

The *Campaign for Action's* Health Equity Toolkit: How to Use It and Share It

CampaignforAction.org

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FUTURE OF NURSING™
Campaign for Action

Robert Wood Johnson Foundation

AARP Foundation®

Today's Webinar



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Presenters



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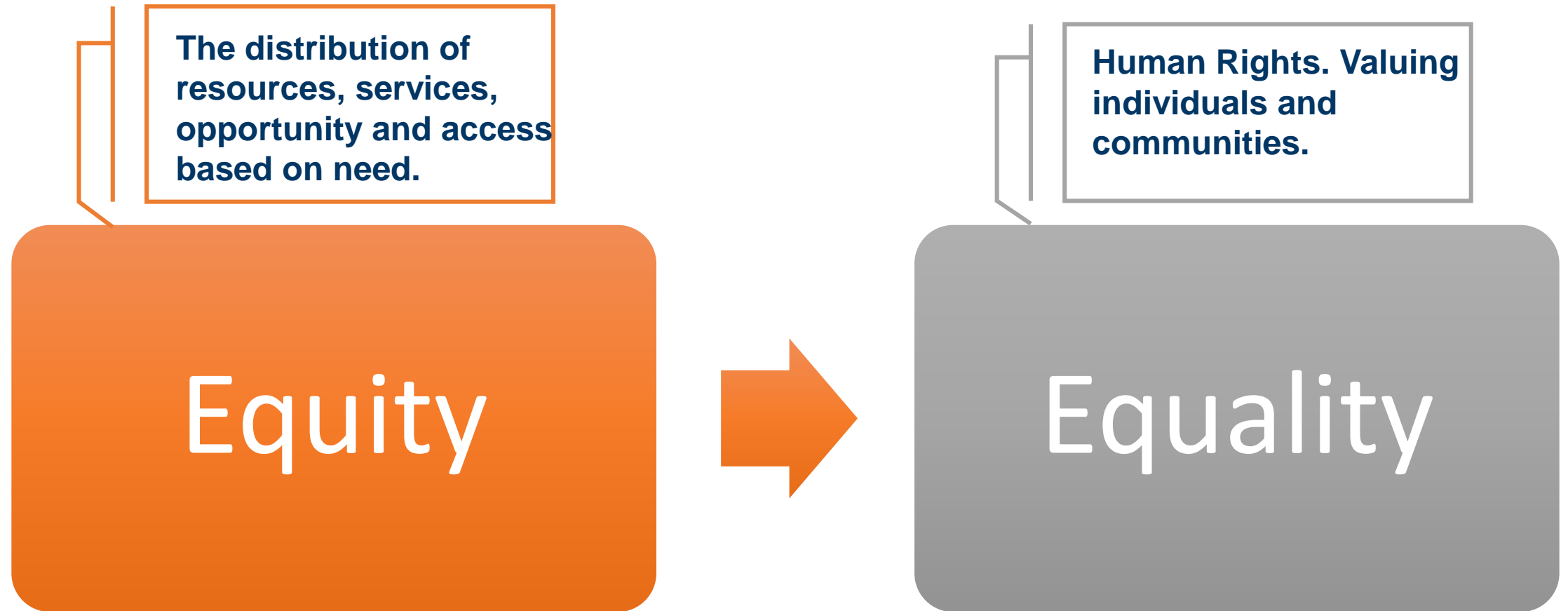
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Equity, Diversity, and Inclusion Steering Committee



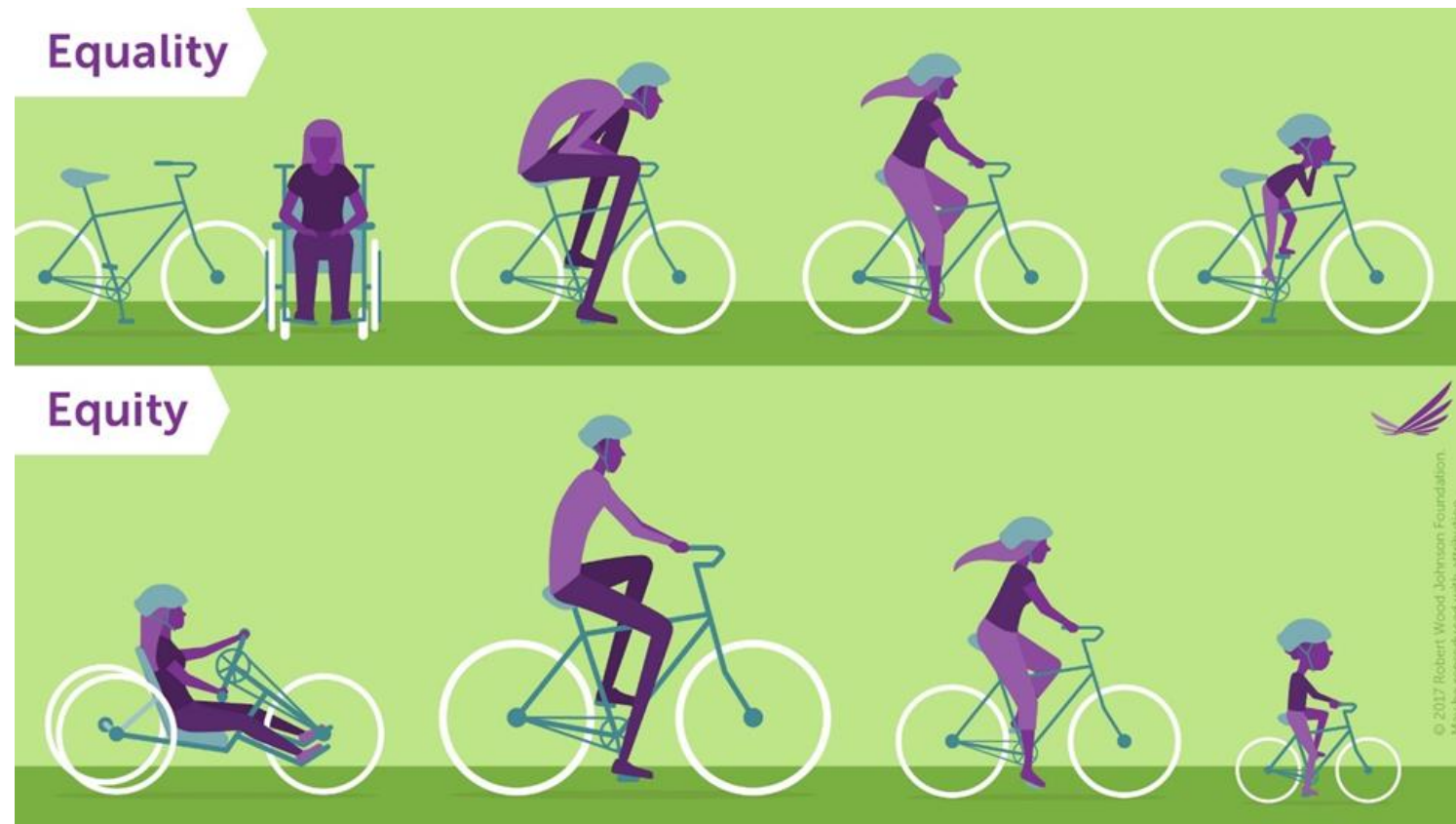
Mission: everyone, regardless of race, religion, creed, ethnicity, age, gender, sexual orientation, or any aspect of their identity, including where they come from and where they live and work, deserves to live the healthiest life possible.

We need equity to achieve equality.



Equality and Equity

An equality framework doesn't work when an equity framework is needed.
“I treat all my patients/students the same”



What is Health Equity?

May 1, 2017 | Publisher: Robert Wood Johnson Foundation

Author(s): Braveman P, Arkin E, Orleans T, Proctor D, and Plough A



While the term health equity is used widely, a common understanding of what it means is lacking.

What is health equity?

In a report designed to increase consensus around meaning of health equity, the Robert Wood Johnson

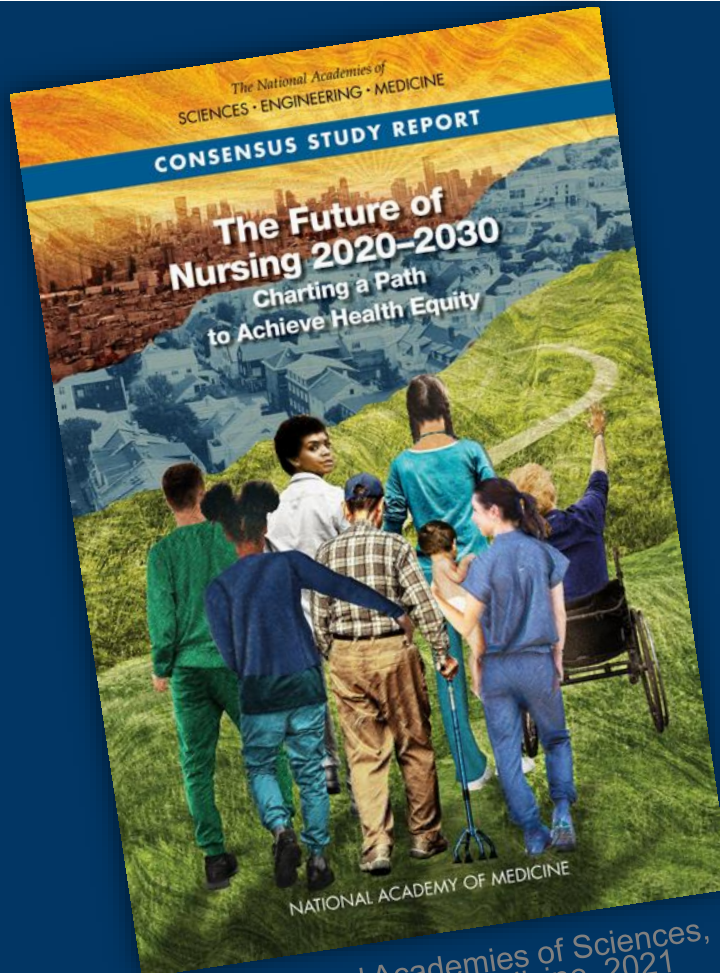
Foundation (RWJF) provides the following definition: “Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.”

Defining Health Equity

*“ Health equity is assurance of the conditions for optimal health for **all people**. Achieving health equity requires valuing all individuals and populations equally, recognizing and rectifying historical injustices, and providing resources according to need. Health disparities will be eliminated when health equity is achieved.”*

Jones, C. (2014). Systems of power, axes of inequity: parallels, intersections, braiding the strands. *Medical Care*, 52(12). S71-S75.

Future of Nursing 2020-2030: Charting a Path to Achieve Health Equity



“A Nation cannot fully thrive until everyone—no matter who they are, where they live, or how much money they make—can live the healthiest possible life. And helping people live their healthiest life is and has always been the essential role of nurses...

Nurses, then, have a critical role to play in achieving the goal of health equity.” Ch. 1 pp. 3-4.

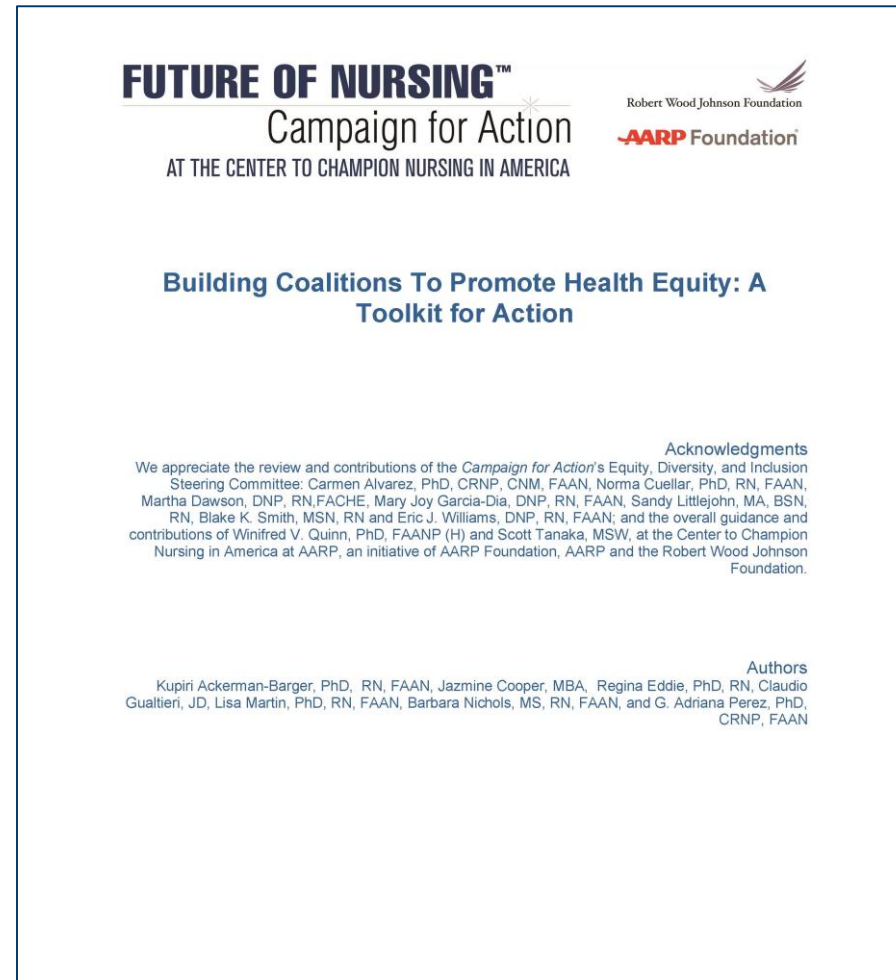
© By National Academies of Sciences, Engineering, and Medicine. 2021

Health Equity Toolkit Purpose



To provide action-based strategies and concrete steps for individuals, communities, and health care facilities to promote and sustain a Culture of Health.

Building Coalitions to Promote Health Equity: A Toolkit for Action



Target Audience

Nurses, all members of the health care team, community leaders, health care stakeholders, businesses, health care facilities, consumer advocates, and anyone who is interested in creating meaningful health care changes in their community.



Use and Navigate the Toolkit

NOV 20, 2019



Equity Toolkit Helps Communities Take On Social Determinants of Health

The newly developed Health Equity Toolkit provides in one place the tools, resources, and information that nurses, as well as Action Coalitions and their partners, need to help their communities by tackling the social determinants of health—those conditions in which people are born, grow, live, work and age, including social and economic factors that have a great influence on people’s health.

Created by the Future of Nursing: *Campaign for Action*, the toolkit is based on the nursing process—the five steps known as ADPIE:

Assessment

Diagnosis

Planning

Implementation

Evaluation

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Section 1. Overview and Purpose

Learning Objectives:

Define a Culture of Health and health equity.

Identify social determinants of health and health outcomes.



Social Determinant Factors adapted from Healthy People 2020

Section 2. Assessing your Knowledge and Preparedness

Consistent with the five steps of the nursing process, we recommend Action Coalitions conduct a self-assessment to determine their readiness and needs for addressing efforts to promote health equity. This process includes acknowledging and reflecting on existing work, efforts, and achievements through appreciative inquiry.

Section 2. Assessing your Knowledge and Preparedness

Social Determinants of Health Assessment Survey

Questions about you and your practice

Knowledge Questions about Health Equity and SDOH

How *confident* are you in your ability to discuss the health inequities with patients/community?

How *likely* are you to discuss the health inequities with patients/community?

What are the major barriers that prevent you from addressing health inequities experienced by your patients or community?

Section 3. Community Assessment

[Centers for Disease Control \(CDC\) Social Vulnerability Index](#)

[County Health Rankings](#)

[City Health Dashboard](#)

[AARP Livability Index](#)

Pennsylvania Action Coalition - [Stakeholder survey](#)

Cultural Humility in Health Equity Approaches



- **Recognize and honor the expertise that resides within communities**
- **Assume that individuals from groups different from our own have the wisdom and the ability to teach and learn, to problem solve, and to innovate.**

Tervalon and Murray-Garcia. (In-progress, 2022) *Cultural Humility: History, Concepts and Practice*. Elsevier.

Section 4. Social Diagnosis/Deciding



Which health equity issues are a priority for the Action Coalition, including partners and stakeholders?

Given the current capacity of the Action Coalition, is it feasible to address the health equity issues identified?

Are you the best people to solve the problem? Who is not at the table who should be?

Could there be unintended negative impacts of your efforts? Even if there are some unwanted results, you may well decide that the benefits outweigh the negatives.

Section 5. Planning

Identify and Engage Potential Partners

- Identify essential individuals and groups.
- Involve community members most affected by the issue; community organizations whose duties relate to the issue.
- Invite professional nursing organizations representing diversity in the workforce [See Below]
- Include state, tribal, county, and local governments, educational institutions, and health care institutions.

Partners to Consider

American Association for Men in Nursing

National Black Nurses Association, Inc.

Asian American/Pacific Islander Nurses Association, Inc.

National Coalition of Ethnic Minority Nurse Associations

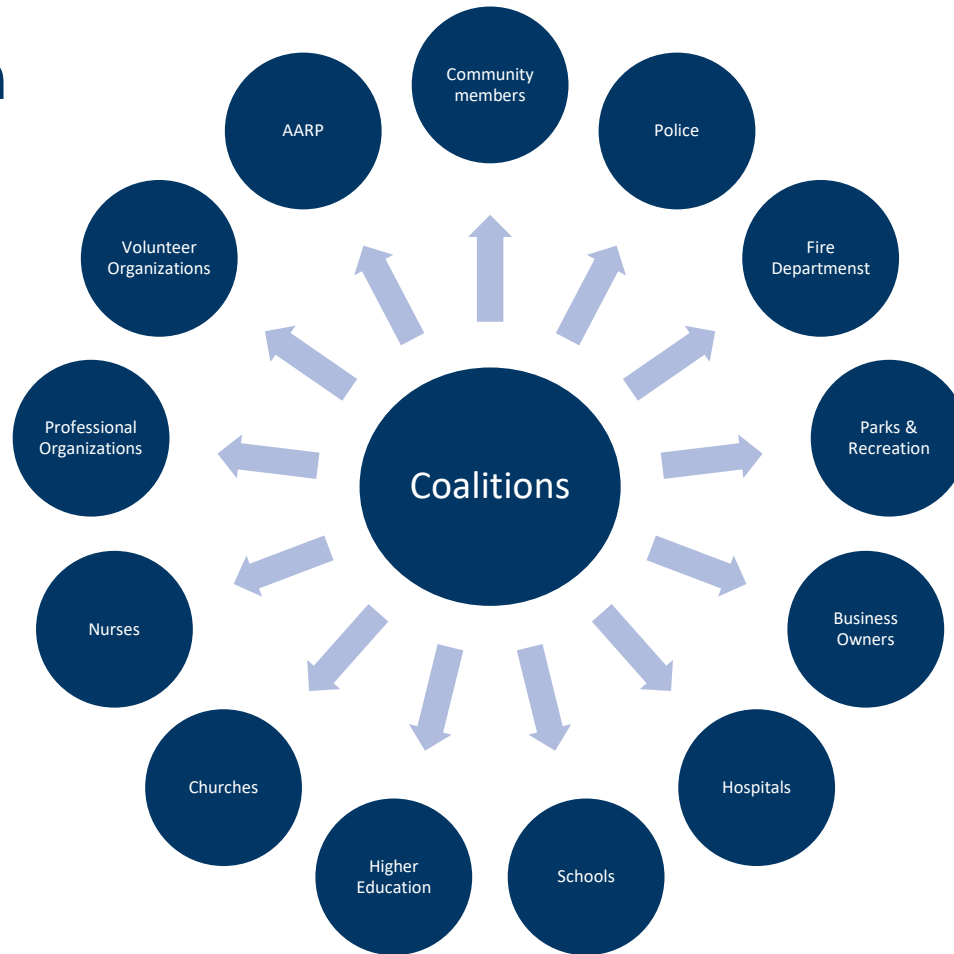
National Alaska Native American Indian Nurses Association

Philippine Nurses Association of America, Inc.

National Association of Hispanic Nurses

Section 5. Planning

Potential Coalition Membership



Adapted from Community Wellness Planning Kit

Section 5. Planning

Example of a Communication Action Plan

Audience	Content	Communication Format/Media	Resources	Timing of Communication

Section 5. Planning

Establishing a Smart Strategic Plan



Section 5. Planning

Fundraising (links for more information)

[Core Pillars of Successful Fundraising](#)

[Fundraising Principles](#)

[Case for Support Materials](#)

[Special Event Planning Guide](#)

[Prospect Research Source Guide](#)

[Sample Donor Funder Messages and Sample Case Presentation](#)

[Building Widespread Support and Engagement](#)

[Volunteer Engagement Toolkit](#)

[Relationship Management Toolkit and Relationship Mapping Worksheet](#)

[Fundraising Operating Plan Template:](#)

Section 6. Action/Implementation



Examples from nurses in the field

Humana's Bold Goals: [Bold Goal Communities](#)

Future of Nursing: Campaign for Action's [Innovations Fund](#)

Now Pow Platform:
<https://www.nowpow.com/>

Pennsylvania Action Coalition: [at the Core of Care podcast series](#)

Nurses Change Lives—Johnson and Johnson [video](#)

Role of Nurse Practitioners in rural West Virginia [video](#)

Section 7. Evaluating Impact

Recognition: What has changed in the issues of the community you hoped to address?

Replication: Could your strategy be replicated by another community? If so, how?



Section 8. Resource Hub



Explore guides, links, and tools to inform your action plan

To share additional resources email Jazmine Cooper at jncooper@aar.org

Break Out Groups

**In your
groups
discuss
the
following:**

Identify a health inequity and health disparity that you would like to address in your breakout room.

Using the example from the above question, identify three to four potential partners and champions who could move this effort forward.

Craft 1-2 sentences or selling points that you might use to persuade potential partners and champions that this effort is worth investing in and would be of benefit to them and/or their community members or constituents.

Group Work

Breakout Room Instructions:

You will be allotted 10 minutes to complete the activity.

Review the discussion questions that will be shared by a tech lead.

One person should lead the discussion.

Please remain in the breakout room for the entirety of the activity.

Please copy your drafted responses and be prepared to share or submit your response in the chat feature.

Discussion

Thank You

Which Recommendation Will You Take On?

Join your state coalition:

campaignforaction.org/state-action-coalitions/

Sign up for newsletter: campaignforaction.org/newsletter-sign-up/

Email us: campaignforaction@aarp.org

 www.facebook.com/CampaignForAction/

 twitter.com/Campaign4Action

The challenge is clear. Everyone needs to engage.

 www.youtube.com/user/FutureofNursing

