



CommonHealth
ACTION

Making the Case for Health Equity

APHA Affiliate Health Equity Webinar Series

December 5, 2014

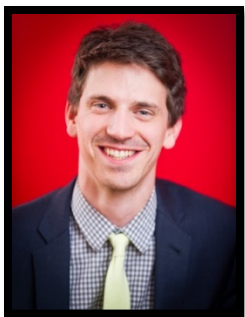
Learning Objectives

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.



CommonHealth
ACTION

Presenters



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



CommonHealth
ACTION

Equity

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



CommonHealth
ACTION

EQUITY

VS

EQUALITY



CommonHealth
ACTION

Equity: An Analogy



CommonHealth
ACTION

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.



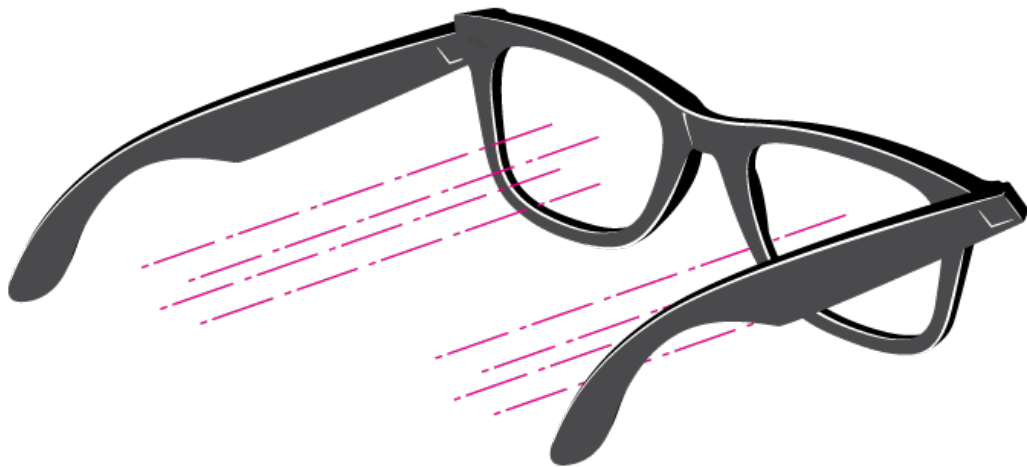
CommonHealth
ACTION

Equity Lens



CommonHealth
ACTION

Equity Lens



Equity Lens



CommonHealth
ACTION

(R)evolution

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



CommonHealth
ACTION

Perspective Transformation

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



CommonHealth
ACTION

The Approach

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



CommonHealth
ACTION

Making the Case for Equity

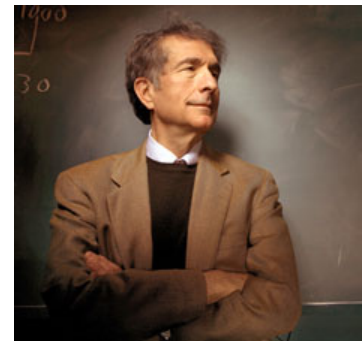
- Perspective Transformation
- Building a strategy for changing minds



CommonHealth
ACTION

How to change minds?

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



CommonHealth
ACTION

7 Levers

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



CommonHealth
ACTION

Making the Case

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



CommonHealth
ACTION

Making the Case

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



CommonHealth
ACTION



CommonHealth
ACTION

For More Information Contact:
Mark D. Cervero, Program Manager
mcervero@commonhealthaction.org

National Office
1301 Connecticut Ave., NW
Suite 200
Washington, DC 20036
Ph: 202.407.7088
www.commonhealthaction.org

Connect with us!

Facebook: <https://www.facebook.com/CommonHealthACTION>

Twitter: @CommonHealthACT

Instagram: commonhealthaction