



ChangeLab Solutions

Law & policy innovation for the common good.

The webinar will begin at 11am PT.
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Building Healthy, Equitable Communities Through Community- Driven Solutions

changelabsolutions.org/the-series

October 30, 2018

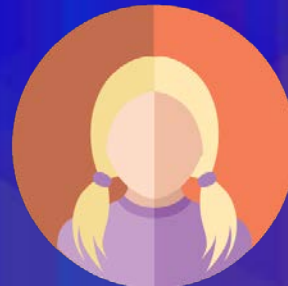


Welcome to the Building Healthy, Equitable Communities Series

A virtual space for exploring the topic of health equity

- ✓ **Episode 1: Health Equity** (April)
Building healthy, equitable communities through equitable laws and policies
- ✓ **Episode 2: Healthy Children & Families** (May)
Building healthy, equitable communities through supports for working families
- ✓ **Episode 3: Food Systems** (June)
Building healthy, equitable communities through a just food system
- ✓ **Episode 4: Built Environment** (August)
Building healthy, equitable communities through comprehensive long-range planning
- ✓ **Episode 5: Schools** (September)
Building healthy, equitable communities through transforming the school climate
- ✓ **Bonus Training: Preemption** (October)
Preemption, public health, and equity - the search for local solutions

Episode 6: Community Pillar (October)
Building healthy, equitable communities through community-driven solutions



What you can expect from our episodes:



Blog Post

Inclusive Community Engagement & Equitable Participation to Improve 4 Core Functions of Local Government



Webinar



Expert Panel

Welcome!



Tina Yuen
Senior Planner
ChangeLab Solutions



Xavier Morales
Executive Director
The Praxis Project



Chris Chittum
*Director of Planning,
Building, & Development*
City of Roanoke, VA

Disclaimer

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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AGENDA



- What is civic engagement and how does it impact health and equity?
- What is inclusive civic engagement?
- How have communities been able to overcome obstacles to participate in community decisions?
- How are local governments striving to foster more inclusive civic engagement?



What is civic engagement and how does it impact health and equity?

Civic Engagement

Foundation of a
healthy, equitable
community





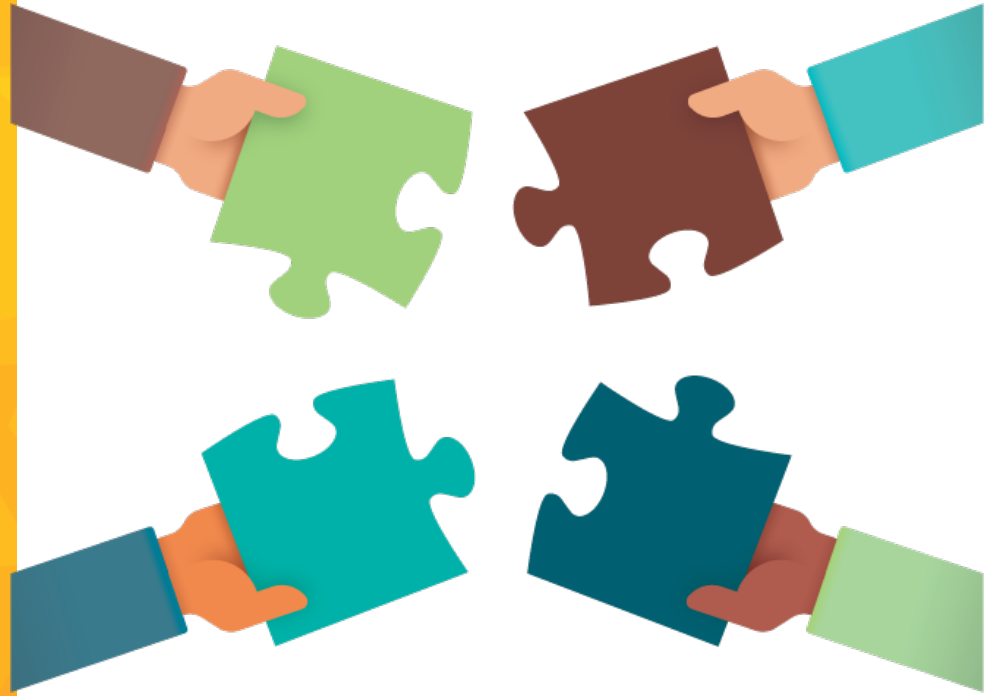
“ **Civic engagement** describes the practices, principles, and socioeconomic conditions that comprise the environment in which people interact with their community and come together to make and implement community decisions that provide justice and opportunity for all community members.”



Democracy & the necessity of civic engagement



Local government
working with
community power





Civic engagement can
impact health and equity in
significant ways.



Impact on people & processes



Priority Communities



Impact on
policies &
community
decisions

Impact on
institutions &
systems



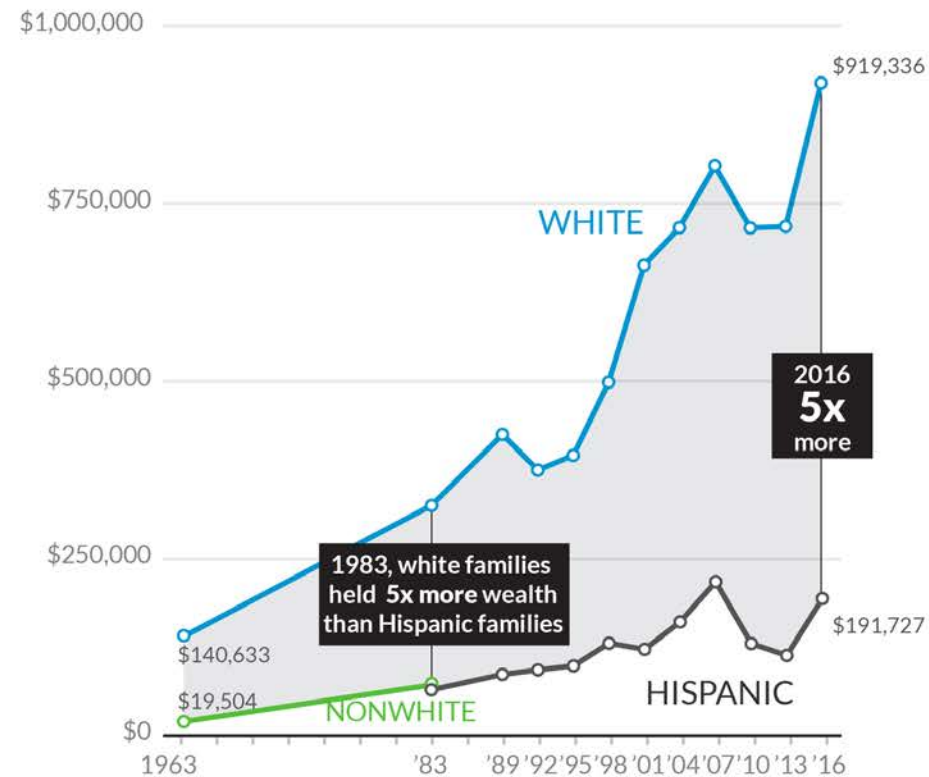
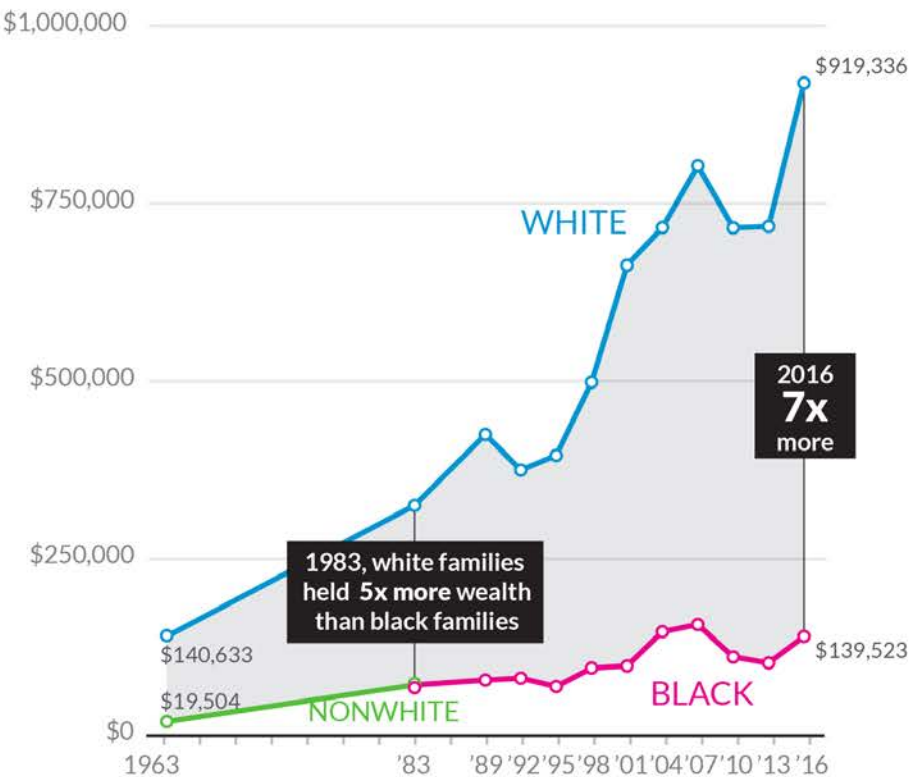


What is inclusive civic engagement?

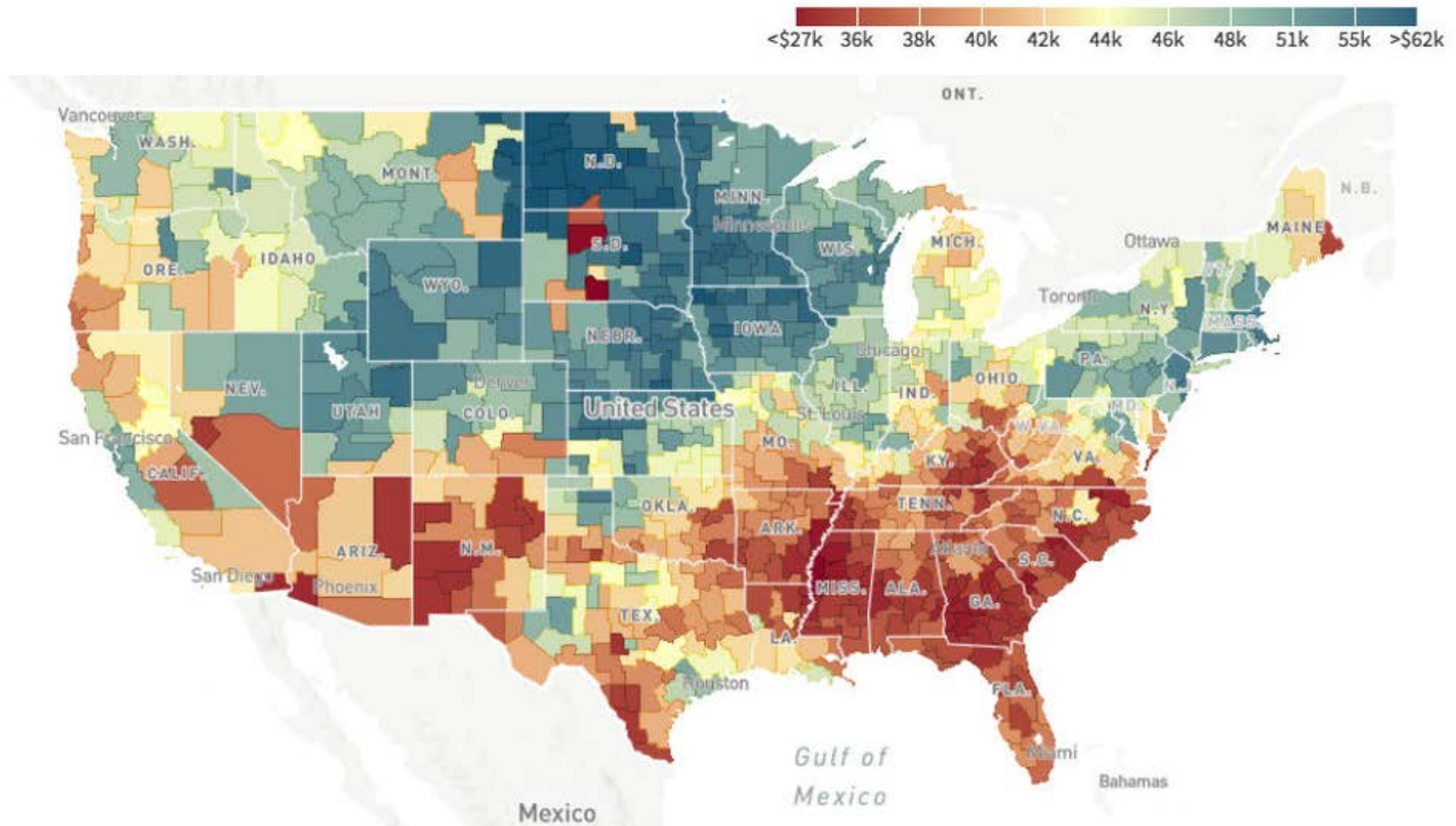


Laws & policies shape the places
where we live, work, play, and learn

Average Family Wealth by Race/Ethnicity, 1963-2016

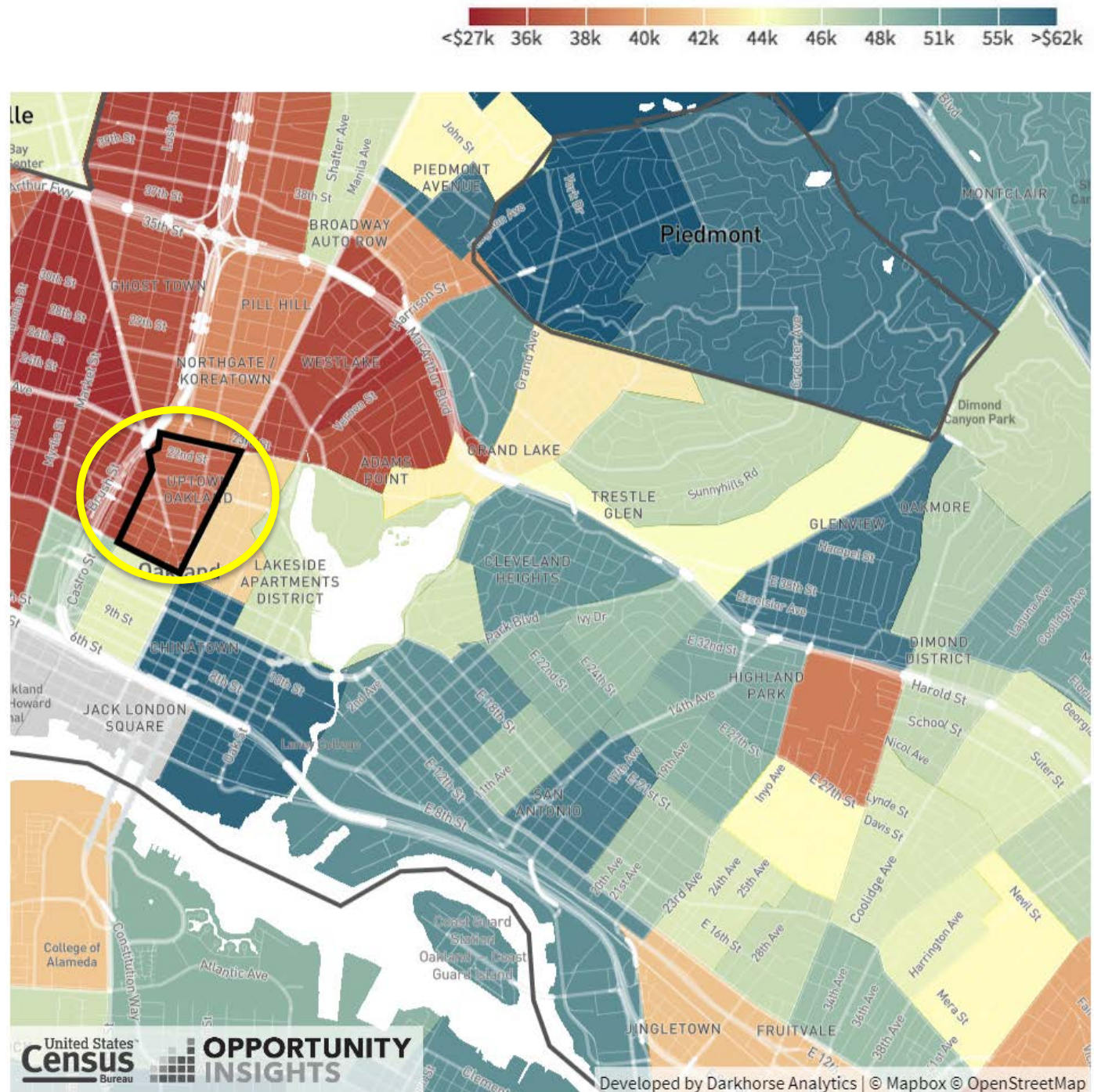


Predicted Household Income for Children, 2014 - 2015



Household Income for Children of Low Income Parents: Uptown Oakland

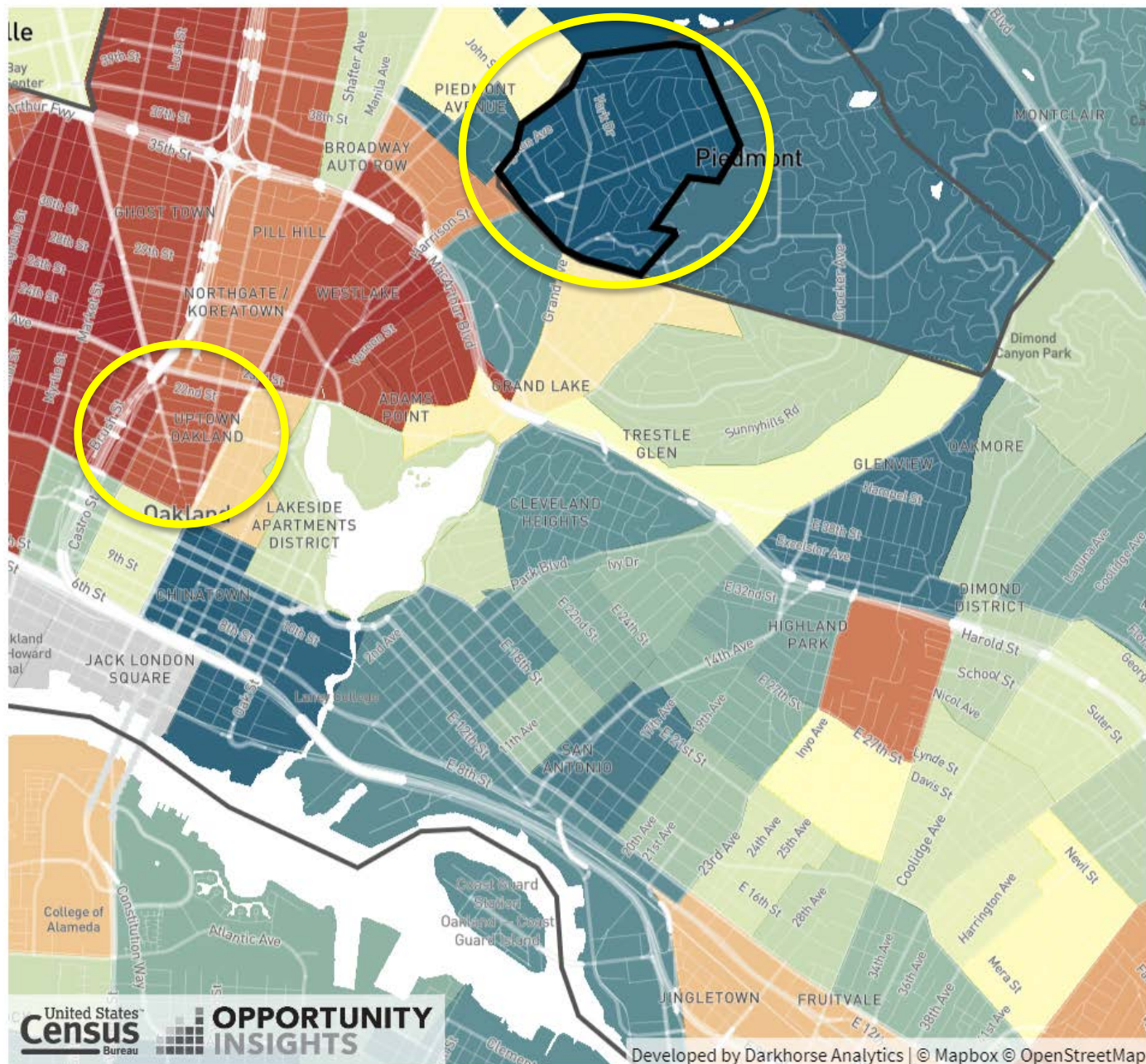
- Parent Income = **Low**
- Household Income = **\$27,000**



Household Income for Children of Low Income Parents: Piedmont

- Parent Income = **Low**
- Household Income = **\$55,000**

Household Income for Children of Low Income Parents

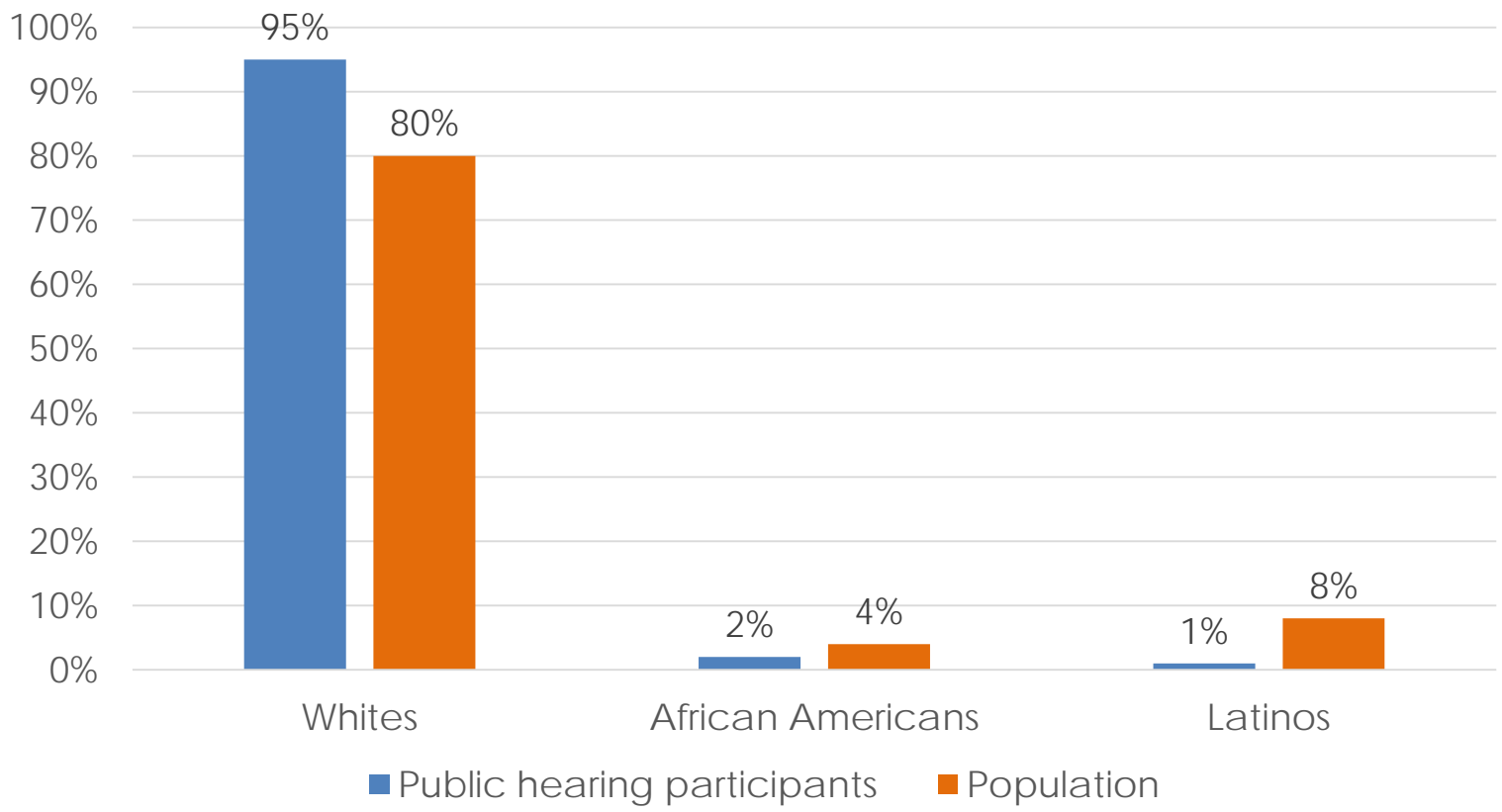




Civic engagement



Study of public hearings in Boston Area



Source: Einstein, KL, et al. 2018. Who Participates in Local Government? Evidence from Meeting Minutes. Forthcoming, *Perspectives on Politics*.

What can we do differently to have more equitable engagement and generate more equitable outcomes?

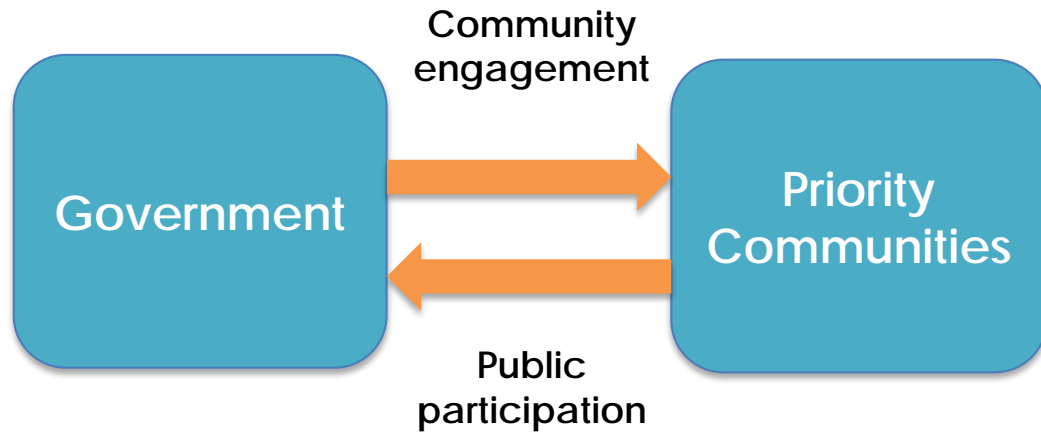


What is inclusive civic engagement?



“The **policies, practices, systems, institutions, and conditions** that support and ensure that **priority communities** – the communities experiencing marginalization and inequities - come together to influence and implement **community decisions that produce health and equity for all community members.**”

Inclusive Civic Engagement



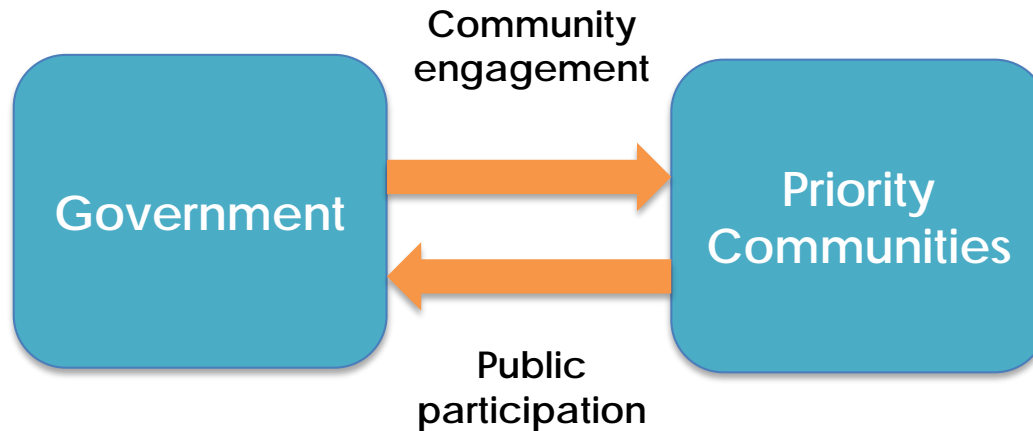
“ Get it right for an elite few, get it right for an elite few. **Get it right for the most vulnerable, get it right for everyone.**”

- Angela Glover Blackwell, PolicyLink

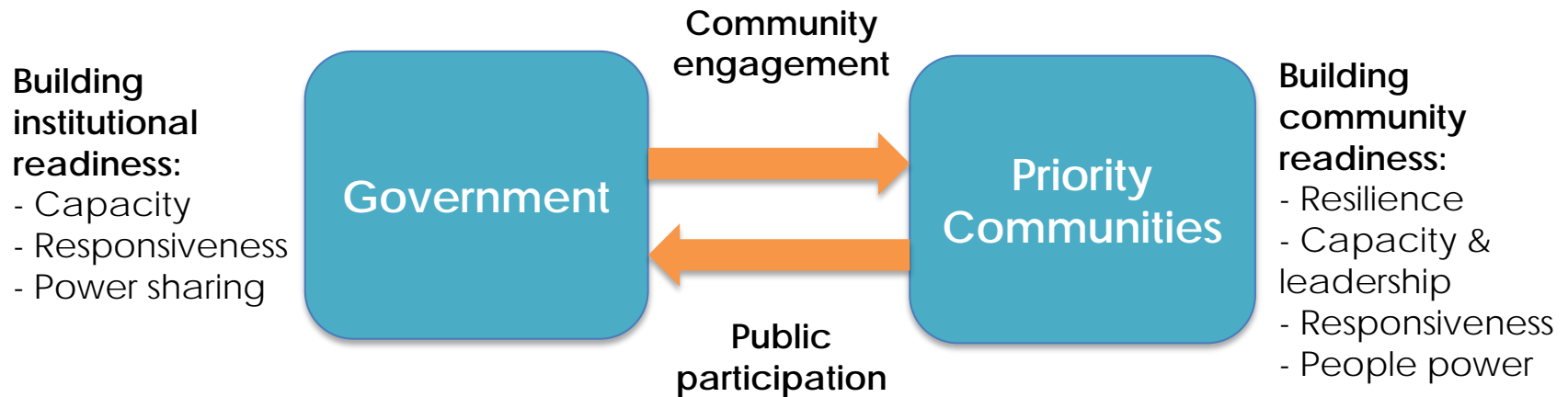
Inclusive Civic Engagement

Building institutional readiness:

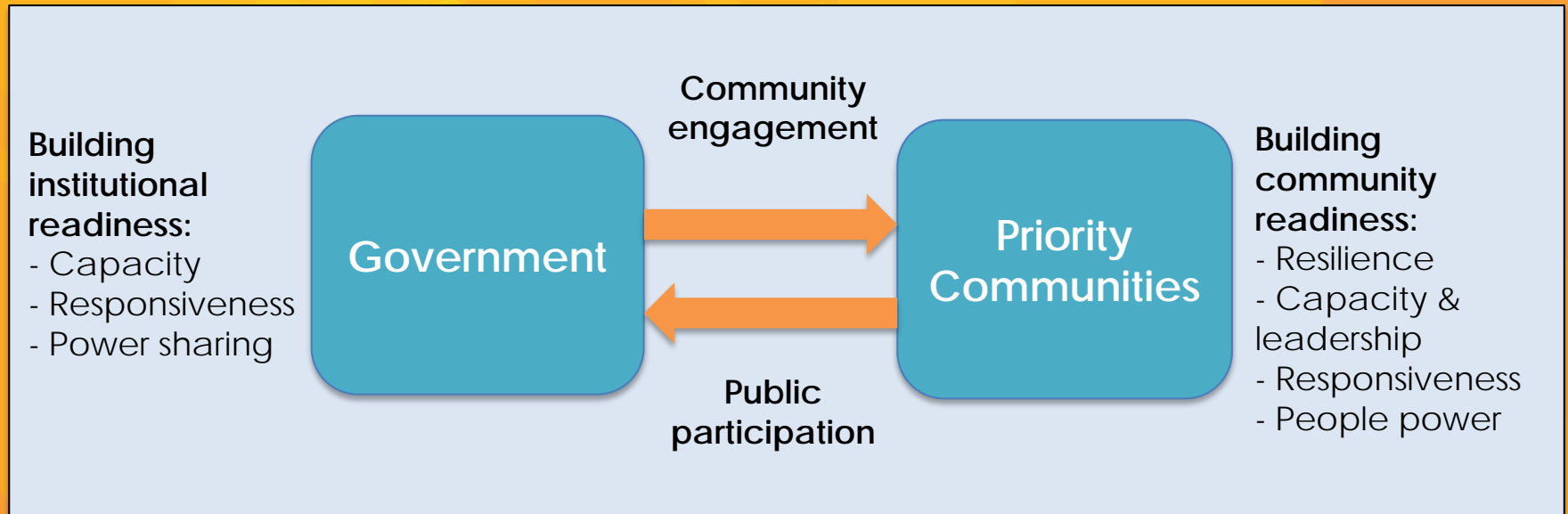
- Capacity
- Responsiveness
- Power sharing



Inclusive Civic Engagement



Inclusive Civic Engagement



Supportive environments: policies, tools, processes, practices, cultural norms that foster inclusive civic engagement



City of Baltimore's Planning Academy



City of Portland's 2035 Comprehensive Plan



How have communities been able to overcome obstacles to participate in community decisions?



Xavier Morales

*Executive Director
The Praxis Project*



Create space for grassroots organizers to share strategies on building community power to improve health and social justice.

Continue to make the case with national partners for community-led health equity and authentic partnerships.

Increase philanthropic and other supporters/partners understanding of how to authentically engage with community organizers to build community power to improve health.

10 Great Public Health Successes in the 20th Century



1. Immunizations
2. Healthier mothers and babies
3. Motor-vehicle safety
4. Family planning
5. Workplace safety
6. Fluoridation of drinking water
7. Control of infectious diseases
8. Tobacco as a health hazard
9. Declines in deaths from heart disease and stroke
10. Safer and healthier foods

What does **health equity** mean in practice?



Equality, Equity → Towards Justice

EQUALITY



EQUITY



JUSTICE





A Strong Health Justice Frame is Needed

- Food Justice
- Access to Parks & Recreational Space
- Clean Water, Air & Soil
- Community Safety
- Hope & Efficacy
- Connections with Neighbors
- Identities that are Valued & Welcomed
- Transportation Justice
- Housing Justice
- Healthy Marketing & Retail Environment
- Community Infrastructure
- Economic Justice
- Education Justice
- Health Care Access
- Immigration Climate
- Reproductive Justice

**Race & Identity intersect each category

Partnerships are beautiful & powerful!



Communities Creating Healthy Environments

Communities of Praxis



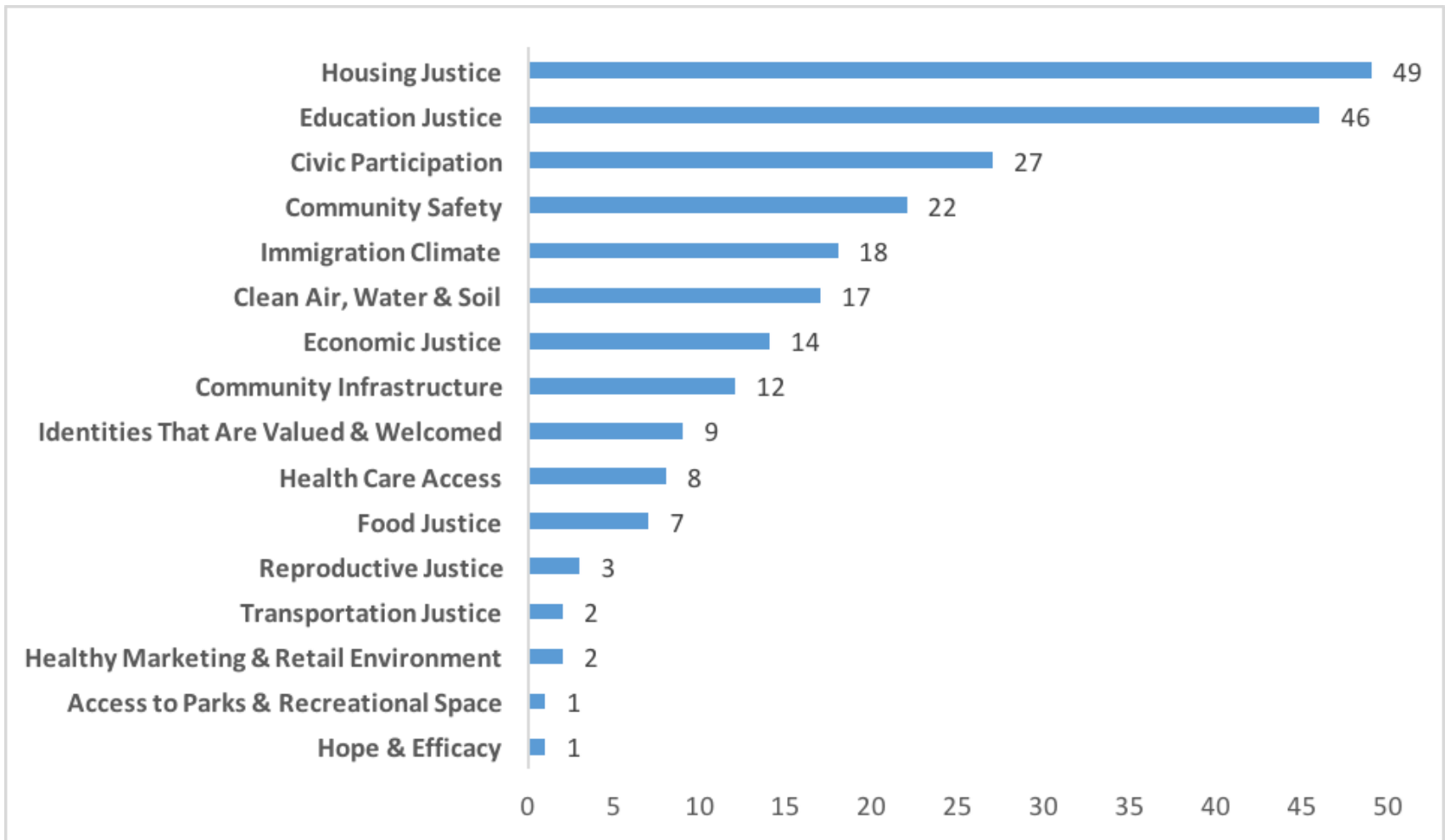
Early Care
&
Education
Justice

Family
Supports &
Economic
Justice

Housing
Justice

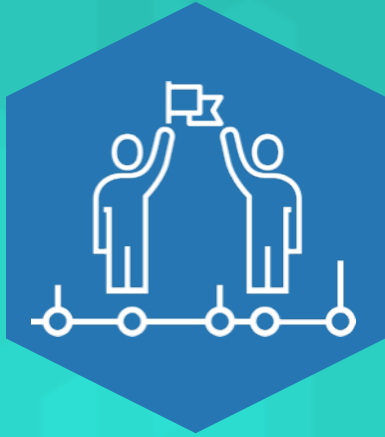
Utilities
Justice

Overall Findings - Across Social Determinants





Berkeley vs Big Soda



Why did the
community coalesce
on this issue?

Generally:

- For the health of our communities
- To counter beverage industry marketing that continues to obfuscate the health impacts of the overconsumption of SSBs
- To develop revenues to support community health
- To beat corporations

Berkeley:

- Fund cooking and gardening instruction in the Berkeley Unified School District
- To directly address the health effects of the overconsumption of sugary drinks in communities of color and in communities with lower incomes
- To reduce the consumption of sugary drinks through the promotion of healthier drinks, especially tap water



30 Attempts...

Previous Strategy

Public Health Perfect/Political Bad

Failed 30 times

- 2 cents/ounce
- Dedicated tax – 66%
- Retail tax – Felt at the register
- Focused on raising prices to curb demand/consumption
- “Success” if price of soda increased resulting in decreased purchase

Berkeley Strategy

Political Perfect/Public Health Good

Good

- 1 cents/ounce
- General fund tax (50%)
 - Panel of experts
- Excise tax paid by distributors
- Focused on generating revenue to address complex roots of diseases caused by overconsumption of sugar water
- “Success” defined by increased community knowledge and behavior changes of folks receiving benefits of investment

Jemez Principles for Democratic Organizing

Be Inclusive

Emphasis on
Bottom-Up
Organizing

Let People
Speak for
Themselves

Work
Together in
Solidarity &
Mutuality

Build Just
Relationships
Among
Ourselves

Commitment
to Self-
Transformation



Thank you!



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The Praxis Project

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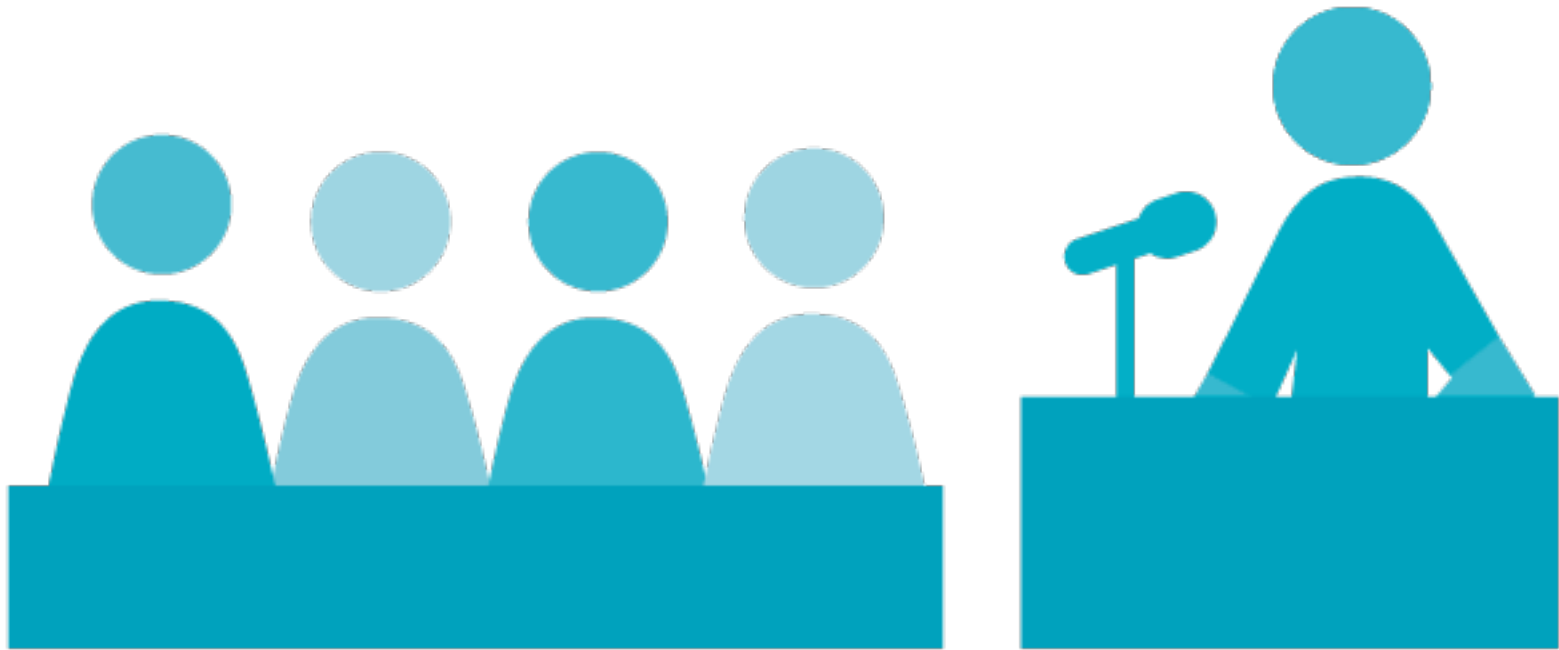
How are local governments striving to foster more inclusive civic engagement?



ROANOKE

Chris Chittum

*Director of Planning, Building, & Development
City of Roanoke, Virginia*



Hearings, Voting, & Referenda

- Essential, often mandated
- Can be superficial and insincere
- Susceptible to inadequate information



Legislation & Budgeting

- Ground in plans developed with citizens
 - Complexity can be a challenge

Planning is the best place for engagement



Agenda



Proposing



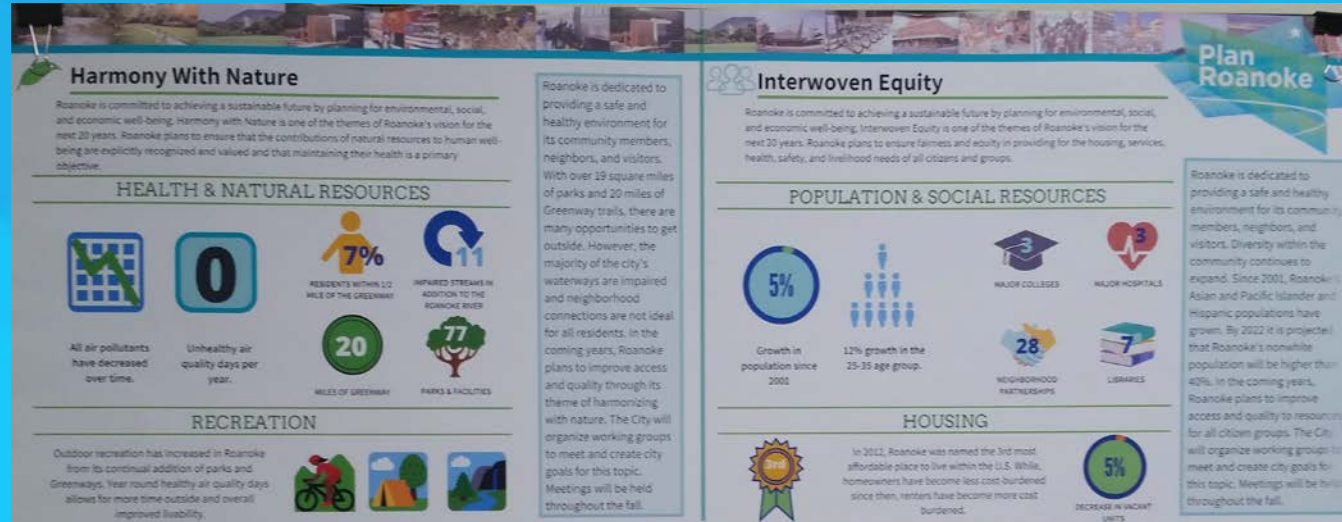
Deliberating



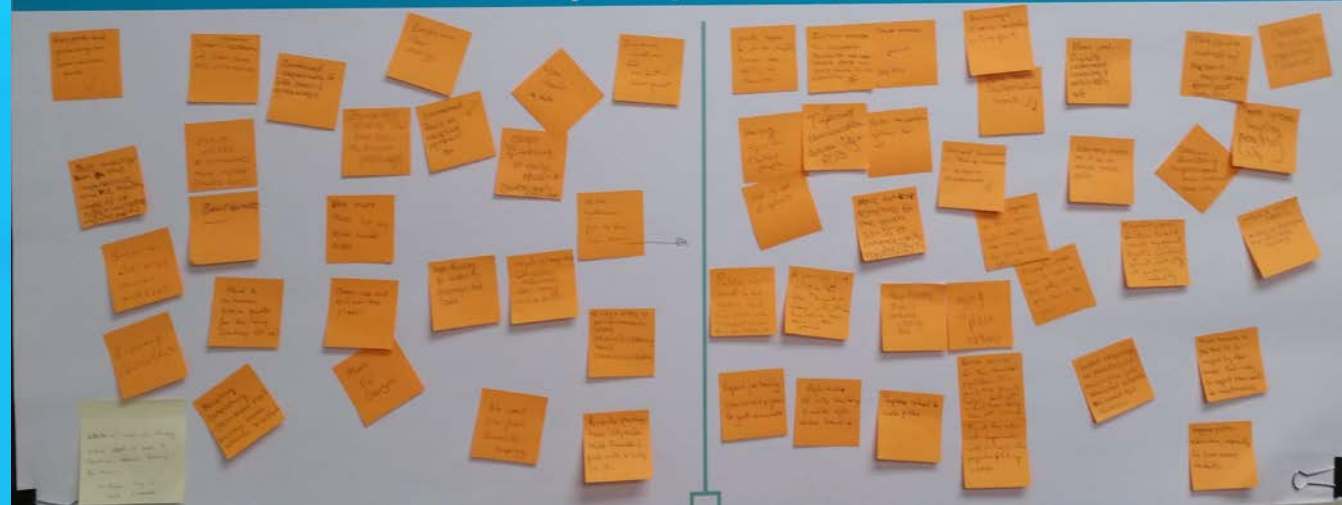
Refining



Disaggregated approach



What is Roanoke's Top Priority for Achieving the Above Themes?





Build infrastructure for engagement

Build a network of neighborhood based organizations and neighborhood support staff.

Build capacity and relationships, share information, even when you don't need it!



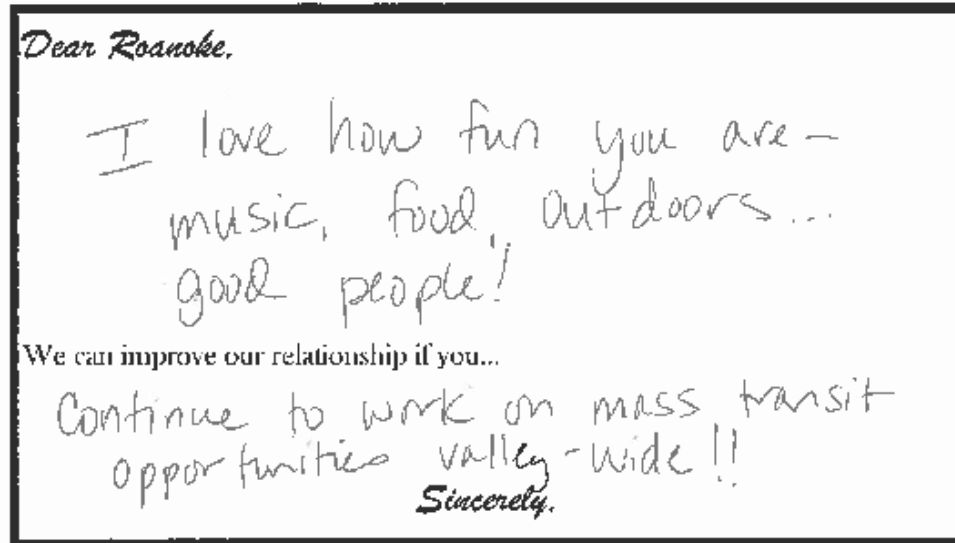
Cultivate informed and engaged citizens

- Leadership College
- Planning Academy
- Citizen leadership

Limitations



Multi-layered Engagement



- Diverse, creative, non-traditional methods
- Vary timing, location, and media
- Conversational meeting formats
- Build social media
- Go where people already are

Multi-layered Engagement



- Web pages with actions
- Small, focused, and frequent surveys
- Email addresses = gifts that keep giving
- Pay for participation



Public Deliberation





Engage at planning stage



Use multiple approaches



Relevant, repetitive



Build relationships before you need them



Continued Conversation About Community



Tina Yuen
Senior Planner
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Want more **health equity**?

Follow ChangeLab Solutions and
check out the other episodes in our series!

changelabsolutions.org/the-series



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Resources for changemaking:



- Principles for Equitable and Inclusive Civic Engagement: A Guide to Transformative Change (Kirwan Institute)
- Centering the Margins: A Framework For Equitable and Inclusive Social policy (New America)
- The Changemaker's Guide
- Health in All Policies (HiAP) guides and tools

For these and other resources, visit us at changelabsolutions.org



Keep the conversation going

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