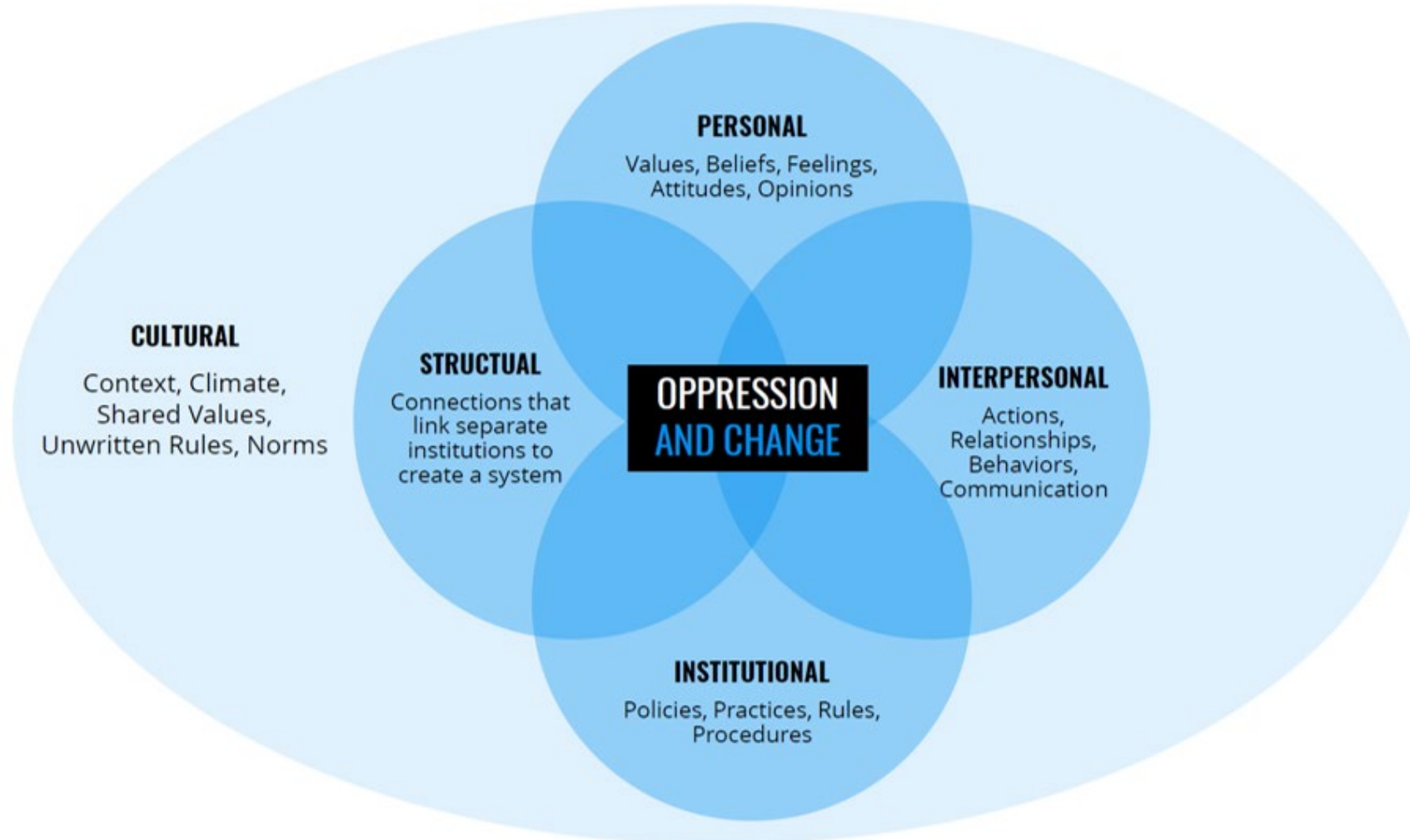


Exercise: Identifying Levels of Oppression (10 minutes)

Instructions

1. Find two people to work with.
2. Decide if you want to focus on racism, classism, or gender discrimination.
3. Think through an example for each level of oppression related to the form of oppression you chose.
4. We will come back and share out some examples.

Four Levels of Oppression



A group of approximately ten people are in a yellow inflatable raft, navigating through white-water rapids. They are wearing helmets and life jackets, and holding blue paddles. The scene is dynamic, with water splashing around the raft. The background shows rocky riverbanks. The overall image has a dark, semi-transparent overlay.

The Evolution

Transforming Our Vision From Concept to Practice

Advancing Health Equity in Public Health Practice: **Core Concepts**

Building a shared vocabulary related to health equity and social justice core concepts.

**Retitled –
Introduction to Equity In Action**

Advancing Equity Through **Quality Improvement**

Practitioner's guide to health equity focused public health quality improvement methods.

**EIA
Workshops**

Utilizing Culturally Responsive and Racially **Equitable Engagement**

Using a health equity framework to improve cultural responsiveness in evaluation practices.

Facilitating Collaborations: A Relationship-Driven Practice

Working with everyone's strengths to drive change and build multisector collaborations.

Advancing Health Equity in Public Health Practice: **Core Concepts**

Illinois Public Health Association
Southwest Michigan Behavioral Health

Advancing Equity Through **Quality Improvement**

Practitioner's guide to health equity focused public health quality improvement methods.

EIA
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Working with everyone's strengths to drive change and build multisector collaborations.

Equity in Action

Centering Equity for a Just World where Tomorrow is Healthier for All.

2024 In-Person and Virtual Workshops



SAVE *the* DATE(s) *in* 2024!

Introduction to Equity in Action

3/12-13 – *VIRTUAL*

8/21-22 – ILC at MPHI, Okemos, MI

Utilizing Culturally Responsive and Racially Equitable Engagement

4/16-18 – ILC at MPHI, Okemos, MI

9/24-26 – *VIRTUAL*

Advancing Equity through Quality Improvement

5/7-8; 6/20 – ILC at MPHI, Okemos, MI;
Zoom (follow up)

9/5, 9/10, 9/12, 9/17, 9/19;
10/29 – *VIRTUAL*

Facilitating Collaborations: A Relationship-Driven Practice

6/20-21; 7/11 – ILC at MPHI, Okemos, MI;
Zoom (follow up)

10/17-18; 11/7 – ILC at MPHI, Okemos, MI;
Zoom (follow up)



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EIA Workshop Website



Business Components

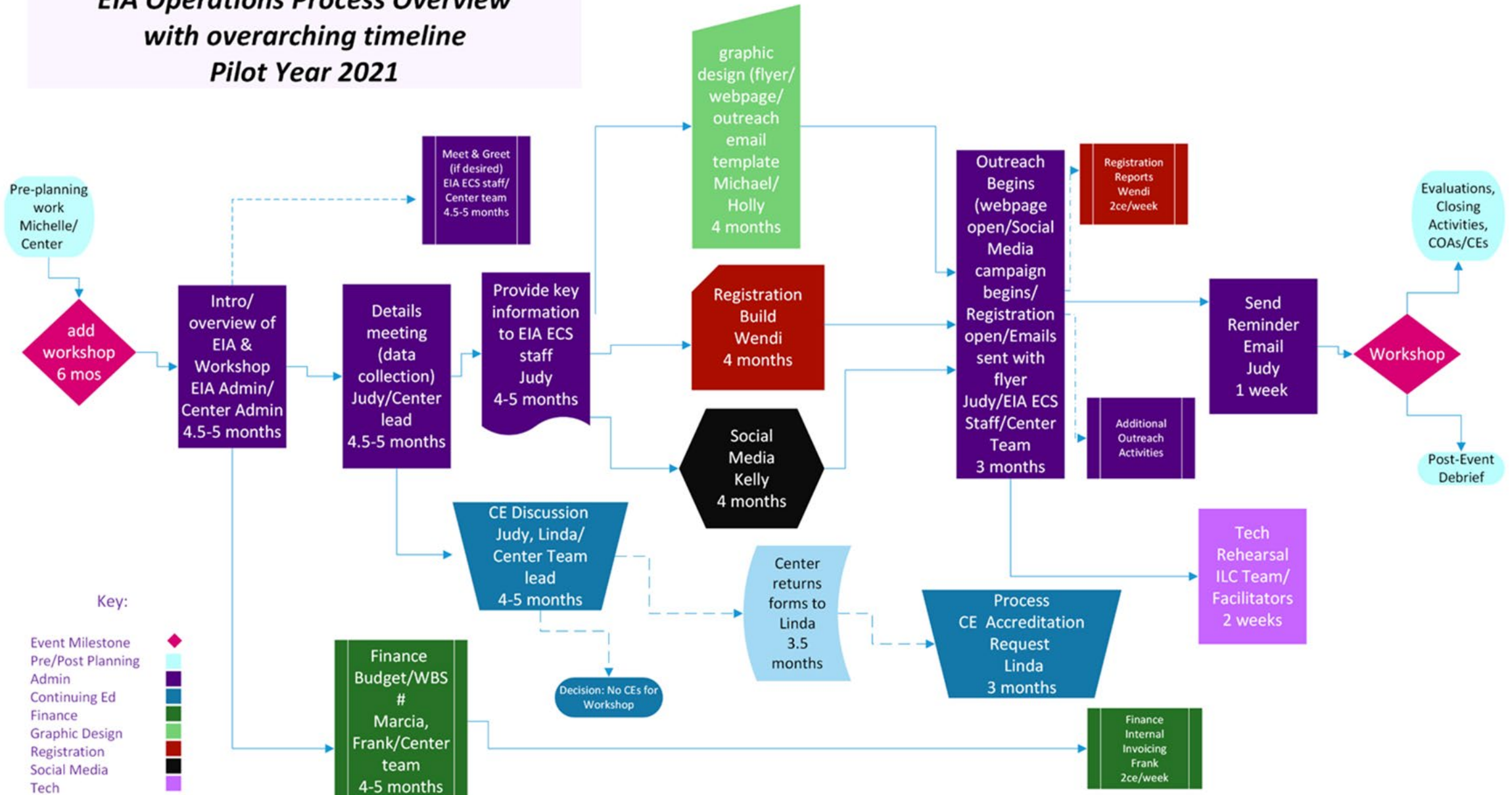
- Center Engagement & Subject Matter Experts
- Administrative Business Operations
- Outreach
- Continuous Quality Improvement – Assessment
- Develop Benchmarks for Success



Pilot – Equity in Action

Decision to join EIA (6 months)	ECS Engagement (3-4 months)	Ongoing (1-3 months)	Prep. & Execution (2-3 weeks)	Post Workshop
Exploration with interested center director	Begin collection of details/needs from presenters	Weekly registration reports	Tech rehearsal	Evaluations
EIA overview with Center Staff	Meet & Greet – ECS & Center	Financial Updates	Reminder Emails	Certificates of Attendance/Continuing Education
Center submits budget to ECS-EIA finance	CE discussion	Additional Outreach	Continuation of “Ongoing”	Financial summary
	Graphics (flyers, website, templates)	CE accreditation filed & processed	Holding the workshop	Debrief 1. Presenters and ECS 2. ECS team
	Outreach – email, social media, listservs			

EIA Operations Process Overview with overarching timeline Pilot Year 2021



Regularly Scheduled Check-In Meetings:

EIA Project Management Team - every 2 weeks • EIA ECS Operations Team - every 6 weeks

Lessons Learned



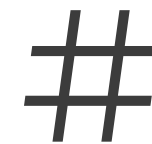
Pilot

Determined five years as an expected timeline to become self-sustaining.



Outreach

Committed to outreach six months or sooner prior to each workshop.



Social

Identified social media as the primary messaging medium.



Equity in Action: A Social Media Case Study

EIA Social Posts

MPHI
6,395 followers
5d • 🌐

This past week the Equity in Action (EIA) Series at MPHI took our workshop series on the road to Las Vegas to help professionals move equity from an intellectual concept into everyday practice. ...see more



Equity in Action
#EIAatMPHI

Sign up today
<https://loom.ly/smgOVRc>

Equity in Action (EIA) Workshop Series
mph.org • 1 min read

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@MPHIhealth

The Equity in Action (EIA) Series at MPHI aims to equip professionals with the knowledge and skills to move equity from an intellectual concept into everyday practice. Follow the link to learn more and register: loom.ly/smgOVRc #EIAatMPHI

How will health equity help your community?



Equity in Action
#EIAatMPHI

Sign up today
<https://loom.ly/smgOVRc>

Sunshine & Equity is a Win, Win

Join us in San Diego to learn more about equitable engagement

Equity in Action

Sign up today



<https://loom.ly/smgOVRc>

#EIAatMPHI



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mphiealth The Equity in Action (EIA) Series at MPHI aims to equip professionals with the knowledge and skills to move equity from an intellectual concept into everyday practice. Follow the link to learn more and register: <https://loom.ly/smgOVRc> #EIAatMPHI
1h

mphiealth #publichealth #health #equity #dei #diversity #inclusion #practice #workshop #training #action #relationship #collaboration #facilitation #EIAatMPHI #MPHI #MPHIhealth
1h Reply

[View insights](#) [Boost post](#)

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Be the first to like this
1 HOUR AGO

Add a comment... [Post](#)



Science communication...

1. Conveying scientific findings and methods to various audiences.
2. Academic study of communicating science, drawing from multiple disciplines.

SciComm...Huh?



SciComm

We need to go where people are getting their information, like a town square.

71% (183.4M People)

U.S. Adults Used at least one social media Site in 2021 (Pew Research Center, 2021).

Outreach Strategies



Social Media



Press Release



Podcasts



Real Time Outreach

Social Media

How do we present the information?
First, we need to know the audience we are trying to reach.

- **LinkedIn:** Professional (language and imagery).
- **Twitter:** Science/Non-public health public.
- **Facebook:** Non-Public Health public.
- **Instagram:** Young Adult/Teens (TikTok).



Do you know how to protect yourself from HIV?

An estimated 1.7 million adolescents (age 10-19 years) were living with HIV as of last report. Adolescents account for ~10% of new adult HIV infections, with 3 out of 4 occurring in girls.

(Data: WHO)

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Published by Loomly · -2d ·

In today's #SaturdaySchool, let's look at the warning signs for colorectal cancer as we close out #ColorectalCancerAwarenessMonth. Video by Cleveland Clinic. <https://loom.ly/LVcQN7s>

Cleveland Clinic

6 WARNING SIGNS OF COLON CANCER

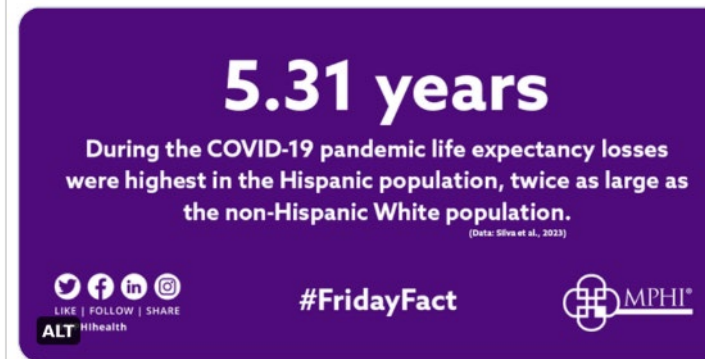
YOUTUBE.COM

6 Warning Signs of Colon Cancer

For more information about colon cancer, please visit <https://cle.clinic/32uqyWDColon> cancer i...

MPHI @MPHIhealth · Mar 24

#FridayFact: The million COVID-19 deaths that occurred between February 2020 and May 2020 have resulted in life expectancy drops across multiple racial and ethnic groups, reversing all gains made in the last 40 years. **#HealthEquity** To read the study: loom.ly/tEZscVO



5.31 years

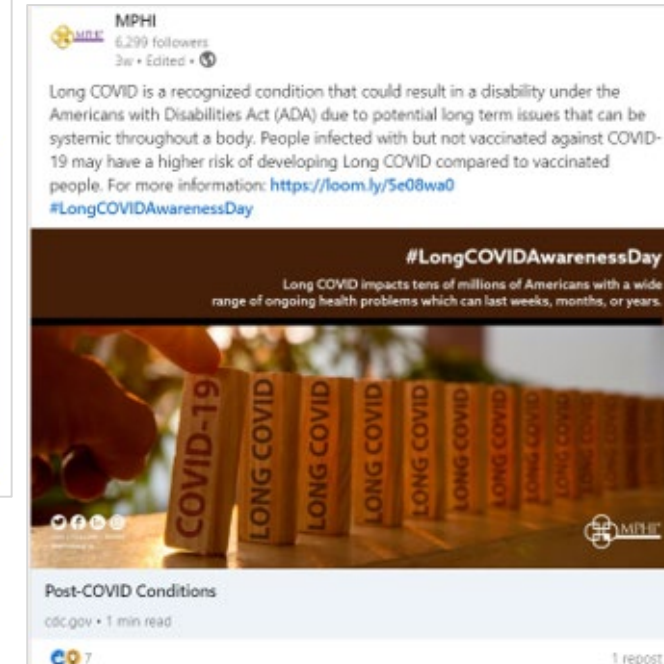
During the COVID-19 pandemic life expectancy losses were highest in the Hispanic population, twice as large as the non-Hispanic White population.

(Data: Silva et al., 2023)

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#FridayFact



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3w · Edited ·

Long COVID is a recognized condition that could result in a disability under the Americans with Disabilities Act (ADA) due to potential long term issues that can be systemic throughout a body. People infected with but not vaccinated against COVID-19 may have a higher risk of developing Long COVID compared to vaccinated people. For more information: <https://loom.ly/5e08wa0>

#LongCOVIDAwarenessDay

#LongCOVIDAwarenessDay

Long COVID impacts tens of millions of Americans with a wide range of ongoing health problems which can last weeks, months, or years.

Post-COVID Conditions

cdc.gov · 1 min read

1 repost

GUN VIOLENCE IS A PUBLIC HEALTH CRISIS



#SpartanStrong



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6,344 followers
2mo • 🌐


MPHI CEO Dr. Renée Branch Canady: We grieve in and with community over the deaths and losses experienced. Certainly it is a deeper loss for the friends and families of those immediately impacted, but it is also painstaking for all of us living throughout this region. [#SpartanStrong](#)

GUN VIOLENCE IS A PUBLIC HEALTH CRISIS




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@MPHIhealth

#SpartanStrong



 668

 5 comments • 111 reposts

 Like

 Comment







Organic impressions: 14,602 Impressions Show stats ▼






11:08 🌙 📶 🔋

Content

All
Last 3 Months
🔗

Accounts reached

GUN VIOLENCE IS A PUBLIC HEALTH CRISIS	Collectively holding each other and collectively pushing each other towards productive outrage and action <small>-MPHI CEO Dr. Renée Branch Canady</small>	
3370	216	183
		
157	126	105
RELIGIOUS HEALTH ISLAMIC HEALTH TAOIST HEALTH JEWISH HEALTH HINDU HEALTH IS CHRISTIAN PUBLIC HEALTH		<small>"MPHI is actively working to prevent and reduce violent crime by establishing partnerships among community residents, law enforcement agencies, victim service providers, community-based organizations, law enforcement agencies, hospitals, researchers, and individuals at the center of gun violence."</small> <small>-MPHI Chief Strategy Officer, Dr. Paul E.</small>
103	102	89
<small>Equity in Action Virtual Workshop</small> Advancing Equity through Quality Improvement		<small>Equity in the ethical and human rights principles that orient us to eliminate health disparities</small> <small>-MPHI CEO Dr. Renée Branch Canady</small>

MIS information



I didn't always know all this stuff about Covid. I wore cloth masks through the start of *2022* because no one in my community taught me about respirators and I hadn't found the right corner of Twitter. I was trying to be sustainable & every news article I read said they worked.

5:10 PM · 9/28/23 from Earth · 41.3K Views

126 Reposts 13 Quotes 1,447 Likes 63 Bookmarks



lizwhatsherface.bsky @RealGayArb... · 8h ... Part of the reason I'm so furious about all of this misinformation and propaganda is that I was also done in by it, on multiple occasions. I was reading articles and trying to stay protected. And every single news outlet I read told me the wrong things.

2 37 396 4,414

SciComm

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6K followers
2mo •

#PublicHealth Job Alert: MPHI is seeking to hire multiple Student Interns (20 hrs/wk) as River Walkers this summer to provide information on the MDHHS Eat Safe Fish guidelines to local anglers.

Kalamazoo River: <https://loom.ly/jhNrkXQ>
Huron River: <https://loom.ly/hFyphBA>

PUBLIC HEALTH JOB ALERT

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Career Opportunities: Eat Safe Fish - River Walker - Kalamazoo (3553)
career8.successfactors.com • 3 min read

LinkedIn

PUBLIC HEALTH JOB ALERT

Are you a wildlife biology undergrad?

Do you want a job to help build your resume?

Come join the MPHI team for Summer 2023 as a River Walker. Engage with anglers to help promote Eat Safe Fish.

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Instagram

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Don't send your future up in smoke

More than 10 times as many U.S. citizens have died prematurely from cigarette smoking than have died in all the wars fought by the United States
(Data: CDC)

  
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LinkedIn



Don't send your future up in smoke

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Instagram



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(Data: CDC)

  
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Facebook

MPHI @MPHIhealth · Jul 7, 2022

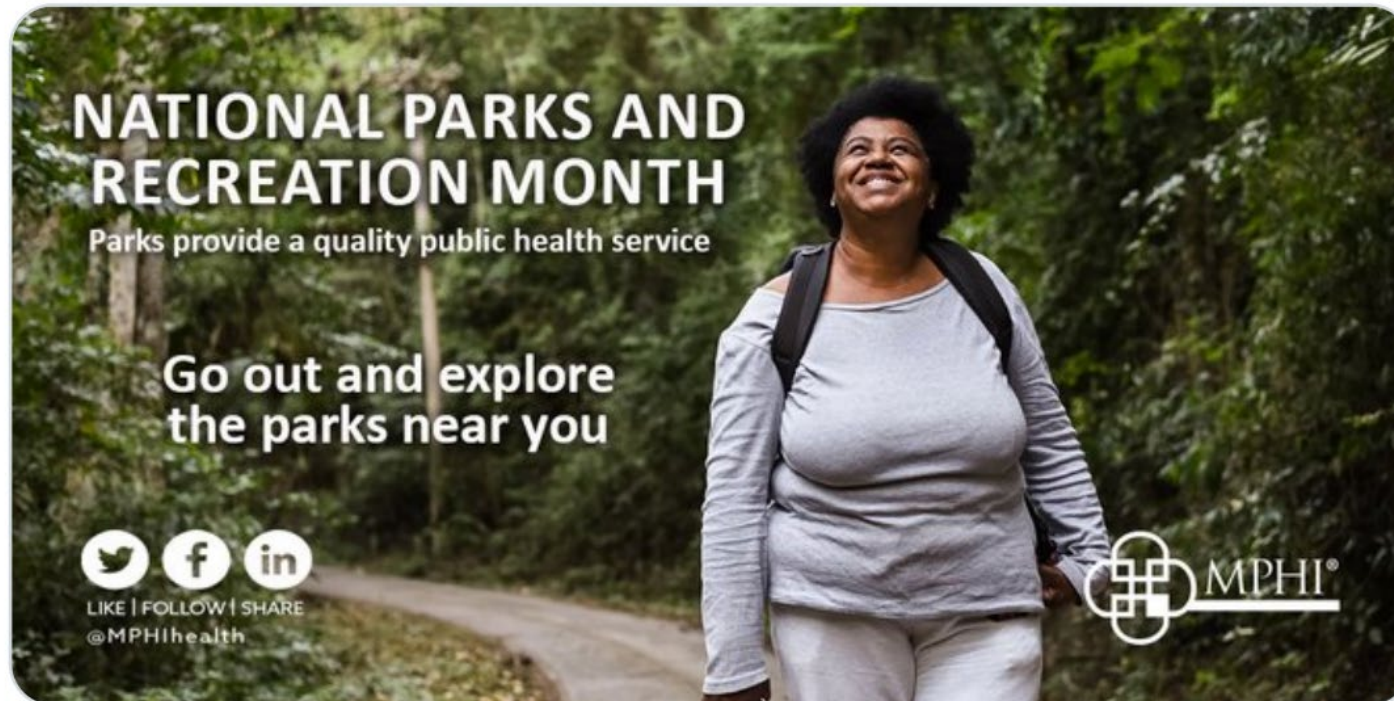
...

Go explore a **park** during [#NationalParksAndRecreationMonth](#). With national, state, and local parks there are many opportunities around you to get outside and partake in a fun recreational activity. Use this [@NatlParkService](#) guide to find one near you: loom.ly/gGaX41s

SciComm

Posts should be inclusive in image selection and execution.

- Images of different body types, ages, races, genders, and ability.
- Alternative Text on Imagery
- Color Contrast





MPHI @MPHIhealth · Mar 23

It's National Take a Walk in the Park Day. Time to lace up those sneakers and to get yourself (and maybe a few of your friends and family) out to enjoy the fresh air while strolling through your favorite park. In the comments, let us know your favorite parks to walk through.



37

Image description

Infographic: Text: National Take a Walk in the Park Day. Photo: Five women smiling and embracing outdoors.

Dismiss

SciComm

Posts should be inclusive in image selection and execution.

- Images of different body types, ages, races, genders, and ability.
- Alternative Text on Imagery
- Color Contrast

Contrast

Poor



Good



SciComm

Posts should be inclusive in image selection and execution.

- Images of different body types, ages, races, genders, and ability.
- Alternative Text on Imagery
- Color Contrast

Contrast Checker Website




<https://loom.ly/3bSvhM0>

Outreach, Make it Authentic, Engaging, and **have fun!**

MPHI
6,299 followers
3d • 🌐

Kelly Coyle, MPHI Director of Corporate Communications, "Public health isn't just about individual health, it's about the health of the entire community."
...see more



I'm Kelly Coyle, Director
of Corporate Communications at MPHI. 1:09

4 reposts

MPHI @MPHIhealth · May 4, 2022

A **Jedi** needs not their lightsaber to fight COVID-19. A vaccine and mask, their choice should be. [#MayThe4thBeWithYou](#) [#PublicHealth](#)



**TO FIGHT COVID-19
WEAR A N95 MASK
GET YOUR VACCINES/BOOSTER
MAY THE 4TH BE WITH YOU**

Let's #scicomm

- Create groups
- Write **3 posts** for the new COVID-19 vaccine booster for **3 different audiences**

*(eg: Pregnant moms,
seniors in greater Detroit,
small rural community, etc.)*





Today's Takeaways

1

Example of how to intentionally share important work- Beyond one client organization or one funder!

2

Share our journey of building this series and what the foundational elements within it. Understanding of **why and how we built this series.**

3

Offer an experience of how we embed our core values (internally & externally), and our outreach.

For the latest in Public Health
join us on all our social platforms

@MPHIhealth

For more information

Website: www.mphi.org

Email: equityinaction@mphi.org



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