



If You Build It Will They Come?

Including Social and Cultural Determinants to Support Healthy Kids and Healthy Communities

Healthy Kids, Healthy Communities:

Annual Grantee Meeting

University of North Carolina - Chapel Hill

Chapel Hill, North Carolina

Thursday, June 3, 2010

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President & Principal

The Genius Group, Inc.

Atlanta, GA

Strategic Advisors for the **Business of Doing Good**

Session Description

- Hear from select HKHC community partnerships with expertise and early success addressing key social and cultural determinants that underlie specific policy and environmental changes they are pursuing in their communities.
- The session will highlight key principles, practical strategies and valuable insights emerging from 2 HKHC community partnerships working in culturally rich and diverse communities, and provide a team skill building opportunity to develop a draft approach to addressing 1 social determinants or key cultural/psychological influence in your community.
- Session participants will then be guided through a framework for embedding social and cultural determinants into their HKHC work so that healthy eating and active living policy and environmental changes are meaningful and relevant to the particular social determinants, cultural and psychological circumstances in a particular community.

Acknowledgements

- HKHC Community Partners: Jenne Johns, HKHC Project Coordinator; Deputy Director for Programs, Summit Health Institute for Research and Education, Washington, DC; Mark Siemon, HKHC Project Coordinator; Fellow, University of New Mexico, College of Nursing, RWJF Doctorate in Health Policy Concentration, San Felipe Pueblo, NM.
- Session Co-Designers: Laura K. Brennan, Ph.D., MPH., Transtria, LLC. Joanne Lee RD, MPH, Active Living By Design, UNC.; Eugenia Eng, MPH, DrPH, Gillings School of Global Public Health, University of North Carolina, Chapel Hill.

Session Agenda

1. **Big Ideas: Equity, Social Determinants & Culture - Milano Harden**

- Define Social Determinants of Health and Other Key Terms
- Address People and Places: Disparity & Disproportionality
- Move Down the Iceberg: Acknowledge the Effects of both Structural Disadvantage & the Complexity of Culture
- Build the Future Good, Disrupt the Historical Bad: Promoting Opportunity Structures, Disrupting Health Disparities
- Bringing It All together: Review the HKHC Logic Model

2. **Early Movers/Innovators Panel**

Jenne Johns, Deputy Director for Programs, Summit Health Institute for Research and Education, Washington, DC;

Mark Siemon, HKHC Project Coordinator; Fellow, University of New Mexico, College of Nursing, RWJF Doctorate in Health Policy Concentration, San Felipe Pueblo, NM.

Representatives from two leading sites help enliven the topic sharing their experiences as conversation catalysts to the audience leap up the learning curve hearing about some of the principles, practical strategies, concrete steps and pitfalls these sites' experienced.

Session Agenda

3. Action Planning Groups

Session participants will work in smaller groups through a guided exercise (with a Strategic worksheet) that will help them think through how to link 1-2 of their most critical social determinants or cultural/psychosocial influences to their HKHC initiative(s).

The focus is on developing a couple of goals and action steps that can be built upon in service to the important work in your home communities.

4. Whole Group/Open Space Technology.

All participants re-convene to share, and identify common areas of focus and potential for networking around specific issues through the development of a strategic dashboard.

Big Ideas

- Define Social Determinants of Health & Key terms
- Address People and Places: Disparity & Disproportionality
- Move Down the Iceberg: Acknowledge the Effects of both Structural Disadvantage & the Complexity of Culture
- Build the Future Good, Disrupt the Historical Bad: Promoting Opportunity Structures, Disrupting Health Disparities
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Defining a Social Determinants of Health

Social determinants of health are the conditions in which people are born, grow, live, work and age, including the health system. These circumstances are shaped by the distribution of money, power and resources at global, national and local levels, which are themselves influenced by policy choices (World Health Organization, 2008).

- Life-enhancing resources, such as food supply, housing, economic and social relationships, transportation, education and health care, whose distribution across populations effectively determines length and quality of life.

The social determinants of health are mostly responsible for health inequities the unfair and avoidable differences in health status.

Key Terms

Health Disparities - Differences in the incidence and prevalence of health conditions and health status between groups, based on Race/ethnicity, Socioeconomic status, Sexual orientation, Gender, Disability status, geographic location and/or combinations of these factors).

Health Inequities - Systematic and unjust distribution of social, economic, and environmental conditions needed for health like:

- Access to resources (e.g., grocery stores, car seats)
- Access to healthcare
- Employment/Income
- Education
- Housing
- Transportation
- Positive social status/freedom from discrimination

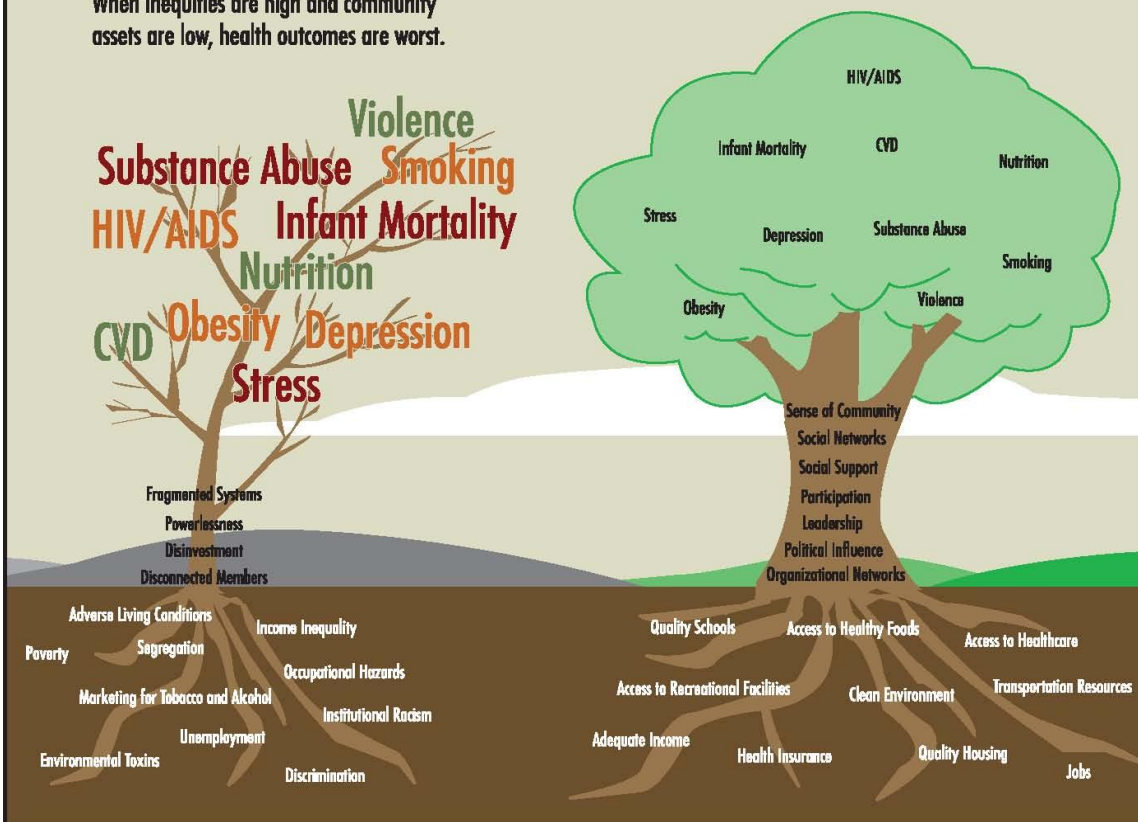
Health Equity - creating opportunities for ALL community members to fulfill their health potential without the barriers or burdens that arise from a particular socio-economic position or other socially determined material circumstances.

Growing Communities: Social Determinants, Behavior and Health

Our environments cultivate our communities and our communities nurture our health.

When inequities are low and community assets are high, health outcomes are better.

When inequities are high and community assets are low, health outcomes are worst.



Advancing Health Equity

- Responding to increasing concern about these persisting and widening inequities, WHO established the Commission on Social Determinants of Health (CSDH) in 2005 to provide advice on how to reduce them. The Commission's final report was launched in August 2008, and contained three overarching recommendations:

1. Improve Daily Living Conditions/Material Circumstances;

2. Tackle the inequitable distribution of power, money, and resources;
and;

3. Measure and understand the problem and assess the impact of action.

HKHC Logic Model

Healthy Kids, Healthy Communities Logic Model

