

# *A Blueprint for Changemakers*

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ChangeLab Solutions

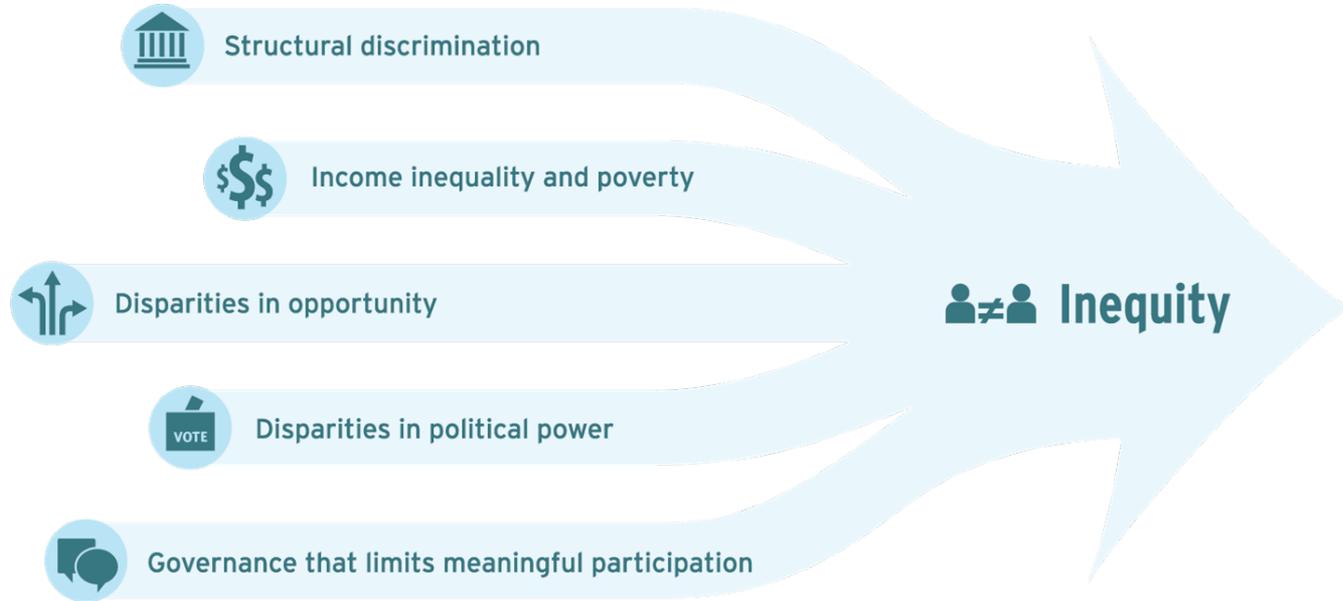
# Overview of the Blueprint

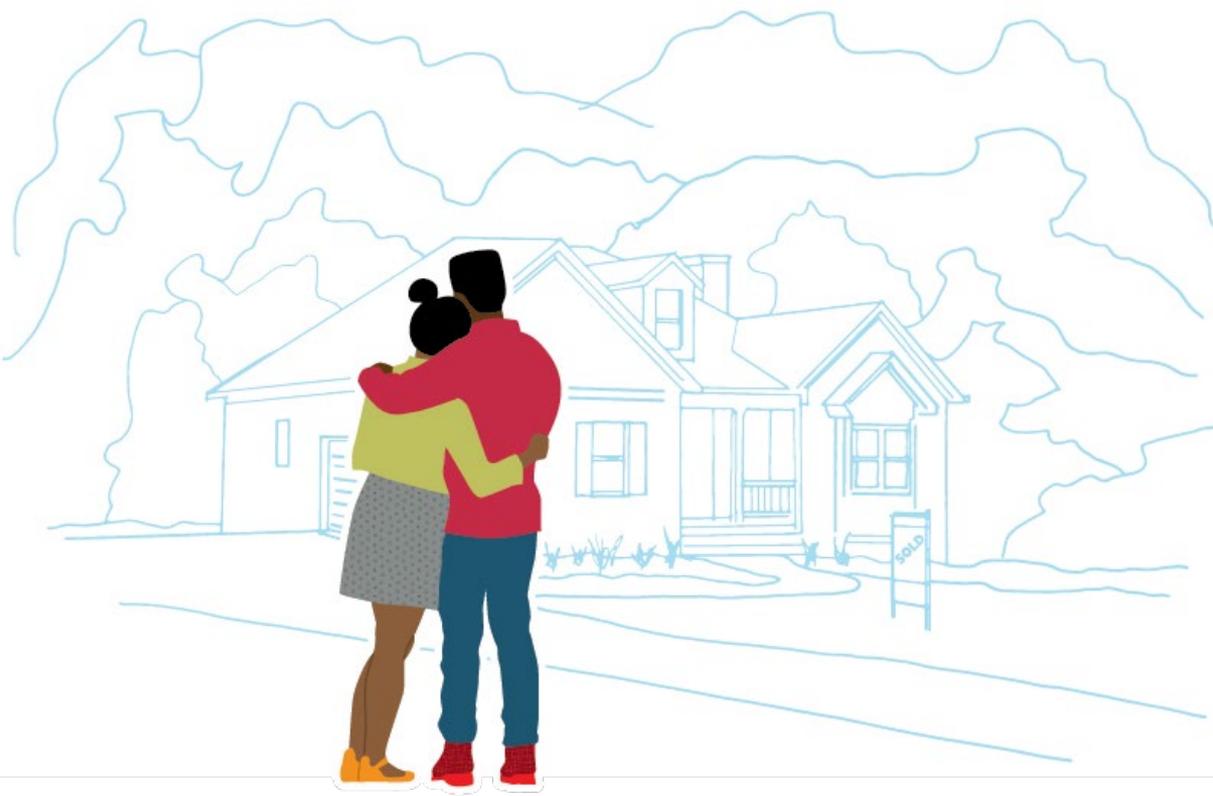




# What Health Inequities Are & Why They Exist

# The Fundamental Drivers of Health Inequity

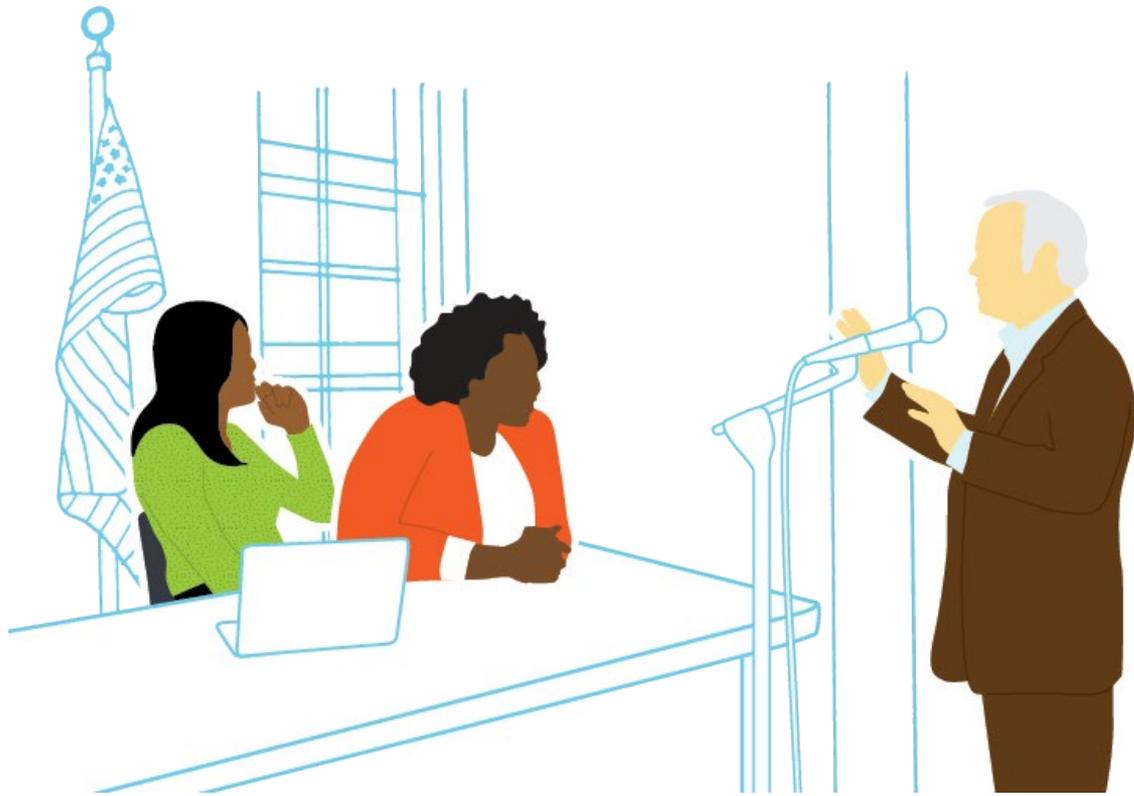




# Why Law & Policy Tools Are Needed to Achieve Health Equity



# Addressing Health Inequity at the Local Level: Opportunities & Barriers



# Designing Specific Strategies to Address the Fundamental Drivers of Health Inequity

# Building A Movement For Health Equity

	 <b>Structural Discrimination</b>	 <b>Wealth &amp; Income</b>	 <b>Opportunity</b>	 <b>Power</b>	 <b>Governance</b>
Bail & sentencing reform	●	●	●	●	
Drug courts	●		●	●	
Health in All Policies	●	●	●	●	●
Participatory budgeting	●	●	●	●	●
State policies on home rule	●	●	●	●	●

# Access to Health Care

	 Structural Discrimination	 Wealth & Income	 Opportunity	 Power	 Governance
Benefits access	●	●	●		
Child Health Insurance Program (CHIP)	●	●	●		
Medicaid	●	●	●		
Prescription access programs	●	●	●		

# Place-Based Approaches

	 Structural Discrimination	 Wealth & Income	 Opportunity	 Power	 Governance
Community land trusts	●	●	●	●	●
Community policing & violence prevention	●		●	●	●
Complete streets	●		●		●
Equitable transit-oriented development	●	●	●		●
Fair-share laws (environmental justice)	●		●	●	●
Food procurement	●	●	●		●
Housing first	●	●			
Housing rehabilitation grant programs	●	●	●		
Inclusionary zoning	●	●	●		●
Participatory planning / people-centered engagement	●		●	●	●
Limits on density of alcohol, cannabis, sugary drink, & retailers	●	●	●		
Elimination of predatory marketing of alcohol, cannabis, sugary drink, & products	●	●	●		
Equitable pricing strategies for alcohol, cannabis, sugary drink, & tobacco products	●	●		●	●
Improved water quality & access	●	●	●		

# Early Childhood Development & Education

	 Structural Discrimination	 Wealth & Income	 Opportunity	 Power	 Governance
Child care subsidies	●	●	●		
Dropout prevention	●		●	●	
Equitable school discipline	●		●	●	
Trauma-informed social-emotional learning	●		●		

# Fair Employment & Income Insecurity

	 Structural Discrimination	 Wealth & Income	 Opportunity	 Power	 Governance
Earned Income Tax Credit	●	●	●		
Equitable contracting & procurement	●	●	●		
Job training	●	●	●		
Paid family leave	●	●	●	●	
Paid sick leave	●	●	●	●	
SNAP fruit & vegetable incentives	●	●			
Summer youth employment	●	●	●		
Supplemental Security Income & Social Security Disability Insurance	●	●	●		
Temporary Assistance for Needy Families (TANF)	●	●	●		



# Achieving Health Equity Through Partnerships & Community Engagement

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# What is equitable enforcement?

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the process of ensuring compliance with law and policy  
that considers and minimizes harms  
to underserved communities

# Underenforcement



When laws that are designed to protect underserved communities from threats to their health and economic security are not consistently enforced

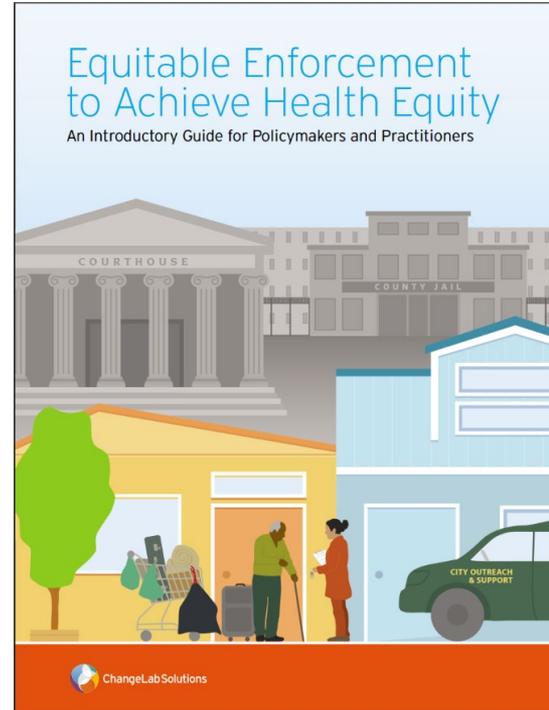
# Overenforcement

When laws designed to protect the health of the public are enforced more frequently, or more strictly, in certain places – or against certain people as compared to others





# Equitable Enforcement Guide



# Where do we go from here?

- Training the public health workforce on the law
- Communications & messaging
- Centering community
- Creating a new framework for PH governance
- Underscoring the importance of advocacy

# The PHL Academy Certificate: Advancing Law and Policy Skills for Public Health Practitioners

I have more confidence, and I feel better, like I can collaborate with people who are working in this field who have more of a formal background in health policy or law.

- APRIL HAMM

PUBLIC HEALTH ADVOCATE & ENTREPRENEUR



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# Messaging Overview

1. Let strategy dictate your message
2. Frame public health as indispensable
3. Portray public health as competent, confident, and active
4. Use plain language and describe technical or vague language or jargon
5. Describe how bills and lawsuits block public health



# Centering Community





# Structure of Public Health Governance

A black and white photograph of the Statue of Liberty's head and crown, with a white surgical face mask covering her mouth. The background is a plain, light color. A thick orange horizontal bar is superimposed over the middle of the image, containing the title text.

# Fighting for Public Health

# Six Key Findings

*“Good advocacy is like water on a rock, patiently drip, drip, dripping until the rock yields ...”*

## 1 Public health advocacy ... for what?

To **rebuild trust**, build a modern public health system, address health equity, improve health outcomes, fight for public health laws & the role of public health, stabilize appropriations

## 2 Public health needs stronger advocacy

**Strong consensus** that the field of public health has lacked effective advocacy tools and **needs to do better**

## 3 Exciting models exist

Several **state models** offer paths to strengthening public health advocacy

## 4 Advocacy messages need tailoring

**Framing and language are not one-size-fits-all**; advocacy needs to be **tailored to each audience**, including red and blue states and red/blue areas within them

## 5 Public health messengers are wary

Public health's messengers are hampered by being **skittish about touching the “third rail”** — restrictions on advocacy and lobbying

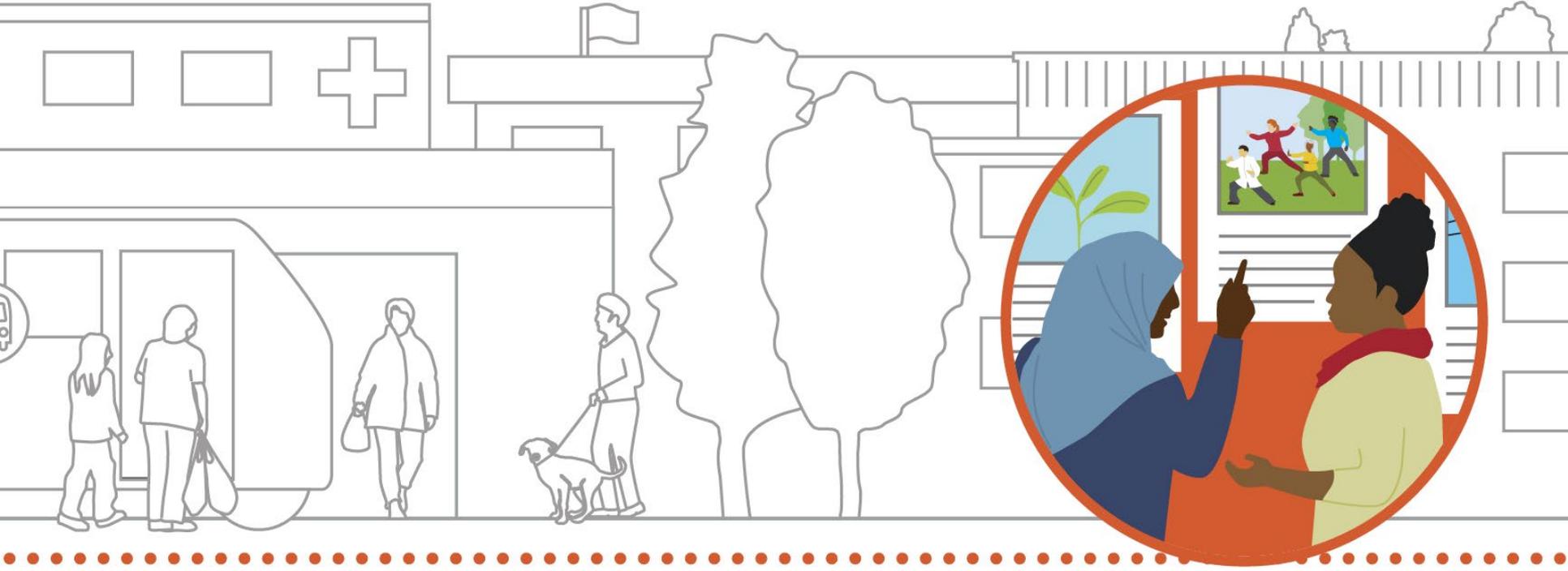
## 6 Funding will not be easy, but it *is* doable

Unless and until we unlock adequate **funding for public health advocacy**, other public health goals will remain out of reach

# Six Opportunities

## ADDRESSING KEY GAPS

- 1 Develop and advocate for “pro - health” policies:**  
Legislative tracking; preemption work; model legislation; state -specific lobbying guidance
- 2 Cultivate “friends of public health” at all levels (bipartisan):**  
A key role for state public health associations and city and county officials’ associations
- 3 Strengthen & build state -level public health advocacy organizations:** Replicate existing models to expand advocacy & lobbying capacity of 501(c)3s, establish c4s and c6s
- 4 Develop & disseminate messages to equip “friends of public health”:**  
Social media strategies; build a cadre of public health “influencers” using consistent messages
- 5 Train current & future workforce to engage in advocacy:**  
Under/Graduate students via Schools of Public Health and toolkits for cultivating elected officials for current workers
- 6 Unlock funding to do this work:**  
Membership organizations add an “advocacy” checkbox; cultivate individual donors; stretch c3 advocacy budgets to their legally -allowed limits



Thank you!

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