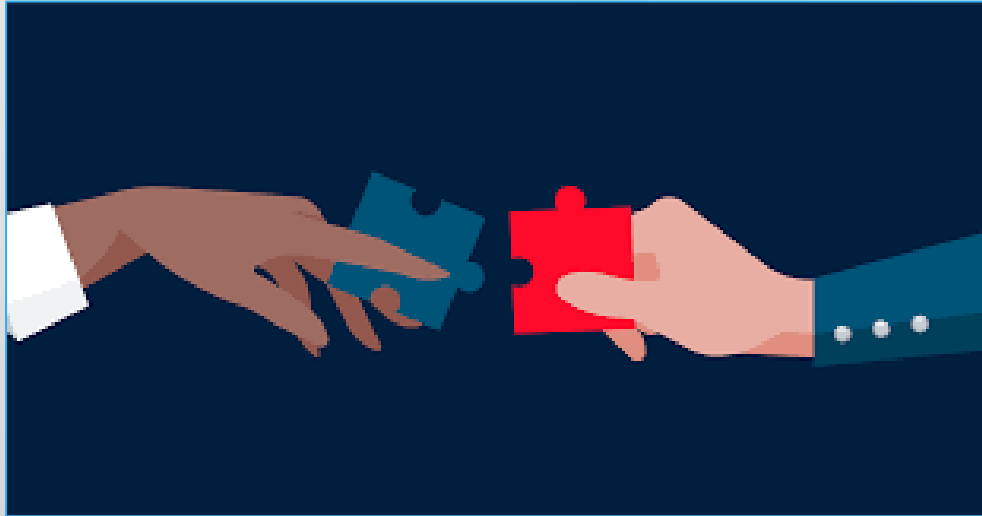


# Public Health's Role in Addressing Health Equity

Beverly Scurry, NCIOM Steering Committee Member,  
former employer with the Orange County Health Department

Zo Mpofu, CHA/CHIP Program Manager,  
Buncombe County Health Department



## Partnerships:

### Developing and nurturing partnerships

Evaluates current partnerships to identify strengths and gaps in addressing equity issues

Promotes community-based partners in work they are leading

Convenes partnerships to address health disparities

Initiates targeted partnerships to address gaps in service provision

# Buncombe County Advancing Health Equity Through Partnerships

DO YOU THINK YOU'VE BEEN EXPOSED TO COVID-19?

## GET TESTED!

NO OUT OF POCKET COST. NO PRE-REGISTRATION REQUIRED.

October 6th, 9:30 AM - 1:30 PM

October 7th, 2 - 6 PM

October 13th, 9:30 AM - 1:30 PM

October 14th, 2 - 6 PM

**SHILOH FRIENDSHIP CENTER**

142 Shiloh Rd.  
Asheville, NC 28803



The Interdenominational Ministerial Alliance of Asheville & Vicinity  
The Baptist Ministerial Union of Asheville & Vicinity  
The Mud Creek Missionary Baptist Association of Western North Carolina  
Gamma Gamma Omega Chapter of Alpha Kappa Alpha Sorority, Inc.  
Delta Sigma Theta Sorority, Inc. - Asheville Alumnae Chapter  
ABIPA

09/29/2020



### Community ICE CREAM SOCIAL

with CHOSEN, Land of Sky, and United Way

**Date:** June 5th, 2021  
**Time:** 12-2:30PM  
**Location:** Edington Community Center  
South Side Kitchen & Garden

**Details:** Join neighbors and friends for ice cream, music, and summer treats. All are welcome. Covid shots will also be available at this event (J&J and Pfizer Vaccine).



This event is sponsored by:



## Buncombe County COVID Health Equity Collaborative



Current programs and services:

Reviewing current programs and services

Evaluates whether current programs and services are serving intended communities

Identifies and implements strategies to improve equitable access to programs and services

Incorporates evaluation measures of outreach to historically marginalized populations, identification of structural barriers, and awareness of implicit bias by providers

# Emerging Resource



**NC Child**  
The Voice for North Carolina's Children

**NC Health Equity Impact Assessment**  
for Public Policy Advocacy

Vikki Crouse | Health Program Associate | NC Child

## A Health Impact Assessment Toolkit

A Handbook to Conducting HIA, 3<sup>rd</sup> Edition





Needed programs and services:

Developing strategies to implement new services

Identifies gaps in current services and programs related to areas of health disparity

Works to understand priorities and preferences of community members related to needed programs and services

Partners with community-based organizations to implement or promote new programs or services



# Buncombe County: Health Equity Programming, Promotions, Collaboration



## From Preventing T2 -- to Vaccine Equity & CHW Pipelines





Local public health  
workforce:

Develop the workforce

Engages a workforce that reflects the diversity of the community

Reflects diverse perspectives and lived experiences in leadership

Includes local leaders and respected community members in  
development of public health workforce training programs

Develops the workforce pipeline by engaging with local secondary  
schools in career readiness programs



# Buncombe County: Building Workforce Equity Capacity



**Moving “transactional”-- to “transformative” programming through equitable Planning, Implementing, and evaluation**



Communications/public awareness:

Developing communications efforts internally and externally

Learns from community members about the most useful communications messages and methods

Provides health communications across a variety of methods

Evaluates messages and materials for accessibility, perceptions, and cultural competency

# Orange County Efforts



## The Basics

Find anti-racist resources for beginners



## Healing Space

Engage in self-care and healing to balance life and to better improve health, with the acknowledgement that mind, body, and spirit are interconnected



## OCIID Efforts

View and hold accountable the work the department is engaged in as effort to grow its equity lens.



## Resources

Grow your equity lens: find podcasts, Tivitvies, books, training opportunities and more.



## Local and National News

Read highlights on equity from local and national channels.



## How to Support the Movement

Find local, statewide, and nationwide opportunities to join organizations involved in moving equity work forward



## Social Media

Follow and learn from organizations and people to follow and learn from who are committed to health and racial equity and social justice work.

# Buncombe County: Equity in Communications & Messaging



Panelists discuss the experiences of Black, Indigenous and People of Color as they relate to the COVID-19 pandemic during Buncombe County's "Let's Talk COVID-19 The Vaccine" discussion on Facebook Live Jan. 27. *Courtesy Photo*



- Leaning into Historical Truths
- Language Justice/CLAS
- Equity Style Guide



Local policy:

Developing  
local policy

Promotes a health equity lens in local policymaking

Communicates data and community perspectives on health disparities and community needs to local policymakers

Amplifies and provides opportunities for community member voices to be heard in local policymaking

Acknowledges and considers its influence on state-level policy, when applicable.



# Buncombe County: From Data to Policy

Commissioners Unanimously Approve Resolution Declaring Racism a Public Health & Safety Crisis



Buncombe County staff and partners presented local health and justice data that illustrated a clear disparity in outcomes for people of color in our community. This data compelled the approval of declarations by the Health & Human Services Board and Justice Resources Advisory Council along with a request for a comprehensive Board resolution elevating and confirming the crisis. These actions and the study's findings led the Board of Commissioners to approve a resolution Declaring Racism a Public Health and Safety Crisis in Buncombe County during its meeting on Aug. 4.

## Equity Policy Change Time Line

- **June 26, 2020:** Buncombe County Health & Human Services Declares Racism a Public Health Crisis
- **August 4, 2020:** Buncombe County Board of Commissioners and Asheville City Council pass reparations legislation, declare racism a public health and safety crisis
- **April 20, 2021:** Commissioners Approve Nondiscrimination Ordinance
- **June 15, 2021:** Commissioners Approve Racial Equity Action Plan



Governance:

Leading local public  
health

Represent the diversity of the communities they serve

Understand their role and influence on community health equity

Use their influence with other community leaders to address  
community health equity

# Buncombe County: Health & Human Service Board - Health Equity Champions



WLOS

In a unanimous vote, the Health and Human Services Board acknowledged there's a better way to care for the disenfranchised.

"We're shifting power, and we're declaring a policy, and we're changing practices," board chairman Frank Castelblanco said.





## Evaluation:

Assessing current  
community health  
status and needs

Includes people of diverse perspectives

Centers stories of community members

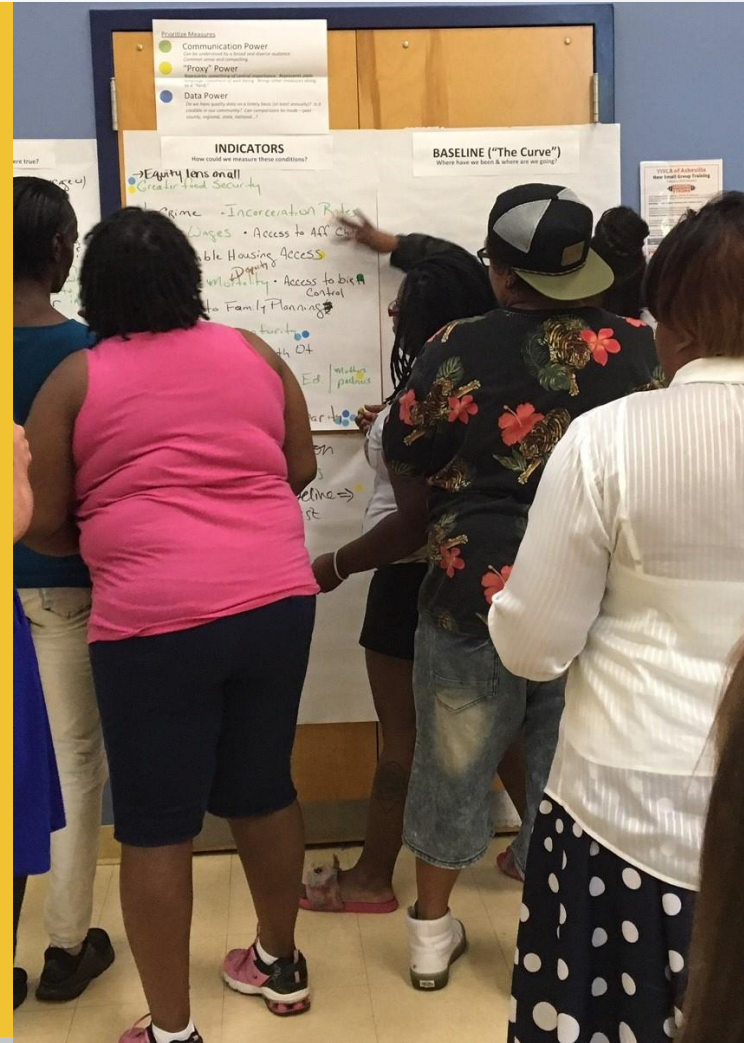
Identifies disparities in community health status based on race/ethnicity, income, geographic location, disability, language, immigration status, and other identities

Advocates for appropriate data development to better understand disparate impacts of policy and drivers of health

# Buncombe County: Results Based Accountability (RBA) for Equity

## ***Evaluation:***

*“The systematic determination of the merit, worth, or value of an object” - Michael Scriven*





# Small Group Discussions

## Local Public Health's Role in Addressing Health Equity

- What other ideas do you have regarding LPH's role in addressing health equity?
- What's missing from any of the 8 areas we mentioned?
- Are there other areas that we didn't cover?