

Health Equity is Why !

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Gov. Relations Director , AHA Nevada

What is Health Equity

- “Health equity means that everyone has a fair and just opportunity to be healthier” RWJF



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Why? What are you doing?

- Everyone should have a fair and just opportunity to be healthier.
- We are seeking to learn more about the Communities where the need is greatest, resources are limited, opportunities to be healthy are limited, facing greatest health disparities.
- To be a catalyst for equity in our community.
- Everyone is affected when one part of our community struggles.

Core messaging that resonated



CORE MESSAGE

- 4 We can help communities work together and be stronger by expanding opportunities to be healthy. When people make decisions about their health—or the health of their children—the choices they make depend on the options they have available.

CUSTOMIZED MESSAGE

We can help communities work together and be stronger by expanding opportunities to be healthy. When people make decisions about their health—or the health of their children—the choices they make depend on the options they have available.

For example, in our area, the African American community in Area A and the rural residents of Area B are very different geographically and

Examples



Las Vegas American He...

Jul 26, 2018

Thank you Dan and Peggy for educating us all on the importance of Complete Streets!



Las Vegas American He...

Jul 27, 2018

Thank you Dan and Peggy for educating us all on the importance of Complete Streets! Watch the video Dan shared and join the Southern Nevada Complete Streets Coalition to make our city healthier and safer for all.

<https://www.facebook.com/groups/SouthernNevadaCompleteStreetsCoalition/permalink/1632429980199586/>

PHOTO

Facebook Video Views (Viewed for 3 se... 0

Facebook Video Paid Views (Viewed fo... 0

Facebook Post Paid Reach 1.8K

Post Reach 2.1K

Action and Results

IN THE SUN STARS ARE LIKE EVERYBODY ELSE, PHYSICAL THERAPIST SAYS LAS VEGAS SUN

LAS VEGAS REVIEW-JOURNAL

SPORTS Golden Knights defeat Flyers as Fleury notches 400th career win 1C

LIFE 'Tanked' star Raymer wades into pastry business with Donut Mania 1D

TUESDAY March 15, 2018 \$1.50

MUST READS

Trump stands down on guns

Education secretary to chair federal commission on school safety

By Debra J. Saunders
Nevada task force

WASHINGTON — During a February White House discussion on school safety, President Donald Trump singled out Sen. Pat Toomey, R-Pa., for not including a provision to raise the legal age to buy a long gun from 18 to 21 in a bill the senator had sponsored. "You know why?" Trump schooled Toomey. "Because you're afraid of the NRA, right?"

Monday, Trump saw his own words thrown back at him after the White House announced he will create a panel to craft school safety initiatives. ▶ Page 10A

After indicating support for universal background checks, President Trump makes no mention of closing the dangerous gun show loophole or internet sales loophole.

See TRUMP 2A

Staying healthy in historic West Las Vegas

Administrator Scott sold regulatory 33 into companies in and elsewhere. 4A

Vegas City Council also offered suspensions for the homeless. 1B

Senators cheer U.S. candidate Darcy sets real estate firm 6 million. 1D

have made an arrest king of a man whose 4 died. Jan. 1. 1B

Joe Lombardo said more resources for 10. 1E

ports dropped all 10 co-founder 1B

Gov. Ganning are most March will do impact 1B

they will open 7 against Utah. 1B

ope the free 10 help them whose needs. 1B

recaps this year Riverb 4. 1D

historic 1B

over 1D

over cat is 1B

one voting 1B

Cyclists at a Regional Transportation Commission Bike Share station near the Clark County Government Center set out for a ride on Monday through west Las Vegas. The ride included Liberty High School students and officials from the RTC and American Heart Association.

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Las Vegas American Heart | Stroke Association

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Health equity means that everyone has a fair and just opportunity to be healthier. To get involved with our Complete Streets efforts here in Las Vegas, visit www.yourethecure.org #HealthEquity #CultureofHealth



How did this help us engage policy makers?

Examples of Engagement

- RTC of Southern Nevada
- City of Las Vegas
- City of Henderson
- Clark County

Results

- Updated CS Policy at RTC
 - Health Equity Language
- Fuel Revenue Indexing
- Walking and Biking Appropriations <35 million



Health Equity

- Advocating for health equity is not optional. It's our mission. And advocates across the country are making great strides in supporting policies that help.
- At the same time, we must remain vigilant to ensure that our work creates the greatest benefit and avoids unintended consequences.
- With targeted universalism, our policy **focus** becomes the **communities facing the greatest health disparities** and living with the most inadequate social, physical and economic resources. We learned that this is a compelling notion for decision-makers, too, who are interested in making policies as effective as possible.