# health_equity.gif

# 10 Promising Practices to reduce social inequities in public health

## Targeting with Universal Approaches

* Balance of targeted approaches with universal strategies to disproportionately improve the health of more disadvantaged groups while at the same time improving the health of the entire population.

## Purposeful Reporting

* Relationships between health and social inequities in all health status reporting
* Evidence about health inequities may be considered part of a strategy for change (findings by SES versus controlling for it)
* Track changes over time (are differences getting better or worse over time)

## Social Marketing

* Tailoring interventions to disadvantaged populations
* Change understanding and behaviors of decision makers and public to take action to improve SDOH.

## Health Equity Target Setting

* Allow to be part of community engagement process to connect target setting to other aspects of health equity action.

## Equity-Focused Health Impact Assessment

* HIA is a structures method to assess potential health impacts of proposed policies and practices
* HIAs are a tool – interpretation of the evidence lies with the decision makers and their values

## Competencies/organizational standards

* **Individual level**
  + Skills base required to work effectively on social inequities include community planning, partnerships and coalition building
  + Use skills to inform recruitment, training, professional development and position descriptions
* **Organizational**
  + Make health equity a priority – commit to work intersectorally and with community engagement
  + Need to change the bureaucratic/structural model on which public health is built to one with more community engagement, consultation and participation

## Contribution to evidence base

* Intentional distribution of knowledge

## Early childhood development

* Comprehensive continuum of approaches
* Combination of services and policies designed through intersectoral collaboration that involves communities – especially vulnerable communities- in program planning and implementation.

## Community engagement

* Key cross-cutting strategies stress importance of consultation, involvement, support and engagement
* Need rigorous evaluations o f social interventions aimed at reducing health inequities

## Intersector action

* Many solutions to SDOH are outside the health sector (income, education, housing, transpiration)
* Strong and durable relationships between public health and other sectors

# The top approaches to strengthen public health organization actions to address SDOH

1. Tools/checklists for addressing SDOH ( HIA, program planning frameworks, conduction situation/needs assessments
2. A support structure for sharing information and issues among public health staff (networks, communities of practice)
3. Knowledge brokering services (providing best practice advice tailored to local context)