



NAM Culture of Health Program

Engaging Allies in the Culture of Health Movement – Stakeholder Meeting 4

Ivory Clarke
March 12, 2019



MISSION: *Identify strategies to create and sustain conditions that support equitable good health for all Americans.*

GRANT PERIOD: *June 2015 – June 2020*

SUPPORTED BY THE ROBERT WOOD JOHNSON FOUNDATION



Four Goals and Work Streams

- **Goal 1 LEAD:** Build a solid knowledge base
 - Consensus studies
- **Goal 2 TRANSLATE:** Bridge science to action
 - Communications
- **Goal 3 ENGAGE:** Strengthen capacity
 - Community and policy engagement
- **Goal 4 SUSTAIN:** Transform culture and create a shared value system
 - Convenings and partnerships



Advisory Committee

Hortensia Amaro -Florida International University	Howard Koh -Harvard School of Public Health
Stuart Butler -Brookings Institution	Gilbert Liu - Kentucky Department of Medicaid Services
Patrick H. DeLeon - Uniformed Services University of the Health Sciences	Velma McBride Murry -Vanderbilt University
Karen DeSalvo - The University of Texas at Austin Dell Medical School	Dwayne Proctor -Robert Wood Johnson Foundation
Angela Diaz -Mount Sinai Adolescent Health Center	Karen Remley -de Beaumont Foundation
John Dreyzehner -formerly TN Dept. of Health	Anna Ricklin - Fairfax County Health Department
Shirley Franklin -former Atlanta Mayor	Martin Sepulveda - IBM
Julian Harris -CareAllies	Tipiziwin Tolman - Standing Rock Sioux Tribe Lakota Language Nest
Col Jeff Hutchinson - Uniformed Services University of the Health Sciences	Antonia Villarruel - University of Pennsylvania, School of Nursing
Otho Kerr -Encourage Capital	Gail Wilensky - Project HOPE



Goal 1 LEAD: Build a solid knowledge base

Consensus studies



Consensus Studies

Completed

- Communities in Action: Pathways to Health Equity

In Progress

- Committee on Neurobiological and Socio-behavioral Science of Adolescent Development and Its Applications
- Committee on Applying Neurobiological and Socio-behavioral Sciences to Prenatal through Early Childhood Development: A Health Equity Approach
- Committee on Integrating Social Needs Care into the Delivery of Health Care to Improve the Nation's Health



Communities in Action: Pathways to Health Equity

Recommendation 7-3

The committee recommends that anchor institutions (such as universities, hospitals, and businesses) make expanding opportunities to promote health equity in their community a strategic priority. This should be done by:

- Deploying specific strategies to address the multiple determinants of health on which anchors can have a direct impact or through multi-sector collaboration; and
- Assessing the negative and positive impacts of anchor institutions in their communities and how negative impacts may be mitigated



Consensus Studies

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Goal 2 TRANSLATE: Bridge science to action

Communications



Communications

- **Art Shows**
 - Visualize Health Equity (November 2017)
 - Young Leaders Visualize Health Equity (application closing March 2019)
- **Community Video Series:** Released Fall 2017
 - People United for Sustainable Housing (PUSH) Buffalo in Buffalo, NY
 - Indianapolis Congregation Action Network (IndyCAN) in Indianapolis, IN
 - Kokua Kalihi Valley Comprehensive Family Services in Honolulu, HI
- **Community Health Heroes**
- **Promotional Materials**
 - Sector Specific Briefs
 - Health Equity Hub





Goal 3 ENGAGE: Strengthen capacity

Community and policy engagement



Community-level Work

Phase 1: Summer Listen and Learn “Tour”

- Identify leading communities in health equity and understand the process through which they have advanced health equity
- Determine if there are common principles that can be applied broadly to other communities (ex, common themes in leadership, measurement, sustainability)

Focus groups: meeting with partners, local leaders, funders

Phase 2: Communities in Action Network

- Platform for shared learning; webinars, quarterly calls, technical assistance
- Work with 5 communities to draft plans to implement community-identified goals to address the social determinants of health and advance health equity.



Goal 4 SUSTAIN: Transform culture and create a shared value system

Convening and partnerships



Engaging Allies in the Culture of Health Movement

Stakeholder Meetings

Goal: To continue to engage allies in the culture of health movement and encourage cross-sector dialogue, as well as continue to gather information from the field about current work in research, policy, and practice.

Upcoming meeting

- **Fall 2019: Messaging Health Equity**

Explore how to effectively communicate health equity and determine appropriate metrics for measuring effective communications strategies around health equity



Meeting Objectives

- Discuss why anchor institution strategies are a key component to advancing health equity and a culture of health in neighboring underserved communities.
- Explore how to shape and use an anchor institution mission for universities, hospitals, and health systems to advance health equity and a culture of health in communities highlighting promising models
- Explore how to shape and use an anchor institution mission for businesses, non-profit foundations, and municipalities to advance health equity and a culture of health in communities highlighting promising models
- Share information and lessons learned to determine a way forward in taking purposeful action through an anchor institution approach to address health inequities and advance a culture of health in your communities



Staff



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