APHA, Affiliates responding to and Shaping Public Health – Opportunities, Leadership, and Advocacy to Address Health Inequities
Presented By

Joseph Telfair, DrPH, MSW, MPH

President American Public Health Association (APHA)
Professor of Public Health Practice and Research, Dual Chair
Department of Community Health
Department of Health Policy and Management (past, forthcoming)
Karl E. Peace Distinguished Chair of Public Health
Jiann-Ping Hsu College of Public Health

jtelfair@georgiasouthern.edu/ (912) 478 - 2412
THANK YOU
Main Activities of APHA, Public Health Leaders & Partners
Working For Your Health
Since Our Founding on
April 18, 1872
We Are The Embodiment Of Public Health & Its History

- APHA is a global community of public health professionals and the collective voice for the health of the public.
- APHA is the only organization that combines 140 years of perspective, a broad-based constituency, and the ability to influence federal policy to advocate for and improve the public’s health.
Public health agencies are leaders and partners in their communities, protecting the public from health threats and promoting health with policies and programs that save lives and make communities healthier.
National Public Health Advocacy Agenda
2017 - 2020

Focused on becoming the healthiest nation (1)

• Defend the Affordable Care Act & expand health insurance coverage (Reauthorize CHIP [DONE]; protect Medicaid & Medicare, prevention fund, stop block grants) – **Reinstate subsidies**

• Build Public Health 3.0 (Leadership, funding, accreditation, data systems)

• Address climate change & environmental needs (lead, other toxic exposures)
APHA National Advocacy Agenda 2017 - 2020

- **Focused on APHA’s agenda to become the healthiest nation**
  - Stop regulatory rollbacks (*e.g.* nutrition labeling, environmental health, etc.)
  - Restore cuts from the Public Health Prev Fund
  - Protect women’s health & access to reproductive health services
  - Address the next new public health crisis of the day - *OPEN*
  - Continue our health equity work – *racial/ethnic, income, geographic and social discrimination work*
The FY 2018 budget deal reached by Congress and signed by the President

- It is hoped that with the raise in the nondefense discretionary caps for 2 years more are directed to increased funding for the CDC and HRSA

- We are hopeful that this budget deal will protect public health agencies and professionals from the extreme fiscal uncertainty that Congress has fostered since September 2017

- We hope Congress will repeal Prevention Fund cuts, restore to prior funding levels –

- **2012 Nat Academy of Med** report recommended increase federal funding by $12 billion annually, *a doubling of the FY 2009 federal investment in public health*
Shared Priorities

• Addressing issues surrounding the social and health inequities
  • Support/Participate in Advocacy, Socially Equal, Healthy America

• Increasing the educated/trained workforce at the local, state, national and global levels –
  • Strengthen PH workforce, Active Education/ Training at Meetings, through other Opportunities

• Continuing, Developing efforts to build a strong, diverse and sustained leadership pipeline at all levels within APHA
APHA, Public Health Leaders & Partners – Equity and Social Determinants
On social determinants and inequities

“Why treat people without changing what makes them sick”

Ella Williamson
Director St. Joseph’s /Candler
African-American Health Information & Resource Center
11 January 2018
Efficiency - Efficacy

Equality

Equity
The Concept of Health Equity

- Health equity is the fair distribution of health determinants, outcomes, and resources within and between segments of the population, regardless of social standing.
- “Health equity is a desirable goal/standard that entails special efforts to improve the health of those who have experienced social or economic disadvantage”
- Health is necessary to overcome economic/social disadvantages

Source: Working definition from the CDC Health Equity Working Group, October 2007; Secretary’s Advisory Committee on National Health Promotion and Disease Prevention Objectives for 2020
HEALTH EQUITY

• Health Equity is when all people, regardless of who they are or what they believe, have the opportunity to attain their full health potential

• Achieving health equity requires valuing all people equally with focused and ongoing efforts to address inequalities.

Health Disparities vs. Health Inequities

Population-specific differences in the incidence and prevalence of health conditions and health status.

Differences in health status between certain population groups that are avoidable, unjust, and unfair.

Brings attention to structural inequalities and lack of life enhancing resources – This includes POVERTY as a significant influencer.

Source: adapted from CDC, 2010; Whitehead, 1992
“Of all the forms of inequality, injustice in health care is the most shocking and inhumane.”

Martin Luther King
Associated Press (AP) newsgathering
Saturday, March 26, 1966
HEALTH EQUITY: VISION TO REALITY

1. Health Equity is Understood

2. Health Equity is a Shared Vision

3. Health Equity is a Factor in Decision Making

4. Health Equity is included in Implementation

5. Health Equity is In All Policies

Source: RWJF, 2017
An explanatory Model For Conceptualizing The Social Determinants of Health

![Diagram of social determinants of health]

Public Health’s Role in Addressing the Social Determinants of Health

- Advocating for and defining public policy to achieve health equity
- Coordinated interagency efforts
- Creating organizational environments that enable change

Source: adapted from http://unmfm.pbworks.com/w/file/fetch/76805492/Health%20equity%20and%20environmental%20justice.%20Are%20we%20there%20yet.pdf
Public health has a vital role in the health equity movement (1)

“Our long-time connections to the communities we serve and our deep understanding of the connections between individual health and community conditions are essential to achieving equity and eliminating health disparities.

Source: G. C. Benjamin, MD 19 May, 2015 in “Health Equity and Social Justice: A Health Improvement Tool”, in Views from the Field, Grant Makers in Health
Public health has a vital role in the health equity movement (2)

However, even within the public health field, making an earnest shift toward health equity means having that “uncomfortable” conversation—we must also look inward and ask how our actions may perpetuate feelings of exclusion among the most vulnerable. How can we build relationships of genuine trust?”

Source: G. C. Benjamin, MD 19 May, 2015 in “Health Equity and Social Justice: A Health Improvement Tool”, in Views from the Field, Grant Makers in Health
Actions to Advance Equity Using Practice (1)

- Your leadership, staff, and department can take the following actions to build a health equity movement:
  - Collaborate with local, regional, state, and national partners from public health and social justice communities to advance health equity, and to help solidify a movement for progressive health equity practice
  - Promote the work of other health departments to make the case for investing in health equity work
  - Work with community organizers to train health department staff on the principles and practices of community organizing
  - Work with community organizers to include a message of health equity in their organizing efforts

Source: Strategic Practices Build a Health Equity Movement from Health EquityGuide.Org (retrieved January 25, 2018)
Actions to Advance Equity Using Practice (2)

- Your leadership, staff, and department can take the following actions to build a health equity movement, cont:
  - Support increasing the voice and influence of communities impacted by health inequities in policy change
  - Focus on Root Cause Analyses and Solutions, e.g., Role of Poverty
  - Hold provider networks and other public health system partners accountable for advancing health equity
  - Listen and learn from broader social movements to better understand their issues, processes, and narratives, and how they build power and motivate their base

Source: Strategic Practices Build a Health Equity Movement from Health EquityGuide.Org (retrieved January 25, 2018)
APHA Efforts to Promote Health Equity
Summary of APHA Efforts to Promote Health Equity

• Promoting Promising Interventions
• Elevating School-Based Health Care and Cross Sectoral Collaboration to Address the Social Determinants of Health and Education
• Training and Preparing the Public Health Workforce
• Staff Development and Capacity Building
• Cross-Sector Collaborations and Partnerships
• Policy Research, Analysis and Dissemination
• Legislative Advocacy
Promising Interventions: Health Equity

Highlights five health agencies’ story about transitioning from disparities to equity:

• Multnomah County (Oregon)
• Menominee Indian Tribe (Wisconsin)
• Virginia Department of Health
• Colorado Department of Public health and Environment
• Texas Department of State Health Services

Source: www.apha.org/topics-and-issues/health-equity
Promising Interventions and Practices

• Violence prevention with CDC and the Prevention Institute.

• Children’s Environmental Health Service Accessibility

• WHO, PAHO, Project Hope, Global Health Council partnership to implement best practices in eliminating health disparities.
Promising Interventions: Health in All Policies

- APHA, Public Health Institute, California Department of Health

- Extensive guide on promoting health and equity through intersectoral collaboration at the state and local level

- Currently evaluating to determine next steps
Promising Interventions: Health in All Policies

- ASTHO HiAP Policy Guides on Housing, Food, Transportation and Water (2015)
- NACCHO Report: HiAP Experiences of Local Health Departments (2017)
- Extensive guide on promoting health and equity through intersectoral collaboration at the state and local level
- Currently evaluating to determine next steps
Addressing the Social Determinants of Health and Educational Success

- Health and education are two sides of the same coin
- *Healthy People 2020* has an education objective for on time high school graduation
- APHA Center for School, Health and Education advances school-based health care as a strategy for reducing high school dropout.
Training and Preparing the Workforce

- APHA will host a OMH health equity fellow in Summer 2018
- National Violent Death Reporting Surveillance Academy
- Annual Meeting and Exposition – 2018 Theme: *Health Equity Now*
- APHA Learning Institutes
- Work with APHA caucuses and sections to plan activities.
- Work with Partners to identify links between public health quality activities and elimination of health inequities (e.g. CQI, Accreditation, etc.)
Internal APHA Efforts

• “Eliminating Health Inequities” integrated into all Division of Public Health Policy and Practice work.

• Mandatory staff trainings

• Ongoing professional development
  
  • **Brown Bag Film Series**: Screenings of documentaries and films exploring the social determinants of health and equity (e.g. “Step” and Ava DuVernay’s “13th”, “Death by Delivery”)

• Equity capacity building training for Affiliate and Section members
APHA Cross-Sector Collaborations

- **Transportation and Health**
  - Transportation and Health Tool
  - Health and Transportation toolkit
- **Healthy Eating and Active Living**
  - NAACP
  - National Business Coalition on Health
- **Planning**
  - Plan4Health (APHA and APA)
  - Building Bridges Project (CDC, APHA, APA, and the Georgia Institute of Technology)
  - Built Environment and Public Health Clearinghouse
  - First Health Symposium at 2014 APA Conference
  - New Partners for Smart Growth Steering Committee
- **Housing**
  - Healthy housing standards publication with National Center for Healthy Housing (e.g. asthma, lead, etc.)
Healthy Housing

Partnership with National Center for Healthy Housing to gain further insight on opportunities to pay for healthy homes services through the healthcare system.

Released four case studies (CA, DE, OH, RI) offer insight of working with Medicaid to provide healthy home services by addressing lead exposure and improving asthma control.

Partnerships

• **Truth, Racial Health, and Transformation (TRHT)** – Convening Health Stakeholders

• **National Collaborative for Health Equity** – Culture of Health Leaders Advisory Committee

• **Historically Black Colleges and Universities (HBCUs)** – Under-reporting of campus sexual assault.

• **National Public and Environmental Health Tribal Health Think Tank** - Work group supported by CDC to characterize priority public health issues facing Tribal communities.

• **Special Olympics** – Intellectual Disabilities, obesity prevention, and equity.

• **Sickle Cell Coalition** – Access to care for Young Adults.
New Health Equity Factsheet coming April 2018!

Issues briefs and factsheets on a variety of topics including Health disparities, ACA, Farm Bill, etc.

Available at: http://www.apha.org/advocacy/reports/
Webinars

- Racism and Health
- Violence and Injury Prevention
- Opioids and Rural Health
- Climate Change
- Transportation
- Built Environment
APHA Press and Other Publications

- American Journal of Public Health (AJPH):
  - Native American Mortality
  - Health Disparities in Boys and Men
  - Science of Research on Racial/Ethnic Discrimination and Health
  - Environmental Justice and Research Practice
  - Asian American, Native Hawaiian, and Pacific Islander Health
  - Federal Collection on Health Disparities Research.
  - Environmental and Occupational Justice.
Legislative Advocacy

- Medicaid
- SNAP
- Social Security, SSI
- Child Nutrition
- Health Disparities via Health Reform
- Public Health Prevention Fund
- Violence Prevention
- Farm Bill Reauthorization
- Persons with Disabilities
- Obesity Prevention
- Transportation
- Clean Air Act
- Climate Change
- ESEA
- Many others
Health Equity and Social Justice: A Health Improvement Tool

GEORGES C. BENJAMIN, MD
Executive Director, American Public Health Association

Engaging in the Conversation

Health equity and social justice are inextricably linked to the social determinants of health and the conditions that shape a person’s opportunity to access good health and adopt healthy behaviors. These social determinants include access to safe housing, good jobs with living wages, quality education, affordable health care, nutritious foods, and safe places to be physically active. They also include racism, discrimination, and bias.

If we are to respond to the needs of diverse and disabled—yes, and for that matter, to respond to the needs of society as a whole—then it is essential to recognize that health disparities are systemic and inextricably linked to a broader set of social determinants.

In recent years, the emphasis on health equity and the importance of addressing social determinants of health have gained prominence. The Institute of Medicine (IOM) defines health equity as the attainment of a fair and just distribution of health and health risks among all population groups.

Social justice is a fundamental aspect of health equity. In order to achieve health equity, we must address the social determinants that affect our health. This means recognizing the role of structural factors such as poverty, discrimination, and lack of access to education and healthcare in perpetuating health disparities.

The IOM report, ‘Healthy People 2020’, highlights the importance of addressing social determinants of health as a way to reduce health disparities and improve health outcomes. The report notes that policies and interventions that address social determinants of health can have a significant impact on improving health equity.

In conclusion, health equity and social justice are crucial for achieving a healthier society. By addressing the social determinants of health, we can work towards creating a more equitable and just society where everyone has the opportunity to lead healthy and fulfilling lives.
APHA, Public Health Leaders & Partners – Collaboration and Advocacy
Shaping Effective Public Health Programs and Policies

1. KNOWLEDGE BASE

2. SOCIAL STRATEGY

3. POLITICAL WILL
“One thing public health professionals have in common is a focus on population-level health…”

“Public health professionals have a major role to play in addressing these complex [ethical, legal and social] health challenges, but to do so effectively they must have a framework for action and an understanding of the ways in which what they do affects the health of individuals and populations”

From: “Who will keep the Public Healthy?”, IOM 2003
The U.S. is ranked 34<sup>th</sup> globally in life expectancy.

The foundation of all APHA work builds on three overarching priorities:
- Ensure the right to health and health care
- Create health equity
- Build public health infrastructure and capacity
So... Health Is About More Than Healthcare

Figure 2
Social Determinants of Health

<table>
<thead>
<tr>
<th>Economic Stability</th>
<th>Neighborhood and Physical Environment</th>
<th>Education</th>
<th>Food</th>
<th>Community and Social Context</th>
<th>Health Care System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
<td>Housing</td>
<td>Literacy</td>
<td>Hunger</td>
<td>Social integration</td>
<td>Health coverage</td>
</tr>
<tr>
<td>Income</td>
<td>Transportation</td>
<td>Language</td>
<td>Access to healthy options</td>
<td>Support systems</td>
<td>Provider availability</td>
</tr>
<tr>
<td>Expenses</td>
<td>Safety</td>
<td>Early childhood education</td>
<td></td>
<td>Community engagement</td>
<td>Provider linguistic and cultural competency</td>
</tr>
<tr>
<td>Debt</td>
<td>Parks</td>
<td>Vocational training</td>
<td></td>
<td>Discrimination</td>
<td>Quality of care</td>
</tr>
<tr>
<td>Medical bills</td>
<td>Playgrounds</td>
<td>Higher education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support</td>
<td>Walkability</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Health Outcomes
Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations
Roadmaps to Health: Harnessing the collective power of leaders, partners & community

Source: RWJF, 2017
Joint Call to Action to Promote Healthy Communities

- **Partners:**
  - American Institute of Architects
  - American Planning Association
  - American Public Health Association
  - American Society of Civil Engineers
  - American Society of Landscape Architects
  - National Recreation and Park Association
  - U.S. Green Building Council
  - Urban Land Institute

**Promote Healthy Communities Joint Call to Action**


**The Imperative for Healthier Places**

Where we live, work, and play has a major role in shaping our health. Rates of chronic diseases attributable to the design of the built environment-including obesity, diabetes, heart disease, and asthma-are on the rise. The built environment also has direct and indirect impacts on mental health, including depression and anxiety. This is true for everyone, but it’s even more among vulnerable populations, who are more likely to have access to nutritious, affordable food and opportunities for physical activity and are more likely to be exposed to environmental pollutants and determinants that increase stress.

Addressing growing health challenges and inequities requires new partnerships and collaboration between built environment and public health practitioners, and a health-focused approach to landscapes, buildings, and infrastructure. As signatory organizations to this Joint Call to Action, we encourage our combined 450,000 individual members to embrace collaboration across professions to promote healthier, more walkable communities. When professionals in the fields of the built environment and public health work together, we multiply our potential to improve health.

We, the signatory organizations, challenge our members—comprising architects, urban planners, landscape architects, developers, engineers, and professionals from public health, parks, and green building—to do the following:

- Partnering to Implement the Joint Call to Action

**Promote Healthy Communities Joint Call to Action**

- The American Institute of Architects
- American Planning Association
- American Public Health Association
- American Society of Civil Engineers
- American Society of Landscape Architects
- National Recreation and Park Association
- U.S. Green Building Council
- Urban Land Institute
Building A Movement For Social Change

We are Generation Public Health
Together, we can create the healthiest nation.
Building a Public Health Movement

- Consumers
- Health Providers
- Academic Community
- Purchasers
- Advocacy Groups
- Business
- Public Agencies
- Consumers & Families
- The Public

Source: APHA
Public Health Outcomes? (1)

- Resources must be reinvested in a variety of areas that address:
  - Social determinants of health that are needed for our common security
  - Adequate housing, welfare, social services, education, transportation, bridges and roads
  - Water systems, a public health infrastructure and a variety of key community programs

Source: APHA
Public Health Outcomes? (2)

- Steady stream of resources for public health is necessary to:
  - Ensure multi-sector, multi-component approach with focus on prevention
- Promote healthy communities by focusing on where people live
- Public health must utilize the social strategies we know are necessary to make positive improvements

Source: APHA
Engaging in the Conversation

Health Equity and Social Justice: A Health Improvement Tool

GREGORY B. BENJAMIN, MD
Executive Director, American Public Health Association

Health inequities have long been a major public health issue, and the pandemic has only exacerbated these disparities. Social determinants of health, such as poverty, racism, discrimination, and lack of access to quality healthcare, disproportionately affect vulnerable populations. Addressing these issues requires a comprehensive approach that involves equity-driven policies, programs, and collaborations.

Social Justice and Health: Achieving Health Equity

Social justice is not just about equal opportunity, but also about addressing the root causes of health disparities. When we address the social determinants of health, we are working towards creating a more equitable society where everyone has the opportunity to live healthy, productive lives.

CHECK IN WITH DR. B: GUEST POSTS

(Video) Turning our culture of punishment into a culture of prevention

The national news is filled with stories about gun violence, police brutality, and racial injustice. How can we turn our culture of punishment into a culture of prevention? In this video, Dr. B. discusses strategies for reducing violence and promoting safety in our communities.

APHA APNEA: The Upcoming Fight for Better Health Care

The American Public Health Association (APHA) is fighting for better health care for all Americans. Join the fight and support APHA's mission to promote health equity and improve health outcomes for all.

Latest Tweets

#HealthEquity #SocialJustice #PublicHealth

POPULAR TAGS

#HealthEquity #PublicHealth #SocialJustice

Georgia Southern University

College of Public Health

JIANPING HSU

College of Public Health
Advocacy & Policy Update

Getting Public Health As A Top Priority
Speak For Health

#SpeakForHealth
Why membership in APHA is important & Opportunities
It’s important to join APHA because:

1. You’ll join APHA’s movement to create the healthiest nation in one generation.
2. You can lend your voice to influence/educate policy makers.
4. You can create meaningful relationships with other like-minded public health professionals.
5. To join APHA visit the website https://www.apha.org/membership
Membership Benefits

- Networking opportunities
- Professional Development
- Participation in Member Component Groups
- Publications
- Affiliate Membership
- Scholarship opportunities
- Career Resources – Access to jobs,
- Webinars
IN CLOSING
I am reminded by the quote [modified] from the esteem human rights advocate Mother Theresa who quoted as saying:

“We ourselves feel that what we are doing is just a drop in the ocean.
But if the drop was not in the ocean, I think the ocean would be less because of the missing drop.”

Reaching Out In Love –
Stories told by Mother Teresa,
Compiled and Edited by Edward Le Joly and Jaya Chaliha,
2002, p. 122
In Closing - 2
As a message for our time

We, the members of the public health community understand this quote oh so well!!

• It is how we know our work has made a mark in the way our communities and society view and treat our citizens – **Impact**

• We know our work has led to sustained and real change that address many of the health challenges that affect those we advocate for in the short and long run - **Legacy**
https://www.weact.org/