

Using *Unnatural Causes* to Achieve Health Equity

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Definitions

Health disparity

....difference in incidence

Health inequity

....difference that is unnecessary,
avoidable, unfair and unjust

Social Determinants of Health

....economic & social conditions
that influence health



National Association of
Chronic Disease Directors

Health Equity Interest Group

***“Eliminating Health
Disparities through
Social Justice”***



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS

Promoting Health. Preventing Disease.

*National public health association links
chronic disease program directors
to provide a national forum for
chronic disease prevention and control efforts.*

Health Equity Interest Group (HEIG)

- Founded in 2006
- Grew from 10 members to 25 across the US
- Meets monthly via teleconference; yearly in person



Strategic Map 2006-2009

- Expand partnerships including CA Newsreel
- Conduct information sharing with CA Newsreel
- Engage partners in promoting *Unnatural Causes (UC)*
- Membership development in promoting *UC*
- Provide facilitator training for use with *UC*
- Enhance Tool Kit with resources unique to HEIG
- Collect success stories and post to website

Purpose of Presentation

- Share our success stories
- Share our products
- Identify ways we can partner
- Hear about help you may need

Success Stories...

- New York State
- Washington State
 - Department of Health
 - Seattle King County
- Oklahoma

New York State

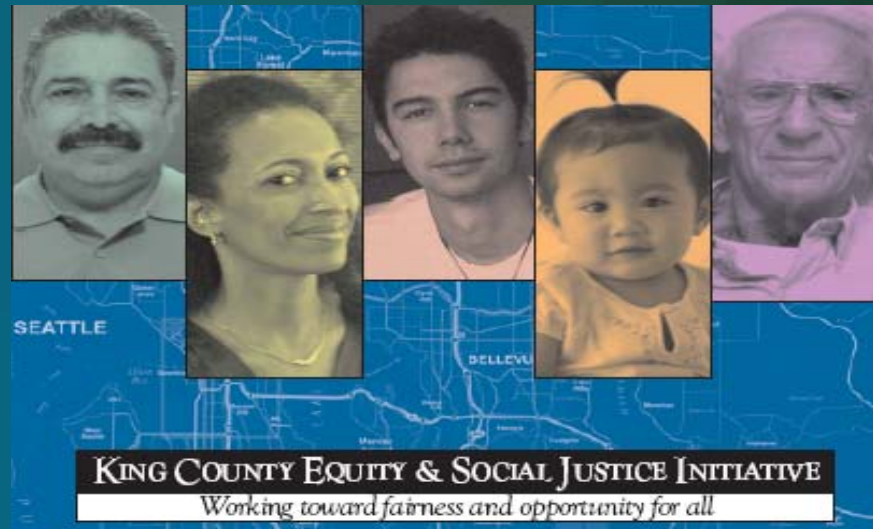
- The NYS Diabetes Prevention and Control Program (DPCP) offered a session during its Annual Contractors' Mtg.
- The DPCP purchased 300 copies of the UC DVD for distribution to partners including: contractors, the Medical Society of the State of NY, and the NYS Diabetes Task Force

New York State cont'd

- The DPCP and the Office of Minority Health have scheduled a series of Lunch and Learns to allow staff to view the episodes

Washington State Department of Health

- Staff education via *Smart PH*
- Senior management presentations
- Health Equity Team



- Trained group facilitators and provided them with dialogue questions
- Hosted Town Hall meetings
- Developed planning and tracking tools, and participant evaluation forms

Oklahoma

- Oklahoma had begun laying some ground work before the release of the documentary
 - July 2007 – Formation of a newly designated division with in the OSDH called the Health Equity and Resource Opportunities

Oklahoma cont'd

- The new division then partnered with the Oklahoma Turning Point Council and California Newsreel
- Turning Point partners volunteered their expertise in facilitation and their space to host town hall meetings

Oklahoma cont'd

- Objectives
 - Workforce development to raise awareness and network with colleagues
 - Town hall meetings to include a diverse membership with other community representatives, e.g., elected officials, community advocates, school and transportation

Oklahoma cont'd

- Lessons Learned
 - Provide staff incentive, e.g., time credit to view at home or view during work hours
 - Include experienced & knowledgeable facilitator
 - Have a designated note taker during discussions

Themes of Success Stories

- Increase awareness
- Staff development
- *Unnatural Causes* should be required for all staff
- Tool to promote policy change
- Encourage a variety of partnerships

Our Resources

- Website
- Enhanced tool kit
- Success stories template
- Promising practices resources
- Cultural Competency assessment tool
- Networking & partnership opportunities

How can we help you?

- Become a member of the National Association of Chronic Disease Directors' Health Equity Interest Group
- Contact Jerrica Mathis at [**jmathis@chronicdisease.org**](mailto:jmathis@chronicdisease.org)