





**EXPANDING A FAIR HEALTH MOVEMENT:
ISSUES AND OPPORTUNITIES**

HEALTH POLICY INSTITUTE
JOINT CENTER FOR POLITICAL AND ECONOMIC STUDIES



Our Mission – to ignite a “Fair Health” movement that gives people of color the inalienable right to equal opportunity for healthy lives




How Will We Further This Movement?

- Increase the capacity of local and national leaders to elevate health equity in the public discourse
- Conduct research to continue to build the evidence base to compel action
- Harness new tools, such as internet-based mapping, social networking, and advocacy platforms
- Engage key stakeholders and constituencies
- Promote new ideas for action to eliminate health disparities




Place Matters – Future Directions

- Build two tracks – one national, one local
- Expand technical assistance and resources for local PM teams
- Build and support national campaigns to promote fair health and elevate SDOH



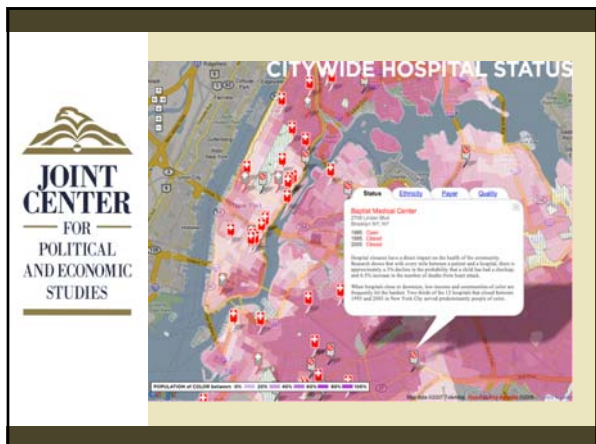
Building the capacity of local leaders to elevate disparities in the public discourse

- Improve PM team resources and technical assistance
- Build PM teams' capacity to fundraise
- Promote web-based information-sharing and advocacy tools
- Encourage partnerships across racial and economic justice sectors (e.g., civil rights, housing, environmental justice)



Harnessing New Media and Web 2.0 Tools to Support Policy and Advocacy Efforts

- Produce webinars, podcasts, and other internet-based platforms to disseminate products
- Utilize Web 2.0 and social networking tools to translate and disseminate findings (e.g., blogs, discussion forums)
- Harness new tools, such as interactive web-based mapping platforms to illustrate the spatial dimensions of health inequality and point to place-based solutions
- Generate and promote the use of New Media (e.g., YouTube video)





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Expanding the HPI National Research Agenda

- Conduct primary research to quantify the impact of health disparities on individuals, families, communities, and the larger society.
- Conduct research to further understand the link between the social determinants of health and health disparities, and assess the effectiveness of place-based solutions.
- Quantify the economic impact associated with reducing health disparities as well as the cost-effectiveness of interventions
- Assess the economic benefits of diversity among health professionals



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Proactively Engaging Target Audiences and Key Stakeholders

- Conduct regular briefings for Congress and Federal agencies
- Support and disseminate communications research on social determinants of health
- Develop a proactive news media strategy to promote evidence-based reporting on health inequality
- Promote innovative policy solutions (e.g., land use, healthy housing)



Promoting New Ideas for Action

- Race, Place and Regionalism
- "Place-Based" and "People-Based" strategies to reduce concentrated poverty
- Health Impact Assessment as a tool to evaluate the health consequences of policies in criminal justice, housing, transportation, education, and other areas
- Health Empowerment Zones to improve community conditions for health, such as improving the retail food environment
