Investing in People and Place:
Creating Health Equity in Alameda County

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Key Messages

• Health outcome data contextualized by health determinant data reveals the roots of health inequities and builds the case for change.
• Systems and policies shape the environments that drive health and local health departments have a role in advancing more equitable systems and policies.
• Meaningful collaboration with community is critical for successfully reducing inequities.
County Health Rankings – Alameda County

• Ranked 21\textsuperscript{st} out of 56 counties in California in health outcomes
• Ranked 19\textsuperscript{th} for health factors overall
• 24\textsuperscript{th} 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
Income Matters: Neighborhood Poverty and Life Expectancy

Life Expectancy at Birth by Neighborhood Poverty in Alameda County

<table>
<thead>
<tr>
<th>Neighborhood Poverty Group (% of residents living in poverty)</th>
<th>Life Expectancy (in years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;10.0%</td>
<td>82.3</td>
</tr>
<tr>
<td>10.0-19.9%</td>
<td>79.5</td>
</tr>
<tr>
<td>20.0-29.9%</td>
<td>76.6</td>
</tr>
<tr>
<td>30.0+%</td>
<td>76.1</td>
</tr>
</tbody>
</table>

Source: ACPHD CAPE Unit, with data from Alameda County vital statistics files and American Community Survey, 2005-2009
Race Matters: Differences in Health by Race

Life Expectancy at Birth by Race in Alameda County

Source: ACPHD CAPE Unit, with data from Alameda County vital statistics files, 1960-2009
Place Matters: Neighborhood Poverty ...

% Persons Below Poverty
- 30.0+%  
- 20.0 - 29.9%  
- 10.0 - 19.9%  
- 0.0 - 9.9%  

Alameda County rate: 11.4%

Source: ACPHD CAPE Unit, with data from American Community Survey, 2006-2010
Health Inequities in Alameda County

Source: ACPHD CAPE Unit, with data from Alameda County vital statistics files, 2007-2009
Compared to a White child in the affluent Oakland Hills, an African American born in high-poverty 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
- 7 times more likely to be born into poverty
- 5 times more likely to be hospitalized for diabetes
- 4 times less likely to read at grade level
- 2 times more likely to die of heart disease

Cumulative impact: 15 year difference in life expectancy

Source: Life and Death from Unnatural Causes: Health and Social Inequity in Alameda County, 2008
Health Equity

Everyone in Alameda County, no matter where you live, how much money you make, or the color of your skin, should have opportunities to lead a healthy, fulfilling and productive life.
Mortality (Death)
Disease and Injury
Risk Behaviors/Exposures
Neighborhood Conditions
Institutional Power
Social Inequities

A Framework for Achieving Health Equity

UPSTREAM SOCIAL FACTORS

DOWNSTREAM HEALTH STATUS

(Adapted from Bay Area Regional Health Inequities Initiative, 2012)
From Portrait to Landscape
From Portrait to Landscape
From Portrait to Landscape
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

Poor Health Status

Communities of Opportunity
- Parks
- Safe/Walkable Streets
- Grocery Stores
- Good Schools
- Clean Air
- Public Transportation
- Good Jobs
- Strong Local Businesses
- Financial Institutions

Good Health Status

Source: Adapted from PolicyLink
Alameda County Public Health Department: Our Approach to Achieving Health Equity
Local Policy Change: Place Matters

Promote health equity through community-centered local policy focused on criminal justice, economics, education, housing, and land use and transportation.
Responding to emerging policy issues

1. Receive request
2. Apply Screening Criteria
3. Public Health Director Approval
4. Complete Analysis
5. Documentation
6. Action
Creating a local policy agenda

Needs Assessment
- Literature Review
- Baseline Indicators
- Discussions with “Experts”

Decision Making Tools
- Policy Platform
- Policy Criteria

Local Policy Workgroups

Stakeholder Engagement
- Residents
- Community and Government Agencies

Local Policy Agenda
Community Engagement

• **Goals:**
  – Provide opportunity for meaningful engagement
  – Ground policies in community priorities
  – Build relationships for action
• **Engage “Community Connectors”**
  – About 180 Community Connectors engaged
• **Four initial convenings**
• **Building ongoing opportunities to stay connected**
  • Joining Policy Workgroups
  • *Unnatural Causes* Train-the-Trainer

**community connectors:** People who are driven to connect people to other people, information and opportunities. Dzali. Compadres. Comadres. **People like you.**
Policy Problem: Wealth Inequities

![Graph showing the ratio of White to African American Median Net Worth, United States from 1982 to 2010. The ratio ranges from 6.9 in 1994 to 18.8 in 2010, indicating an increasing gap over time.]

Contributing Factor: Lack of Healthy Financial Services

$3.89 million is stripped from Oakland each year by payday lenders - enough to send about 140 Oakland youth to UC Berkeley for one year

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

• Funded through Robert Wood Johnson Foundation Roadmaps project

• Three primary components

  – **Prosperity through Education**: Savvy Consumer Toolkit helps residents build wealth by avoiding predatory practices and increasing the use of low-cost financial products
    • developed by Urban Strategies Council’s Alameda County Community Asset Network

  – **Prosperity through Practice**: focused on systems change by integrating financial education – specifically the Savvy Consumer Toolkit – into ACPHD Maternal and Child Health home visits to teach our clients to navigate the landscape of predatory products while still meeting their family’s needs, as well as connecting clients and programs to the policy change efforts

  – **Prosperity through Policy**: We are exploring ways to ensure that the County maximizes the community benefits derived from our banking relationships, specifically ways to expand access to alternatives to predatory products.
Successes so far...

• Vacant Property Registration Ordinance
• Proactive Rental Inspection proposal
• Weighted Student Formula HIA
• Partnerships and influence across sectors
  – Land use planning
  – Transportation
• Strong collaboration with Community
  – “Working with public health adds credibility and power to our grassroots work.”
We each have a role
THANK YOU

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