

# Health Equity and Local Public Health Accreditation



**Not more, just different...**

Oregon  
**Health**  
Authority



Office of  
**Equity & Inclusion**

# Learning Objectives

- Understand the building blocks for health equity as an organizing strategy
- Connect building blocks to accreditation standards
  - Focus on standards 1, 2, 3, 7, 11, 12
- Identify specific operational strategies
  - Tips and resources

# What you said...

- Priorities (in order of priority):
  - **Domain 11:** Maintaining administrative/management capacity
  - **Domain 7:** Promoting strategies to improve health access
  - **Domain 12:** Engaging with the public health governing entity
  - **Domain 2:** Investigating health problems and environmental public health hazards
  - Desire for specific operational strategies

# More of what you said...

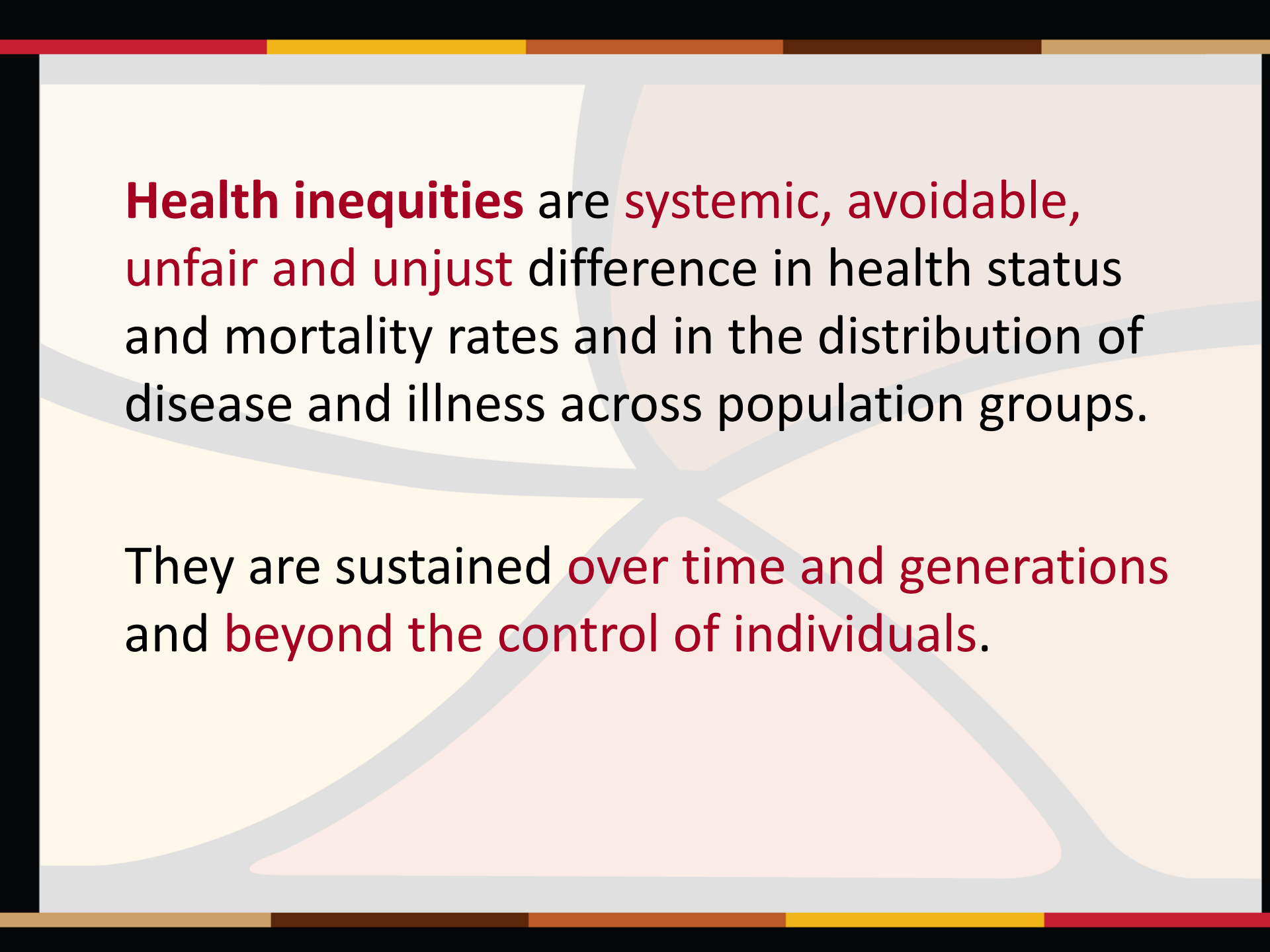
- Specific operational strategies for the 10 essential services/domains
- “Real life” on-the-ground solutions
- Specific needs addressing disparities in rural areas
- Funding is limited currently, how to work differently without costing more

**Health equity** is attainment of the highest level of health for all people.

Achieving health equity requires valuing everyone equally with focused and ongoing societal efforts to address avoidable inequalities, historical and contemporary socially patterned injustices, and the elimination of health disparities.



The Department of Health and Human Services



**Health inequities** are **systemic, avoidable, unfair and unjust** difference in health status and mortality rates and in the distribution of disease and illness across population groups.

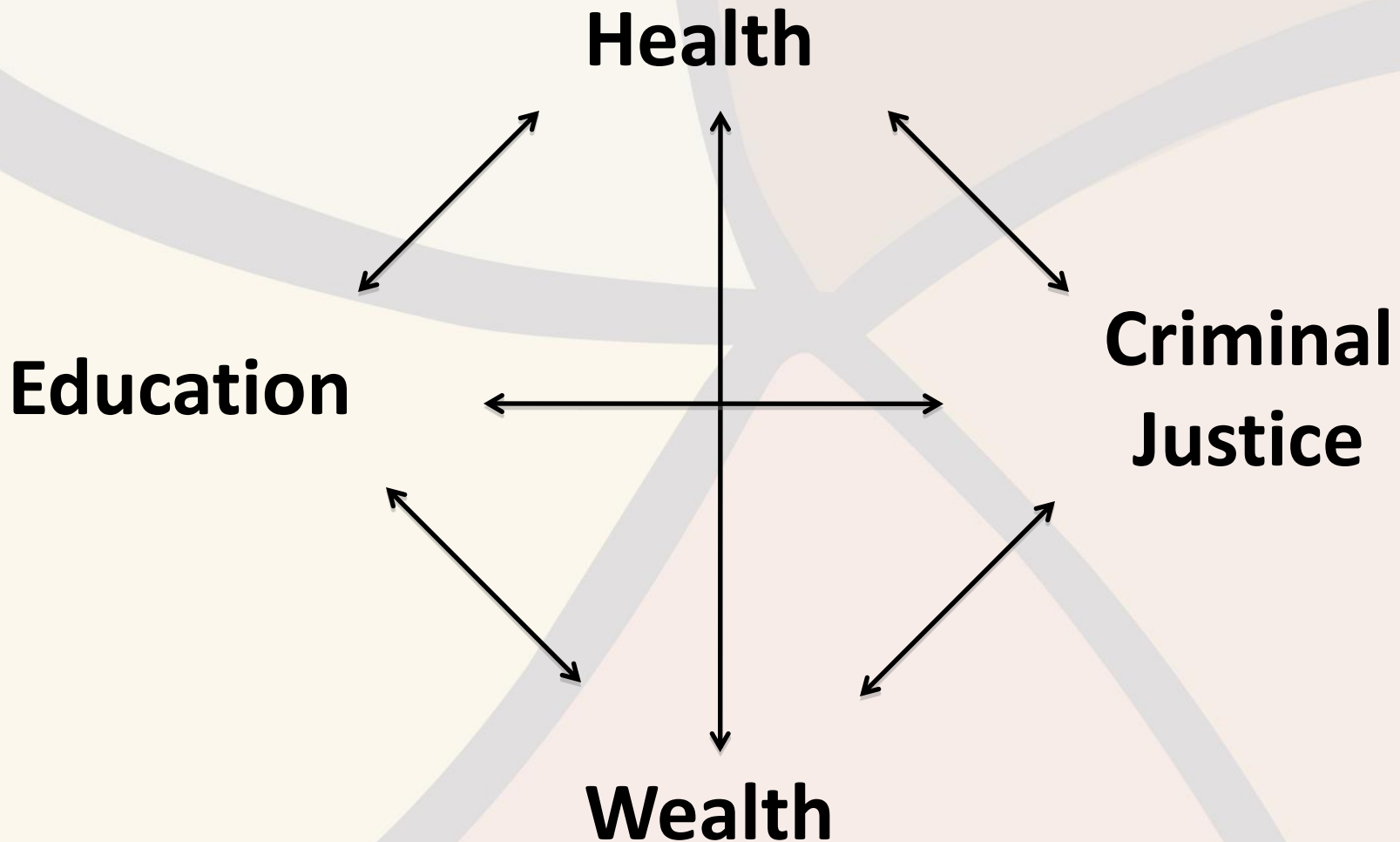
They are sustained **over time and generations** and **beyond the control of individuals.**



# Social Determinants of Health Disparities

**Camara Phyllis Jones, MD, MPH, PhD**

# The Four Great Race Disparities



# Building blocks for health equity

Proactive media and communications

Health equity policy development and analysis

Standardized, actionable, granular metrics

Diverse, dynamic community partnerships

Community capacity to promote equity

Culturally competent staff and providers

Diverse leadership and staff

Community wisdom and equity research

Equitable contracting and procurement

**Policy foundation includes:**  
Equal Employment Opportunity, Affirmative Action, Civil Rights Law, Americans with Disabilities Act, Culturally and Linguistically Appropriate Service (CLAS)

# Connection to Accreditation Standard(s)

**Standard 3:  
Inform,  
education  
and  
empower**

**Standard 5:  
Public  
health  
policies  
and plans**

**Standard 6:  
Public  
Health  
Laws**

**Standard 7:  
Access to  
health care**

**Policy foundation includes:**

Equal Employment Opportunity, Affirmative Action, Civil Rights Law,  
Americans with Disabilities Act, Culturally and Linguistically  
Appropriate Service (CLAS)

**Standard  
8:  
Public  
Health  
Workforce**

**Standard 11:  
Maintaining  
Administrative  
and Management  
Capacity**

**Standard  
12:  
Governing  
Entity**

# Building Block: Policy

## Key points:

- Federal Statutes (Civil Rights, ADA, EEO/AA)
- National Standards (CLAS, Joint Commission, PH Accreditation)



- Use the Civil Rights Checklist to assess for compliance
- Work with your human resources to ensure policies are current
- Ensure that leadership & staff are aware of & compliant with policy
- Engage your clients to learn about client experience

## Resources:

Office of Civil Rights Checklist

[http://www.ojp.usdoj.gov/about/ocr/sample\\_documentation.htm](http://www.ojp.usdoj.gov/about/ocr/sample_documentation.htm)

CLAS Standards

<http://minorityhealth.hhs.gov/templates/browse.aspx?lvl=2&lvlID=15>

# Poll Question

- How would you rate your LHD's knowledge, skills, and abilities related to **implementing the policy foundations of health equity?**

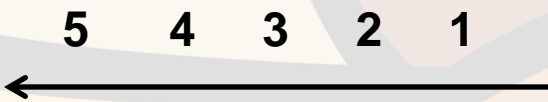
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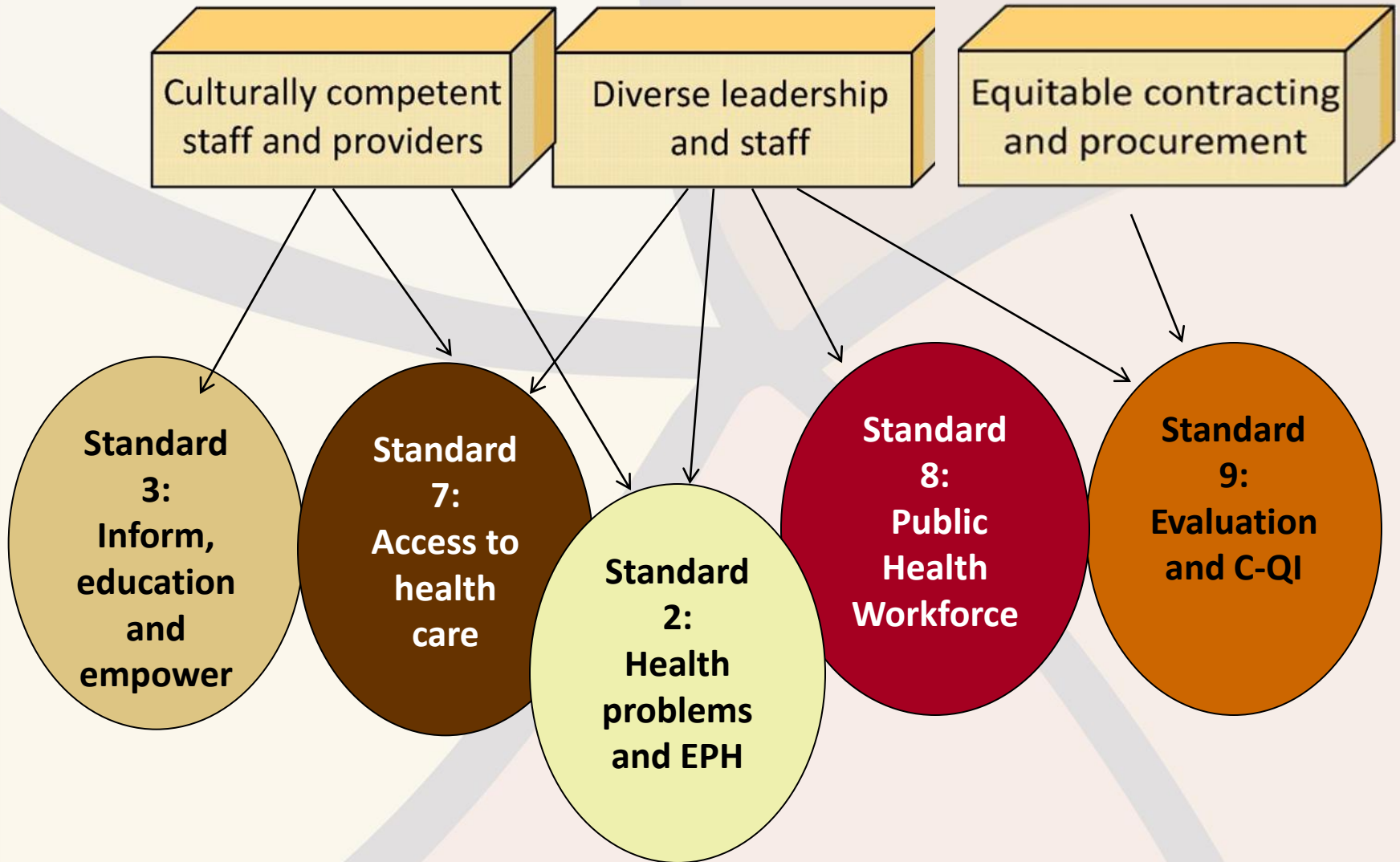
**Public Health  
Accreditation –  
Health Equity Lens**

**Health Equity  
Policy  
Foundation**



**Assess  
Your  
LHD!**

# Connection to Accreditation Standard(s)



# Building Block: Diverse and Culturally Competent Staff

## Key points:

- Diverse relationships (internal and external to LHD) support recruitment, hiring, and retention
- Cultural competence development is a life-long effort



Measure twice!

- Know the racial/ethnic make up of your workforce
- Know the racial/ethnic composition of your management team
- Set incremental goals

## Resources:

- [Cultural competence continuing education report](#)
- OEI list of cultural competence trainers—contact OEI

# Cultural Competency Definition

## Life-long Process

Examining  
values  
and  
beliefs

Developing  
and applying  
an inclusive  
approach to  
health care  
practice

Recognizing  
the context  
and  
complexities  
of provider-  
patient  
interactions

Preserves the  
dignity of  
individuals,  
families and  
communities

# Poll Question

- How would you rate your LHD's knowledge, skills, and abilities related to **recruiting and retaining diverse and culturally competent LHD staff and contractors?**

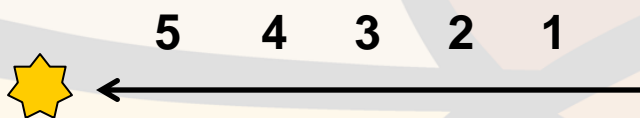
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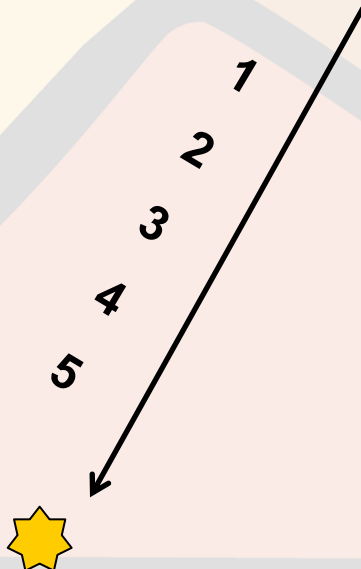
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Foundation

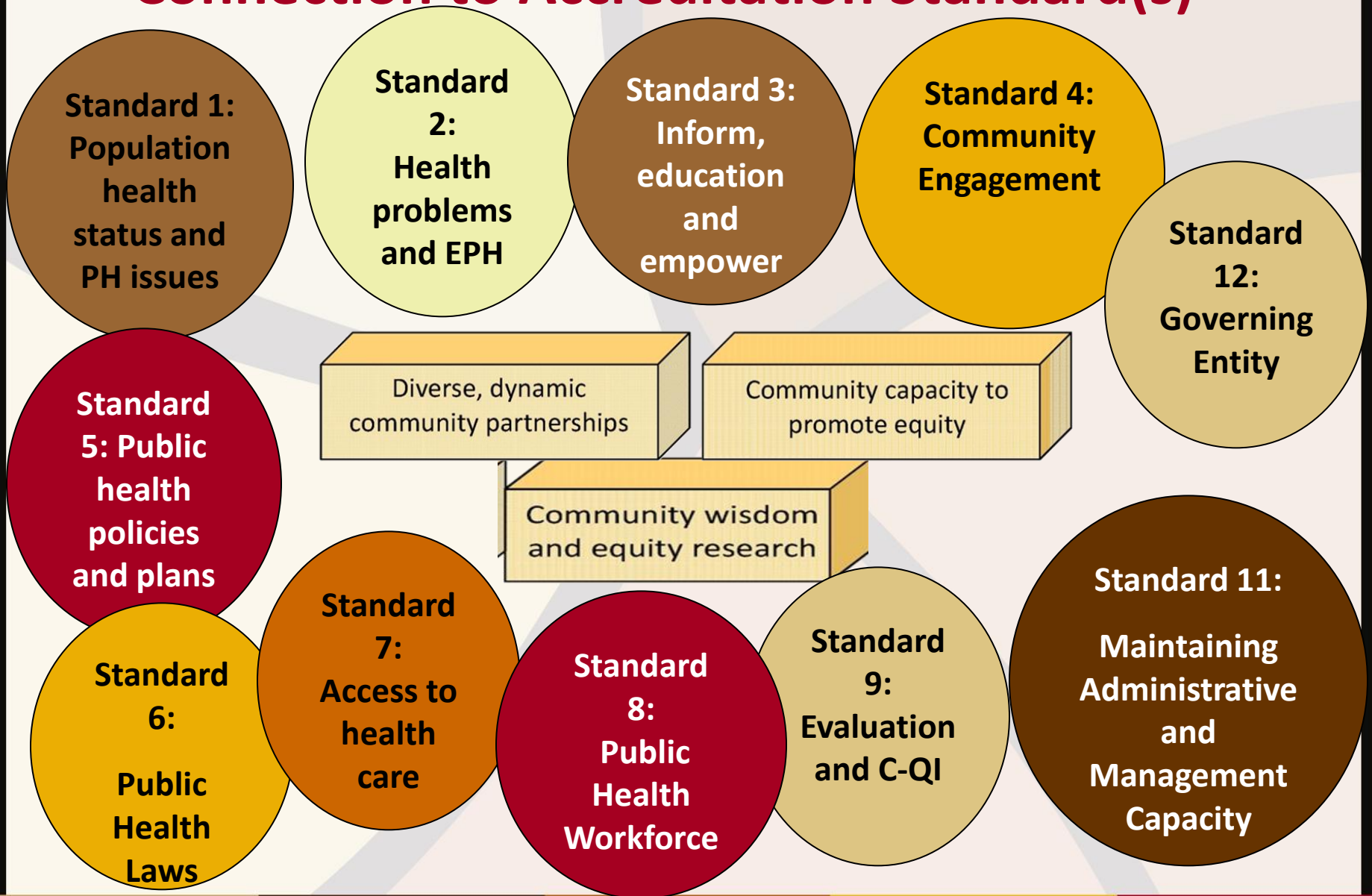


**Assess  
Your  
LHD!**

Diverse and  
culturally  
competent  
leadership, staff,  
and contractors



# Connection to Accreditation Standard(s)



# Building Block: Community Engagement

## Key points:

- Community engagement is foundational
- Meaningful relationships includes real accountability
- Know the difference between engagement and tokenism



- Share information – transparency!
- Co-create, share “ownership” of strategies and solutions
- Create accountability loops
- Go where community goes – iglesia, fútbol

## Resources:

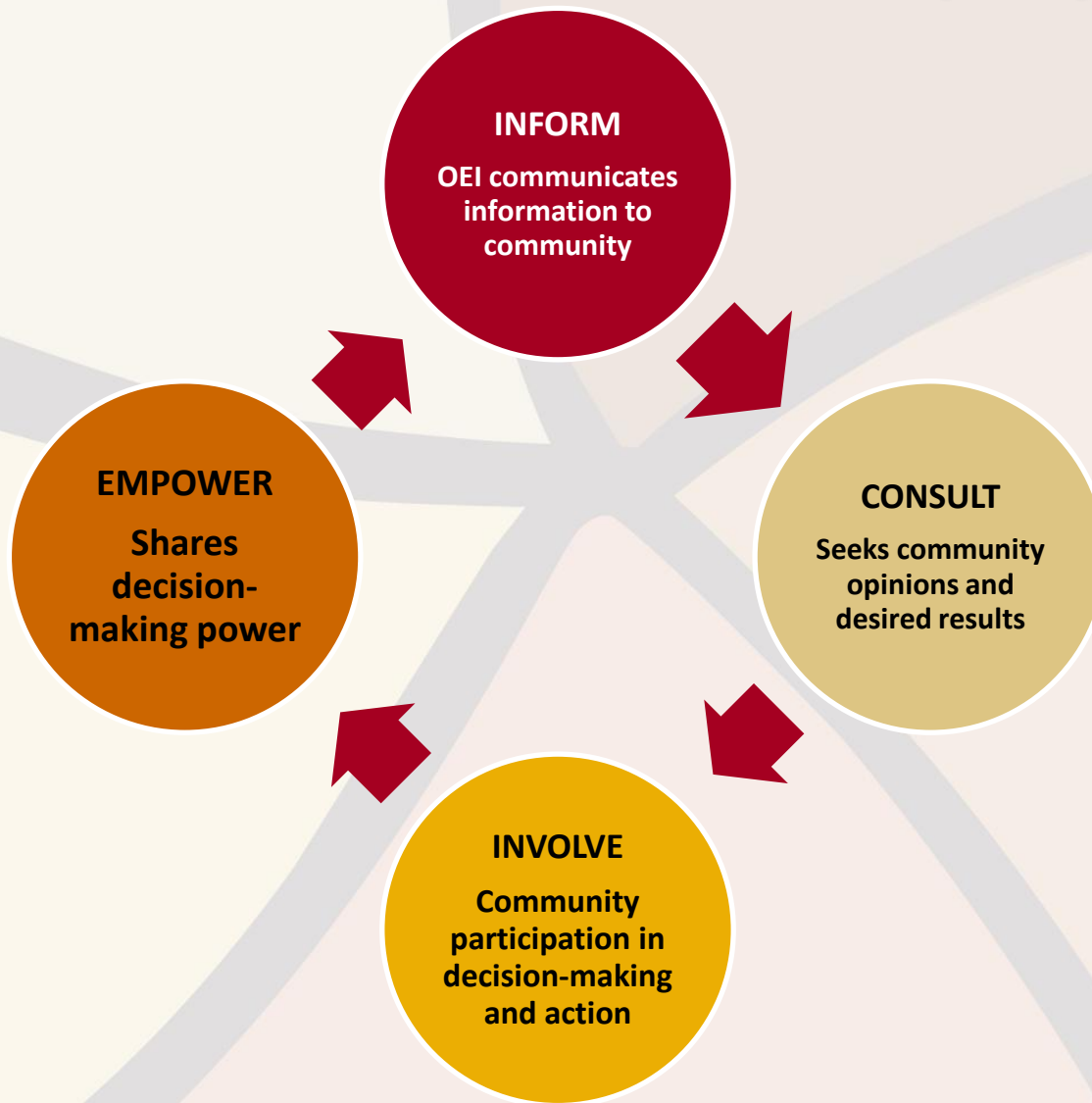
- [Regional Health Equity Coalitions](#)
- Human Rights/Social Justice Orgs (<http://www.mrgfoundation.org/garantees>)
- Community Leaders

# Levels of Community Engagement

8	Community Control	}	Degrees of Community Power
7	Delegated Power		
6	Partnership		
5	Placation	}	Degrees of Tokenism
4	Consultation		
3	Informing		
2	Therapy	}	Non-Participation
1	Manipulation		

Adapted from Arnstein, S.R., A Ladder of Citizen Participation in the USA in the Journal of Town Planning Institute, Vol 57, No. 4, 1971.

# Engagement Wheel: State of Equity Report



# Poll Question

- How would you rate your LHD's knowledge, skills, and abilities related to **engaging socially and cultural diverse community members and partners** in your efforts to promote and protect health?

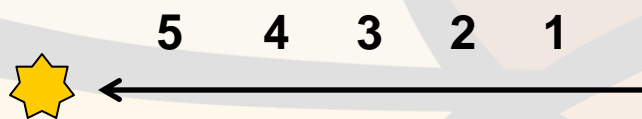
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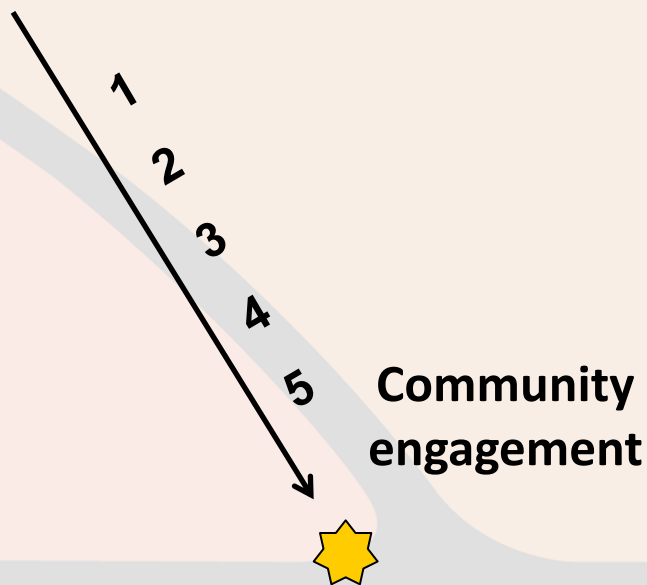
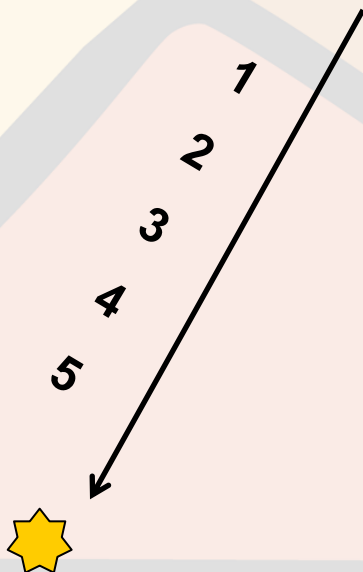
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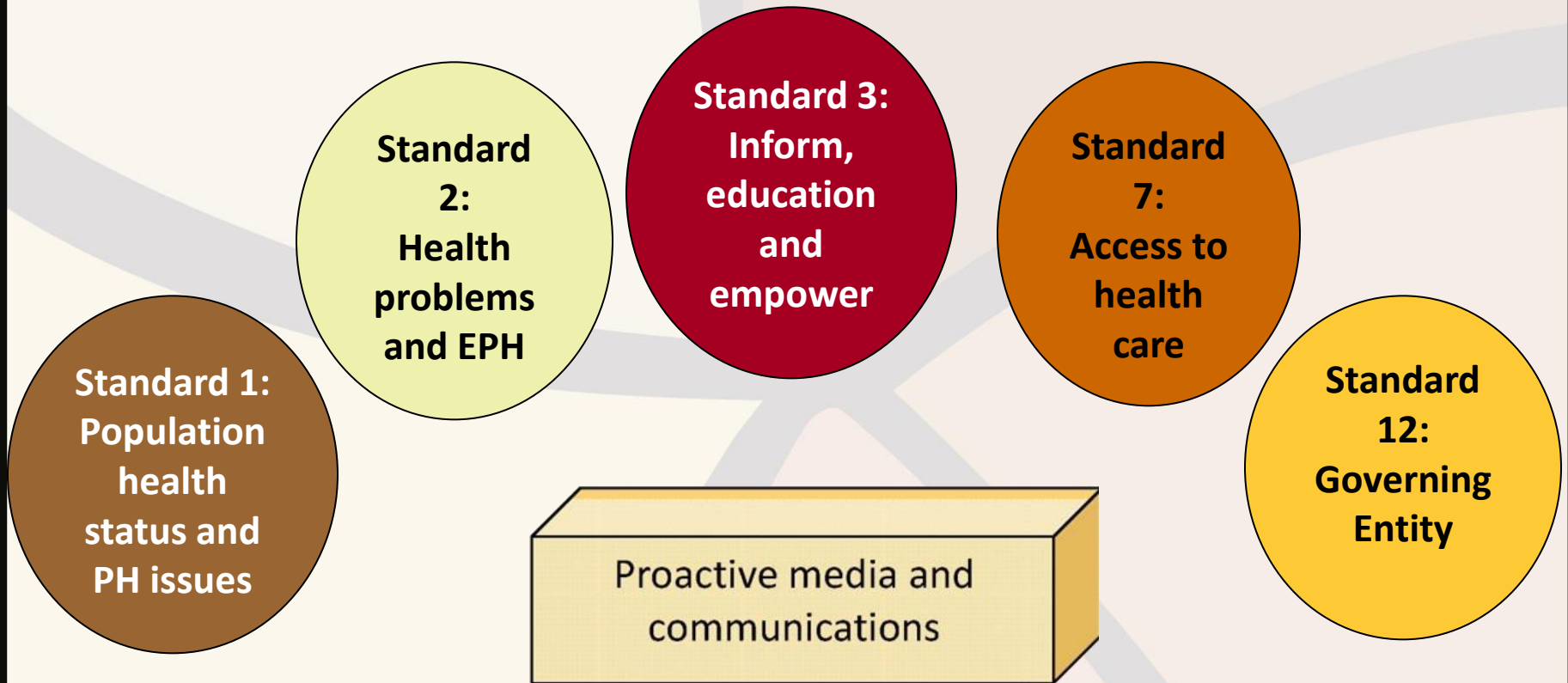
## Assess Your LHD!

Diverse and  
culturally  
competent  
leadership, staff,  
and contractors



Community  
engagement

# Connection to Accreditation Standard(s)



# Building Block: Media and Communications

## Key points:

- Think audio and visual, not just print
- Consider both message (health literacy) and messenger
- Social media and text message has cross-cultural appeal
- Use non-emergencies to prepare for emergency needs



- Engage community partners as message pre-testers
- Cable can be affordable!
- Build relationships with local media for best bang for buck

## Resources:

- [Ten Attributes of a Health Literate Organization](#)
- [Enhancing emergency preparedness, response, and recovery management for vulnerable populations](#)
- [http://en.wikipedia.org/wiki/List\\_of\\_radio\\_stations\\_in\\_Oregon](http://en.wikipedia.org/wiki/List_of_radio_stations_in_Oregon)
- <http://newamericamedia.org/about/>

The slide features a light beige background with a large, faint, stylized 'X' shape composed of four curved lines in shades of grey and light blue. The text 'AMA Health Literacy Video' is centered in a bold, green, sans-serif font and is underlined with a thin green line. The slide is framed by a black border, with a decorative horizontal bar at the top and bottom consisting of segments in red, yellow, brown, and tan.

# AMA Health Literacy Video



# Language Access PSA

# Poll Question

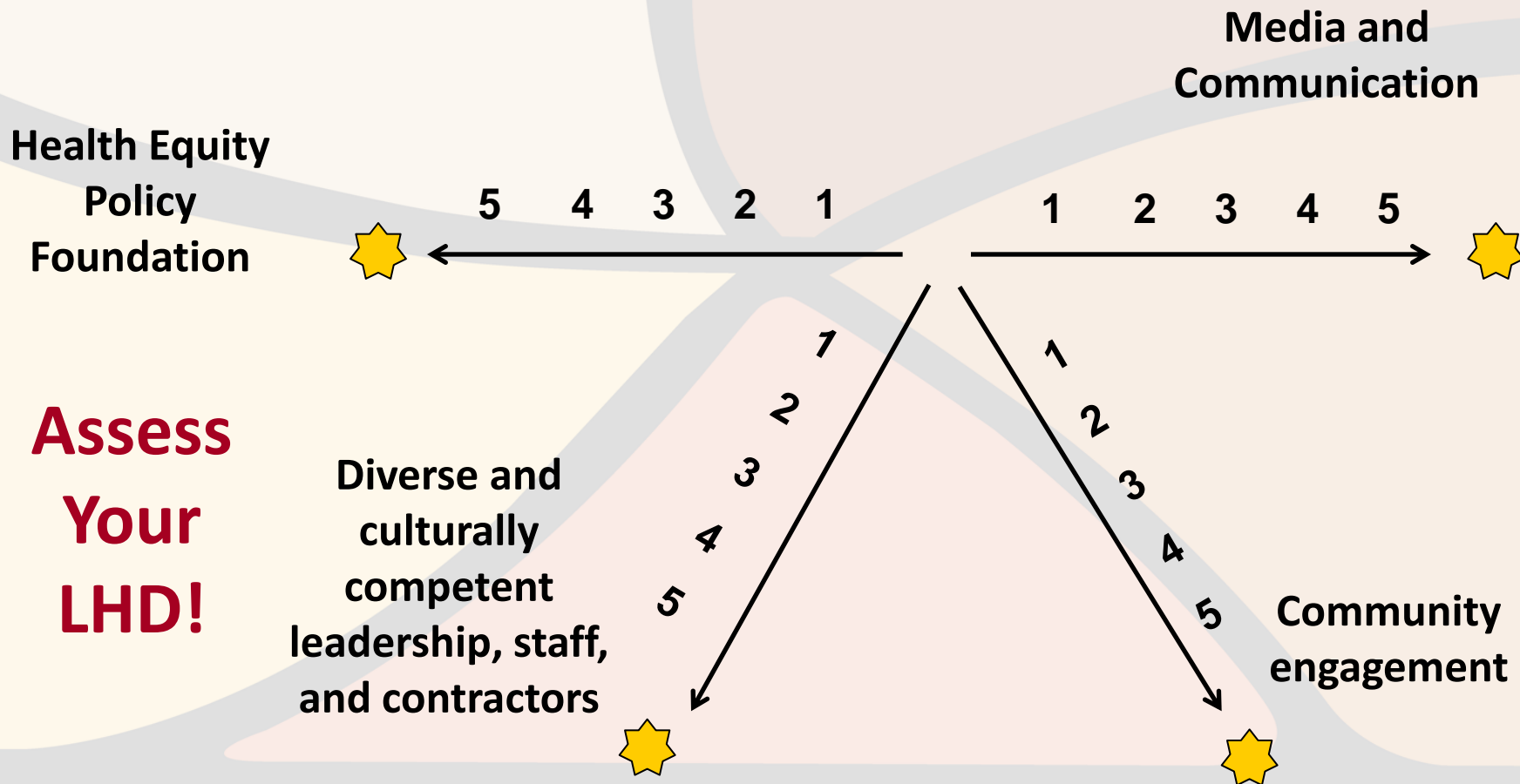
- How would you rate your LHD's knowledge, skills, and abilities related to **sharing public health messages** to culturally and linguistically, and “literacy” diverse audiences?

5 – high

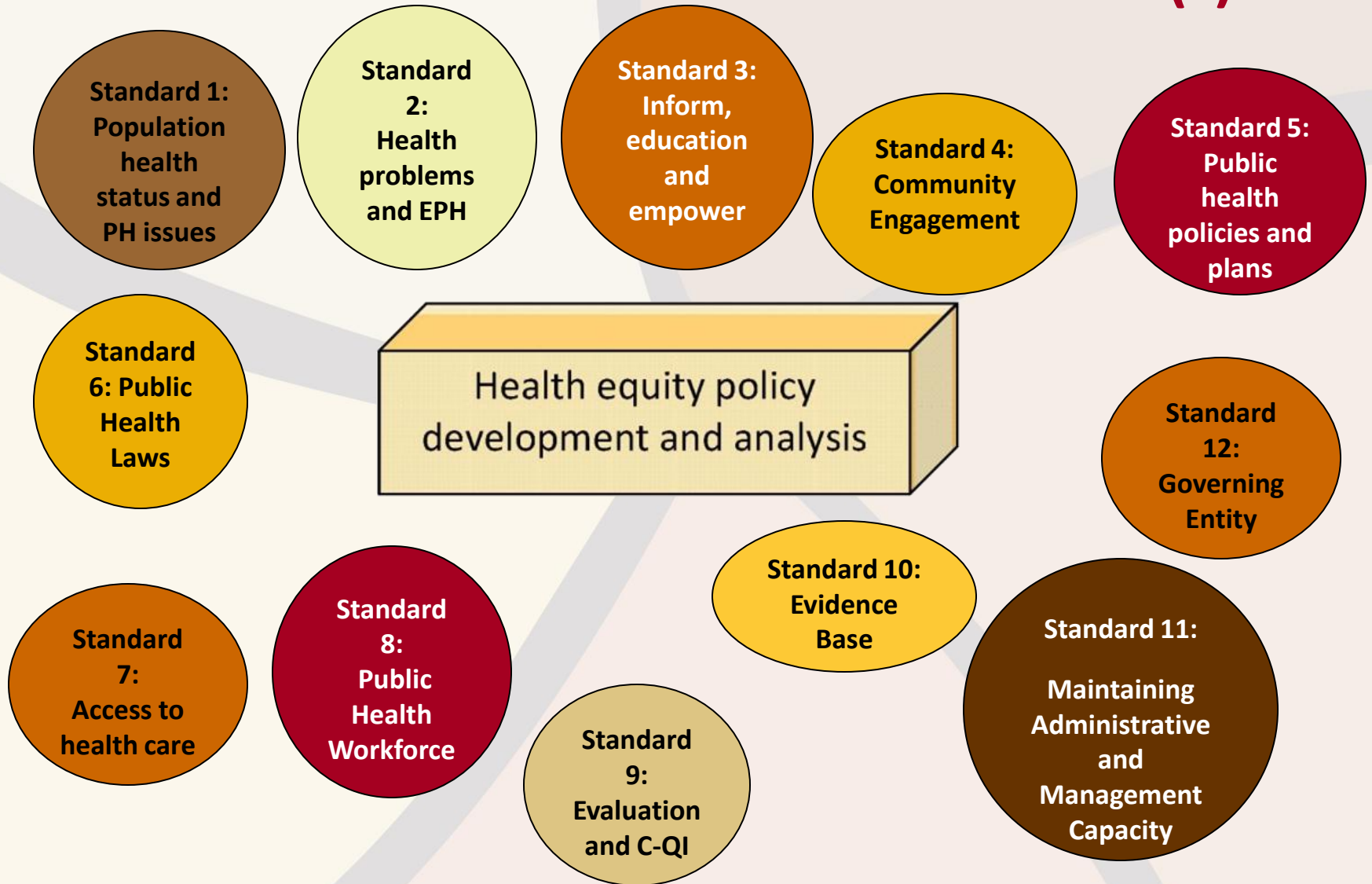
3 – medium

1 - low

# Public Health Accreditation – Health Equity Lens



# Connection to Accreditation Standard(s)



# Building Block: Health Equity Policy

## Key points:

- Focus on **organizational** opportunities for change: Ways of knowing (data collection, community engagement), workforce diversity and cultural competence, assessing impact, focused resources
- Evidence based practices vs. community wisdom



## • REAL Data Collection and Analysis

- Health Equity Workforce
- Language Access
- Health Literacy
- Cultural Competency Standards
- Resource Allocation Policy

## Resources:

- [REAL Data Policy](#)
- [OMH Language Access Assessment and Policy Tools](#)
- [Cultural Competency Continuing Education Report](#)
- [MCHD Equity and Empowerment Lens](#)
- [Non-Traditional Health Workers](#)

# Poll Question

- How would you rate your LHD's knowledge, skills, and abilities related to **developing and implementing policies, programs and practices that promote health equity?**

5 – high

3 – medium

1 - low

**Public Health  
Accreditation –  
Health Equity Lens**

**Health Equity  
Policy,  
Program, and  
Practice**



5  
4  
3  
2  
1

**Media and  
Communication**

**Health Equity  
Policy  
Foundation**

5 4 3 2 1

1 2 3 4 5



**Assess  
Your  
LHD!**

**Diverse and  
culturally  
competent  
leadership, staff,  
and contractors**

1  
2  
3  
4  
5



**Community  
engagement**

1  
2  
3  
4  
5



# Making the connections

Your Public Health Accreditation Domain Priorities	Building Blocks of Health Equity	
11.1.c. Maintain socially, culturally, and linguistically appropriate approaches to public health	<ul style="list-style-type: none"> <li>• Policy foundation</li> <li>• Community engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Health equity analysis</li> </ul>
7.1 Assess Health Care Service Capacity and Access to Health Care Services 7.2.c. Lead or collaborate in culturally competent initiatives to increase access to health care services	<ul style="list-style-type: none"> <li>• Policy foundation</li> <li>• Community engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Diverse staff</li> <li>• Cultural competence</li> <li>• Proactive media</li> </ul>
Standard 12: Engage with the public health governing entity	<ul style="list-style-type: none"> <li>• Policy foundation</li> <li>• Community engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Proactive media</li> <li>• Health equity analysis</li> </ul>
Standard 2: Investigate health problems and environmental public health hazards to protect the community	<ul style="list-style-type: none"> <li>• Community engagement</li> <li>• Proactive media</li> <li>• Diverse staff</li> </ul>	<ul style="list-style-type: none"> <li>• Culturally competence</li> <li>• Health equity analysis</li> </ul>

Excellence is an art won by training and habituation.

We do not act rightly because we have virtue or excellence, but we rather have those because we have acted rightly. We are what we repeatedly do.

Excellence, then, is not an act, but a habit.

*Aristotle*

# How can OEI help LHDs advance health equity?

- **Policy Foundations:**

- *Leann Johnson – ADA, EEO/AA, Title VI, Client Civil Rights*
- *Tricia Tillman – Race, Ethnicity and Language Data Collection Policy*

- **Diverse and Culturally Competent Staff**

- *Rachel Gilmer and Emily Wang – Cultural Competence Continuing Education*
- *Helen Hoang – Workforce and Contractor Diversity*
- *Carol Cheney, Julie Wu, Maria Castro – Non-Traditional Health Workers*

- **Community Engagement**

- *Carol Cheney, Rachel Gilmer – Regional Equity Coalitions*
- *Maria Castro – Rural and migrant health partnerships*

- **Media and Communications**

- *Dr. David Cardona – Language Access Services, Health Care Interpreters*
- *Anita Yap – Health Literacy and Media Communications*

- **Reduce Health Disparities**

- *Carol Cheney, Maria Castro, Rachel Gilmer – effective models research*

# Developing Equity Leadership through Training and Action (DELTA)

## What?

- ❖ New OEI Learning Collaborative
- ❖ Health equity and inclusion leadership training
- ❖ 12-month program
- ❖ Includes classroom training, coaching and mentorship

## Who?

- ❖ 20 individuals - community leaders, policy makers, administrators, public health professionals, and clinicians

# Stay in Touch!



Office of  
Equity & Inclusion

**Carol Cheney**  
Equity, Policy and Community  
Engagement Manager  
[carol.i.cheney@state.or.us](mailto:carol.i.cheney@state.or.us)

**Tricia Tillman**  
Director  
[tricia.tillman@state.or.us](mailto:tricia.tillman@state.or.us)

**Leann Johnson**  
AA/EEO Diversity  
Development Manager  
[leann.r.johnson@state.or.us](mailto:leann.r.johnson@state.or.us)

**800 NE Oregon Street**  
**Suite 550**  
**Portland, OR 97232**  
**(971) 673-1240**