

The logo for HERA (Health Equity & Resource Advocates) features a stylized graphic on the left composed of overlapping yellow and orange squares forming a larger square with a white star in the center. To the right of this graphic, the word "HERA" is written in a large, dark grey, sans-serif font. Below "HERA" is a thick yellow horizontal bar. Underneath the bar, the words "HEALTH EQUITY & RESOURCE ADVOCATES" are written in a smaller, dark grey, sans-serif font.

# HERA

HEALTH EQUITY & RESOURCE ADVOCATES

*[Overview of the HERA Initiative]*

[insert date]



# Family Health Services Division

Maternal, Paternal, Child and Adolescent Health  
(MPCAH) Unit

Home Visiting

**BUILDING  
BLOCKS**  
for Health Equity Unit

Adolescent  
Health

Perinatal  
Services &  
Education





## Health Equity

We believe...everyone in Alameda County, no matter where you live, how much money you make, or the color of your skin, should have access to the same opportunities to lead a healthy, fulfilling and productive life.





## Guiding Frameworks

**BARHII / Socio-Ecological model:** Addressing root causes and structural issues

**Life Course:** Critical time periods and cumulative impact

Together, with community partners, residents, and staff and clients, we work on projects that aims to ensure all children have the best start in life.

## Current Projects:



## Our Approach

- Innovation
- Collaboration
- Community Voice
- Investment in Early life
- Small Wins, BIG change



# Our History



- HERA evolved out of the Alameda County Prosperity Project
- Two year funded RWJF grant

Prosperity through...

## Policy

Responsible Banking policies leverage local government banking relationships to expand access to financial products, small business loans and other services in underserved communities.

## Education

The Savvy Consumer Toolkit uses popular education techniques to increase resident capacity to navigate the landscape of predatory products while still meeting family needs.

## Practice

Integrating the Savvy Consumer Toolkit, other financial tools, and policy activities into existing health programs, especially home-visits to new families, will improve health outcomes.

# Goal of HERA



Grow a unit in MPCAH that engages staff and clients in developing solutions to the social factors that impact the health of families receiving our home visiting services



# Current Focus



- Tailoring resources for MPCAH staff to address financial issues with clients
- Advocating for and adapting low cost financial alternatives for MPCAH clients to access
- Engaging MPCAH staff in addressing housing issues that impact their clients
- Developing a clear path for home visitors to communicate about systemic/policy-related issues impacting the clients they serve





# Accomplishments...



- Facilitating an Interagency collaboration to address housing/homelessness
- Developing strategies with staff on how to better partner with various housing bodies and organizations
- Engaging staff to develop a new small dollar loan pilot program
- Capturing a health equity baseline across home visiting programs
- Creating communication tools to highlight health equity work staff are doing

# Evaluation

## Results Based Accountability (RBA)



RBA Questions: Knowledge Measures

### 1. Health Equity

*How staff define health equity and how staff practice health equity in their programmatic work (qualitative coding)*

### 2. Housing Advocacy

*% of home visiting staff that report a knowledge increase in housing resources\**

### 3. Financial Health

*% of home visiting staff that report a knowledge increase in financial tools\**



Planning



Childcare



Medical Care



Jobs



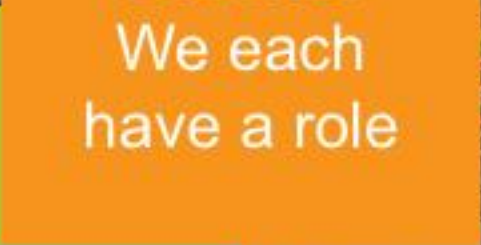
Healthy Food



Clean Air



Parks and Activities



Policy Makers



Education



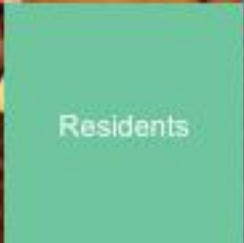
Housing



Preschool



Safe Neighborhoods



Residents



Transportation

