Shifting Power: Culturally Responsive Evaluation, Research and Policy for Advancing Health Equity

National Academy of Medicine
Culture of Health Program

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Speakers

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Culturally Responsive and Racial Equity Lens

“Always place the people who are most impacted at the center of conversations which seek to find solutions to problems affecting them.”
Culturally Responsive Evaluation (CRE) Trailblazers

Willard Walker
Affiliated Consultant
Public Policy Associates

Dr. Christopher Dunbar
Affiliated Consultant
University of Illinois
At Urbana Champaign

Dr. Stafford Hood
Evaluation Advisor
University of Illinois
At Urbana Champaign

Dr. Rodney Hopson
Evaluation Advisor
University of Illinois
At Urbana Champaign

Dr. Paul Elam
Chief Strategy Officer
MPHI
Racism Operates on 4 Levels

- Personal
- Interpersonal
- Institutional
- Structural
Structural Racism

“Structural racism emphasizes the powerful impact of inter-institutional dynamics, institutional dynamics, institutional resources inequities and historical legacies on racial inequalities today.”

Racialized Social Systems

- Systems shape policy and contribute to disparities.
- Racism is dynamic and ever changing.
- Accumulation and incorporation of long-standing racialized practices into all our social and economic structures; including evaluations.
Sharing Power vs. Shifting Power
Inclusion: Power Map

- Who holds the power that influences policies and outcomes?
- Who was engaged and empowered in the decision-making process?
- Who is missing?
Evaluation Process to Assess Structural Racism Systems

- Employ culturally relevant assessment tools
- Empower grassroots organizations/stakeholders at every stage
- Involve community agents early and often
- Evaluators must consider the relevance of race in every assessment and evaluation
- Ensure that historical legacies of structural racism have been vetted
- Identify root causes of inequities in specific context
Advancing Health Equity through Policy Research and Evaluation
Talent Pipeline Initiative: Mentorship, Academic Ambassadors & Field Development

- Leaders in Equitable Evaluation and Diversity (LEEAD) Program
- American Evaluation Association’s Graduate Education Diversity Internship (GEDI) Program

Dr. Ebony Reddock, LEEAD Scholar
Dr. Jennifer Garcia, LEEAD Scholar
Erica Chavez Santos, MPH AEAGEDI Scholar
University of Washington School of Public Health
Community Engagement as a Tool for Shifting Power to Communities
Tenets of a Culturally Responsive and Racial Equity Lens Evaluation Process
Hub for Evaluation and Learning (HEAL) - Detroit

- Stewardship of academic ambassadors
- Systems change strategy
- Shifting power through building professional competency
- Health in All Policies
- Social Determinants of Health
MPHI Center for Culturally Responsive Engagement

MPHI Core Values:

• Servant Leadership
• Health Equity & Social Justice
• Authentic Relationships
• Quality & Excellence

• MPHI’s Center for Culturally Responsive Engagement (CCRE) is dedicated to ensuring the people who are most impacted are at the center of conversations which seek to find solutions to problems affecting them.
Considerations for Conduction Evaluation Using a Culturally Responsive and Racial Equity Lens

This document is designed to provide evaluators with a practical way to:

• Examine their own backgrounds, beliefs, and biases and improve their capability of conducting evaluation using a culturally responsive and racial equity lens.

• Develop designs and protocols that produce evaluation questions capable of teasing out nuances that are often overlooked by common evaluation processes.

• Assess an organization’s (governance, leadership, and staff) commitment to issues of diversity, equity, and inclusion.
Promoters and Barriers for Institutions Pursuing Community Partnerships
Adopt a Race-Conscious Approach

Foundations, grantees, evaluators and community change agents must adopt an explicitly race-conscious approach to their work.

• They must factor race into their analysis of causes to the problem they seek to address.
• It is not enough to address the disparity between races.
Practices and Procedures Within Institutions: Who Decides?

“Institutional actors matter, not only because of the social goods under their immediate purview… but also for the variable terms of access they offer to other institutions and to social networks. The operation of different institutional actors within and across domains… jointly produces social opportunities and outcomes.”

Racially Inequitable Structures

“To be sure, many organizing groups and networks working on issues such as immigrant rights, public education, LGBTQ issues, reproductive justice, access to financial services, mass incarceration and workers’ rights have incorporated racial justice analyses in their campaigns. But few of these groups have explicitly drawn from a structural racism framework or reference or incorporate them into their work.”

Culturally Responsive and Racial Equity Engagement Checklist

- Identify racial disparities.
- Understand racial historical legacy.
- Examine institutional and inter-institutional aspects of structural racism.
- Assess diversity of team, service provider, and funder.
- Reflect on cultural competence of team.
- Ensure community voices are heard and valued.
- Reach out to community leaders/agents.
Speaker Bios
Racial equity is an integral part of good public policy. We strive to embed diversity, equity, and inclusion in our work and workplace, and to promote these values in our community.

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Dr. Tracy Hilliard is Director of MPHI’s Center for Culturally Responsive Engagement (CCRE) housed at MPHI-Seattle. She is passionate about the strategic use of data, learning and evaluation as a tool for advancing racial equity and systems transformation. She has led equity-focused projects for clients across the United States, including W.K. Kellogg Foundation, Kresge Foundation, Kansas Health Foundation, Seattle Foundation, King County Best Starts for Kids Initiative, University of Washington (UW) School of Public Health, the City of Seattle’s Information Technology-Digital Equity Initiative and Office of Economic Development, and City of Lynnwood. She is a graduate of the inaugural cohort of Annie E. Casey Foundation’s Leaders in Equitable Evaluation and Diversity (LEED) program designed to produce doctoral-trained evaluators committed to advancing equity and social justice for children and families.

Previously, she was an executive in the City of Seattle Human Services Department where she led the implementation of a new data-driven strategic plan for measurement and evaluation to address racial inequities and ensure improved outcomes for those served through the department’s investments in over 200 of Seattle’s health and social services agencies. She was also previously principal investigator and project director at Public Health Seattle and King County’s Assessment, Policy Development and Evaluation unit. Her work as a Public Health Systems and Services Research (PHSSR) consultant to the Robert Wood Johnson Foundation (RWJF) set the national agenda for PHSSR at the Centers for Disease Control and Prevention (CDC) and RWJF and was published in a special supplement of the American Journal of Preventive Medicine.

She enjoys leadership and service in national and local service organizations. She is Past-Chair of American Public Health Association’s (APHA) Health Informatics Information Technology Section and is currently an APHA Governing Councilor. She was selected as an inaugural member of the US Department of Health and Human Services Regional Health Equity Council for Region 10. Tracy has a clinical faculty appointment in the UW Department of Child, Family and Population Health Nursing. She earned a BA with Distinction in sociology, an MPH in maternal and child health, and a PhD in health services all from University of Washington.

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The daughter of former farmworkers and sharecroppers, Dr. Patricia Yvonne Miranda-Hartsuff is a health equity policy scholar with over 18 years of experience with community-based participatory methods and expertise in the measurement of population-based health disparities. She has underscored the importance of the intersectionality of gender, race, class and immigration in evaluating health disparities, and has added the critical assessment of the implementation of health in all policies and sociopolitical context to the discourse on health inequity and as a lens to examine important conditions that affect vulnerable populations.

Dr. Miranda joined Wayne State University in August 2020 as tenured Associate Professor of Public Health. Formerly, Dr. Miranda was tenured Associate Professor of Health Policy & Administration and Demography at Penn State (University Park, PA), and W. K. Kellogg Foundation Health Scholar at the University of Texas M. D. Anderson Cancer Center (Houston, TX), the top cancer center in the United States. She has been trained by the World Health Organization in the use of the “health in all policies” (HiAP) approach, and is a graduate of the inaugural 2015-2016 cohort for Annie E. Casey Foundation’s Leaders in Equitable Evaluation and Diversity (LEED) program, designed to produce doctoral-trained evaluators from diverse backgrounds who are committed to advancing equity and social justice for children and families. Dr. Miranda serves as an evaluator for the W. K. Kellogg Foundation Racial Equity Anchors and Alumni Portfolios, as well as an evaluator for the Cross Portfolio Trends project out of the Office of the President. She specializes in culturally responsive and equitable approaches to policy, systems, and cost-inclusive evaluation (e.g. social return on investment, cost-effectiveness/cost-benefit).

Additionally, Dr. Miranda serves as vice president and director of Uphold, a non-profit organization that enables non-profit and community-based organizations working in youth and community empowerment to recreate and implement measurable programs, and works with community organizations to improve program evaluation, impact assessment, and sustainability. She formerly served as the Scientific Program Chair for the Latino Caucus of the American Public Health Association, where she administered annual requests for abstracts and scientific reviews for presentation.
Additional Resources
Recommended Resources

- *Continuing the Journey to Reposition Culture and Cultural Context in Evaluation Theory and Practice*
  edited by Stafford Hood, Rodney Hopson, Henry Frierson

- *How to Embed a Racial and Ethnic Equity Perspective in Research*

- CREA Resources
  [https://crea.education.illinois.edu/home/publications](https://crea.education.illinois.edu/home/publications)

- Racial Equity Tools
  [https://www.racialequitytools.org/evaluate](https://www.racialequitytools.org/evaluate)

- Equitable Evaluation
  [https://www.equitableeval.org/resources](https://www.equitableeval.org/resources)

- Participatory Data Analysis
  [https://www.innonet.org/media/innovation_network-participatory_analysis.pdf](https://www.innonet.org/media/innovation_network-participatory_analysis.pdf)