



NACCHO 360 Health Equity Town Hall: Reflections Workshop

**how to create public
health interventions
rooted in health equity**



Laying a Foundation on Health Equity

What is health equity?

Health equity is achieved when every person has the opportunity to attain his or her full health potential and no one is disadvantaged from achieving this potential because of social position or other socially determined circumstances.

Source: [Centers for Disease Control and Prevention](#)

Equality



Equity



What health equity **isn't**

- Health equity is not DEI
- An “initiative”
- Surface Level



How to look through a lens of health equity

Step



Choosing a Public Health Issue

How are we incorporating lived experience in making this decision?

From our case study:

We were responding to the Covid-19 pandemic in real time. We were informed and driven by the insights of community voice through the Health Equity Work Group (HEWG)

Step



Get to the root of the
public health issue

Are you addressing a SDOH
and the root cause of the
public health issue, or only
scratching the surface?

From our case study:

At this point in the pandemic, we were
focused on mitigating the spread of Covid
especially among essential workers and
within Black + Brown communities.

Root of the issue:

- racism
- unavailability of PPE
- improper masking
- lack of trust in govt
- SDOH

Step



Determine the
intervention or
program

Describe your intervention. Be specific about the length of time and who will help lead these activities.

From our case study:

We considered the specific needs and length of the public health intervention and decided:

- The need was urgent and immediate
- We planned for 1-3 days for each neighborhood
- We intentionally connected with Firefighters and not the Police and trained them on health equity.

Step



Shift power

Think about who holds the power to influence the public health issue you're working on.

How can you shift power through your public health program/intervention?

From our case study:

- We thought about marginalized BIPOC communities
- Community Orgs
- Considered our power as government agencies
- Shifted power by including CBOs and Fire Dept.
- Culturally tailored resources

Step



Color outside the lines: challenge the status quo

How do you challenge the status quo through your intervention?

Who are the most out-of-the-box partners you could work with?

From our case study:

- It was completely unheard of to leverage the fire department for public health outreach of this magnitude
- Out of the box thinking to get on the ground and go door to door

**We can support your team
on your **health equity journey.****



Scan the QR code to learn more.



Thank You

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