
Community As Partners – Creating a Dialog for Change

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City of Hope - Patient, Family, and Community Education



Objectives

- Introduction to the Social Determinants of Health (SDH)
- Identification of role(s) you, and the larger community, can play in addressing the issues of SDH.

What Do We Mean By Social Determinants of Health?

- The social determinants of health are the conditions in which people are born, grow, live, work and age.



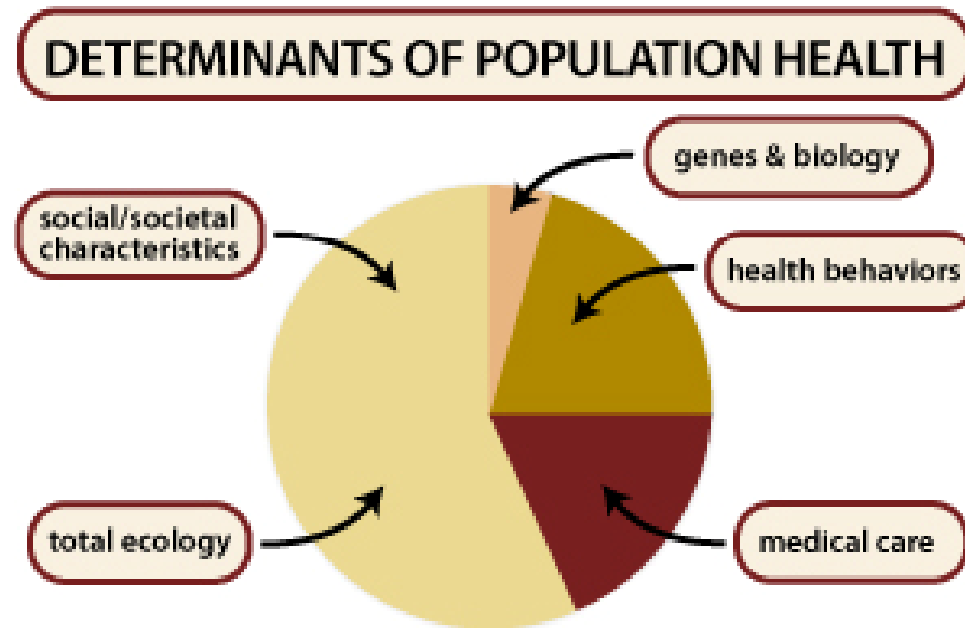
**World Health
Organization**

World Health Organization Nine Themes on Social Determinant of Health

1. Employment Conditions
2. Social Exclusion
3. Priority Public Health Conditions
4. Women and Gender Equity
5. Early Child Development
6. Globalization
7. Health Systems
8. Measurement and Evidence
9. Urbanization



Centers for Disease Control



Retrieved on 10/30/14: Centers for Disease Control. FAQs Social Determinant Of Health.
<<http://www.cdc.gov/socialdeterminants/faq.html>>

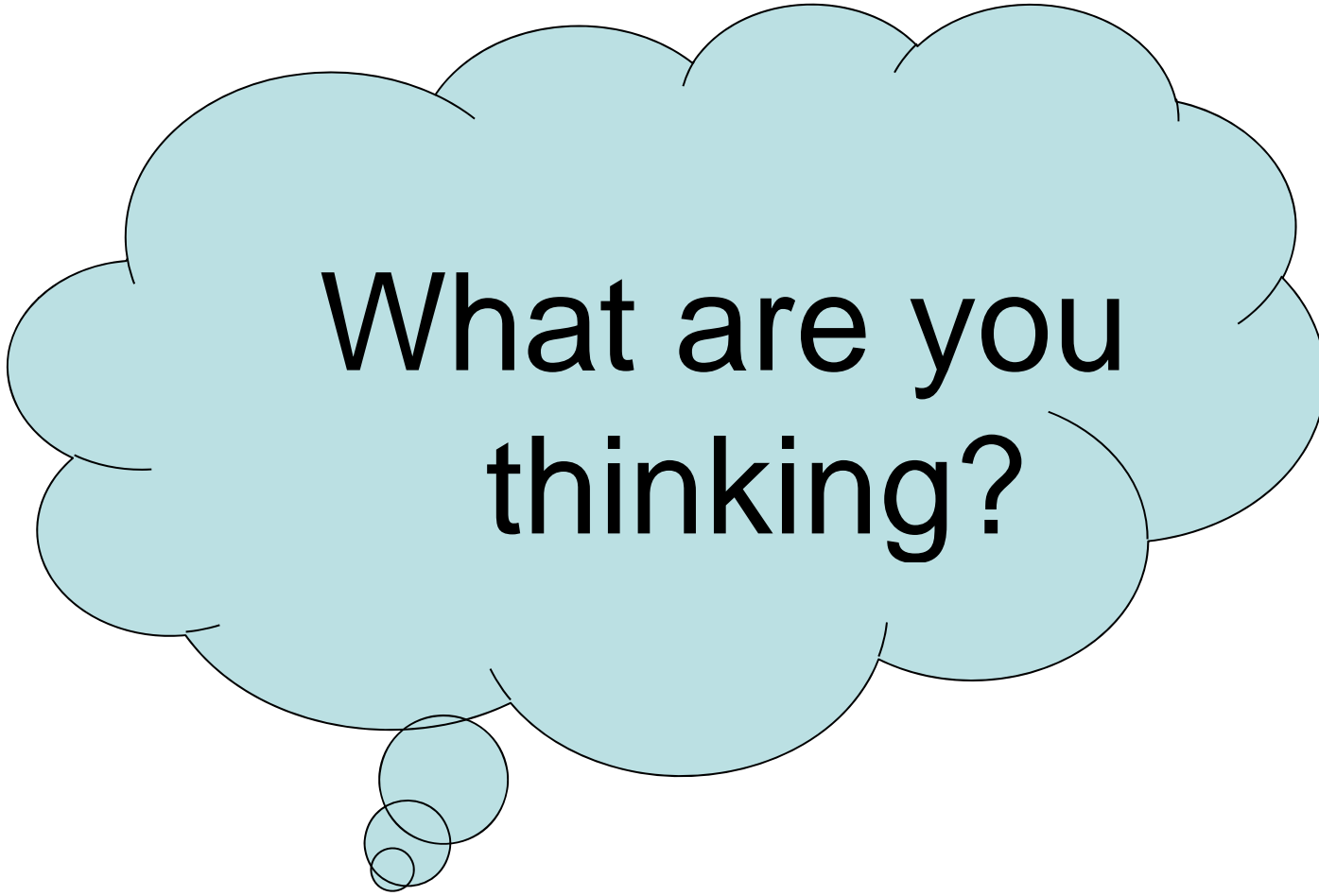
Resources that Enhance Quality of Life

- Safe and affordable housing
- Access to education
- Public safety
- Availability of healthy foods
- Local emergency/health services
- Environments free of life-threatening toxins

Impacted by Social Disparities

With Health Disparities Place Matters





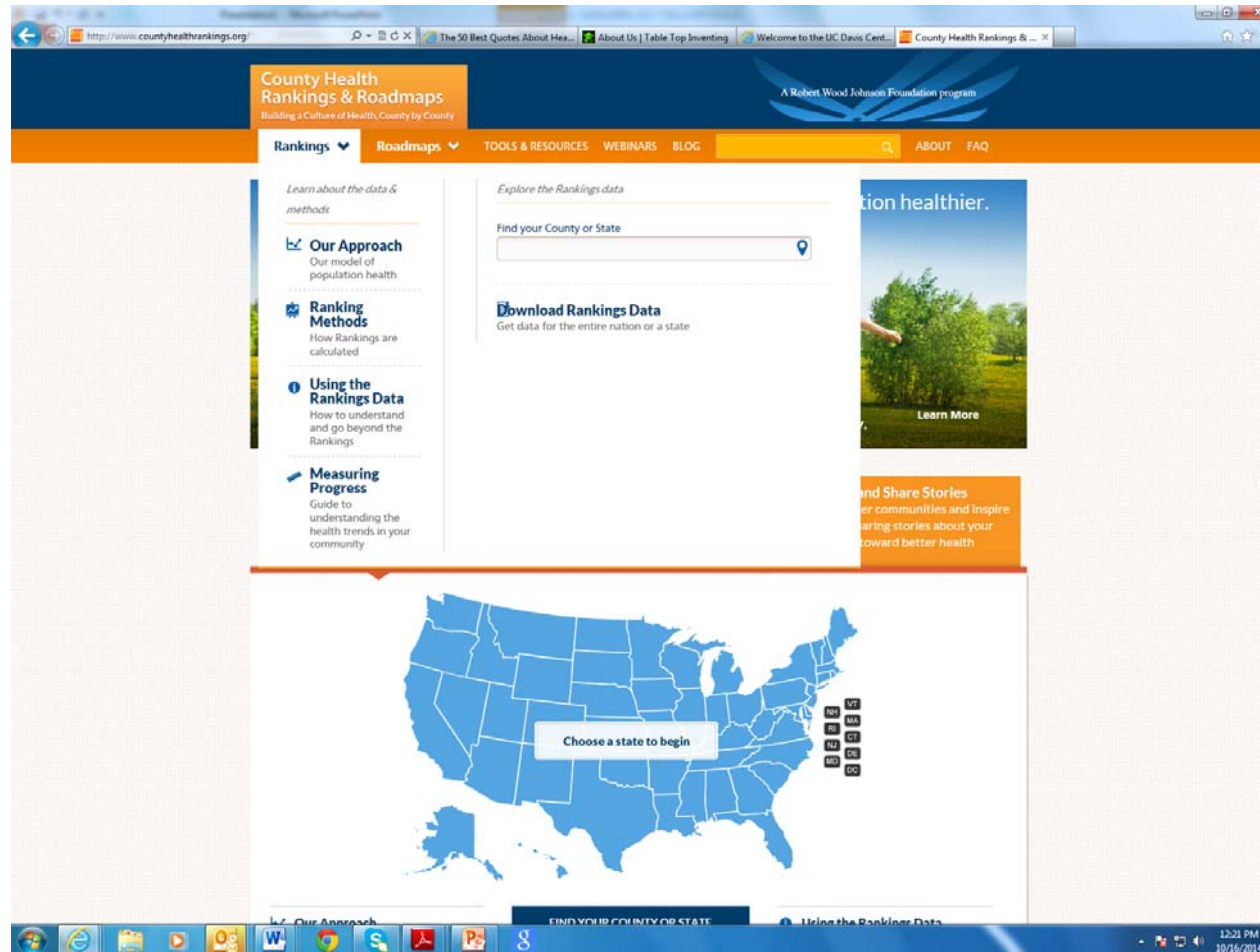
**What are you
thinking?**

**What Does This
Have to
Do with Me?**

Tools To Make a Difference

- County Rankings
- GIS
- Community Dashboard
- Health People 2020

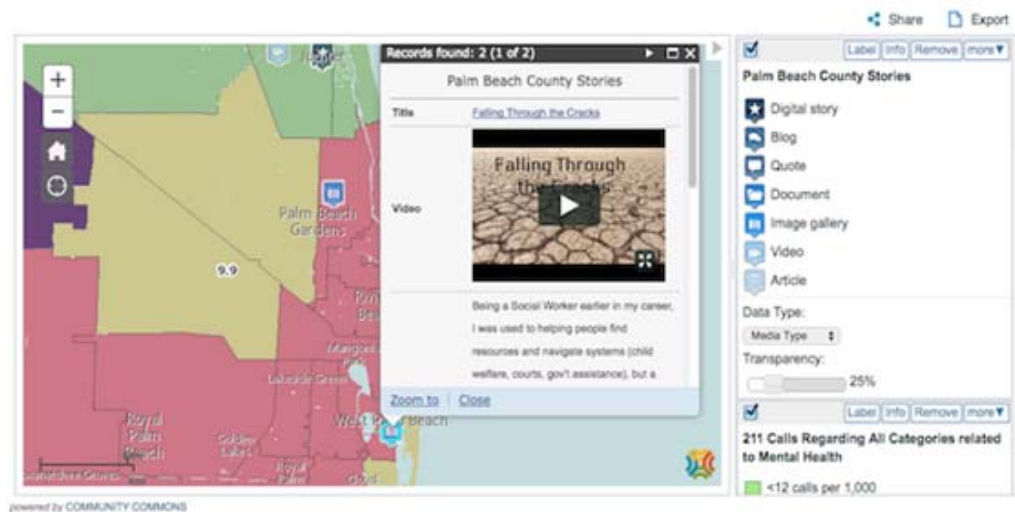
County Health Rankings and Roadmaps



<http://www.countyhealthrankings.org/>



Community Commons



Maps and Stories Together

Palm County, Florida uses Digital StoryMapping to start conversations around health in neighborhoods. [Read more](#)

Healthy Communities

The screenshot shows the 'Healthy Pasadena' website dashboard. At the top, there is a banner with the text 'healthy PASADENA' and 'Powered by The Healthy Communities Network'. Below the banner is a 'COMMUNITY DASHBOARD' section with a search bar and a 'View the Legend' link. The dashboard features several indicators: Homeownership, ER Hepatitis, Public Assistance, Public Transportation Commuters, and People 200% Above Poverty. A 'Health status indicators' section is also visible. The 'IN THE NEWS' section highlights a 'Feature Story' about the 'Huntington Memorial Hospital Community Benefits Plan Fiscal Year 2013'. The 'About This Site' section explains that the website is a one-stop resource for data and information to help planners and policy makers. The 'For General Information' section provides links to view and compare indicators for L.A. County, the greater Pasadena community, or by individual zip codes. The 'For Research and Grant Writing' section mentions tools for data extraction. On the right side, there is a 'Quick Links' section with various organizations, a 'Community Survey' section with a 'Vote' button, and an 'Air Quality Index' section for W San Gabriel Valley showing 'Moderate' conditions. The website is displayed in a browser window with the URL 'http://www.healthypasadena.org/' and a Windows taskbar at the bottom.

Healthy People 2020

- To create social and physical environments that promote good health for all.
- All Americans deserve an equal opportunity to make the choices that lead to good health.
- Ensure that all Americans have that opportunity, advances are needed not only in health care but also in fields such as education, childcare, housing, business, law, media, community planning, transportation, and agriculture.



Retrieved from: Social Determinants of Health | Healthy People 2020

<http://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-health>

10/31/2014

Now What?

- We now understand that we can improve health by diving into the social determinants of health.



Getting at the Roots of the Issue

Social Determinants of Health

Dig Deeper: Getting at the Roots of the Issue

Social Determinants of Health

Start a dialogue about the underlying causes of poor health or quality of life in your community. How do the 5 social determinants of health discussed in Healthy People relate to your issue(s)?

1. How does the physical environment affect the health of your community? (for example: water and air quality, availability of safe walking paths or sidewalks, housing standards)
2. How does access to health services affect the health of your community?
3. How do biology and genetics affect the health issue you are trying to address?
4. How does the social environment affect the health of your community? (for example: income level, education level, unemployment, language)
5. How does individual behavior affect the health issue you are trying to address?

Are there interventions and/or strategies to effect change at the root level, ultimately improving the health of the community?

Strategies for Transformative Change

Stanford SOCIAL
INNOVATION Review
Informing and inspiring leaders of social change

Strategies for Transformative Change



1. *Distribute through existing platforms*
2. *Recruit (and train!) others to deliver the solution*
3. *Unbundle and scale up the parts that have the greatest impact*
4. *Use technology to reach a larger audience*
5. *Don't just build organizations and programs, strengthen a field*
6. *Change public systems*
7. *Embrace the need for policy change*
8. *Don't ignore for-profit models for scale*
9. *Alter people's attitudes, beliefs, and behaviors*

Jeffery Bradach & Abe Grindle. Emerging Pathways to Transformative Scale. Stanford Social Innovation Review. http://www.ssireview.org/articles/entry/emerging_pathways_to_transformative_scale. Retrieved on 10/31/14

Community Based Participatory Research Articles

- Examining Community-Institutional Partnerships for Prevention Research Group. [Building and Sustaining Community-Institutional Partnerships for Prevention Research: Findings from a National Collaborative](#). J Urban Health. 2006 Nov;83(6):989-1003.
- Hebert, J., Brandt, H., Armstead, C., Adams, S., Steck, S. [Interdisciplinary, Translational, and Community-Based Participatory Research: Finding a Common Language to Improve Cancer Research](#). Cancer Epidemiol Biomarkers Prev 2009;18(4):1213–7.
- Horowitz CR, Robinson M, Seifer S. [Community-Based Participatory Research From the Margin to the Mainstream: Are Researchers Prepared?](#) Circulation. 2009; 119:2633-2642.
- Jagosh J, Macaulay AC, Pluye P, Salsberg J, Bush PL, Henderson J, Sirett E, Wong G, Cargo M, Herbert CP, Seifer SD, Green LW, Greenhalgh T. (2012). [Uncovering the Benefits of Participatory Research: Implications of a Realist Review for Health Research and Practice](#). Milbank Quarterly. 90(2): 311-346.
- Seifer SD, Michaels M, Collins S. (2010). [Applying Community-Based Participatory Research Principles and Approaches in Clinical Trials: Forging a New Model for Cancer Clinical Research](#). Progress in Community Health Partnerships: Research, Education and Action. 4(1): 37-46.
- Seifer SD, Michaels M, Tanner A. [Podcast Interview Transcript on Communities as Partners in Cancer Clinical Trials](#). Progress in Community Health Partnerships: Research, Education and Action. 4(1): 47-53.

Finally,

We believe that a nation full of healthy, thriving communities is closer than you think—and to get there, we'll need to work and learn together.

(www.communitycommons.org)

What role will you play in
making this happen?