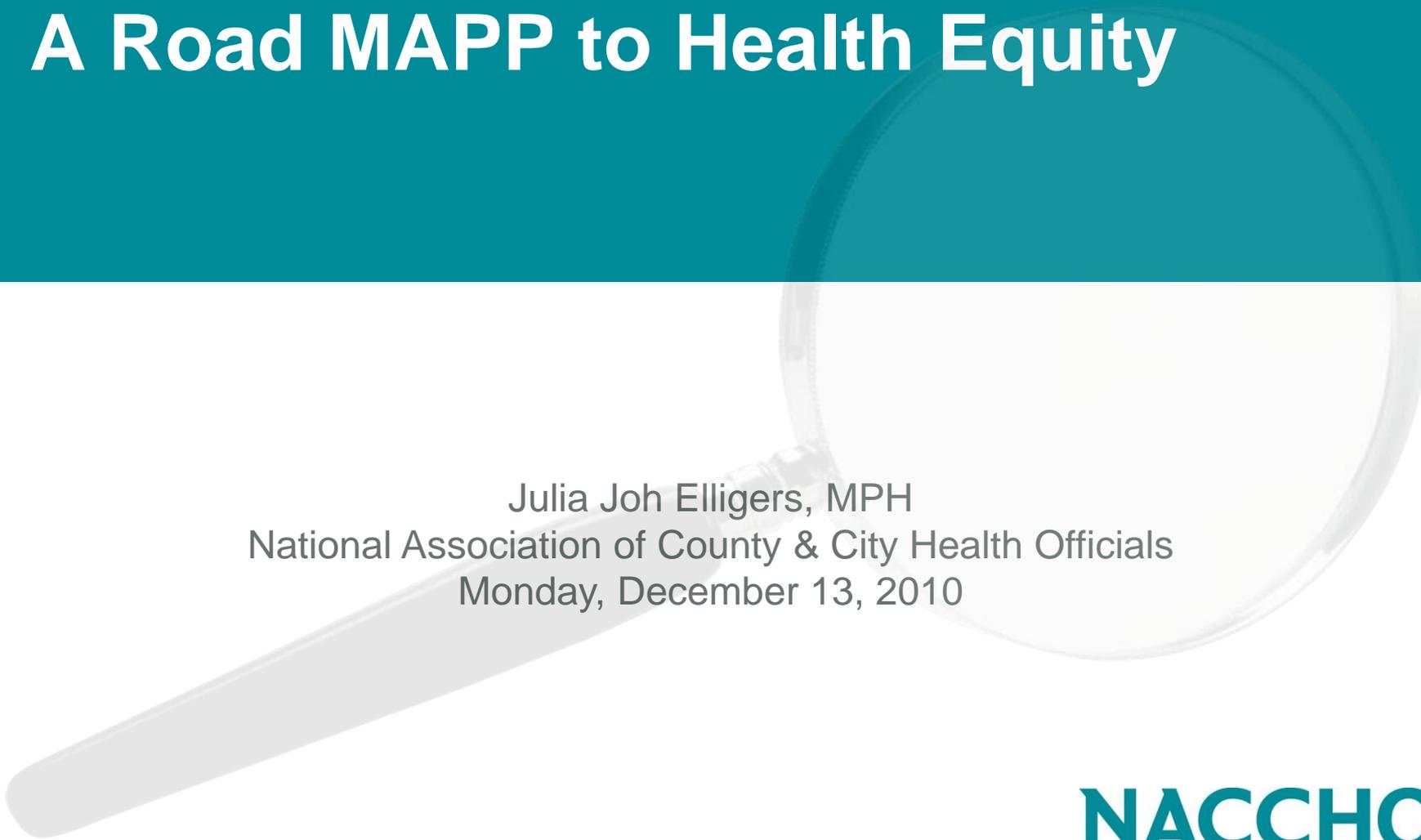


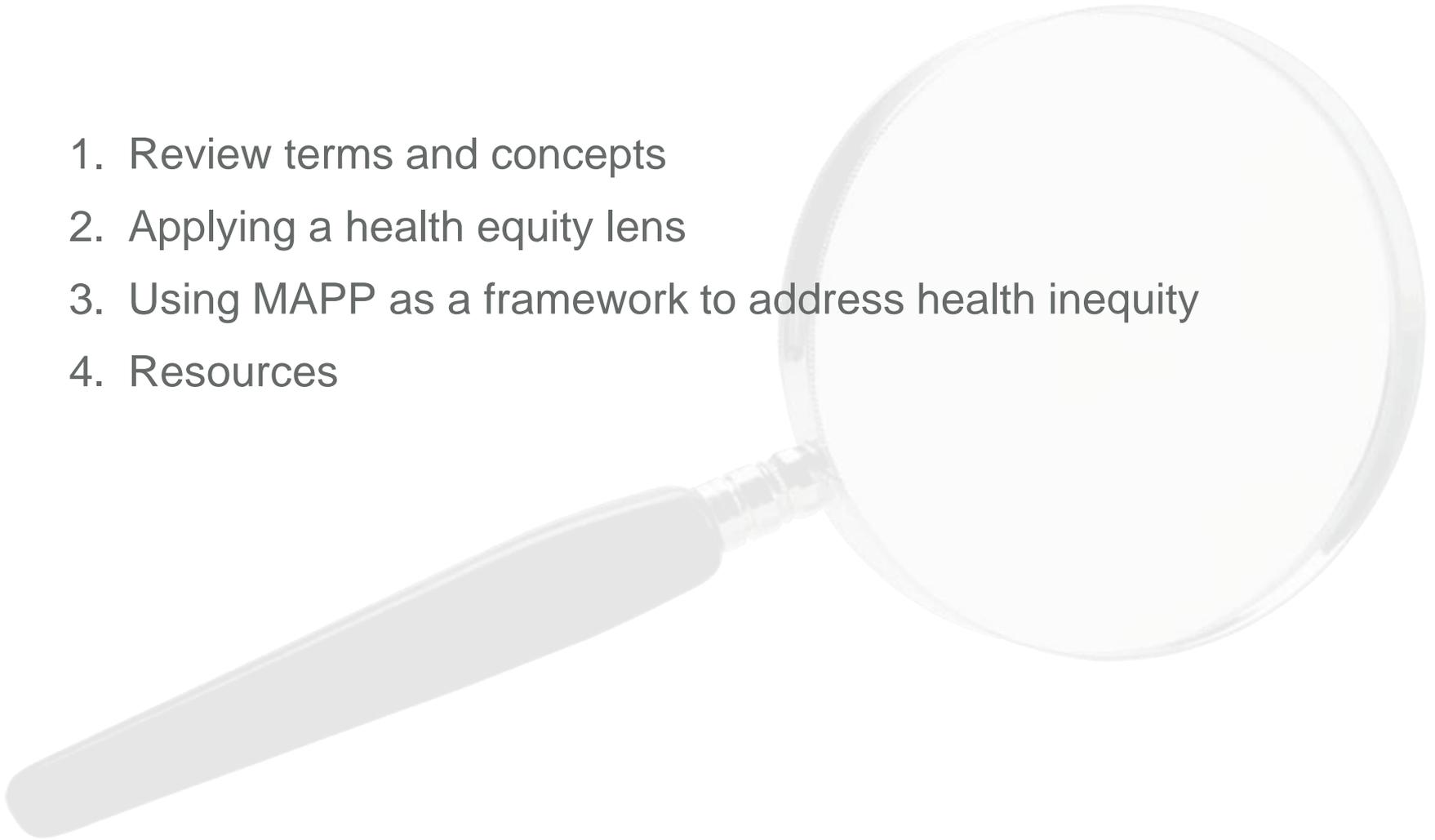
# A Road MAPP to Health Equity



Julia Joh Elligers, MPH  
National Association of County & City Health Officials  
Monday, December 13, 2010

# Agenda

1. Review terms and concepts
2. Applying a health equity lens
3. Using MAPP as a framework to address health inequity
4. Resources



# Poll

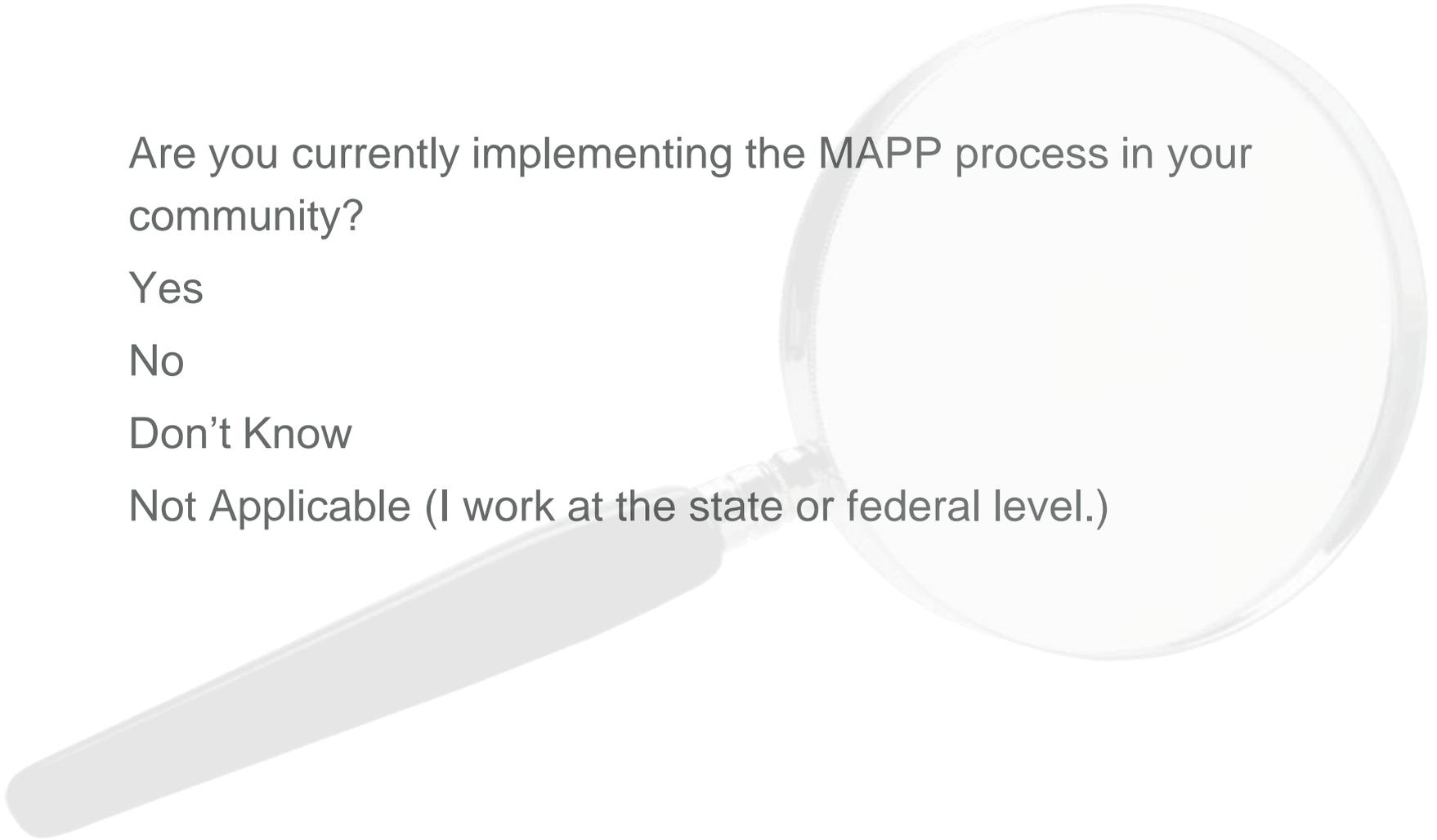
Are you currently implementing the MAPP process in your community?

Yes

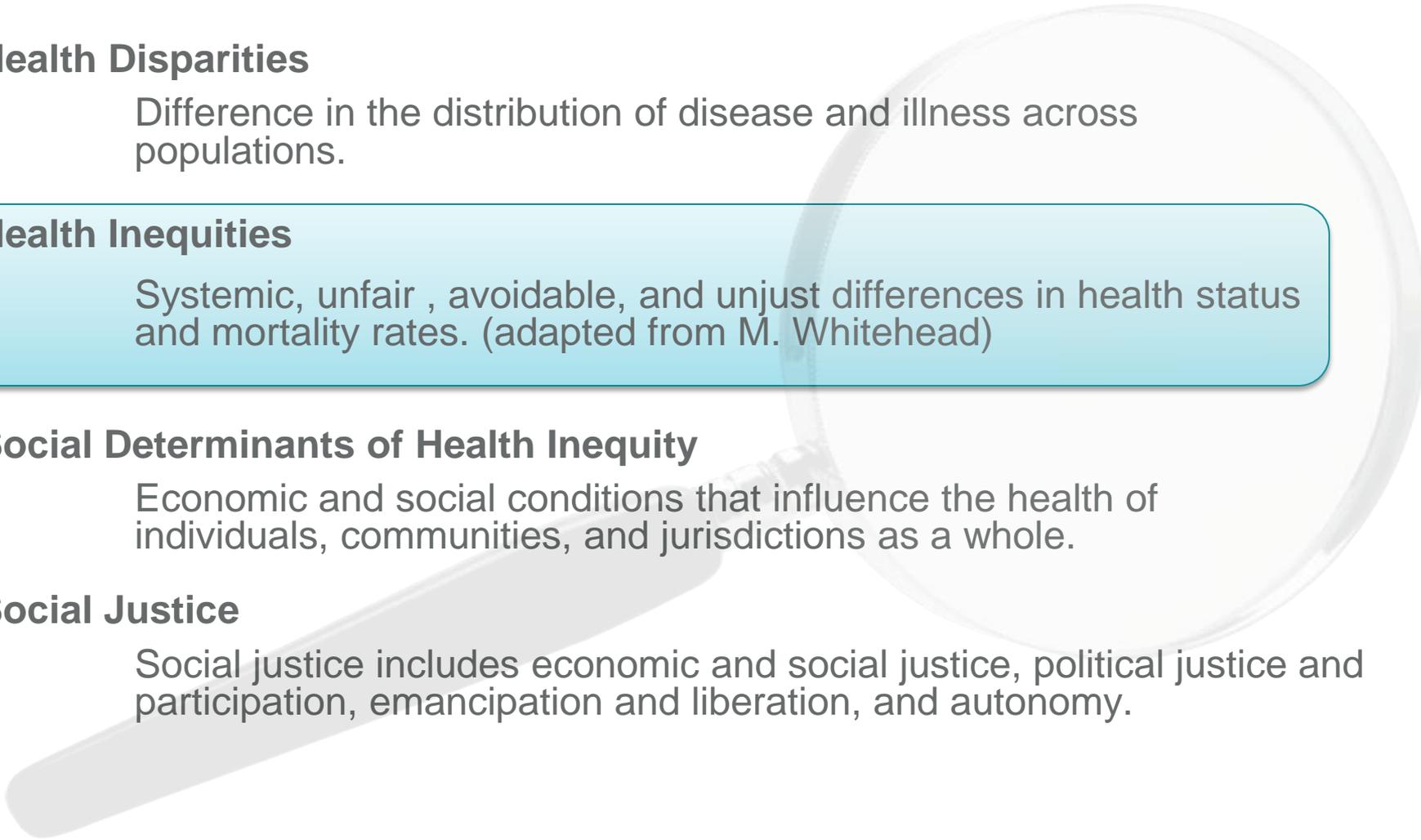
No

Don't Know

Not Applicable (I work at the state or federal level.)



# Terminology



## Health Disparities

Difference in the distribution of disease and illness across populations.

## Health Inequities

Systemic, unfair, avoidable, and unjust differences in health status and mortality rates. (adapted from M. Whitehead)

## Social Determinants of Health Inequity

Economic and social conditions that influence the health of individuals, communities, and jurisdictions as a whole.

## Social Justice

Social justice includes economic and social justice, political justice and participation, emancipation and liberation, and autonomy.

# Using a Social Justice Framework to Address Health Inequities

How social, political, economic institutions are organized →

Social, economic, political inequality →

Unequal structuring of life changes →

Health inequities

Central social justice question: **“Why is there inequality and how can our organizational structure, policies, and practices change to eliminate health inequities?”** (Hofrichter)

# Applying an Equity Lens to Public Health Work

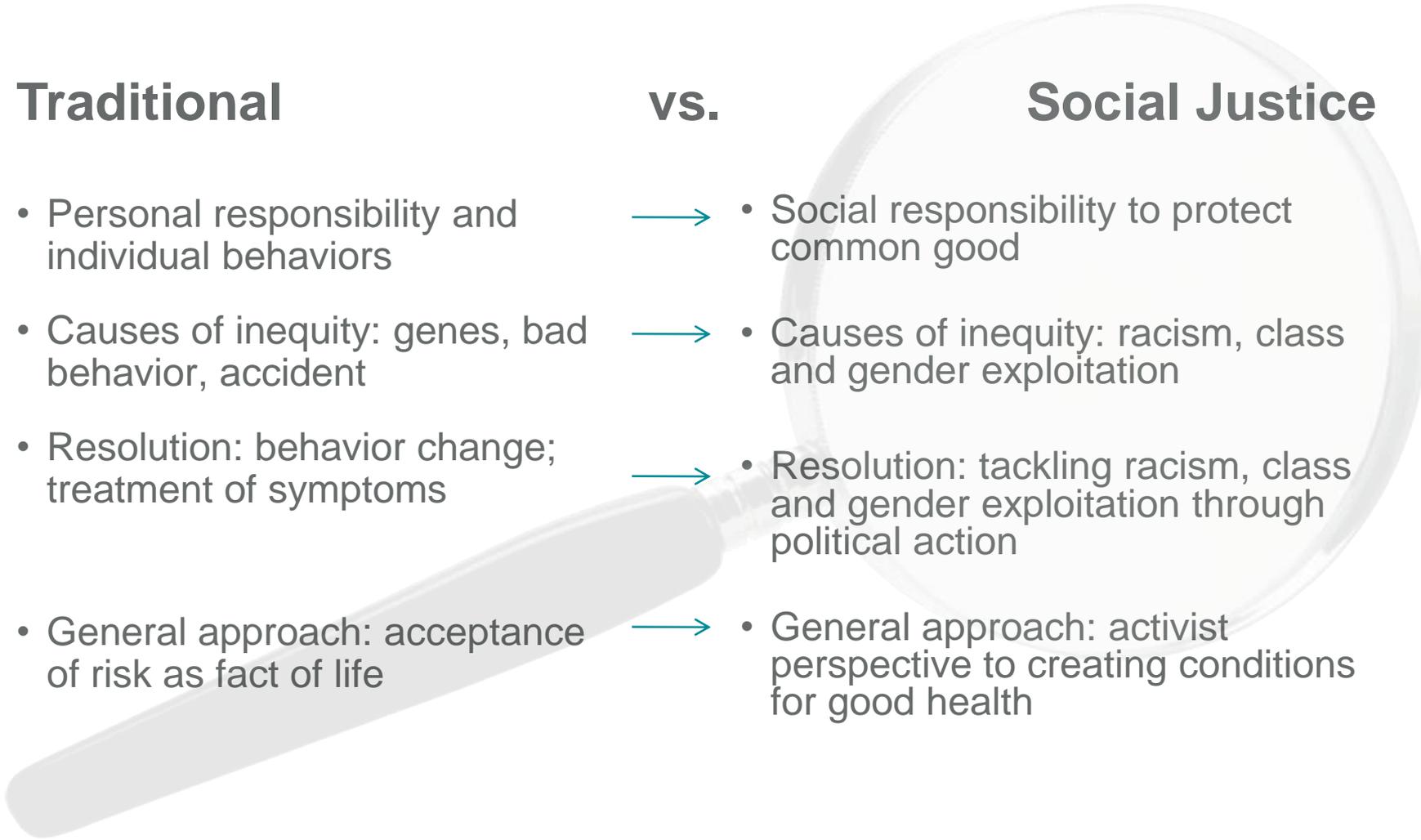
## Traditional

- Personal responsibility and individual behaviors
- Causes of inequity: genes, bad behavior, accident
- Resolution: behavior change; treatment of symptoms
- General approach: acceptance of risk as fact of life

vs.

## Social Justice

- • Social responsibility to protect common good
- • Causes of inequity: racism, class and gender exploitation
- • Resolution: tackling racism, class and gender exploitation through political action
- • General approach: activist perspective to creating conditions for good health



# Changing the Questions

## Instead of only asking:

## Perhaps we should also ask:

Who lacks health care coverage and why?

What policy changes would **redistribute health care resources** more equitably in our community?

How can we create more green space, bike paths, and farmer's markets in vulnerable neighborhoods?

What **policies and practices** by government and commerce discourage access to transportation, recreational resources, and nutritious food in neighborhoods where health is poorest?

Why do people smoke (drink)?

What **social conditions and economic policies** predispose people to the stress that encourages smoking (drinking)?

# Mobilizing for Action through Planning & Partnerships



- A community-wide strategic planning process for improving public health.
- A method to help communities prioritize public health issues, identify resources for addressing them, and take action.



## Three Keys to MAPP



- Strategic Thinking
- Community Driven Process
- Focus on the Local Public Health System



# Paradigm Shift in Practice

| <b>FROM</b>                     | <b>TO</b>   |
|---------------------------------|---|
| <b>Operational planning</b>     | <b>Strategic Planning</b>                                   |
| <b>Focus on the agency</b>      | <b>Focus on community &amp; entire public health system</b> |
| <b>Needs assessment</b>         | <b>Emphasis on assets and resources</b>                     |
| <b>Medically oriented model</b> | <b>Broad definition of health</b>                           |
| <b>Agency knows all</b>         | <b>Everyone knows something</b>                             |

# MAPP Model



# Poll

If you're implementing MAPP, what phases has your community completed?

Phase 1

Phases 1 & 2

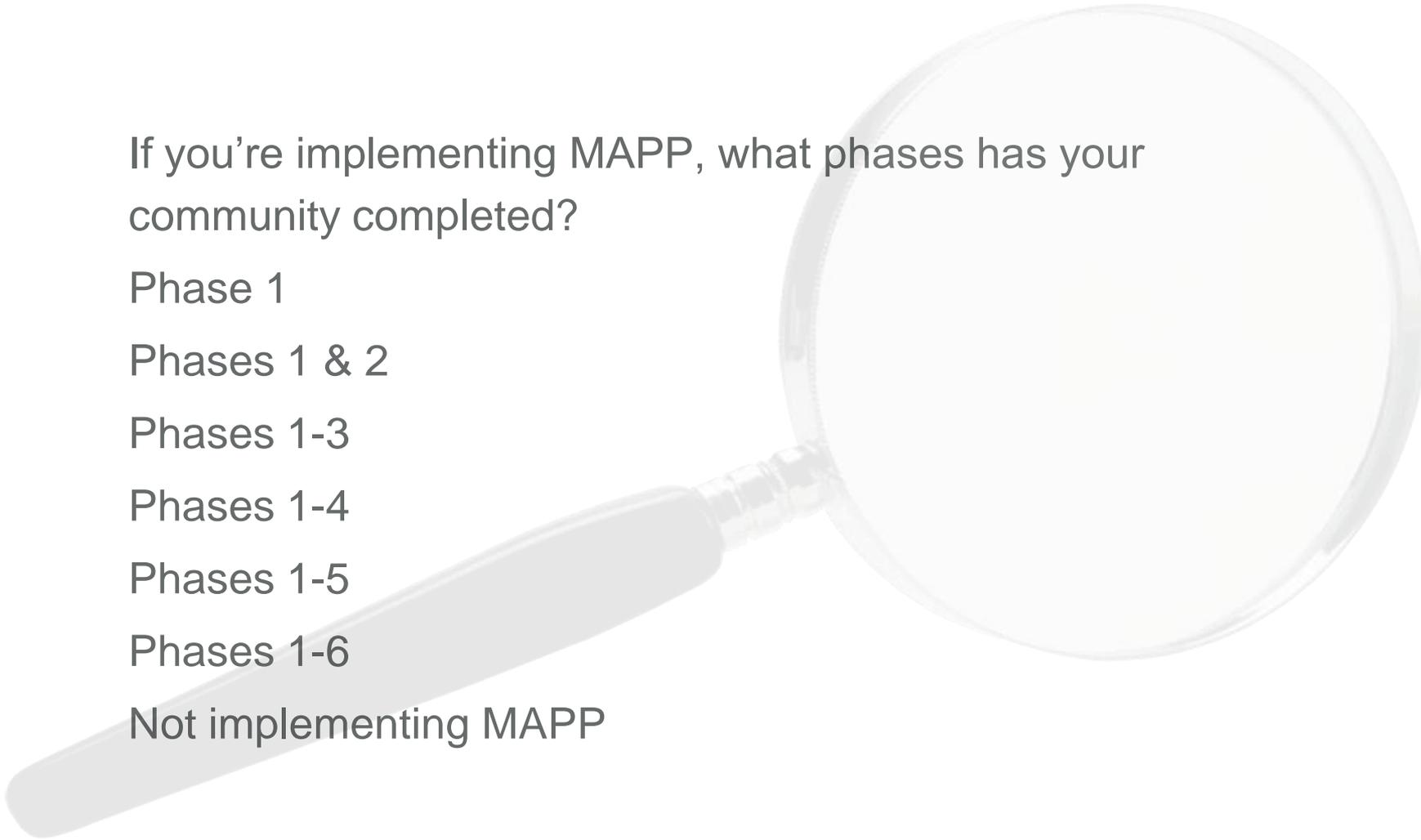
Phases 1-3

Phases 1-4

Phases 1-5

Phases 1-6

Not implementing MAPP



# Focusing the Health Equity Lens in Phase 1 & Throughout the Process

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- Causes of inequity: genes, bad behavior, accident
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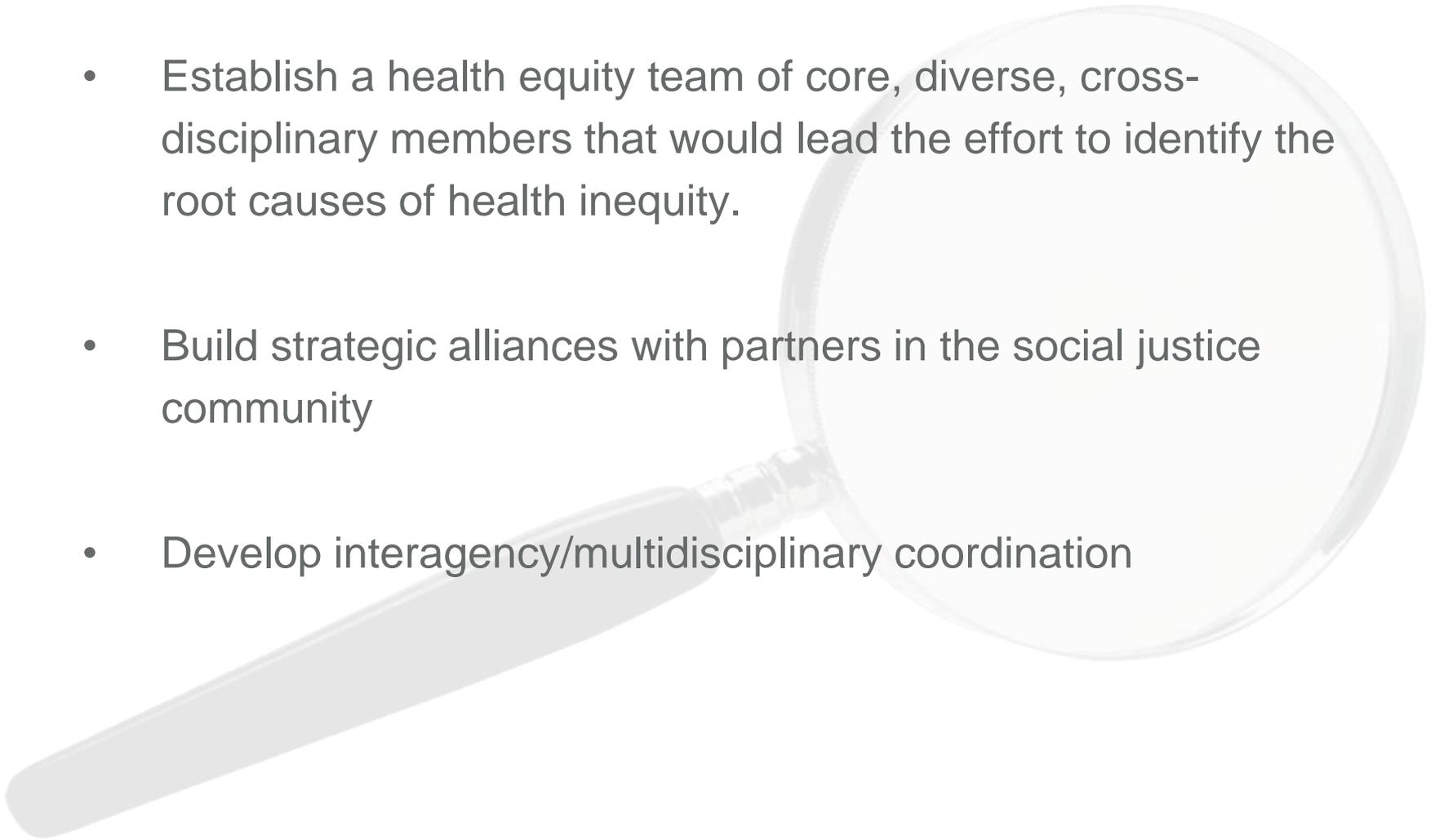
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| <b>MAPP Framework</b>   | <b>Health Equity Actions</b>   |
|---|--|
| All phases  | Engage with communities (including those affected by inequity and the social justice community) to develop their capacity and resources to participate fully in social and political processes |
| Phase 3: Four MAPP Assessments  | Mandate a reexamination of public health priorities, practices, and use of resources<br><br>Consider a community-based participatory approach  |
| Phase 3: Forces of Change Assessment  | Communicate facts about the forces that produce or undermine health to their constituencies, responsible public institutions, and political leaders  |
| Phase 4-6: Identifying Strategic Issues, Formulating Goals & Strategies, Action Cycle | Develop a policy agenda for health equity and identify strategic activities with constituencies that supports this agenda  |

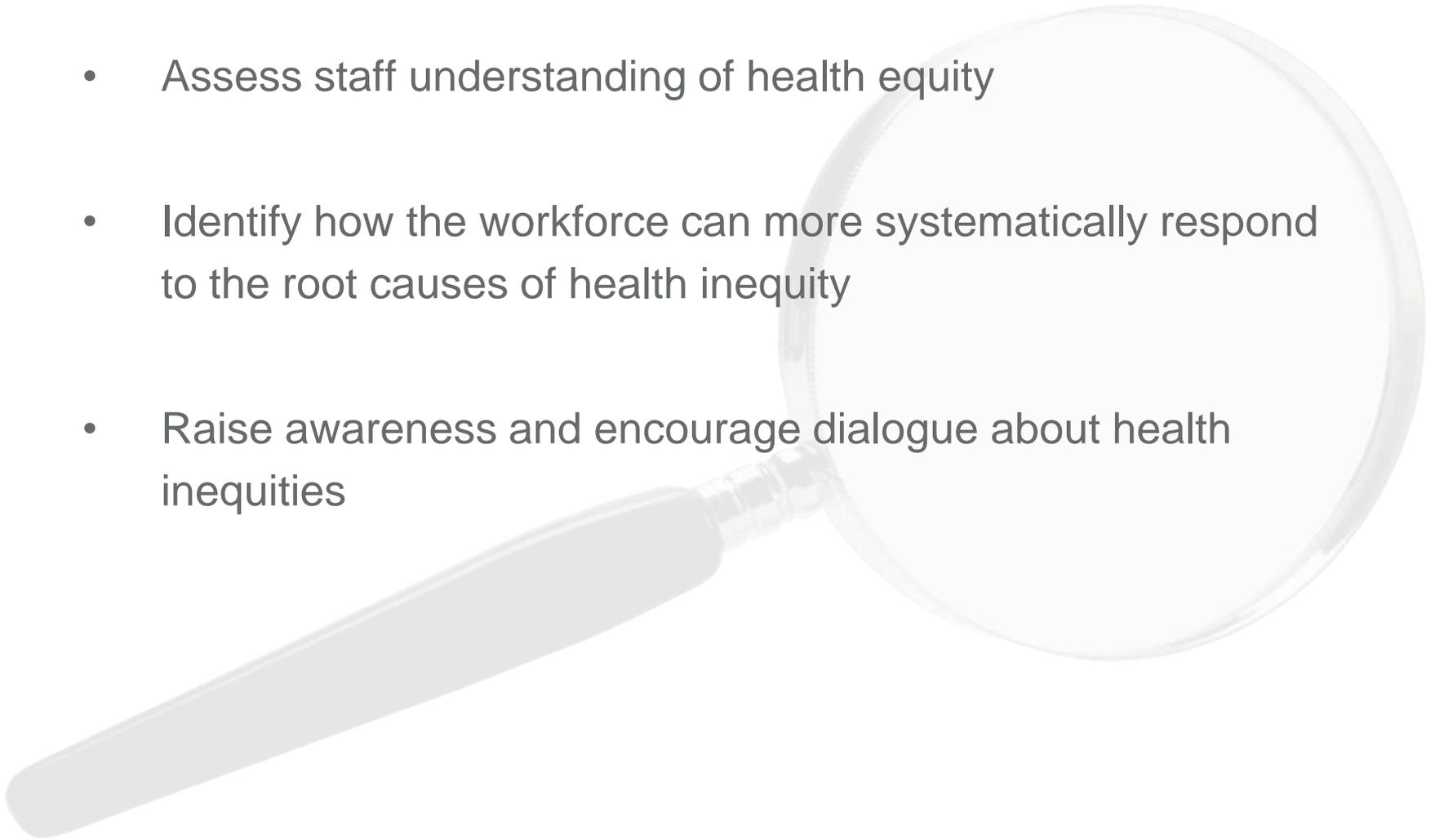
# Partnerships

- Establish a health equity team of core, diverse, cross-disciplinary members that would lead the effort to identify the root causes of health inequity.
- Build strategic alliances with partners in the social justice community
- Develop interagency/multidisciplinary coordination



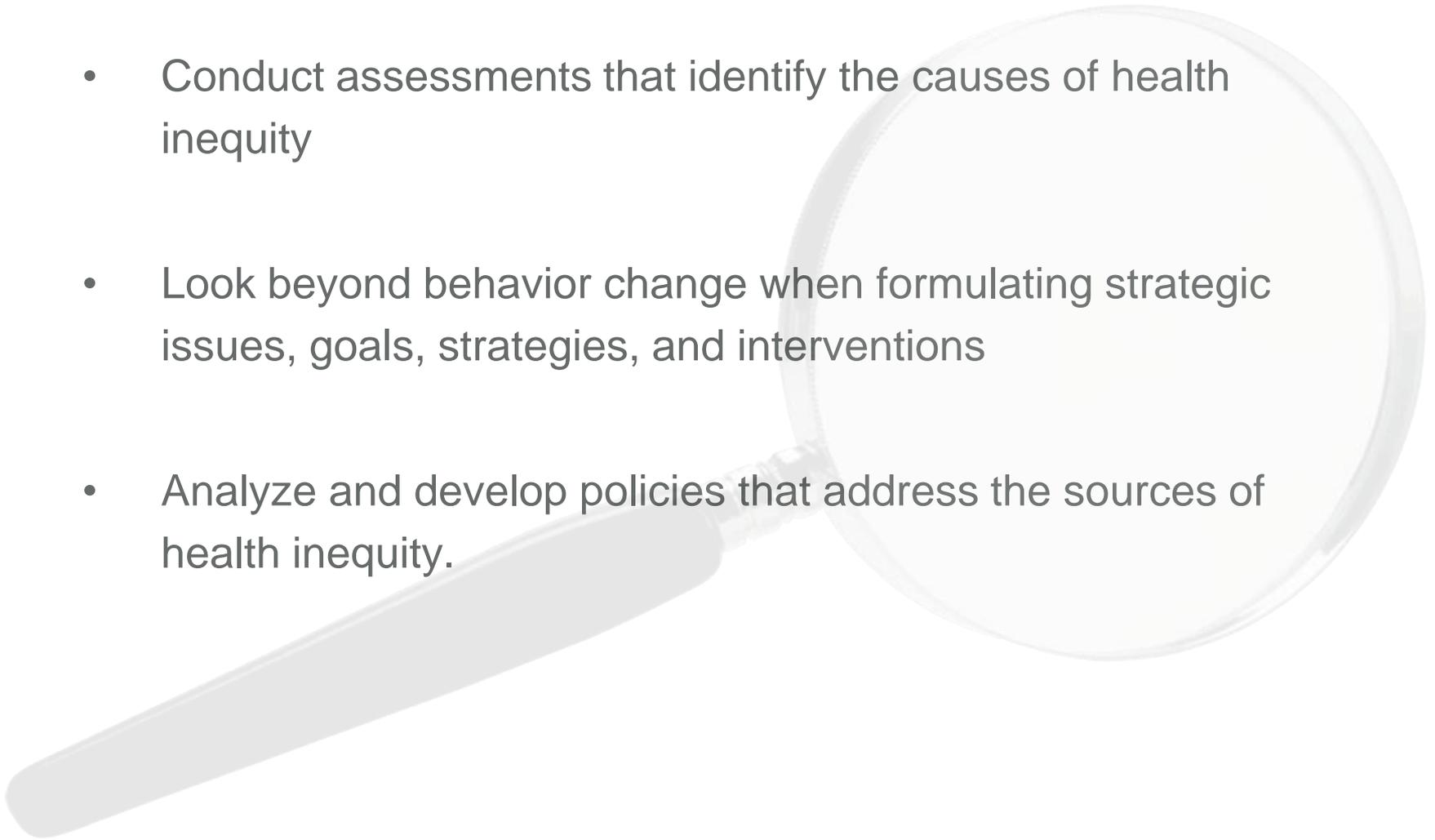
# Workforce

- Assess staff understanding of health equity
- Identify how the workforce can more systematically respond to the root causes of health inequity
- Raise awareness and encourage dialogue about health inequities



# Root Causes

- Conduct assessments that identify the causes of health inequity
- Look beyond behavior change when formulating strategic issues, goals, strategies, and interventions
- Analyze and develop policies that address the sources of health inequity.



# Changing the Questions

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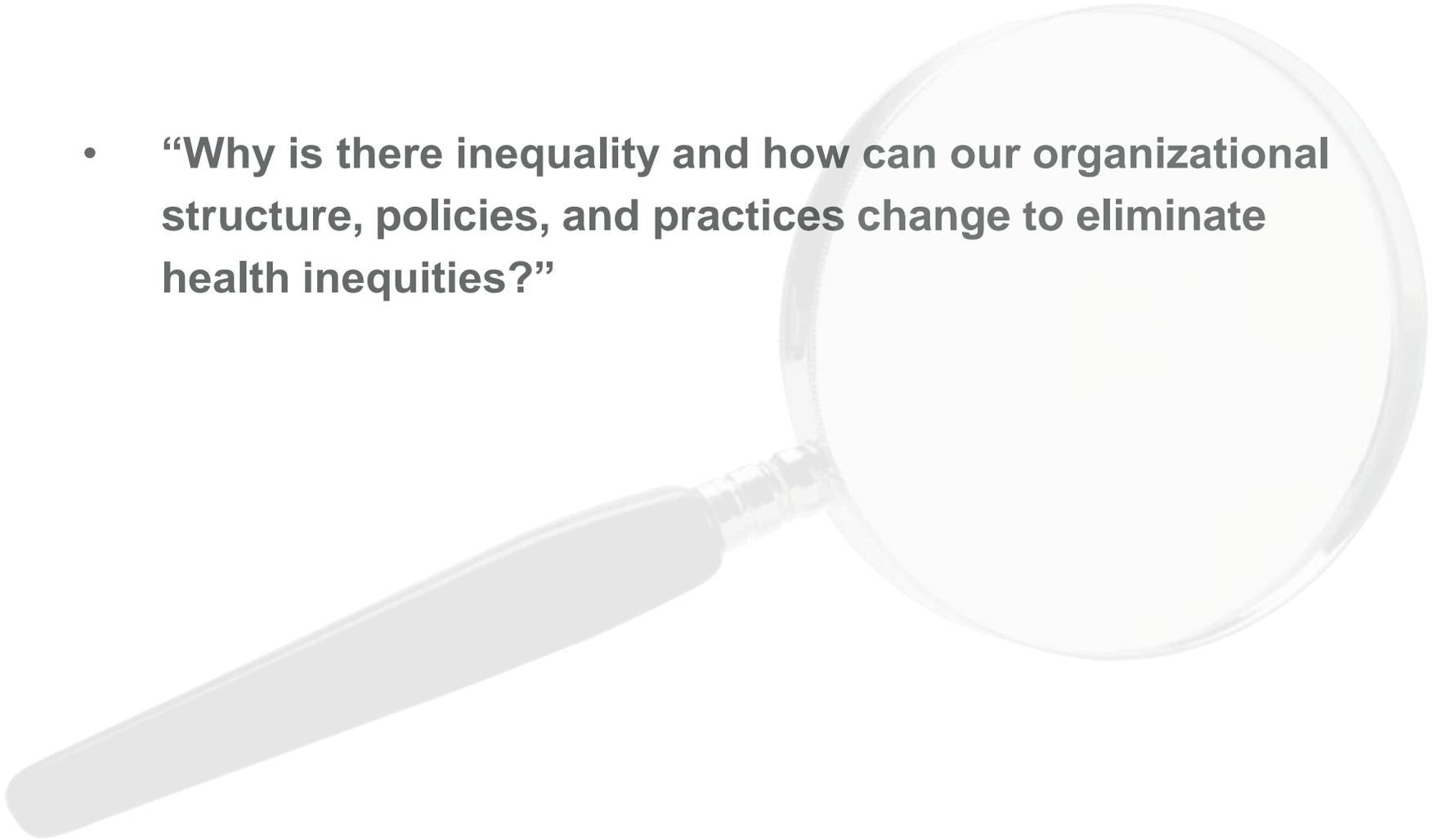
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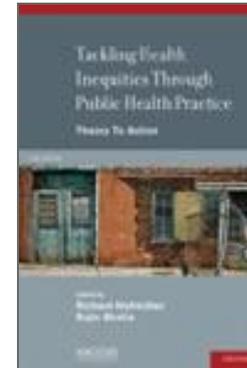
What **social conditions and economic policies** predispose people to the stress that encourages smoking (drinking)?

# Central Social Justice Question

- **“Why is there inequality and how can our organizational structure, policies, and practices change to eliminate health inequities?”**



# Learn More



- **NACCHO's Health Equity Toolkit**

## Learning Collaborative for Health Equity and Social Justice

- Funded by the NIH
- Will be launched in July 2011

## *Tackling Health Inequities through Public Health Practice: Theory to Action*

- edited by NACCHO staff member Richard Hofrichter and NACCHO member Rajiv Bhatia.
- Use the promotional flyer for 20% off the list price.

# First Steps



- **Local Health Department National Coalition for Health Equity**

- Build solidarity and share experiences
- Develop public policy agendas
- Identify the need for training
- Increase public awareness.



- **NACCHO's Health Equity Campaign**

Receive a free copy of Unnatural Causes if your department agrees to host a public screening and dialogue session.

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