Presenter and Support Team

Shavon Arline-Bradley
Founding Principal
R.E.A.C.H. Beyond Solutions LLC

Diane Hagerman
New Jersey Health Initiatives

Joanne Lee
Healthy Places by Design
Zoom Tips

NJHI Learning Collaborative Session

Change Agent in a Crisis

June 17, 2020
Learning Outcomes

1. Connect NJHI coalition partners with learning and networking opportunities.
2. Learn core strategies and considerations to promote policy and systems changes with a continued commitment to advance equitable practices.
3. Explore ways to continue to be successful change agents through a crisis.
4. Share information about the next Learning Collaborative events.
A CHANGE AGENT IN CRISIS

NJHI Learning Collaborative Session
Shavon Arline-Bradley, MPH, MDiv
June 17, 2020
www.reachbeyondsolutions.com
Session Objectives

- Understand what obstacles to expect when a crisis arises.
- Identify best practices for dialogue to address racial equity and support your staff and constituents.
- Maintain a commitment to organizational and/or coalition core values and principles.
- Invest in advocacy efforts to advance equitable policies and systems change.
ROOT CAUSE
RACISM: Harmful Determinant of Health

➢ **Racism** refers to institutional and individual practices that create and reinforce oppressive systems of race relations whereby people and institutions engaging in discrimination adversely restrict, by judgment and action, the lives of those against whom they discriminate.

➢ **Institutional Racism** refers to the policies and practices within and across institutions (i.e. health, housing, education) that, intentionally or not, produce outcomes that chronically favor, or put a racial group at a disadvantage.


- Aspen Institute Community Roundtable on Community Change
RACIAL EQUITY
Racial equity is not just the absence of overt racial discrimination; it is also the presence of deliberate policies and practices that provide everyone with the support they need to improve the quality of their lives. It is a state in which all people in a given society share equal rights and opportunities.

As an outcome, we achieve racial equity when race no longer determines one’s socioeconomic outcomes; when everyone has what they need to thrive, no matter where they live.
WHAT CHALLENGES CAN YOU EXPECT IN CRISIS?
Pandemic Challenges

- Prioritizing
- Sustaining Funding
- Staffing Capacity & Performance
- Technology
- Relationships, Partnerships
- Communication
■ Reaffirm Mission and Vision (board & staff)
  - Do NOT walk away from the organization’s assignment
■ Redefine priorities appropriately (Board & Staff)
■ Reinforce partnerships
■ Communicate with funders/partners/advocates

■ Identify new financial opportunities – leverage this “moment in time”
  - Invest in efforts to expand equity and advocacy efforts.
■ Stay engaged as a team regularly – not just on zoom
■ Extending grace
■ Taking care of your mental health
ACT NOW...
END THE LIP SERVICE
ADJUST YOUR FRAMEWORK
The original guide describes four important features of a racial equity lens:

- Analyzes data and information about race and ethnicity
- Understands disparities and the reasons they exist
- Looks at structural root causes of problems
- Names race explicitly when talking about problems and solutions

A racial justice lens adds four more critical elements:

- Understands and acknowledges racial history
- Creates a shared affirmative vision of a fair and inclusive society
- Focuses explicitly on building civic, cultural, and political power by those most impacted
- Emphasizes transformative solutions that impact multiple systems

got privilege?
Privilege: A right or immunity granted as a peculiar benefit, advantage, or favor.

White Privilege: A set of unearned assets that a white person in America can count on cashing in each day but to which they remain largely oblivious.
What do I say?

SAY WHAT YOU MEAN, NOT WHAT IS SAFE...
End the Lip Service

- Statements can either be harmful or helpful.
- Be accountable to your words
- Clearly define what you plan to do:
  - Commit to Racial Equity
  - Improve Diversity
  - Create Inclusive Environments
  - Redirect White Supremacist Culture

What do I say?
CREATE CULTURE OF EQUITY
Strategies to build equity driven environments...

- Commitment to health equity as a personal and organizational Core Value

- Needs Assessment
  - Society’s “Hot Buttons”
  - In House “Hot Buttons”

- Understand Culture & Traditions of your team and your work environment office

- Investment & Development of organization’s team/staff members

- Long Term/Short Term Organizational Planning as it relates to Equity, Diversity & Inclusion.

- Hire Effective leaders and staff members that value diversity & inclusion as well as understands the role of health equity
  - Includes internal leaders w/ diverse perspectives
  - Includes external SME’s who are objective if feasible.
Make it Count
Communication Counts

- Communication can be detrimental if you diminish someone’s reality
- Don’t use the word EMPATHY if you cannot speak to EXPERIENCE
- Create nurturing spaces for true dialogue.
- Acknowledge your lack of knowledge and ask the question of those you have relationships with to gain some perspective.
- Create connection and operationalize humanity.
Act NOW

Invest

• Invest in awareness, advocacy and training efforts by subject matter experts. Include providers, families, policy makers and other community leaders.

Engage

• Engage new and unlikely partners that are not a part of your normal coalitions. See beyond who and what is in front of you.

Commit

• Commit to the principles of inclusive culture: community engagement, community empowerment and decision making and agenda driving POWER!
Follow Me...

- Shavon Arline-Bradley, MPH, MDiv
  
  - R.E.A.C.H. Beyond Solutions LLC
  - Health Equity Cypher (H.E.C. Group)

- shavon@reachbeyonddsolutions.com

- Twitter, IG: @shavonarline

- FB: Shavon Arline-Bradley
Upcoming Events

Convenings
• Communities Moving to Action
  Virtual Celebration – late 2020
• Upstream Action Acceleration
  November 2020

Next Webinar
• Wednesday, July 15, 2020 @ 1:00 pm
Chat-in your feedback:

+ liked, helpful

− not helpful, suggestion for improvement

Thank you!

New Jersey Health Initiatives, Diane Hagerman
hagerman@njhi.org

Community Health Strategist, Toni Lewis
tlewis@njhi.org

Healthy Places by Design, Joanne Lee
joannel@healthyplacesbydesign.org

Equal Measure, Eve Weiss
eweiss@Equalmeasure.org