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Making the Case for Health Equity

APHA Affiliate Health Equity Webinar Series

December 5, 2014

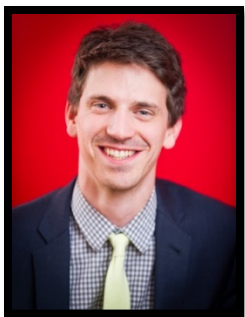
Learning Objectives

1. Define and demonstrate knowledge of health equity, health inequalities and social determinants of health;
2. Mobilize leaders to engage in policy, systems and environmental change activities in support of health equity; and
3. Leverage partnerships and cross sector collaborations to advance health equity.



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Presenters



- **Mark D. Cervero, MPH, CPH**
Program Manager, CommonHealth
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Equity

Providing all people with fair opportunities to attain their full potential to the extent possible.



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EQUITY VS EQUALITY



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Equity: An Analogy



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Equity Lens

The “lens” through which you view conditions and circumstances to understand who receives the benefits and who bears the burdens of any given program, policy, or practice.



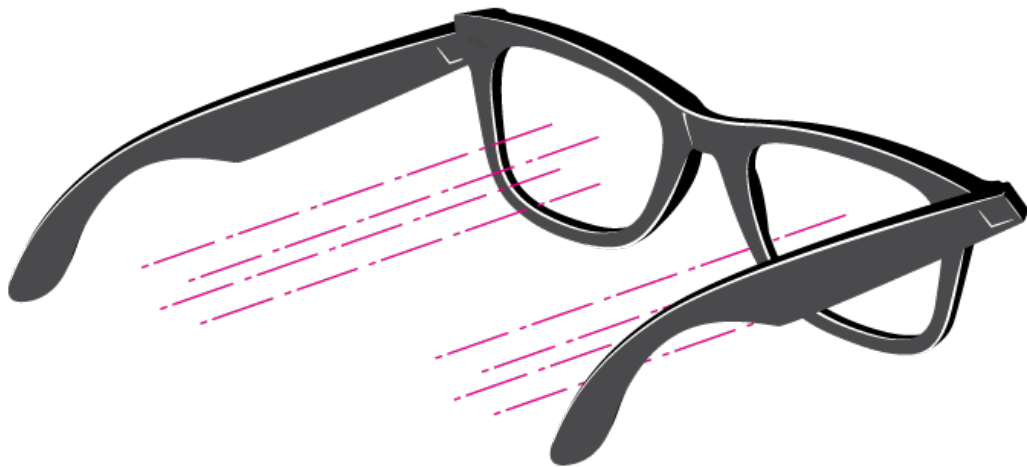
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Equity Lens



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Equity Lens



Equity Lens



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(R)evolution

“Equity work is evolutionary change, not revolutionary change.” – Natalie S. Burke



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Perspective Transformation

- Seeing things differently and doing things differently as a result.
- Perspective transformation requires two levers: the head & the heart.



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The Approach

- Head
 - Reason
 - Research
 - Language
- Heart
 - Fairness
 - Justice
 - Meaning



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Making the Case for Equity

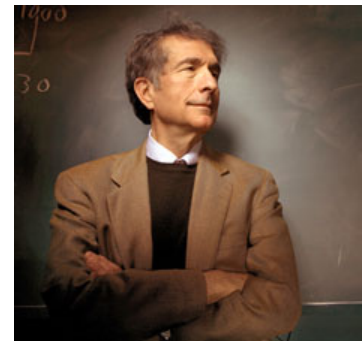
- Perspective Transformation
- Building a strategy for changing minds



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How to change minds?

- Howard Gardener
- Changing Minds: The Art And Science of Changing Our Own And Other People's Minds
- Identifies 7 levers



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7 Levers

- Reason
- Research
- Resonance
- Representational Re-descriptions
- Resources & Rewards
- Real-world Events
- Resistance



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Making the Case

- Identify your goal or outcome
- Identify audience/stakeholders and their perceptions
- Create plan for perspective transformation using 7 levers



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Making the Case

- Resistance
- Apply to all stakeholders
- Use information to create a strategy to make the case for equity



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