



2024 Learning Collaborative

Randall D. Cebul
Keynote Address
Introduction

Gelise Thomas, JD, MS

Research Health Equity Professional

2024 Learning Collaborative

Keynote Address: Community Driven Health: A Call to Action



Philip M. Alberti, PhD
Senior Director, Health Equity Research & Policy,
Association of American Medical Colleges (AAMC)
Founding Director, AAMC Center for Health Justice

Community-Driven Health: A Call to Action

Philip M. Alberti, PhD
October 25, 2024

Session Objectives

- Define, differentiate, and connect the concepts of health equity, health justice, community engagement, population health, and trustworthiness.
- Identify ways to evaluate the strength of our collaborations and the benefits of meaningful community engagement.
- Explore the AAMC Center for Health Justice's Principles of Trustworthiness Toolkit and how it can be used to codevelop local actions that build better partnerships.

What 1 word best describes authentic community engagement?

106 responses



Results from audience participation – using Mentimeter voting

What makes a community sick? (1 word)

105 responses



Results from audience participation – using Mentimeter voting

The AAMC Center for Health Justice

Established in 2021 as part of the AAMC's Strategic Plan, the AAMC Center for Health Justice is a space to work together to ensure all communities have a genuine opportunity to thrive.

aamchealthjustice.org





Trustworthiness

**Community
Engagement**

Health Justice

Health Equity

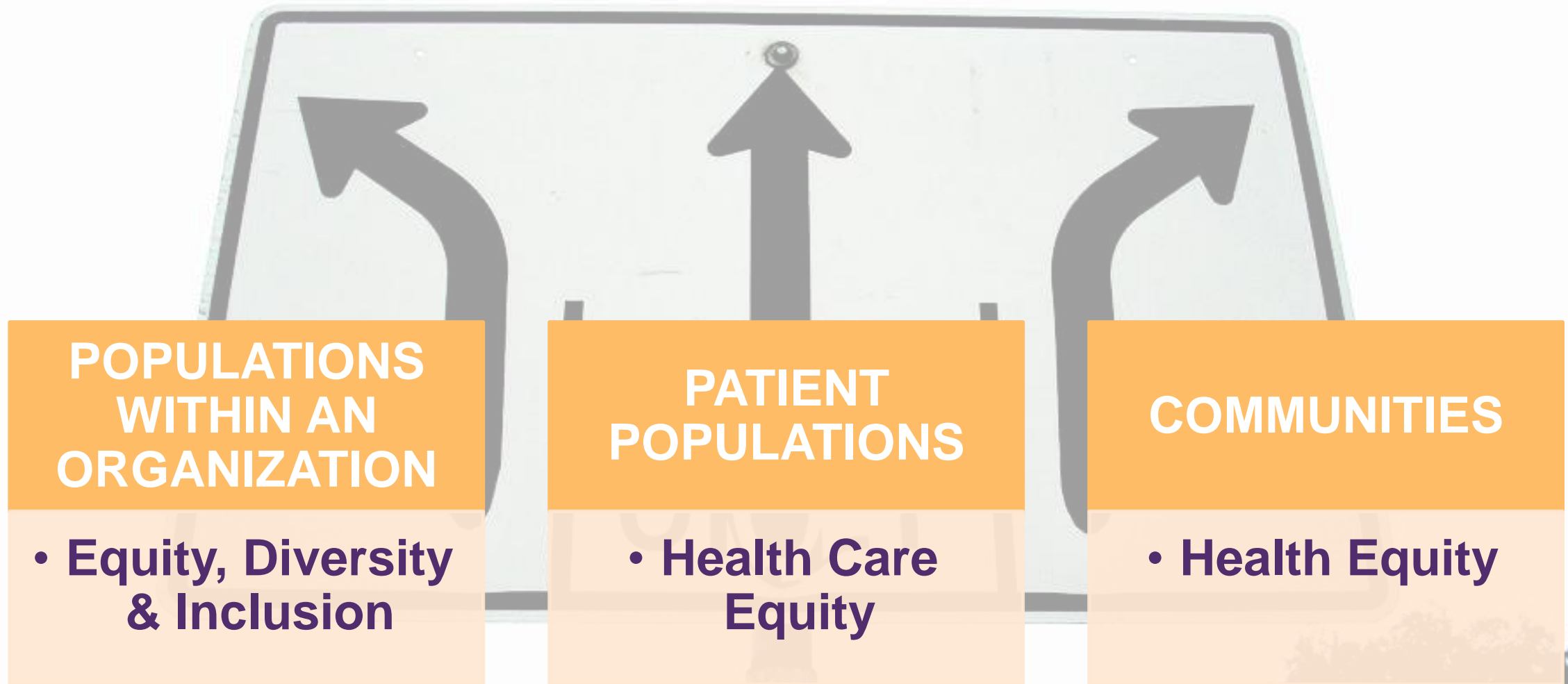


A wooden boardwalk made of light-colored planks winds through a lush, green dune landscape. The path curves from the foreground towards the background, leading the eye into the distance. The surrounding vegetation includes tall grasses and low-lying shrubs. In the far background, sand dunes are visible under a clear sky.

Health equity is the goal.
Health justice is the path.

www.aamchealthjustice.org

Equity “3 Ways”



Alberti PM (2022) “Opinion: To Boost Equity, Medical Care Must Act at the Organizational, Population, and Policy Levels”, *US News & World Report*.

Health equity is the state in which everyone has a **fair and just opportunity** to attain their highest level of health

<https://www.cdc.gov/nchhstp/healthequity/index.html>

Opportunity is the Outcome

Opinion | Ben Carson: Moving our focus from equality to equity won't defeat racism. It's another kind of racism.

By Ben Carson

April 18, 2021 at 4:51 p.m. EDT

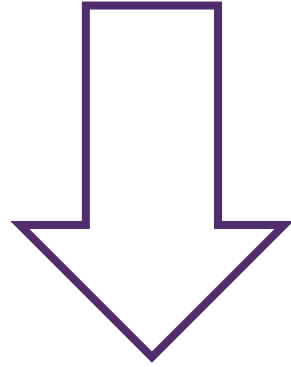
“Rather than equality of opportunity, equity would mandate equality of outcome. This goal is not only un-American — it is impossible to attain.”

Equal Opportunity

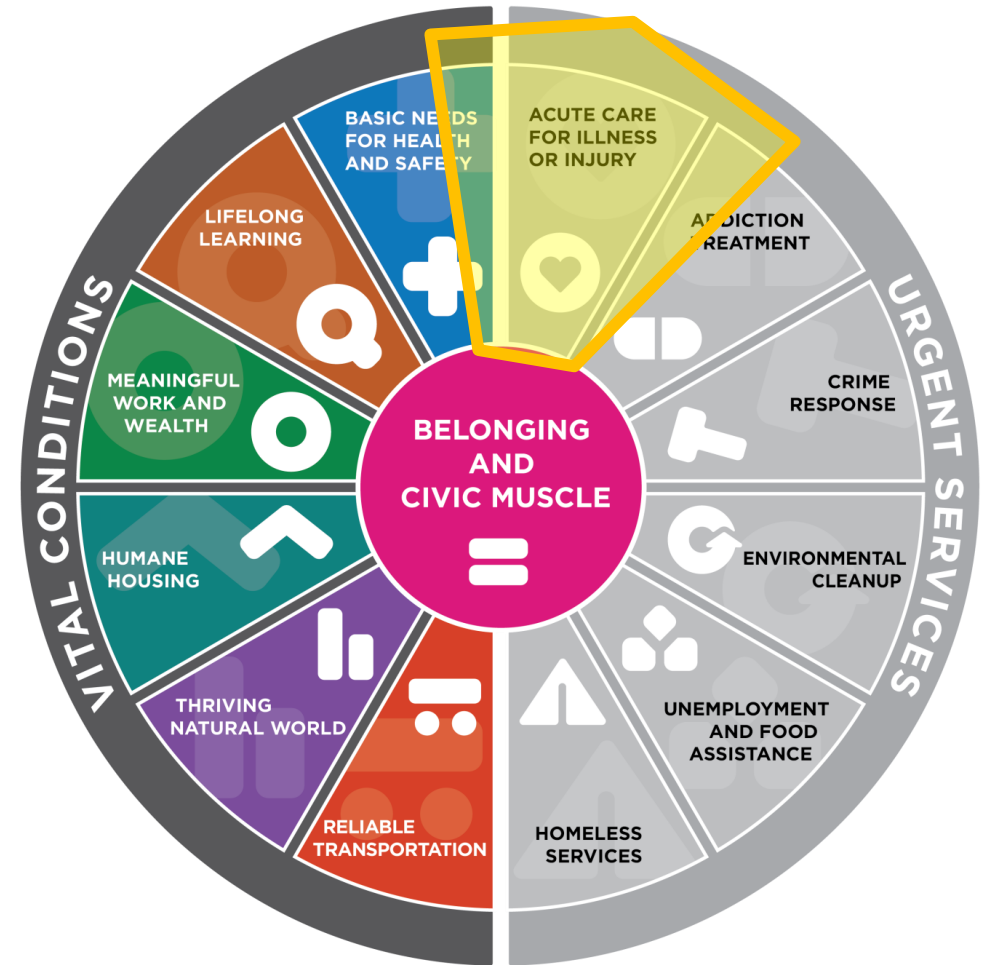


Equitable Outcomes

Social Determinants of Health



The Vital Conditions for Health and Well-Being

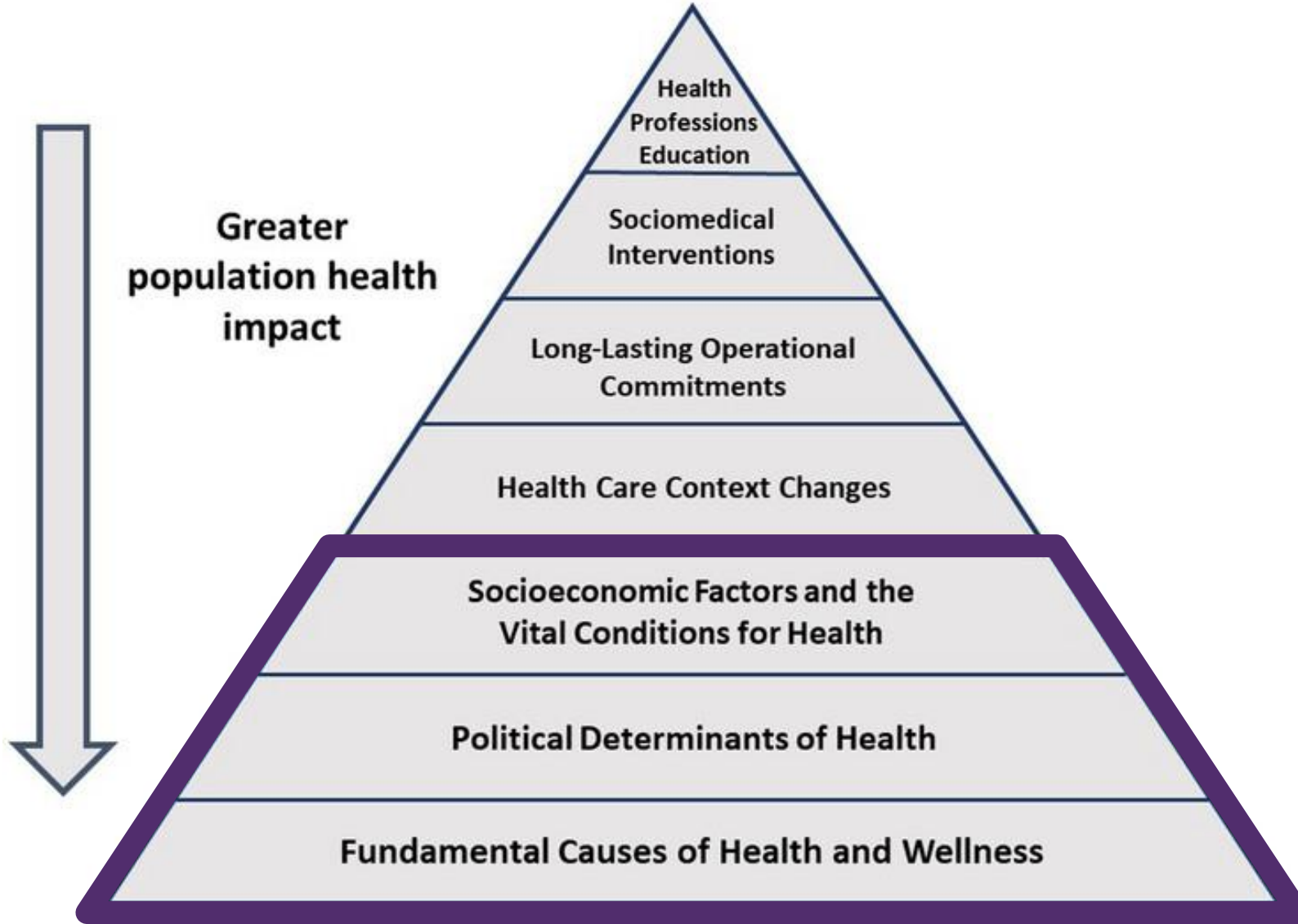


Milstein B, Payne B, Kelleher C, et al. Organizing Around Vital Conditions Moves The Social Determinants Agenda Into Wider Actions. *Health Affairs Forefront*. Published online February 2, 2023. doi:10.1111/1468-0009.12610



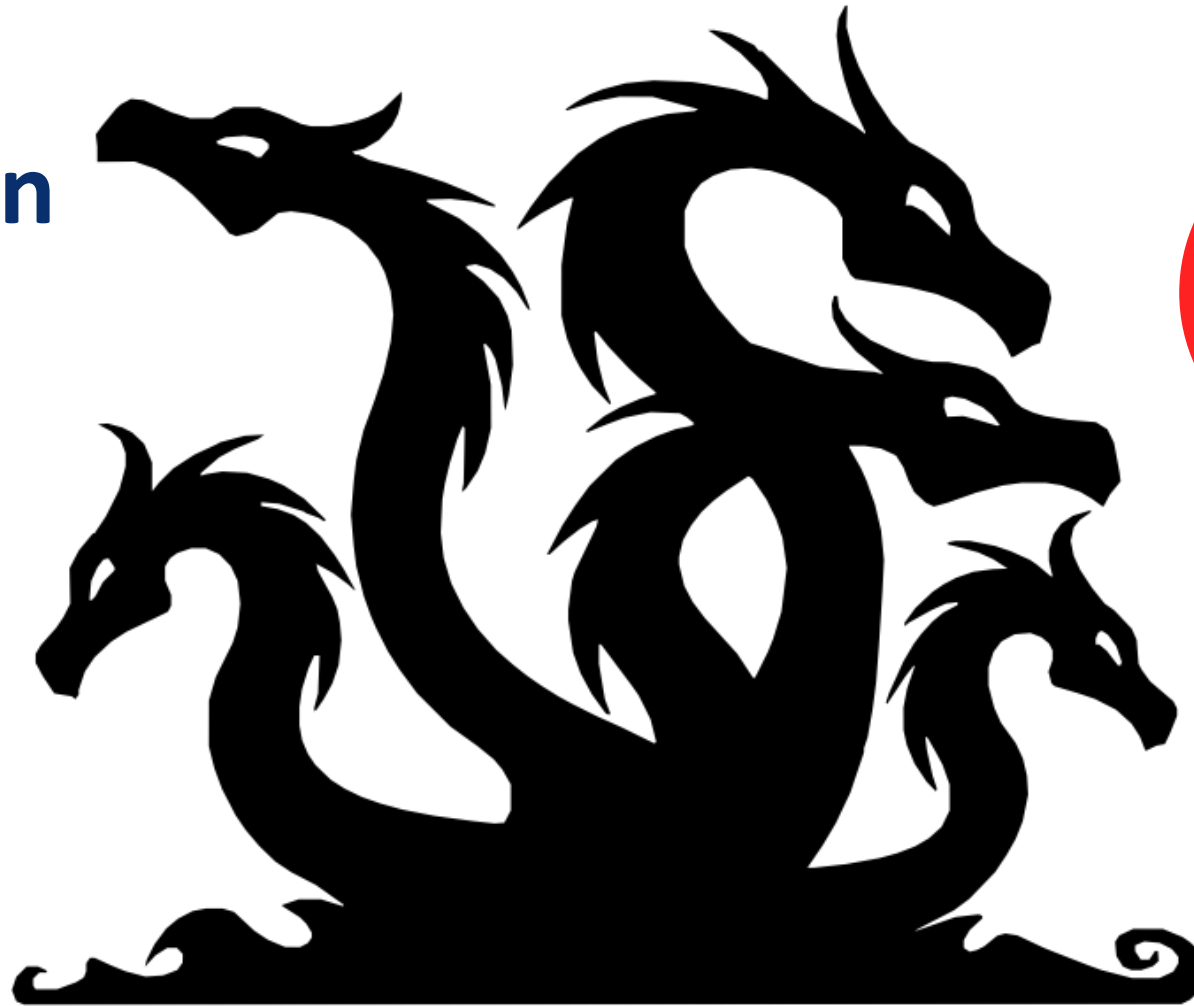
Health equity means every community has and provides the **basic vital conditions and services** we all need to thrive.

What stands in our way?



Alberti, P.M. and Pierce, H.H. (2023), A Population Health Impact Pyramid for Health Care. *Milbank Quarterly*, 101: 770-794.

Mass Incarceration



- Money
- Power
- Prestige
- Voice
- Beneficial Social Connections
- Information

Alexander, M. & Phelan, J. (1995). Social Conditions As Fundamental Causes of Disease. *Journal of Health and Social Behavior*, 80–94. <https://doi.org/10.2307/2626958>

The Political Determinants *of* Health



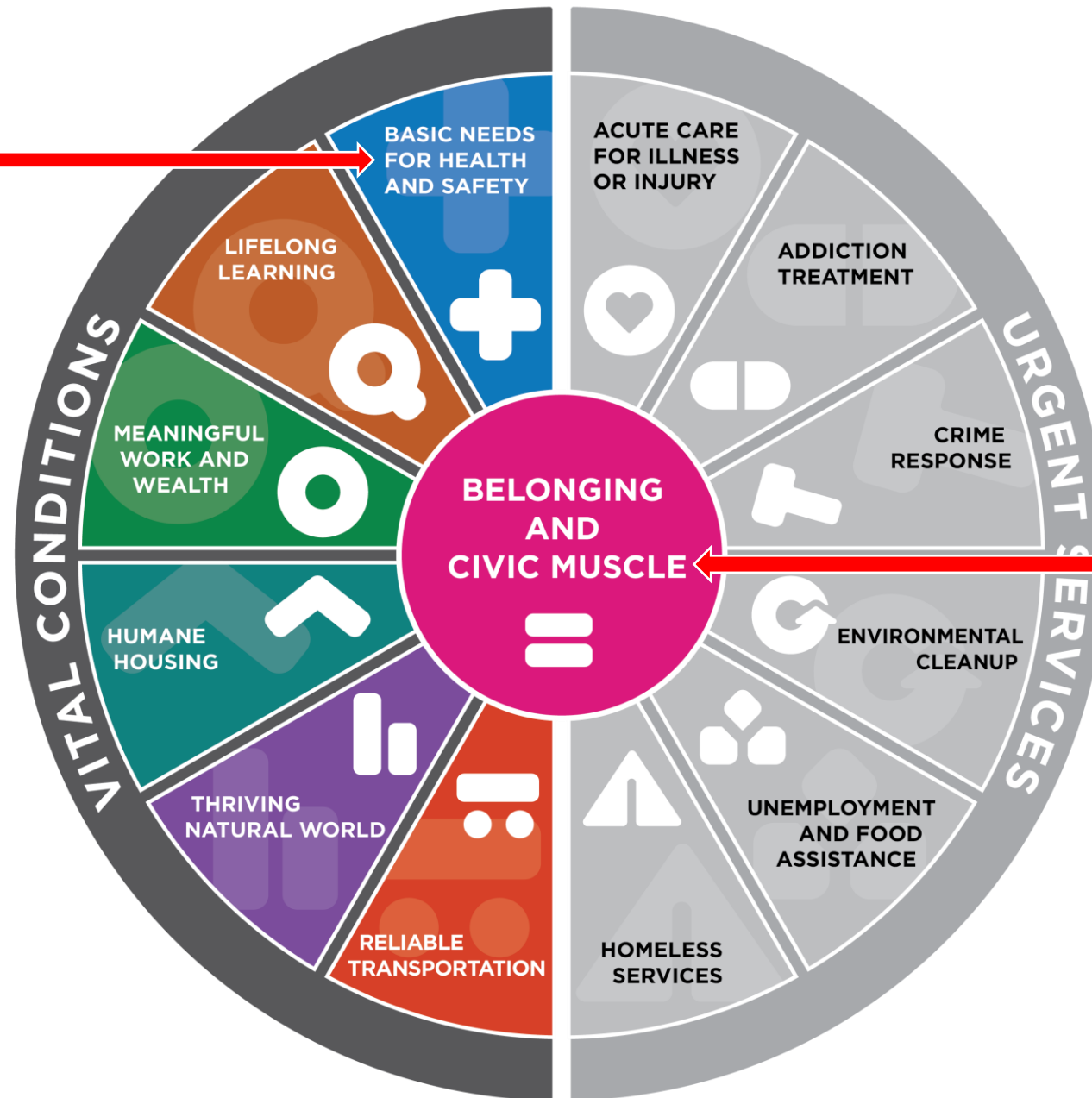
Daniel E. Dawes

Foreword by
DAVID R. WILLIAMS

- Sexism → Reproductive Health Restrictions
- Racism → Voting Rights Restrictions
- Heterosexism → “Don’t Say Gay” Laws
- Cissexism → Gender Affirming Care Restrictions
- Classism → Work Requirement Policies

**Gender Affirming
Care restrictions**

**Reproductive Care
restrictions**



**“Don’t Say Gay”
Voting restrictions**

How do we get to health equity?

HEALTH JUSTICE

Anti-Racist, Anti-Discriminatory

Community
Wisdom &
Multisector
Partnerships

Research →
Policy Action

Benfer, E “Health Justice: A Framework (and Call to Action) for the Elimination of Health Inequity and Social Injustice” (2015) American University Law Review, Vol 65, Issue 2

The Process is as Important as the Product

AAMC Center for Health Justice

Model

Influence

Ease the Path

AAMC Center for Health Justice Focus Areas



Trustworthiness

Guiding health care and other organizations as they work to demonstrate they are worthy of their communities' trust



Data for Health Equity

Developing tools and advocating for the information we need to ensure communities thrive



Maternal Health Equity

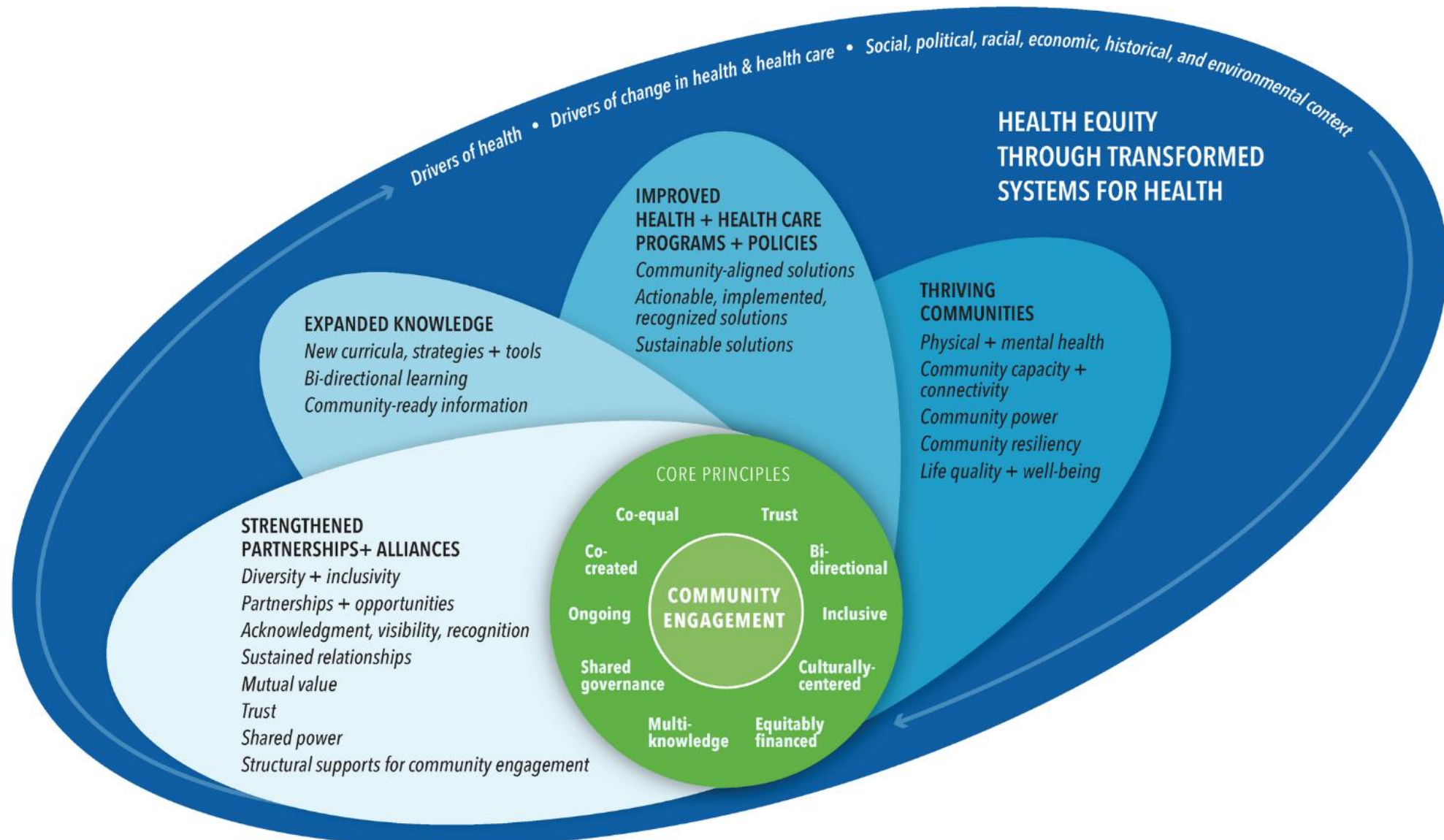
Understanding health inequities for birthing people and advocating for evidence-based policy solutions



Environmental Justice

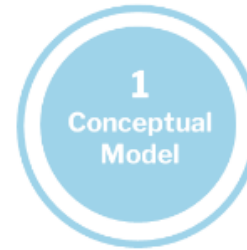
Amplifying community voices and building a multisector, research-to-policy agenda.

aamchealthjustice.org



[Assessing Meaningful Community Engagement: A Conceptual Model to Advance Health Equity through Transformed Systems for Health - National Academy of Medicine \(nam.edu\)](https://www.nam.edu)

Assessment Instruments for Measuring Community Engagement



What Instruments & questions can be used in different communities & contexts to assess engagement?

What Instruments are available?

Twenty-eight Instruments were identified to support assessing community engagement. In this context, Instruments are standard questions or question sets to assess community engagement in a consistent way. These Instruments can be used to measure various domains and indicators in the Conceptual Model. See below for more information on the methodology.

<https://nam.edu/programs/value-science-driven-health-care/assessing-meaningful-community-engagement/introduction-to-assessment-instrument-summaries/>



Measurement Domains

Strengthened Partnerships & Alliances

- 27 tools

Expanded Knowledge

- 15 tools

Improved Health & Health Care Programs & Policies

- 15 tools

Thriving Communities

- 8 tools

Health (Care) Equity Research Generations



Kilbourne AM, Switzer G, Hyman K, Crowley-Matoka M, Fine MJ. Advancing health disparities research within the health care system: a conceptual framework. *Am J Public Health*. 2006 Dec;96(12):2113-21. doi: 10.2105/AJPH.2005.077628.

A photograph of two hands holding fruit. The left hand holds a whole orange, and the right hand holds a whole red apple. The hands are positioned horizontally across the frame. A dark blue rectangular banner is overlaid across the center of the image, containing white and yellow text.

Measuring **health equity** ≠ Measuring **health inequities**

Well-Being in the Nation (WIN) Measures

We believe communities should get to define well-being and equity for themselves

WIN measures helps communities access data already being collected

We help to connect what matters to create equitable well-being

We help communities to drive their own change

<https://www.winmeasures.org/>

WIN Measures Include...

- Child poverty rate
- Social capital
- Transit quality
- Income inequality
- Civic Engagement / Voting
- Education Infrastructure
- Community Walkability
- Food availability

“The process of developing and updating these measures is stewarded by Well-being and Equity (WE) in the World and is done in collaboration with Healthy People 2030, the National Committee on Vital and Health Statistics and others with input from hundreds of communities.”



Why Trustworthiness?

This work is funded by a cooperative agreement from the Centers for Disease Control and Prevention (CDC): Improving Clinical and Public Health Outcomes through National Partnerships to Prevent and Control Emerging and Re-Emerging Infectious Disease Threats (Award # 1 NU50CK000586-01-00)



Trustworthiness

**Community
Engagement**

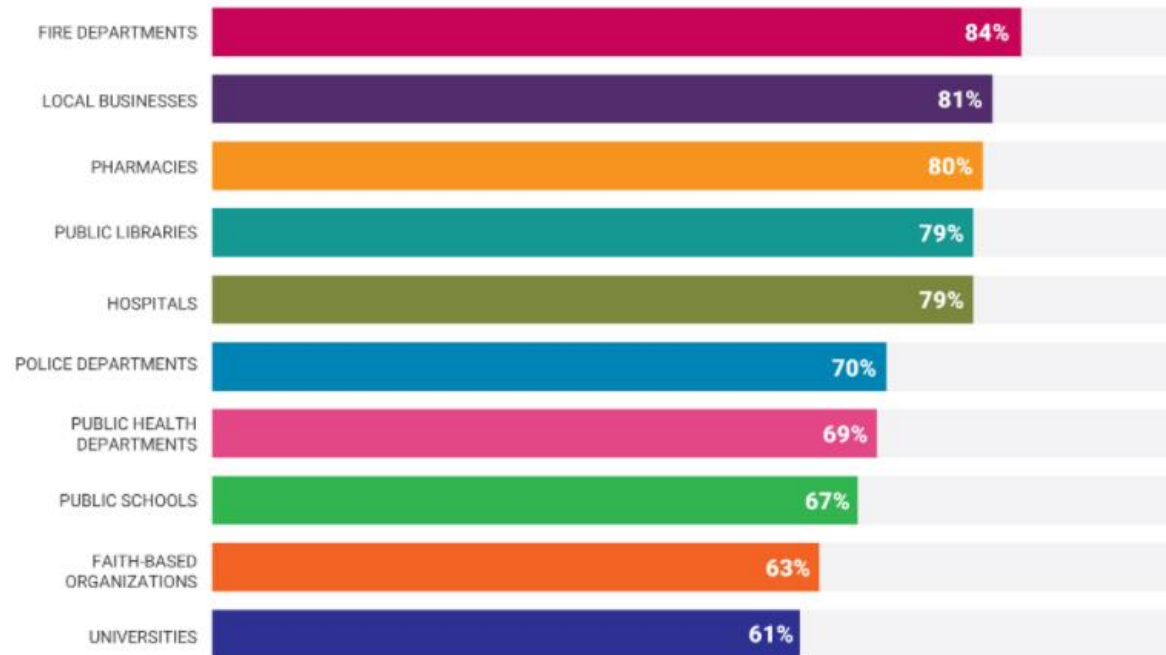
Health Justice

Health Equity



In a September 2021 poll, most adults trusted all sectors to serve everyone in their communities fairly, but they trusted some sectors more than others.

Percentage who trusted "some" or "a lot":



NOTE: Morning Consult online poll of 2,200 adults age 18 and older (September 2021). Data weighted to approximate a nationally representative sample based on gender, educational attainment, age, race, and region (margin of error +/-2%).



The State of Trustworthiness

<https://www.aamchealthjustice.org/resources/state-trust>



Principles of Trustworthiness Toolkit

1

The community
that's why it doesn't trust you.

Respect & Responsibility

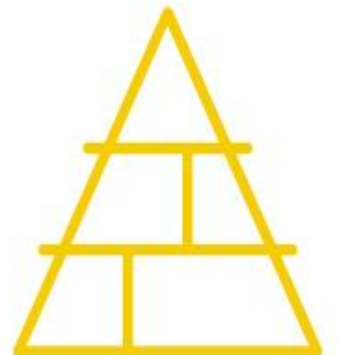




2

Humility

You are not the only experts.





5

Diversity of Thought

It doesn't start or end with
a community advisory board.





Supplemental
Nutrition
Assistance
Program


The Principles of Trustworthiness


AAMC Principles of Trustworthiness





Deserving trust is crucial to equitably partner with the communities you engage and to achieve health justice.


Remember, though, **the process of engagement is as important as the product.** Here are 10 principles that community stakeholders endorse as the guiding compass on your journey to establishing trustworthiness.

- **1 The community is already educated; that's why it doesn't trust you.**

Words matter. Be mindful of how you frame your relationship. It is not your job to teach to the gaps you assume the community has. Mistrust is a rational response to actual injustice. The community knows what it doesn't know and will ask when it thinks you have answers it can trust. (This goes for "empowering" the community, too.)
- **2 You are not the only experts.**

People closest to injustice are also those closest to the solutions to that injustice. (That is probably not you or your organization and, even if it is, there's a power imbalance.) Listen to people in your community. They have deployed survival tactics and strategies for decades — centuries, even. Take notes. Co-develop. Co-lead. Share power.
- **3 Without action, your organizational pledge is only performance.**

Walk the walk, please. Deploy resources. Coordinate across your organization. Hire someone to the C-suite and a network or coalition of experts to be responsible for transformation because transformation is not a one-person job. Be authentic. Don't just say you're committed to the goal of health equity; do the work to achieve it.
- **4 An office of community engagement is insufficient.**

One full-time employee doesn't cut it. Don't jam this work into your existing diversity and inclusion office, either. Trustworthiness is not a "minority tax"; we are all responsible. This is systemwide, all-hands-on-deck work and, as such, should be acknowledged, incentivized, and promoted in material ways.
- **5 It doesn't start or end with a community advisory board.**

Running your thoughts by a group of self-appointed community leaders for a thumbs-up does not suffice. Take to the streets to get some unfiltered opinions. And then work together with the community to put that wisdom into the work. Make it clear to all you've done so, and explain the benefits accrued.

aamchealthjustice.org/trustworthiness

Community Engagement Reflection Guide



Community engagement is an iterative, on-going, long-term investment that is foundational to the work of demonstrating trustworthiness. It's more than building trust in one project or community interaction, but rather building trust in the organization and in the system.

Use this guide for personal self-reflection or as a tool to help your organization reflect upon all 10 *Principles of Trustworthiness* as you engage with your community.

10 Principles of Trustworthiness

Principle 1 – The community is already educated, that's why it doesn't trust you.

Key Behavior: Respect and Responsibility

- How are we communicating with the community as a dialogue between equals, instead of a one-way lesson?
- How do we take the time to understand local knowledge, history and its ramifications?
- How do we ask the community what is needed rather than assume?

Principle 2 – You are not the only expert.

Key Behavior: Humility

- How are you using language that conveys superiority or an "us versus them" mentality?
- In what ways are you partnering or trying to "lead" the coalition'?
- Can you point to concrete ways you're incorporating community expertise into your work?

Principle 3 – Without action, your organizational pledge is only performance.

Key Behavior: Authenticity

- How are we following up our words with meaningful action?
- How does our plan for action hold organizational leadership accountable?
- How is our plan for action and related evaluation co-developed with the community?

The principles, videos, discussion, and reflection guides help institutions of all kinds demonstrate trustworthiness to their communities.



Community Engagement Action Guide

Principle 1 Suggested Activity: Consider your institution’s three most recent community communications re: COVID (either about your work in the community or a message directly to your community)

Questions for Discussion	Your Response to Questions	Suggested Action	Additional Actions
<ul style="list-style-type: none"> • How was your relationship framed? • What unintended messages might you have been delivering? • How (if at all) was the messaging co-developed with the community? • What channels and methods are available for the community to communicate with your organization? 	<p><i>(this column can be filled in during or after a training session)</i></p>	<p>With community partners, co-create a new style guide for community conversations and messages. Also, identify together the most appropriate venues and channels.</p>	<p><i>(this column can be filled in during or after a training session)</i></p>

Add your own Activity here for Principle 1 *(this table can be filled in during or after a training session)*

Principle 1 Suggested Activity:

Questions for Discussion	Your Response to Questions	Suggested Action	Additional Actions

What are the “organizational competencies” for trustworthiness?

Principles of Trustworthiness Toolkit Project

Four teams of multisector community partners will use and evaluate the toolkit for one year:

Alton, Illinois

Engaging Alton for Equity: Moving Towards Understanding Community Trust

Atlanta, Georgia

Fathers Matter ATL: Improving Relationships Between Fathers and Agencies

Sacramento, California

T.R.U.E. Together: (Trust, Respect, Unity, and Equity)

Omaha, Nebraska

United in Trust: A Multi-sectoral Community-Academic Approach to Building and Evaluating Trust in North Omaha, Nebraska



aamchealthjustice.org/our-work/trustworthiness/project



1

**The community is already educated;
that's why it doesn't trust you.**



 CLEARCHANNEL

I AM AN OUTBREAK.

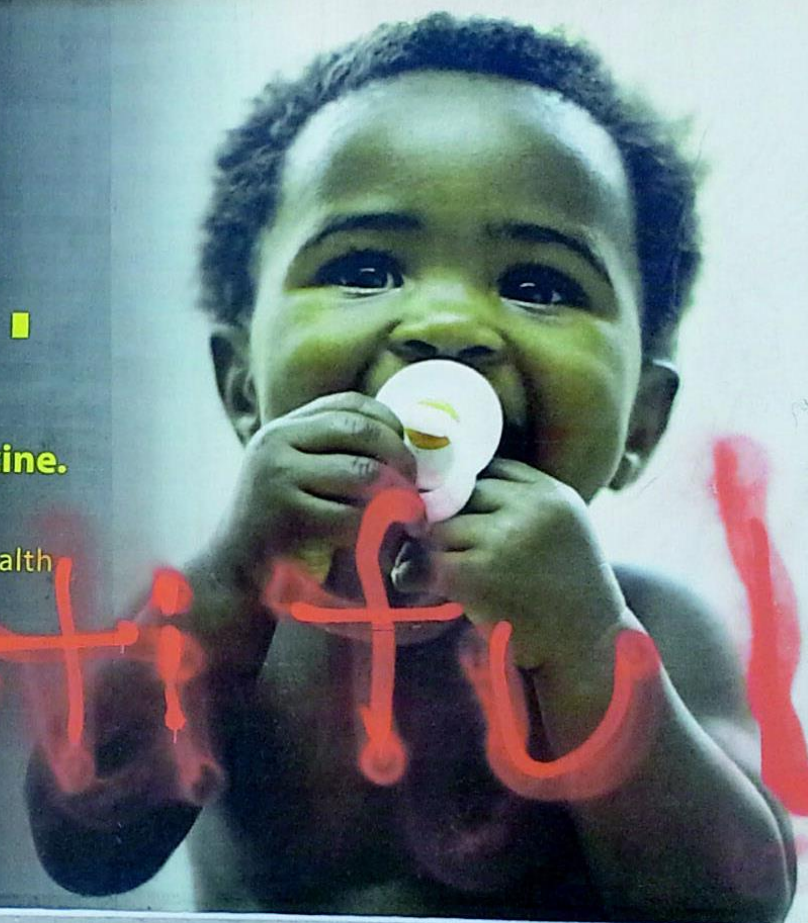
Babies often get seriously ill with the flu.
Everyone six months of age and older should get a flu vaccine.

Talk to your doctor, call your pharmacy or call 311 | cityofchicago.org/health



#FIGHTTHEFLU

Beautiful



020030

3311129

Advancing Health Equity: A Guide to Language, Narrative and Concepts

Co-produced with the American Medical Association, the guide is focused on centering care around the lived experience of patients and communities without reinforcing labels, objectification, stigmatization and marginalization



aamchealthjustice.org/narrative-guide

PRECISE
INCLUSIVE
RESPECTFUL
ACTION-ORIENTED
STRATEGIC

Public Opinion Polling



Rising Tide

The youngest Americans are most concerned about climate change, and the readiest to take action. Learn more about our poll of U.S. youth and adults.

July 23, 2024



Down to Earth: U.S. adults back environmental justice, but policy awareness falls short

Environmental justice champions should do more to raise awareness of and community engagement in popular federal actions such as Justice40.

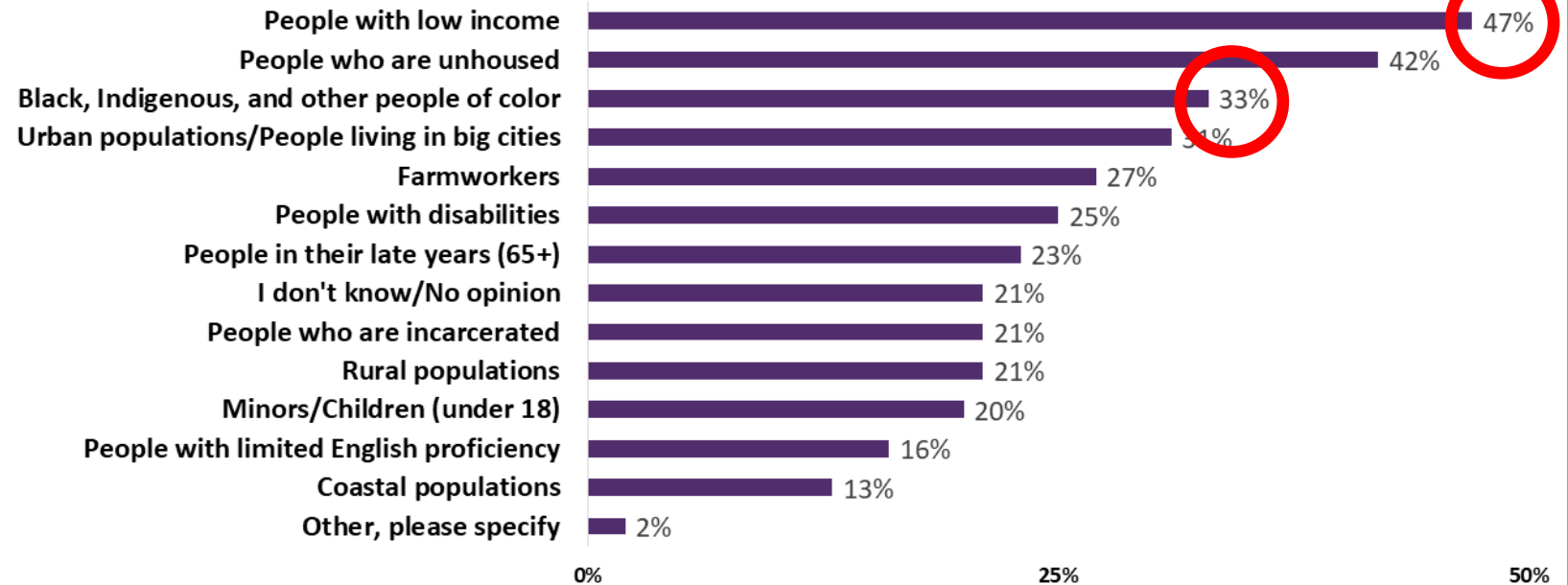
June 25, 2024

Down to Earth: U.S. adults back environmental justice, but policy awareness falls short

Across demographic groups, U.S. adults are more likely to identify low-income groups rather than communities of color as being more exposed to environmental hazards.



U.S. adults identify “people with low income” as the group that primarily bears the burden of environmental injustice.



How do advocates for racial, social, and economic justice enlarge the tent without hiding or watering down the movement's principles and goals?



A more just society creates healthier communities.

Working together, we are a movement to improve the health of communities.

[WATCH VIDEO](#)[JOIN OUR EFFORT](#)

Who We Are and What We Do

The Center for Health Justice offers a space to work together and look beyond medical care to the other factors that create opportunities for communities to thrive.

What Health Care Organizations Can Do to Get Out the Vote



IT'S TIME FOR A
Civic Health Checkup

- 1 Check your voter registration.
- 2 Set up election reminders.
- 3 Preview your ballot.



 www.civichealthmonth.org

Did you know that federal law allows health care providers, medical schools, and teaching hospitals to encourage their students, staff, patients, and communities to register to vote? Health care organizations can support an inclusive democracy and health equity by integrating nonpartisan voter education and registration into their services.

August is Civic Health Month, and the AAMC has partnered with VotER to provide a toolkit of resources for health care organizations. Discover how you and your organization can get involved to register members of your

community with the AAMC's fact sheet and VotER's toolkit of resources.

[Learn More](#)

Center for Health Justice Newsletter



News, conferences, funding, fellowships, and resources

Resources

[The Uneven Burden of Maternal Mortality in the U.S.](#)

National Institute for Health Care Management Foundation: Infographic.

[Evidence to Advance Reform in the Global Security and Justice Sectors](#)

National Academies of Science Engineering and Medicine: Reports.

[Vaccine Equity is Health Equity: Resources to Support Equitable Vaccination](#)

Public Health Foundation: Toolkit.



[Connect with us on Twitter](#)




[Join the AAMC CHARGE Virtual Community](#)


AAMC CHARGE


Collaborative for Health Equity: Act, Research, Generate Evidence


- Multisector and open to all
- Action and policy-focused
- Conduit to local communities across the US
- Virtual community
- Diverse ways to contribute, partner, and achieve

LATEST DISCUSSION POSTS ADD




 **2022 AAMC CHARGE Planning and Development Survey** ↗
By: [Stephen Barry](#), 3 days ago
Hello CHARGE Community Members, Thank you for being part of CHARGE, the community of 1200+ individuals with 400+ active virtual community members. As we strive to improve our projects and programs, we would like to hear your feedback regarding ...
[1 person](#) likes this.

 **RE: JOB BOARD**
By: [Carla Alvarado](#), 16 hours ago
Please review the following opportunities at the University of Michigan, please share with your networks. Carla Carla Alvarado Director of Research CHJ Association of American Medical Colleges

 **RE: Papers & Abstracts & Information, oh my!**
By: [Delaney D. Ding](#), yesterday
Some more opportunities that may be of interest! *CUGH's annual conference is a must attend event on the global health calendar. Over 2,000 scientists, students and implementers from academia, NGOs,

ANNOUNCEMENTS



AAMC CHARGE Happy Hour: Approach to monkeypox
By: [Mary Grace \(MG\) Holloway](#), one month ago
If hindsight is 20/20, what's our approach to monkeypox? Join AAMC CHARGE for a virtual happy hour to network with health equity scholars and champions across the United States. The focus of this event will be on how to approach the topic of health equity and monkeypox. The AAMC CHARGE ambassadors will share lessons learned from the impact of HIV and COVID-19 on under-resourced communities. Please feel free to invite colleagues, friends, and community members for what is sure to be a lively conversation today, **August 23 at 8 p.m. ET/5 p.m. PT.**
[Register here today](#)

aamchealthjustice.org/charge

Let's Keep in Touch



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Keynote Address: Community Driven Health: A Call to Action



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Erika Anthony
Co-Founder and Executive Director
Cleveland VOTES



Jordi Luke
CEO
Haus of Transcendent



Mark Rastetter, MD
CMO and Regional VP, Health Service
Humana Healthy Horizons
in Ohio Medicaid



Veranda Rogers, MBA
President and CEO
Pregnant with Possibilities
Resource Center