Health Equity is Why!

Ben Schmauss
Gov. Relations Director, AHA Nevada
What is Health Equity

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

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

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/

Facebook Video Views (Viewed for 3 sec.) 0

Facebook Video Paid Views (Viewed for...) 0

Facebook Post Paid Reach 1.8K

Post Reach 2.1K
Action and Results

Las Vegas American Heart | Stroke Association
Published by Sprinklr (?) · January 25 ·

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

Health Equity in Public Policy

American Heart Association
American Stroke Association

life is why
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
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.