

Health Equity in Public Policy

*Messages for Policy Advocates
Working with Decision-Makers*

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Health Equity Policy Criteria



- Explicitly benefits
 - a racial/ethnic population
 - low-income communities
- Explicitly addresses determinant(s) of inequity
- Includes provision(s) for
 - measuring inequity
 - monitoring and accountability
- Involves communities in monitoring policy implementation

Specific Point in Policy Process

LEADING UP

Advocates
build diverse
coalition

FOCUS OF THE GUIDE

Decision-
makers
open to
need for
language

Decision-
makers
commit to
language

FOLLOWING

Decision-
makers
enact and
enforce
language

Decision-maker already supports policy concept

Values Override Facts



American Heart Association



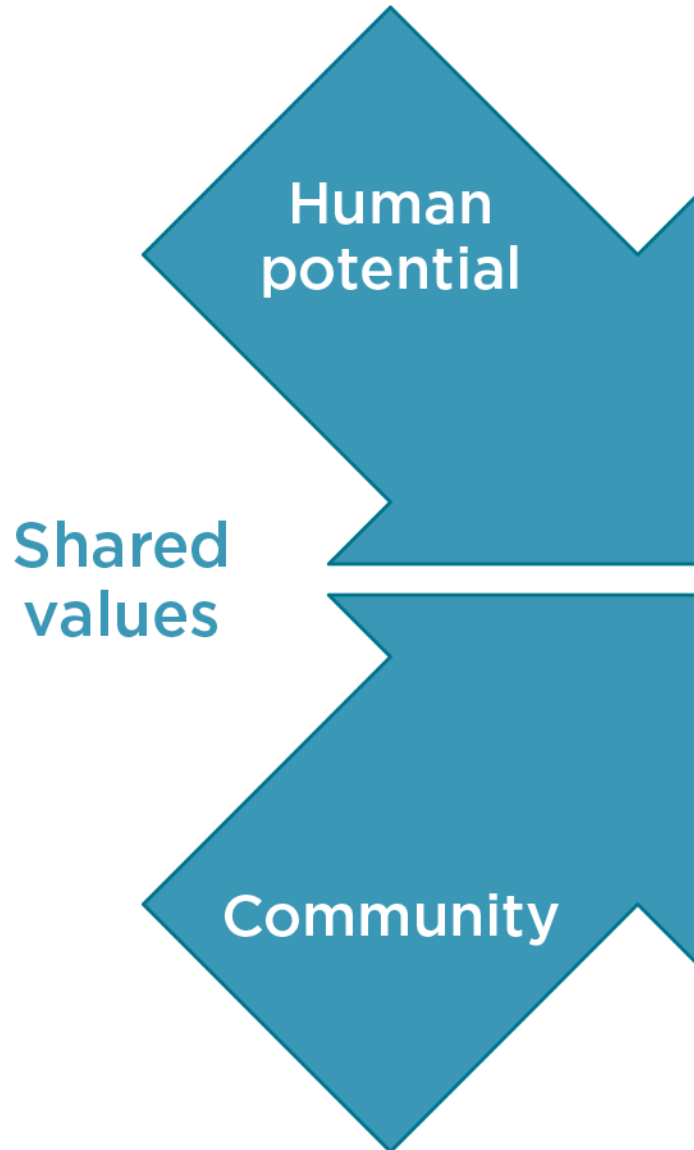
Robert Wood Johnson Foundation



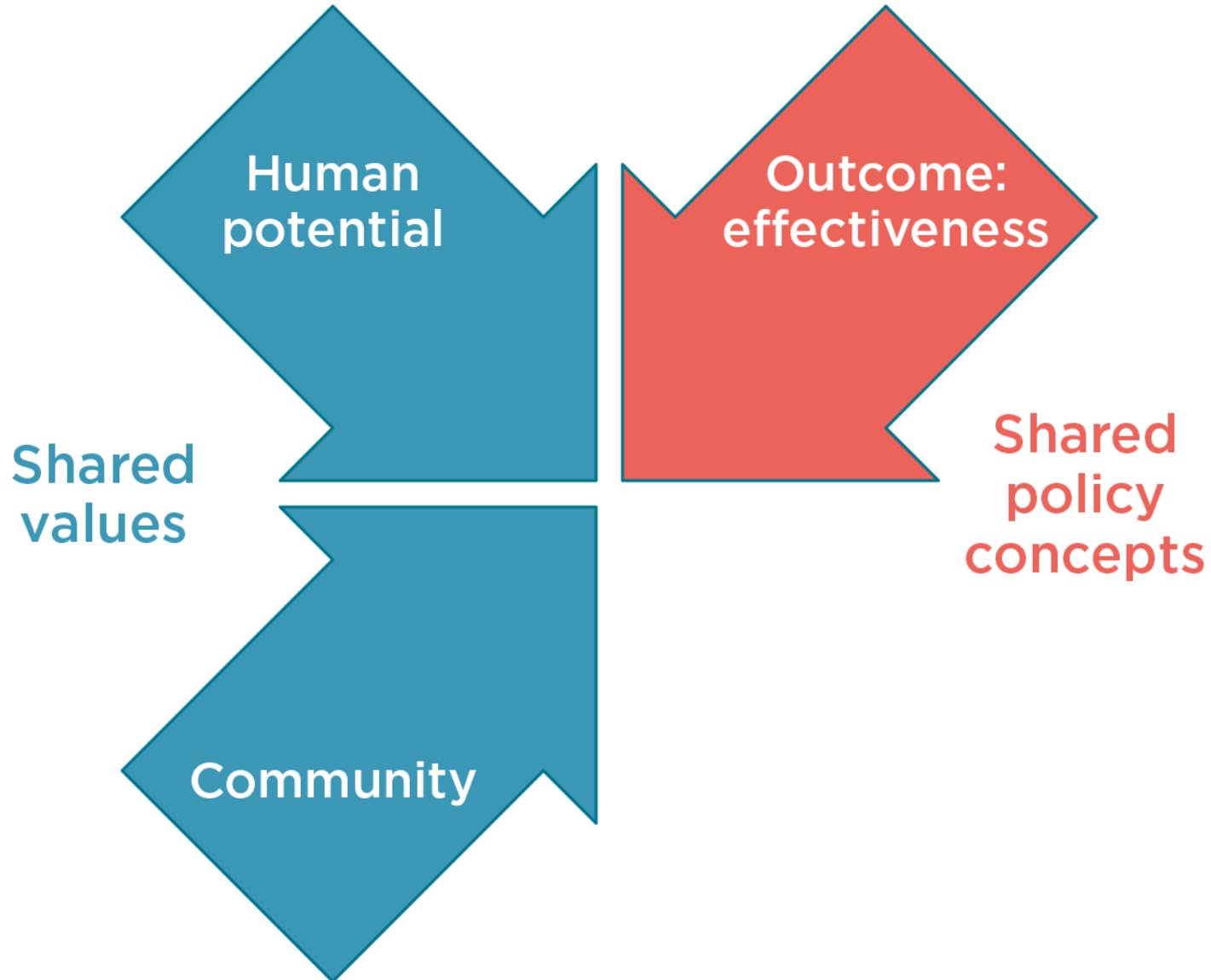
MAKING EACH DAY HEALTHIER FOR ALL CHILDREN™



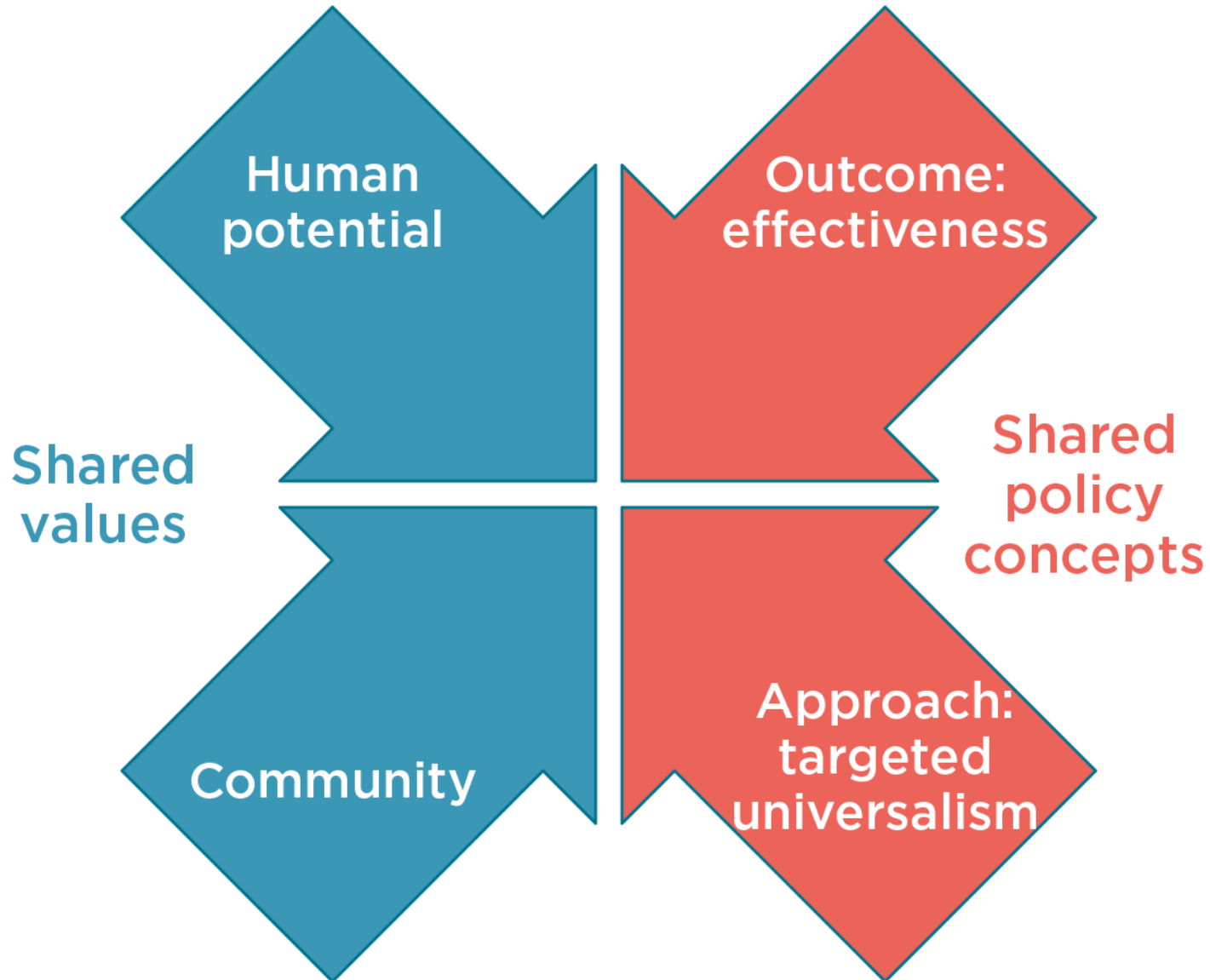
Value-driven Messages



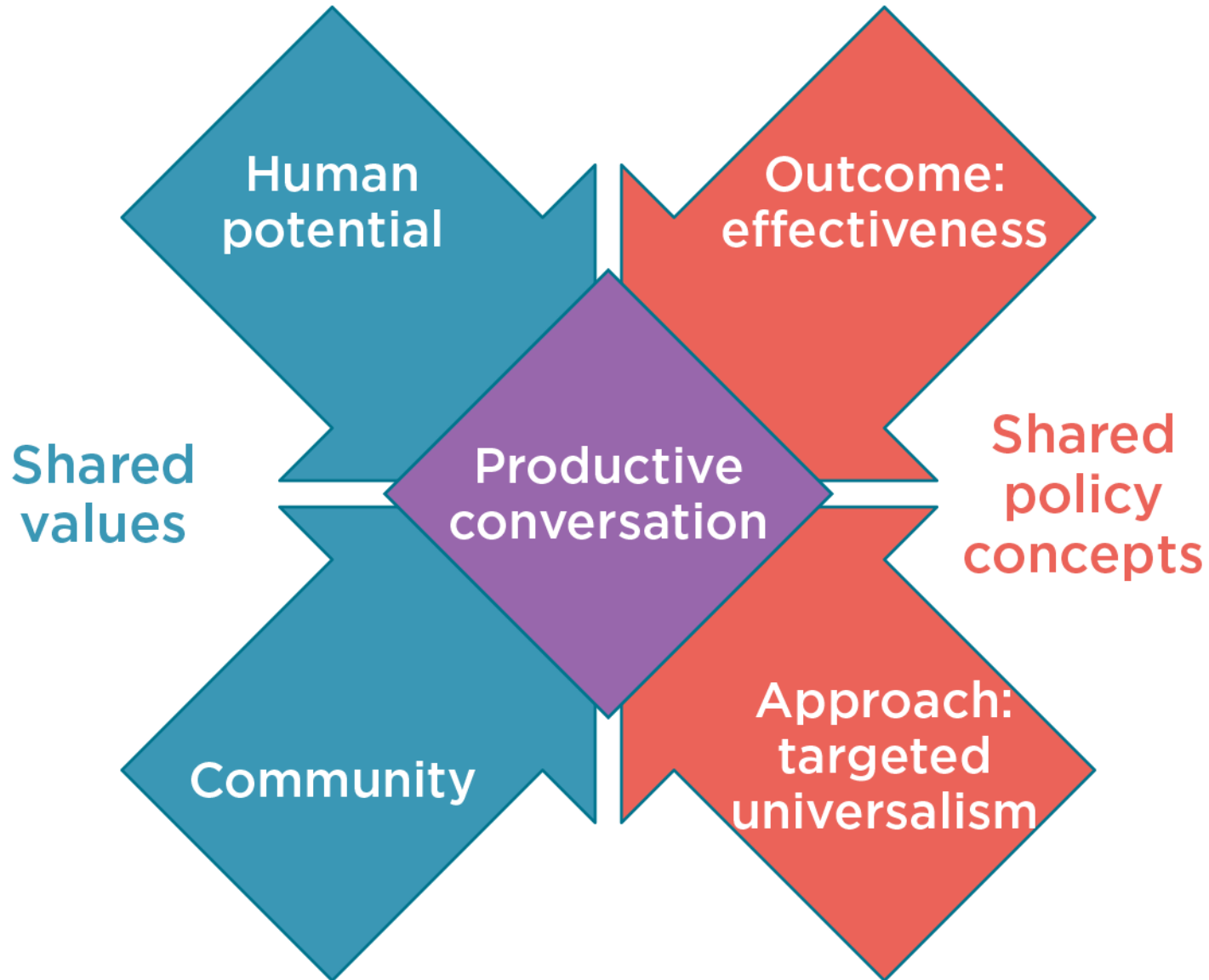
Value-driven Messages



Value-driven Messages



Value-driven Messages



The Messages



- We want policies to be **effective**.
- We want **everyone to benefit ... start with the communities that have the greatest health and/or economic need**, then expand.
- That means looking at places where there is the greatest gap ... focusing changes there first so people are able to **reach their full potential** ... any community could be eligible.
- We can help **communities work together and be stronger** ... choices they make depend on the **options they have available**.
- For example ...
- We're asking you to include **specific language** ...

VoicesforHealthyKids.org/HealthEquity

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