



NATIONAL ACADEMY OF MEDICINE

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CULTURE OF HEALTH

Engaging Allies in the Culture of Health Movement

Stakeholder Meeting #3

August 8, 2018

Keck Center, E Street Conference Room
500 Fifth Street, NW | Washington, DC

The NAM Culture of Health Program is a multiyear collaborative effort to identify strategies to create and sustain conditions that support equitable good health for all Americans. To achieve this mission, the program has four aims:

- **LEAD:** Identify a set of consensus study topics that build upon one another, leading to a solid knowledge base that can inform a set of actions and partnerships to advance health equity
- **TRANSLATE:** Bridge science to action for impact on health equity and optimal health for all
- **IMPACT:** Strengthen capacity in communities to continue to advance progress in achieving optimal health for all and inform legal, policy, and system reform
- **SUSTAIN:** Transform culture in the United States to sustain progress made and to accelerate progress in areas that still have significant health disparities

The objectives of this meeting are:

- Explore in-depth the successes and challenges of creating programs and policies to address the social determinants of health and/or advance health equity at the community level.
- Discuss Fannie Mae's innovation challenge initiative to address the intersection of sustainable communities, affordable housing, and health.
- Determine which elements and resources would be most beneficial to support communities in advancing their agendas to improve health equity and address the social determinants of health.
- Discuss how communities can effectively message efforts to advance health equity and address the social determinants of health to diverse audiences, including local and national funders.
- Develop three objectives for a future workshop on messaging health equity.



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8:30 am Networking Breakfast**8:50 am Welcome Remarks****Charlee Alexander**

Co-Director, Culture of Health Program, National Academy of Medicine

Victor J. Dzau

President, National Academy of Medicine

Dwayne Proctor

Senior Adviser to the President, Robert Wood Johnson Foundation

Peggy Shepard

Executive Director and Co-Founder, WE ACT: for Environmental Justice

9:30 am Community Initiatives to Advance Health Equity

Objective: Explore in-depth the successes and challenges of creating programs and policies to address the social determinants of health and/or advance health equity at the community level.

Format: On an index card, participants will describe one community success or challenge in addressing the social determinants of health and/or advancing health equity. Participants will self-select into groups. Conversations will begin with introductions from the author of the card and will include discussion around the following questions. Groups should identify a timekeeper, recorder, and reporter for each group.

Facilitator:

Charlee Alexander

Co-Director, Culture of Health Program, National Academy of Medicine

Questions for Table Discussion:

- How did you overcome the challenges specified on the index card? **OR** What led to the success specified on the index card?
- What was your engagement strategy with members/partners?
- What was your on-boarding process for new members/partners?
- What was the incentive for members/partners to get involved and stay involved?
- How did you use data to drive your work?
- What were the role of community residents in your work?
- What were key lessons learned? What did you learn that you were not expecting?
- What can you take to your community/initiative?
- How can other communities undertake a similar initiative?

11:00 am Networking Break

11:30 am

Fannie Mae Innovation Challenge

Objective: Discuss Fannie Mae's innovation challenge initiative to address the intersection of sustainable communities, affordable housing, and health.

Facilitator:

Otho Kerr

Partner, Encourage Capital

Speaker:

Vivian Vasallo

Director, Partnership Development, Fannie Mae

12:00 pm

Culture of Health Program – Consensus Study Updates

Committee on Applying Neurobiological and Socio-Behavioral Sciences from Prenatal through Early Childhood Development: A Health Equity Approach

Amy Geller

Senior Program Officer, Board on Population Health

Yami Negussie

Associate Program Officer, Board on Population Health

Committee on the Neurobiological and Socio-Behavioral Science of Adolescent Development and Its Applications

Emily Backes

Program Officer, Board on Children, Youth, and Families

Committee on Integrating Social Needs Care into the Delivery of Health Care to Improve the Nation's Health

Sharyl Nass

Director, Board on Health Care Services

Megan Kearney

Research Associate, Board on Health Care Services

12:15 pm

Networking Lunch and Performance by the Cardinal Shehan Choir

12:15-12:30 Cardinal Shehan School Choir Performance

12:30-1:30 Networking Lunch

1:30 pm

Evidence and Resources to Promote Health Equity at the Community Level

Objective: Determine which elements and resources would be most beneficial to support communities in advancing their agendas to improve health equity and address the social determinants of health.

Facilitator

Antonia Villarruel



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Professor & Margaret Bond Simon Dean of Nursing and Senior Fellow, Leonard Davis Institute of Health Economics, University of Pennsylvania, School of Nursing

Speakers:

Shoshanna Levine

Program Director, City Health Dashboard, Department of Population Health, NYU School of Medicine

Kyra Cappelucci

Communications Officer, National Academy of Medicine

Questions for Table Discussions:

- What resources do your communities need and in what form?
- How would your community or organization use a resource hub?
- What elements of a resource hub would be most useful for your community?
- What gaps could a resource hub address?
- What is a process for creating the hub? How does your community or organization currently identify helpful resources?

3:00 pm

Networking Break

3:30 pm

Messaging Health Equity and the Social Determinants of Health

Objective: Discuss how communities can effectively message efforts to advance health equity and address the social determinants of health to diverse audiences, including local government and national funders. Develop three objectives for a future workshop on messaging health equity.

Moderator:

Shirley Franklin

Former Two-Term Mayor of Atlanta

Speaker:

Julie Sweetland

Vice President for Strategy and Innovation, FrameWorks Institute

Discussant:

Dwayne Proctor

Senior Adviser to the President, Robert Wood Johnson Foundation

Questions for Table Discussions:

- How does your community talk about health equity with your constituents?
- How does your community organization engage diverse audiences to communicate about your work, including to local and national funders?
- What challenges does your community face when it comes to messaging health equity and the social determinants of health to community members, policymakers, and funders?
- What's missing? What guidance and/or tools would be useful to communicate and message health equity and the social determinants of health?
- What topics would you like to explore during a spring workshop on messaging health equity?



5:00 pm

Closing Remarks

Karen De Salvo

Professor of Medicine and Population Health, University of Texas at Austin, Dell Medical School

5:15 pm

Adjourn

