

Larry Cohen, Prevention Institute
 “Promoting Health Equity: Taking 2 Steps Back to the Social Determinants of Health”


*Promoting Health Equity:
 Taking 2 Steps Back to the
 Social Determinants of Health*



Larry Cohen, MSW
 Executive Director



www.preventioninstitute.org

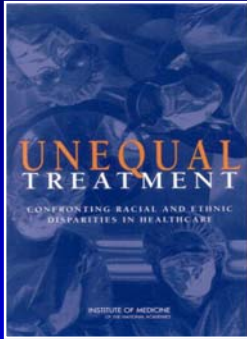


“Simply put, in the absence of a radical shift towards prevention and public health, we will not be successful in containing medical costs or improving the health of the American people.”

BARACK OBAMA



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What's health got to do with it?

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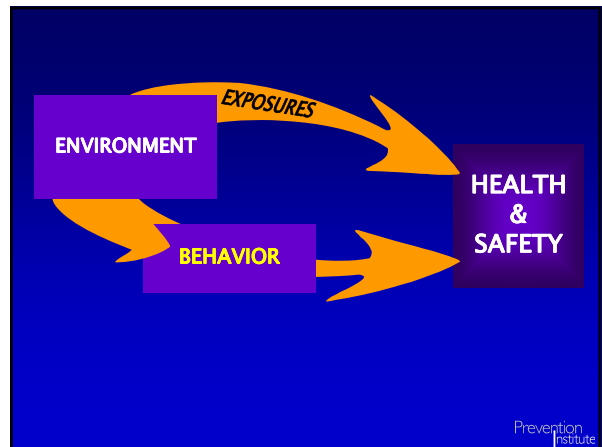
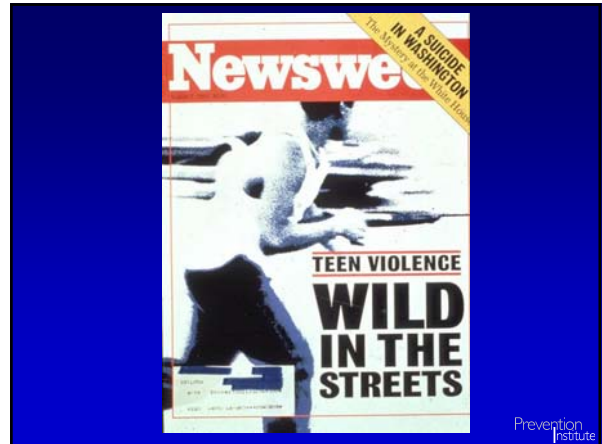
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“Health Equity: Focusing on Health in All Policies”
 A Disparities Foresight Briefing Presented by The DRA Project
 In collaboration with The Congressional Black Caucus Health Braintrust
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“It is unreasonable to expect that people will change their behavior *easily* when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine

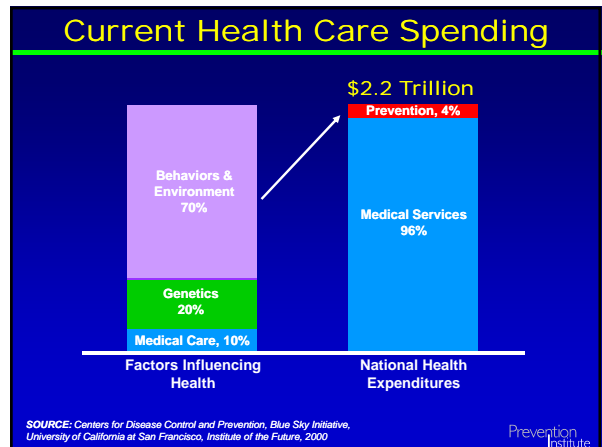
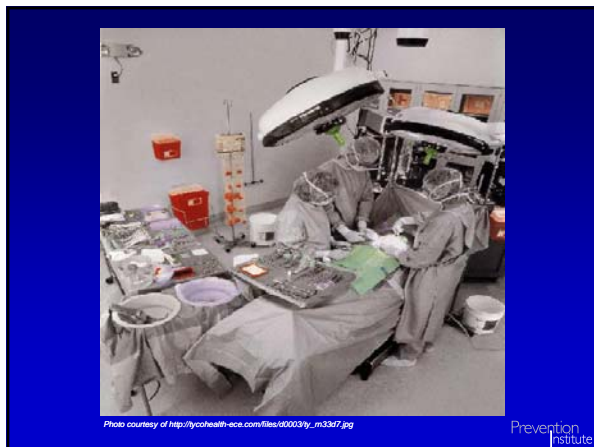
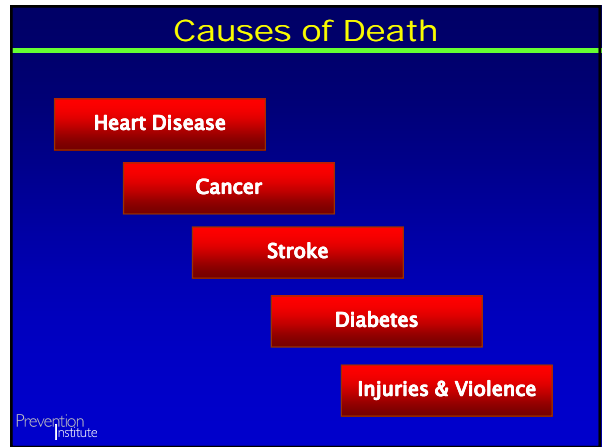
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HEALTH DISPARITIES:

The same injuries and illnesses only *more so*

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Let's take a step back...

Exposures & Behaviors

Medical Care

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Making Links to Exposures & Behaviors

Diet & Activity Patterns

Tobacco

Alcohol & Drugs

Heart Disease

Cancer

Stroke

Diabetes

Injuries & Violence

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Let's take another step back...

Environment

Exposures & Behaviors

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What's Sold & How it's Promoted

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A Key Opportunity for Prevention

ENVIRONMENT

EXPOSURES & BEHAVIORS

MEDICAL CARE

INJURIES, ILLNESS & DISPARITIES

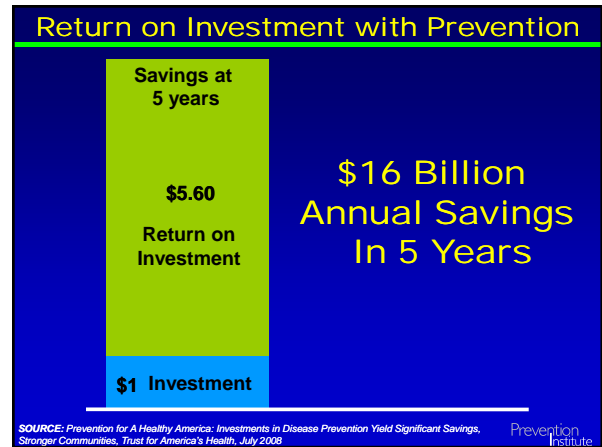
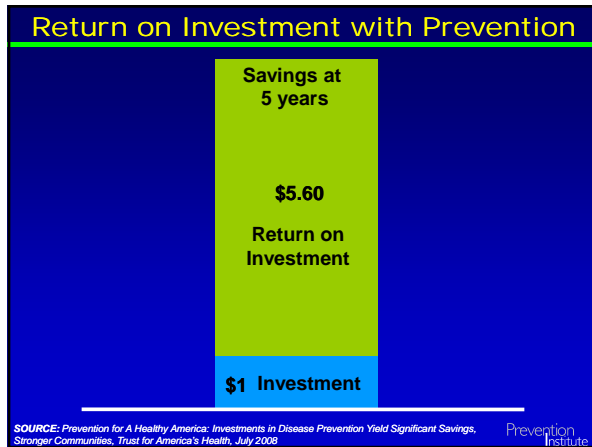
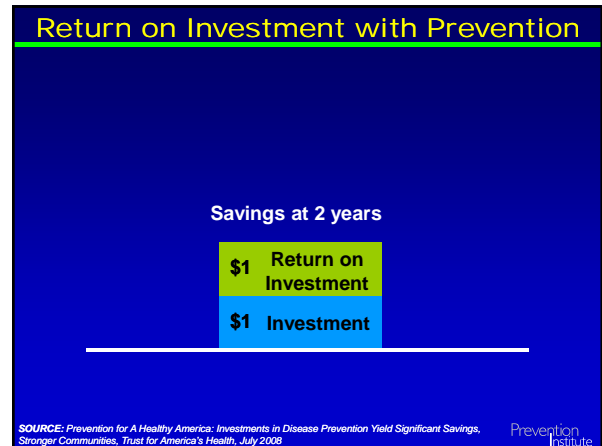
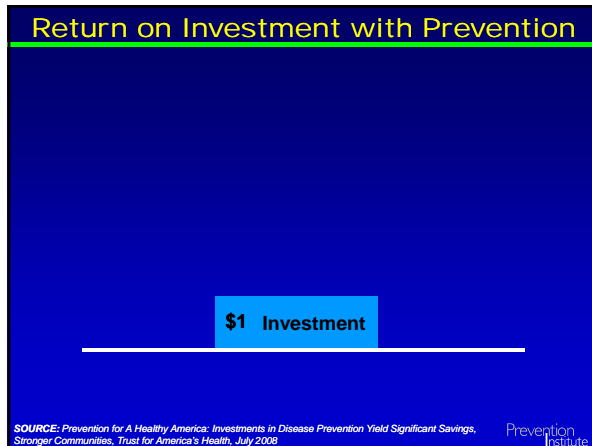
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What's Sold and Promoted

VS.

Industry Group	Low-Wealth Neighborhood	High-Wealth Neighborhood
Supermarkets	7	27
Carry-out eating places	26	24
Bars/Taverns	35	11

SOURCE: Morland K, Wing S, Diez Roux A, Poole C. Neighborhood characteristics associated with the location of food stores and food service places. Am J Prev Med. 2002;22:23-9.

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Elements of Community Health

PLACE

- ◆ What's sold & how it's promoted



Elements of Community Health

EQUITABLE OPPORTUNITY

- ◆ Racial justice
- ◆ Jobs & local ownership
- ◆ Education

MEDICAL SERVICES


- ◆ Preventative services
- ◆ Access
- ◆ Treatment quality, disease management, in-patient services, & alternative medicine
- ◆ Cultural competence
- ◆ Emergency response

PLACE

- ◆ What's sold & how it's promoted
- ◆ Look, feel & safety
- ◆ Parks & open space
- ◆ Getting around
- ◆ Housing
- ◆ Air, water, soil
- ◆ Arts & culture


PEOPLE

- ◆ Social networks & trust
- ◆ Participation & willingness to act for the common good
- ◆ Acceptable behaviors & attitudes





Policy Opportunities for Equity


FACTOR	CORE IDEA	SPECIFIC POLICY IDEA	AGENCY OR LEGISLATION



Health & Equity in Every Policy


Transportation Bill





Building on What's Working

South Los Angeles, CA

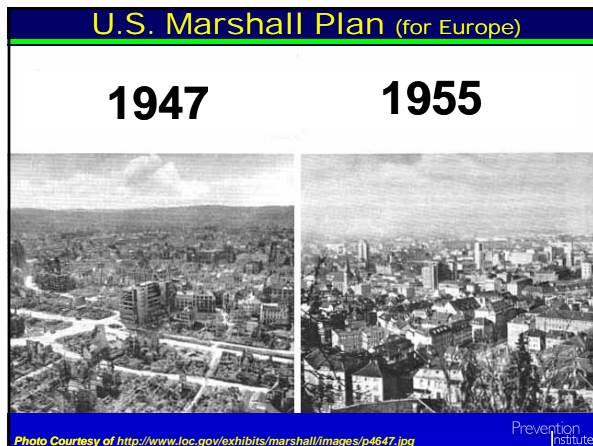


- ◆ Shut down 200 liquor stores in 3 years
- ◆ An average 27% reduction in crime within a four-block radius of each closed liquor outlet



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Recommendations to Promote Prevention and Health Equity

1. **National strategy** to promote health equity across racial, ethnic, and socioeconomic lines
2. **High-level leadership** at the White House and the department level
3. **Build capacity of federal, state, and local health agencies** to lead population-based prevention and health equity work.

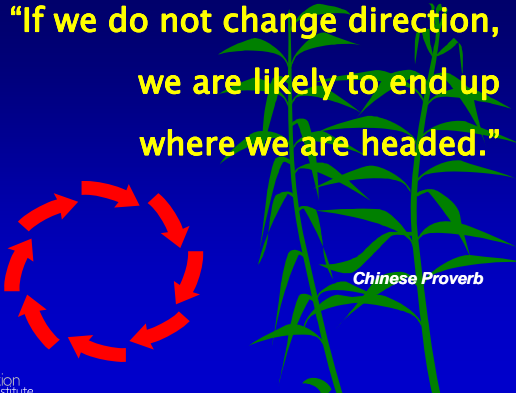
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Recommendations to Promote Prevention and Health Equity

4. Fund **community-based initiatives**.
5. **Technical assistance and tools** to support community-level efforts
6. **National, state, and local data systems**
7. **Population-based prevention** and health equity with an emphasis on **translating research into targeted, community specific strategies**.

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“If we do not change direction, we are likely to end up where we are headed.”



Chinese Proverb

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Putting prevention at the center of community well-being

www.preventioninstitute.org
www.eatbettermovemore.org

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