

Health Equity through Policy Change: Alameda County Prosperity Project



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Presenter Disclosure: Alexandra Desautels

(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

Overview

- *Why* focus on achieving health equity in Alameda County?
- *Why* do economic inequities matter for health in Alameda County?
- *How* are we addressing economic inequities through the Roadmaps project?
- *How* is the Roadmaps project moving local health equity policy work forward?

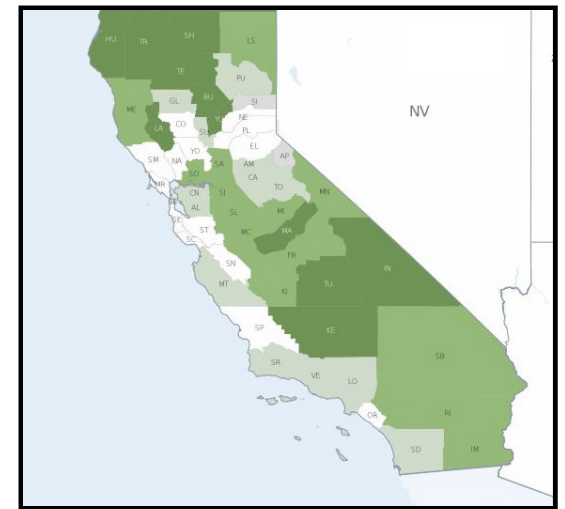
Why do we focus on health equity?

Our Mission

To work in partnership with the community to **ensure the optimal health and well being of ALL people** through a dynamic and responsive process respecting the diversity of the community and challenging us to provide for present and future generations.

County Health Rankings: Alameda County

- Ranked 21 out of 56 CA counties for health outcomes
- Ranked 19th for health factors overall
- Ranked 24th for social and economic factors specifically
 - Unemployment:
 - 11.3% in AC vs. 12.4% in CA overall
 - Children in Poverty:
 - 17% in AC vs. 22% in CA overall



Race, Place, and Income impact health

Compared to a White child in the affluent Oakland Hills,
an African American born in West Oakland is...

1.5 times more likely
to be born premature
or low birth weight

2.5 times more likely
to be behind in
vaccinations

5 times more likely
to be hospitalized
for diabetes

7 times more likely
to be born into
poverty

4 times less likely to
read at grade level

2 times more likely
to die of heart
disease

INFANT

CHILD

ADULT

Cumulative impact:

15 year difference in life expectancy

Health Equity



Everyone in Alameda County, regardless of neighborhood, income, or race, has access to the same opportunities to lead a healthy, fulfilling and productive life.

*Why do economic inequities matter
for health in Alameda County?*

Wealth = Health

Individual income and assets matter for health

1. Access to resources to support health



2. Increase our odds of living in a healthy neighborhoods



3. Mediate daily and chronic stress



4. Increase social inclusion and political power



Neighborhood wealth matters for health.



Communities of Opportunity

- Parks
- Safe/Walkable Streets
- Grocery Stores and Healthy Foods
- Good Schools
- Clean Air
- Quality Housing
- Public Transportation
- Good Jobs
- Strong Local Businesses
- Financial Institutions

Good Health Status

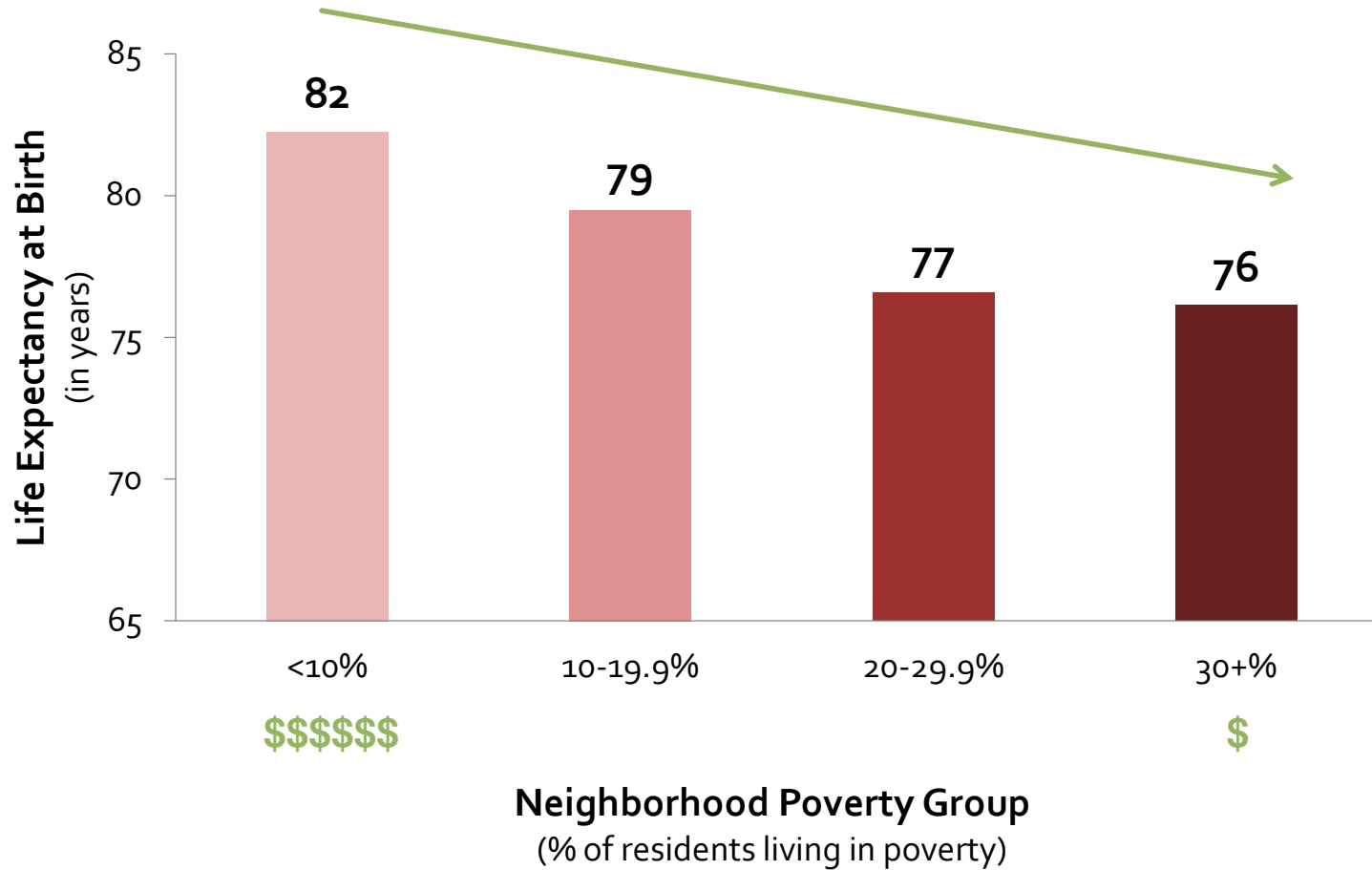
Poor Health Status



Disinvested Communities

- Limited/Unsafe Parks
- Crime
- Fast Food Restaurants
- Liquor Stores
- Poor Performing Schools
- Pollution and Toxic Exposures
- Limited Public Transportation
- Absence of High Quality Financial Institutions
- Predatory Lenders

Life Expectancy at Birth by Neighborhood Poverty, Alameda County



In Alameda County, there is a strong social gradient in health based on neighborhood poverty levels.

How are we addressing economic inequities through the Roadmaps project?

Barrier to Health:

Lack of Financial Services & Credit

- **\$3.89 million** is stripped from Oakland families each year through payday loans*
 - Predatory services are clustered in our low-income communities, mainstream banks moving out
- Lending to small businesses in lower-income neighborhoods dropped by 70% from 2007-2009



*ACPHD estimate based on data from FDIC, Pew Charitable Trusts, Center for Responsible Lending

Creating Access:

Alameda County Prosperity Project

Our Roadmaps project aims to ensure that all residents, regardless of race or place of residence, can build the wealth and economic security necessary to lead a long and healthy life.



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.

Oakland's Linked Banking Ordinance



My Word: Council amendment helps city select the best-performing bank

Muntu Davis, M.D., MPH is the health officer of the Alameda County Public Health Department

This amendment helps prevent our government from rewarding poor performing banks with our hard-earned tax dollars and ensures a level of accountability from our financial institutions that is fundamental to improving the health and economic vitality of our city and the people of Oakland.

*How is the Roadmaps project
moving local health equity
policy work forward ?*

Place Matters

The Alameda County Place Matters team promotes health equity through community-centered local policy and systems change focused on education, economics, criminal justice, housing, land use, and transportation.

Alameda County Place Matters is a part of the Joint Center for Political and Economic Studies Place Matters Initiative (funded by Kellogg Foundation) and is sponsored by Supervisor Keith Carson.

place matters



community engagement | criminal justice | economics | education | housing | land use + transportation

Local Policy Agenda



- *Criminal Justice:* Realignment Innovations Grants
- *Economics:* Responsible Banking Ordinance
 - Robert Wood Johnson Foundation - Roadmaps
- *Education:* Absenteeism and chronic disease reporting standards
- *Housing:* Proactive Rental Inspection
- *Land Use:* Health Element in General Plans
- *Transportation:* Regional Transportation Plan and Access to Buses
 - Pew Charitable Trust/RWJ – Health Impact Project

Responding to emerging issues



- Field community and government agency requests
- Assess health equity impacts using our “Health Equity Policy Assessment Tool”
- Example:
 - Oakland Army Base Redevelopment environmental health and air quality standards

Successes include...

- Vacant Property Registration Ordinance
 - Netted \$1.6 million for Oakland in 18 months
- Proactive Rental Inspection proposal
 - Approved by Council in Sept 2012
 - Pipeline project
- General Plan Health Element
 - Ashland/Cherryland
- Strong collaboration with community
 - “Working with public health adds credibility and power to our grassroots work.”



Keys to our success

- Build capacity to engage in health equity policy issues and share resources
- Create, strengthen, & sustain relationships with non-traditional partners
- Improve responsiveness & accountability to community identified policy issues
- Focus on the health equity case
- Cultivate champions



com·mu·ni·ty con·nec·tors: People who are driven to connect people to other people, information and opportunities. Dzali. Compadres. Comadres. **People like you.**



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Find us on Facebook: <http://www.facebook.com/PlaceMattersAC>

Website: www.acphd.org/healthequity/placematters

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