PLACE MATTERS:

Future Directions, Opportunities and Challenges to Building a Health Equity Movement

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PLACE MATTERS – What’s the Vision?

- Equitable social, economic, and environmental conditions to support good health for all, particularly vulnerable populations
- Sustainable change in PLACE MATTERS communities that provide examples for other place-based efforts
- Improved national awareness of and support for action to improve conditions that shape health
- Significant reductions in health inequalities and improved health for all
PLACE MATTERS – Our Progress to Date:

- Many teams are making significant progress toward creating sustainable systems, policy, and environmental changes to support health equity, despite a challenging fiscal and political climate.
- All teams have a better capacity for action today than a few years ago.
- Increasing PLACE MATTERS brand and visibility at a national level.
- Greater national attention to and action to address social determinants of health.
Despite these gains, many challenges exist:

- As a result of the economic downturn, health inequities are likely worsening in most communities.
- Public and private resources are declining.
- Public understanding of and support for efforts to address structural inequities continues to lag.
- Media reporting and the political climate continue to promote “color blind” mythology.
How will PLACE MATTERS address these challenges?

- Increase technical assistance and support for teams to meet benchmarks
- Enhance access to internet-based data and mapping tools (Community Commons)
- Convene ACTION Labs and Affinity Group meetings
- Convene Place Matters National Conference annually
- Seek increased news media coverage
PLACE MATTERS Team

Benchmarks

Phase I

- Demonstrate clear understanding and identification of SDOH and their relationship to health outcomes
- Create a well-defined Logic Model that clearly establishes their targeted SDOH and its/their relationship to health outcomes
- Possess or obtain leadership willing and able to identify and elevate SDOH in public discourse
- Have established, or be in active effort to establish partnerships, with a range of community stakeholders
- Initiate strategic planning for communications, development, and organizing
- Establish mechanisms for transfer of institutional knowledge
PLACE MATTERS Team
Benchmarks
Phase II

- Demonstrate active collaboration across sectors and established partnerships with stakeholders
- Complete a strategic plan for development, communications, and organizing
- Benchmark progress in addressing SDOH
- Identify data sources to measure SDOH
- Establish mechanisms to monitor progress according to Logic Models
- Establish mechanisms to monitor SDOH and health equity at the community level
- Establish mechanisms for transfer of institutional knowledge
PLACE MATTERS Team

Benchmarks

Phase III

- Actively implement development, communications and organizing strategic plans
- Identify clear policy goals and strategy for implementation (refinement of logic model)
- Show evidence of effectiveness in mobilizing stakeholders and partners
- Actively monitor community SDOH and health equity indicators
- Show evidence of monitoring of team progress and course corrections
- See a shift in community resources to support SDOH and health equity efforts
- Establish mechanisms for transfer of institutional knowledge
PLACE MATTERS Team

Benchmarks

Phase IV

- Establish policy support and resources for social determinants of health efforts
- Establish infrastructure for on-going community support for policies to improve SDOH.
- Actively engage in monitoring, administration, and enforcement of policy
- Demonstrate effectiveness in building public and policymaker awareness of SDOH at community level
- Monitor and publicly report indicators of health equity
- Establish mechanisms for transfer of institutional knowledge
Action Labs

- Transitioning from “Design” to “Action!”
- Opportunity for the PM Learning Community to share tools, experiences, and insights with the local community and a greater national audience
- Based on feedback and lessons learned
Action Lab Activities

• Community Building Interactive Experience (CBIE)
• Affinity Groups will address a pre-defined problem statement
  – Develop Blueprints aka “Do-Prints” to be compiled into a compendium and presented at National Conference
  – National experts will be on hand to help frame and develop the blueprints
• Dedicated individual team working time
Improving Access to Data and Mapping
Tools: Community Commons
www.communitycommons.org
Other New Developments:

- Consolidation of Mississippi teams to one state-wide initiative
- Potential for expansion to other communities
- Potential for collaboration with other place-based initiatives
- PLACE MATTERS Advisory Group meetings – bi-monthly telephone conference with team leaders or designees for feedback and brainstorming
Thank you for all you do!

- Questions?
- Comments?
- Feedback?