Equity in Action (EIA)

Moving From Health Equity Concepts To Practical Applications

Hope Rollins, BS
She/her/hers
hrollins@mphi.org OR equityinaction@mphi.org
Director, Education and Training & Equity in Action Project Lead
MPHI

Nicole Wood, MS
She/her/hers
@WildlifeBioGal
Social Media and Communications Specialist
MPHI
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.
Explore the importance of putting equity into action.

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

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.

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
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.


**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.
**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.

<table>
<thead>
<tr>
<th>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.</th>
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</thead>
<tbody>
<tr>
<td>MI is very diverse, therefore, it requires to address needs. Children Special Care Services (wording change)</td>
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<tr>
<td>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</td>
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<tr>
<td>Community health improvement plan and strategic planning processes. Must know what health “inequities” are first. Mortality, patterned, systemic, unjust, and actionable.</td>
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**Equity Requires** = Social Good Will • Looking Introspectively • Integrating Principles
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.

New Beginning

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

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.

MPHI Timeline

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

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).

Launching EIA
The first pilot year of EIA launches and learning opportunities are open to public health professionals.
Pilot Year Two
EIA added new learning opportunities and expanded number of consultants.

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

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.
“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
ABLEISMS
ANY “ISMS”
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 thru interaction, engagement, and sharing knowledge/experience with each other.
ROOT CAUSES OF OPPRESSION

- Housing
- Healthcare
- Food access
- Transportation
- Education
- Safety
- Employment
- Socioeconomic conditions
- Racism
- Classism
- Gender discrimination
Spheres of Oppression

**PERSONAL**
Values, Beliefs, Feelings, Attitudes, Opinions

**CULTURAL**
Context, Climate, Shared Values, Unwritten Rules, Norms

**STRUCTURAL**
Connections that link separate institutions to create a system

**INTERPERSONAL**
Actions, Relationships, Behaviors, Communication

**INSTITUTIONAL**
Policies, Practices, Rules, Procedures

OPPRESSION AND CHANGE
Six Conditions of Systems Change

Source: John Kania, Mark Kramer, Peter Senge, The Water of Systems Change, FSG
Four Levels of Oppression

- **Personal**: Values, Beliefs, Feelings, Attitudes, Opinions
- **Cultural**: Context, Climate, Shared Values, Unwritten Rules, Norms
- **Structural**: Connections that link separate institutions to create a system
- **Interpersonal**: Actions, Relationships, Behaviors, Communication
- **Institutional**: Policies, Practices, Rules, Procedures

Oppression and Change
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

- **PERSONAL**
  - Values, Beliefs, Feelings, Attitudes, Opinions

- **CULTURAL**
  - Context, Climate, Shared Values, Unwritten Rules, Norms

- **STRUCTURAL**
  - Connections that link separate institutions to create a system

- **INSTITUTIONAL**
  - Policies, Practices, Rules, Procedures

- **INTERPERSONAL**
  - Actions, Relationships, Behaviors, Communication

**OPPRESSION AND CHANGE**
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**

**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 Equity Through **Quality Improvement**

Practitioner’s guide to health equity focused public health quality improvement methods.
Advancing Health Equity in Public Health Practice: **Core Concepts**

**Illinois Public Health Association**
**Southwest Michigan Behavioral Health**

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Utilizing Culturally Responsive and Racially **Equitable Engagement**

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Facilitating Collaborations: **A Relationship-Driven Practice**

Working with everyone’s strengths to drive change and build multisector collaborations.
Business Components

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

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

1. Conveying scientific findings and methods to various audiences.

2. Academic study of communicating science, drawing from multiple disciplines.
We need to go where people are getting their information, like a town square.

SciComm

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).
GUN VIOLENCE IS A PUBLIC HEALTH CRISIS
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
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.
MPHI
6K followers
2mo • 3

#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/h5ypdBA

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.

LinkedIn

Instagram
SciComm

LinkedIn

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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Instagram

Facebook
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
Contrast Checker Website

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https://loom.ly/3bSvhM0
Outreach, Make it Authentic, Engaging, and **have fun!**
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.
Thank you for your time today.

For more information:
Website: www.mphi.org
Email: equityinaction@mphi.org

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#EIAtMPHI