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Social Determinants of Health: Promoting Health Equity

Tim Vincent
Consultant
11.02.21

Learning Objectives

- Define social determinants of health
- Describe the connection between health disparities and social determinants of health
- Describe at least one causal pathway particular social determinants create for accessing care
- Identify at least one strategy to address social determinants to promote healthcare access

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Tips for using zoom

MICROPHONE

Mute or Unmute your Microphone

(Mute during presentations- unmute to speak and while in break-out sessions)

CAMERA

Please use your camera as much as possible- especially for small breakout group activities. We want to see your face and it helps us all to connect!

CHAT FUNCTION

Please use this function to communicate to the group and respond to questions posed during the course

YOUR NAME

Please make sure your name shows in the participant list so we know who is in the (virtual) room

https://support.zoom.us/hc/en-us/articles/206618765-Zoom-Video-Tutorials?_ga=2.127701645.105022513.1595466712-93141167.1550779225

Poll #1

- I believe it is difficult to adequately address social determinants of health

- 1- Agree
- 2- Disagree

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Social Determinants and Health Equity

How would you define health?

How would define what being healthy means for you personally?

What are the things that support you in being healthy?

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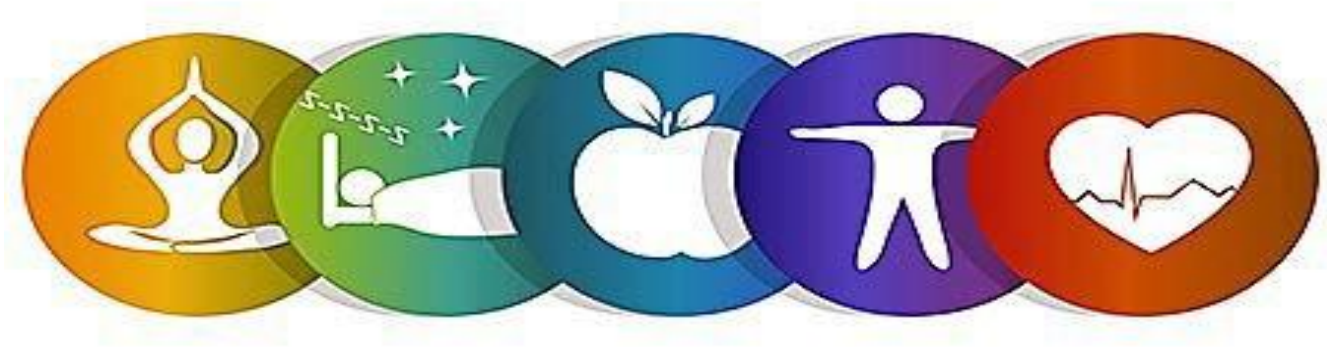
Health

"A state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity."



Preamble to the Constitution of the World Health Organization 1946
http://www.who.int/about/mission/en/

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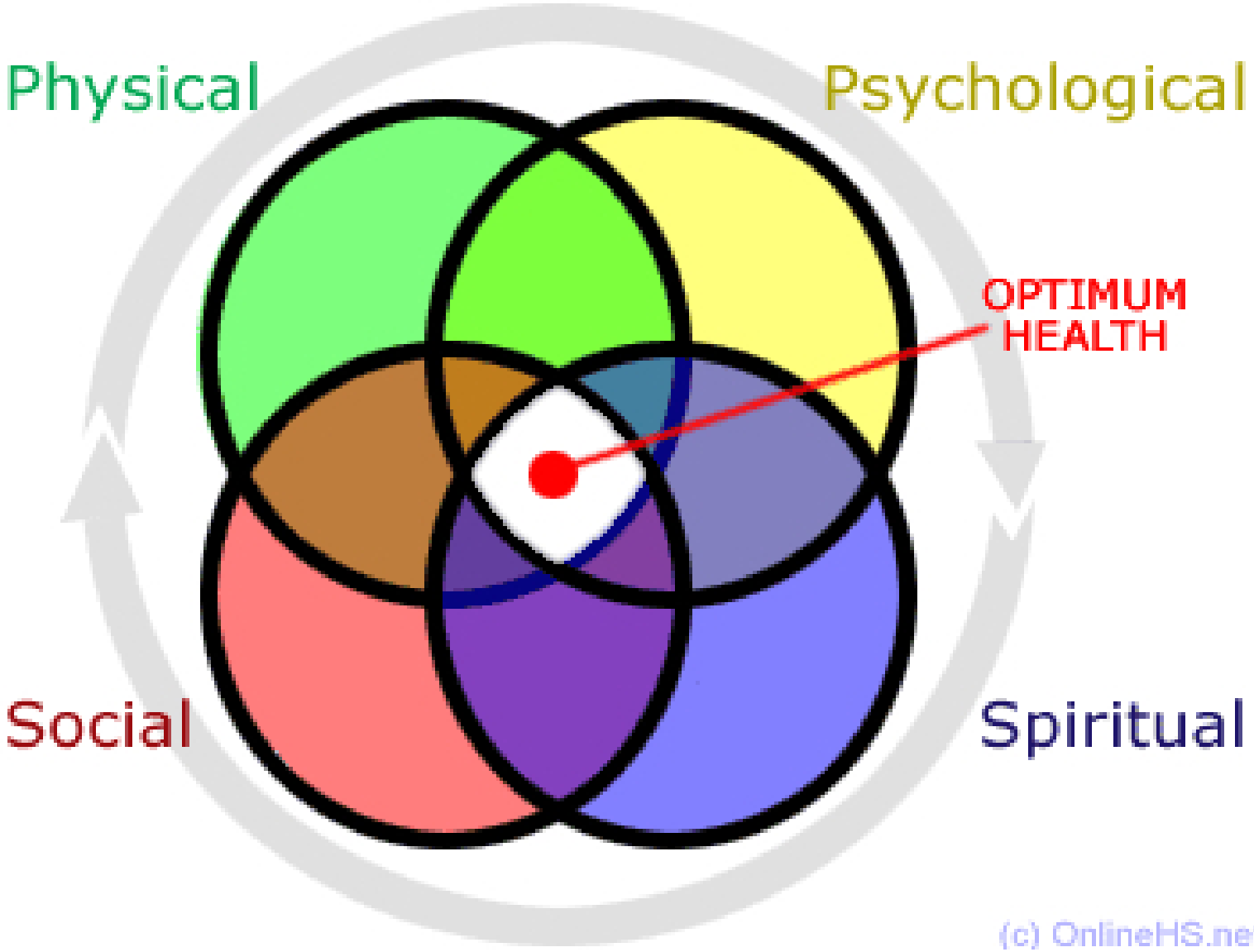
Wellness: The Holistic Model



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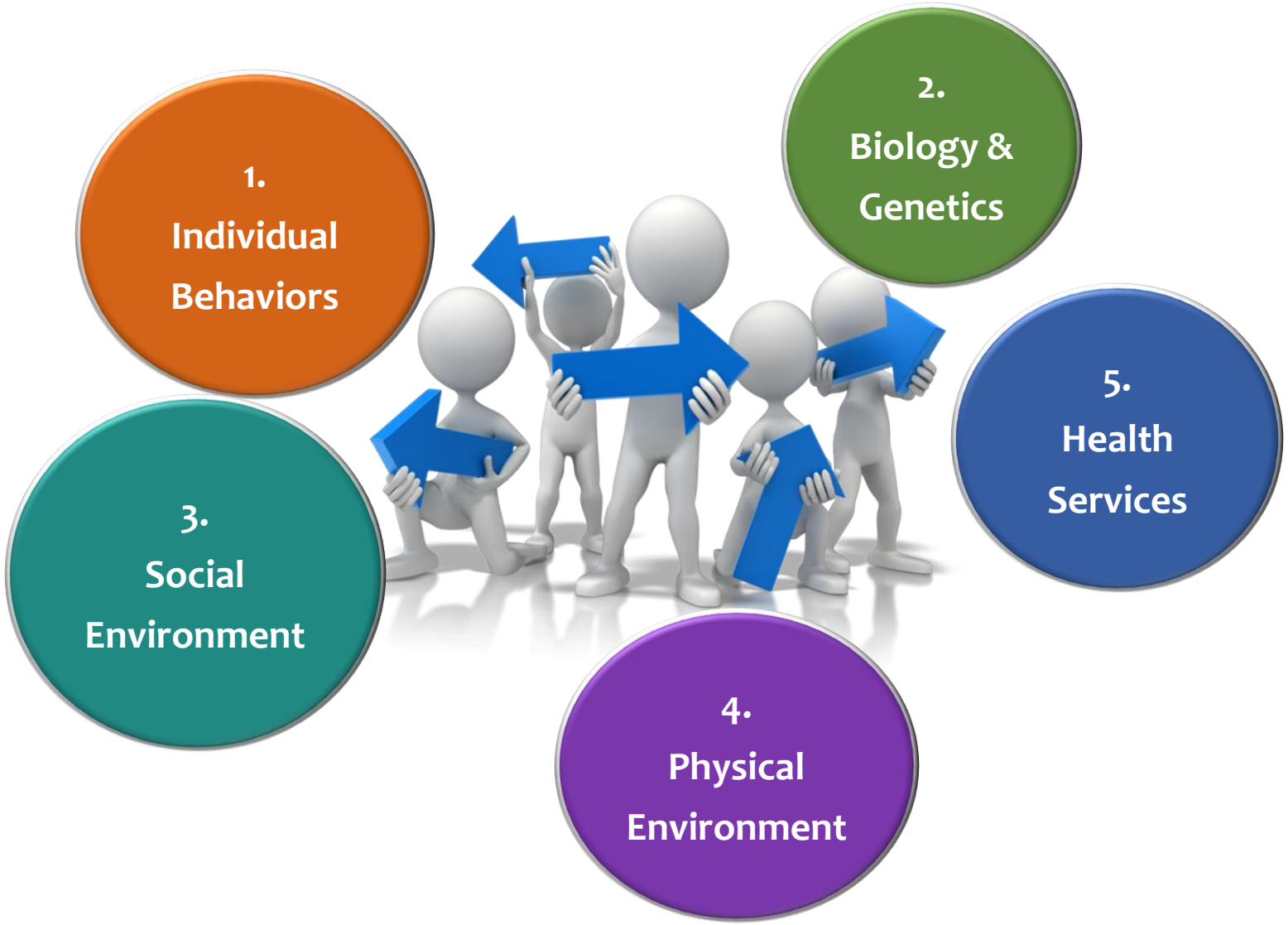
Determinants of Health



HANDOUT

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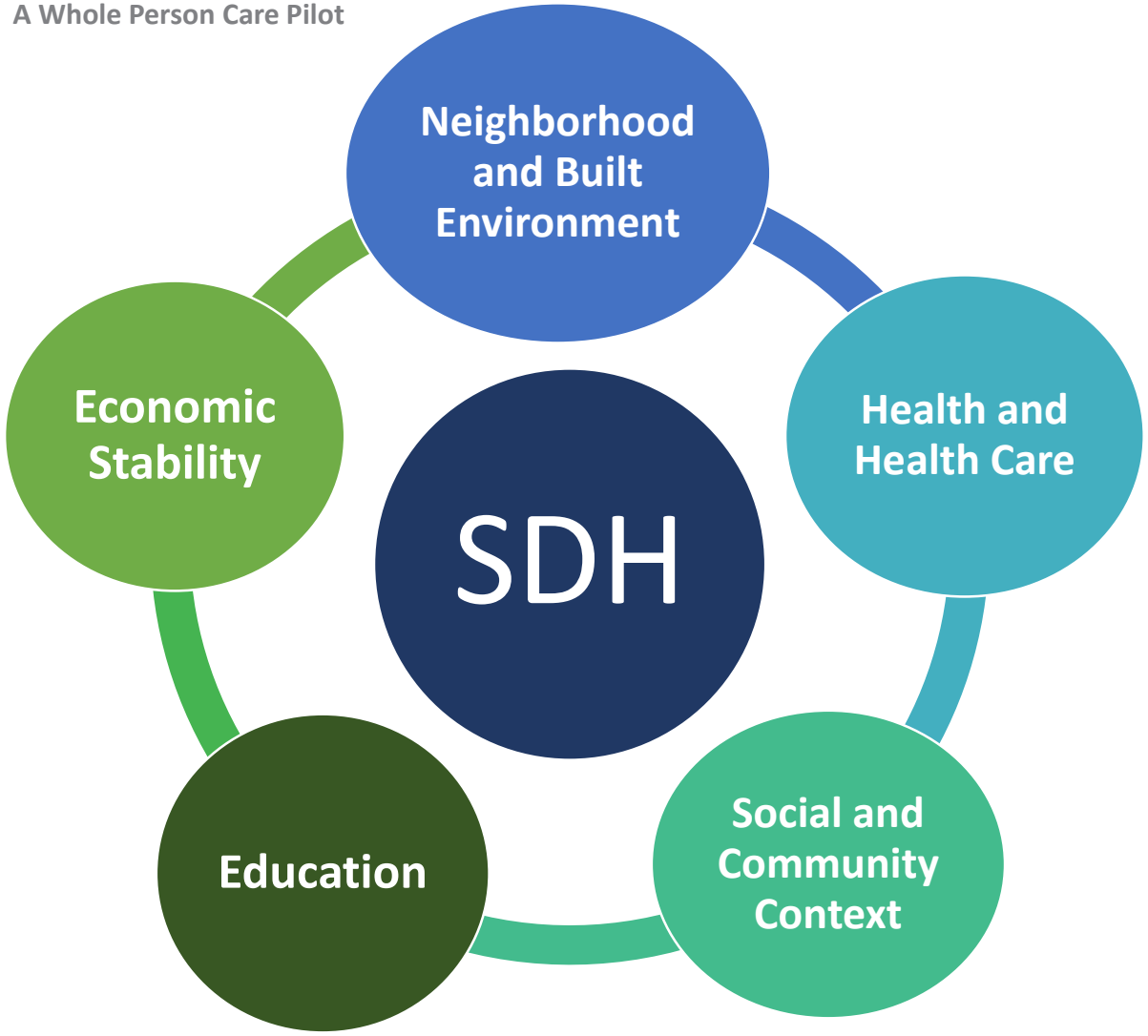
Social Determinants of Health (SDH):



Conditions in which people are born, grow, live, work, pray and age

- shaped by distribution of money, power and resources at global, national, local levels
- influenced by policies and regulations

Adapted from World Health Organization (WHO) WHO; 2018

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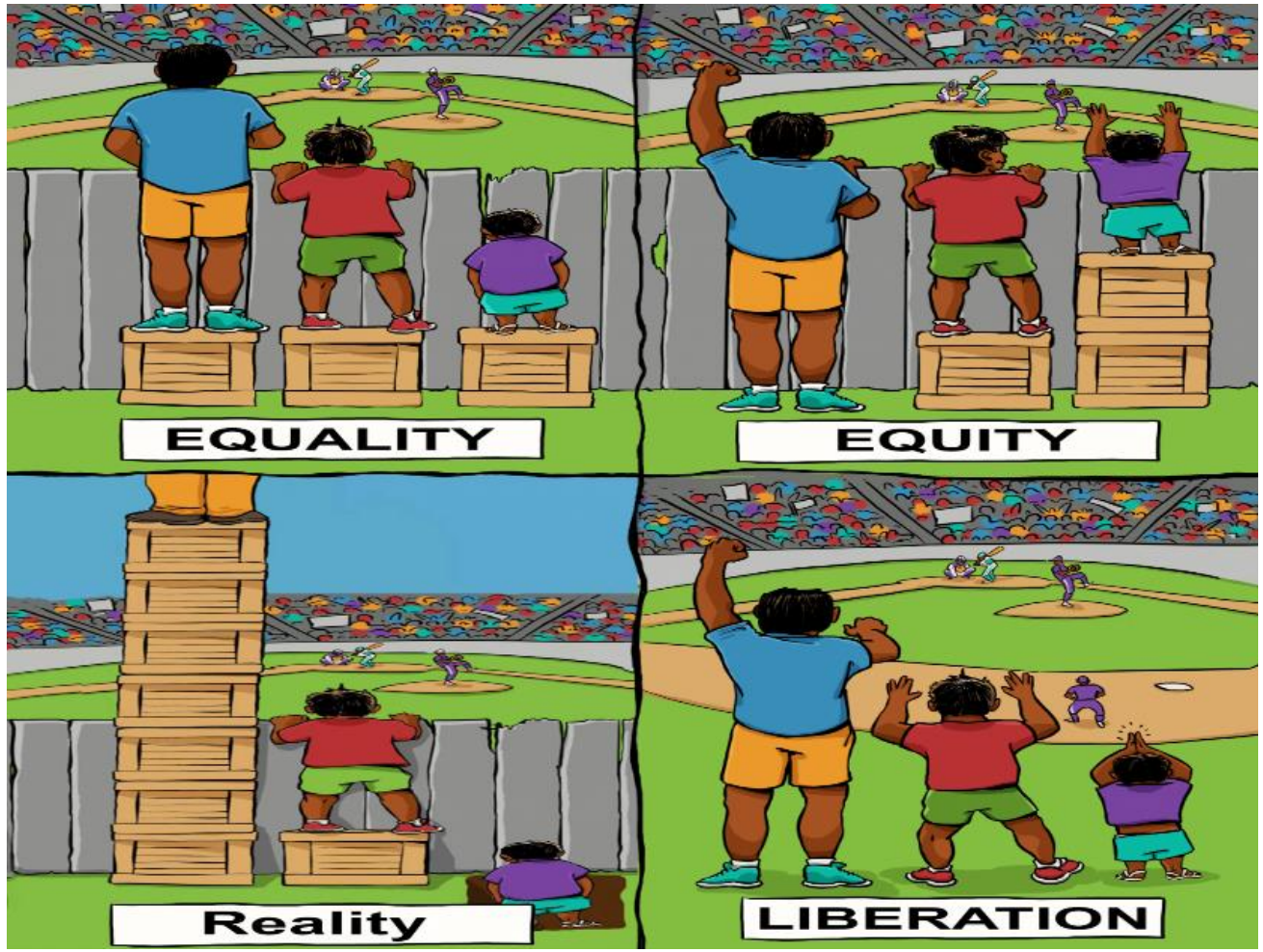
Health Equity

Health equity means that everyone has a fair and just opportunity to be healthier.

This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.



Robert Wood Johnson Foundation (RWJF)

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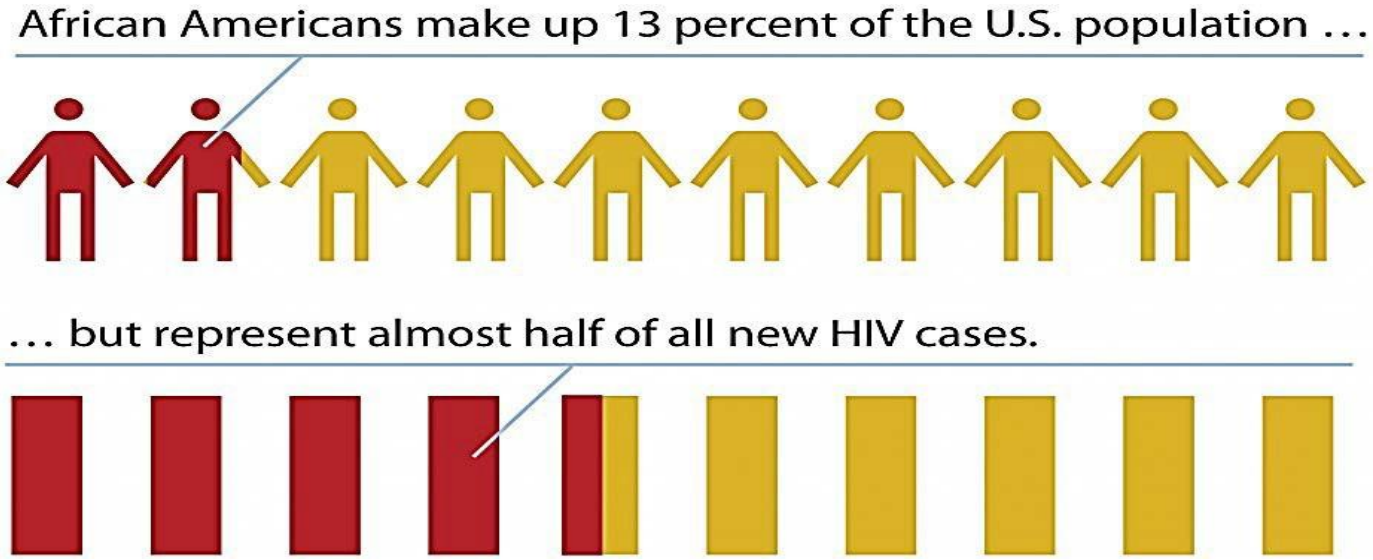
Health Disparity

"..the term used in epidemiology to describe differences, variations and disproportions in the health status of individuals or groups."



Adapted from:

1) Kawachi,I., Subramanian, S., & Almeida-Filho (2002). A glossary for health inequalities. *Journal of Epidemiology and Community Health*: 56: 647 -652

2) Carter-Pokras, O., & Baquet, C. (2002). What is a health disparity? *Public Health Reports, 17: 426 - 434*

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Health Inequity

"refers to those inequalities in health that are deemed to be unfair or stemming from some form of injustices"

Kawachi,I., Subramanian, S., & Almeida-Filho (2002). A glossary for health inequalities. Journal of Epidemiology and Community Health: 56

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Social Determinants and Health Outcomes

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Perspective

Poll #2

I believe COVID-19 disparities in cases are most attributed to:

- 1- individual behaviors
- 2- biology/genetics
- 3- social environment
- 4- physical environment
- 5- health systems

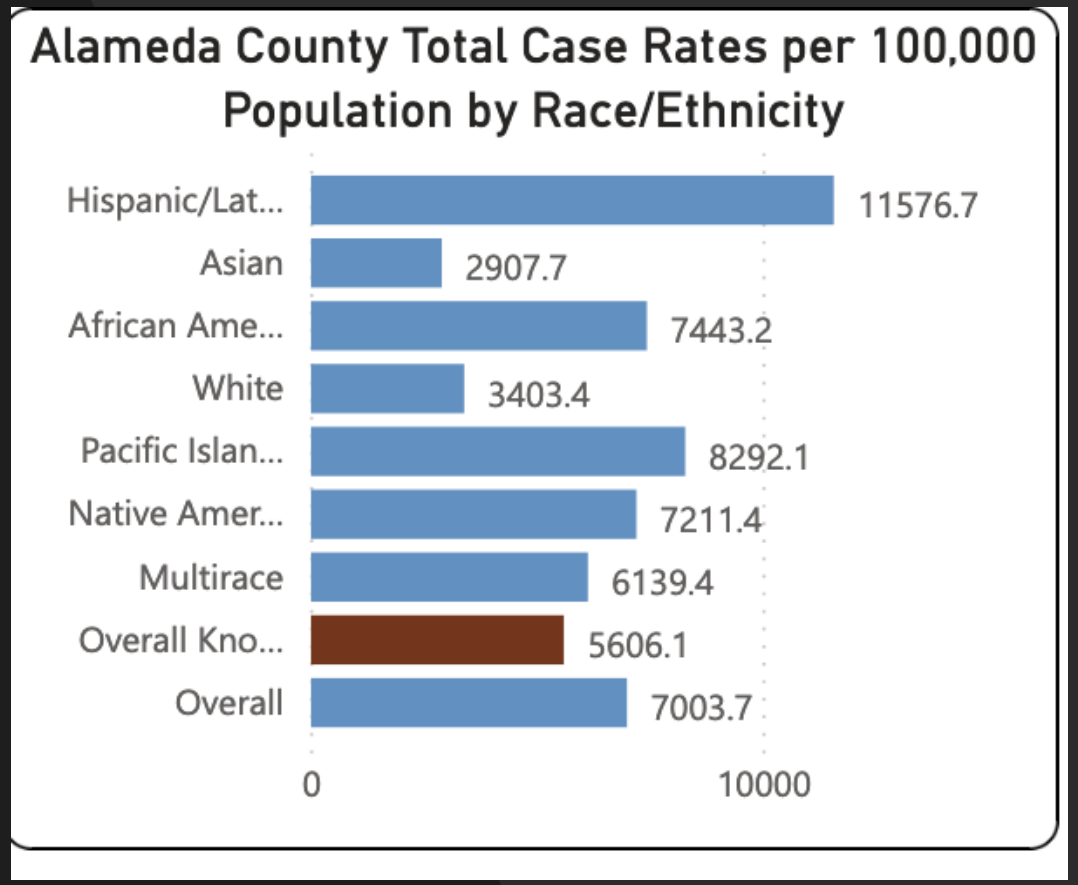
COVID-19 Example

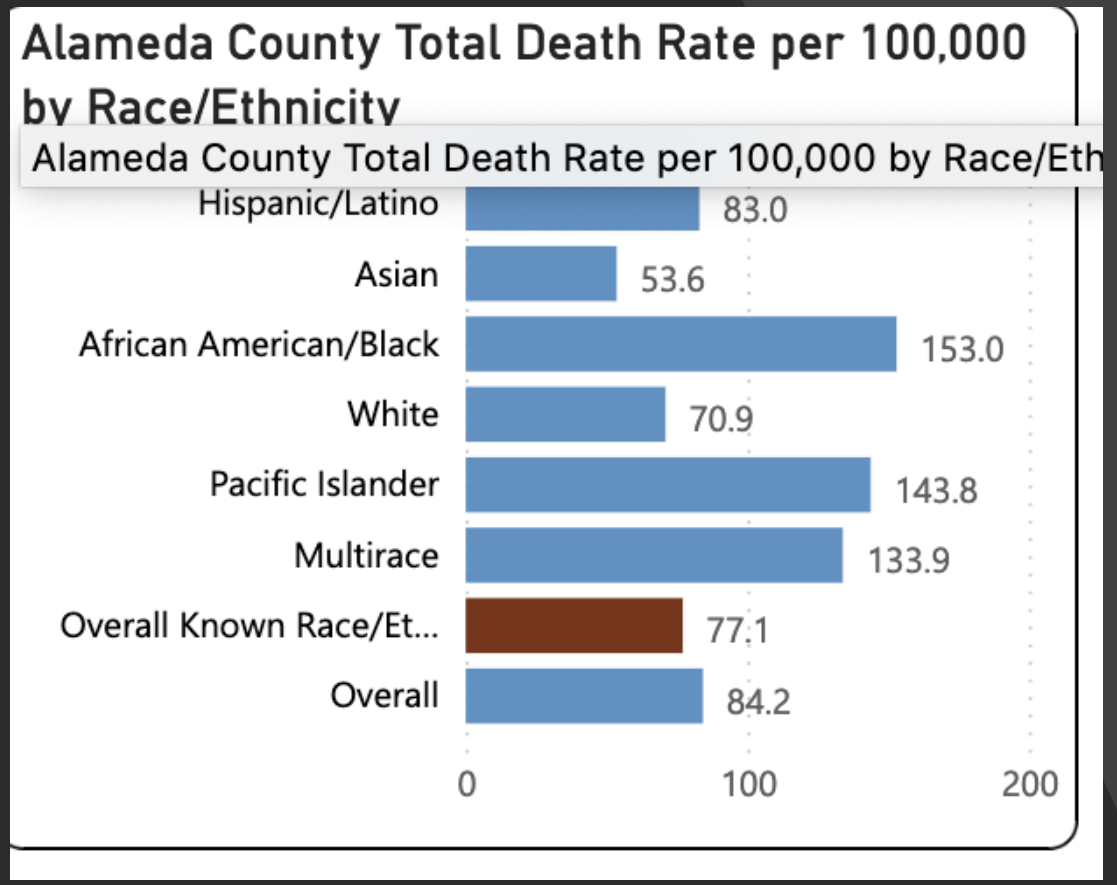
Disparity:

Inequity

SDH contributing to the inequity

COVID-19: Disparity Example





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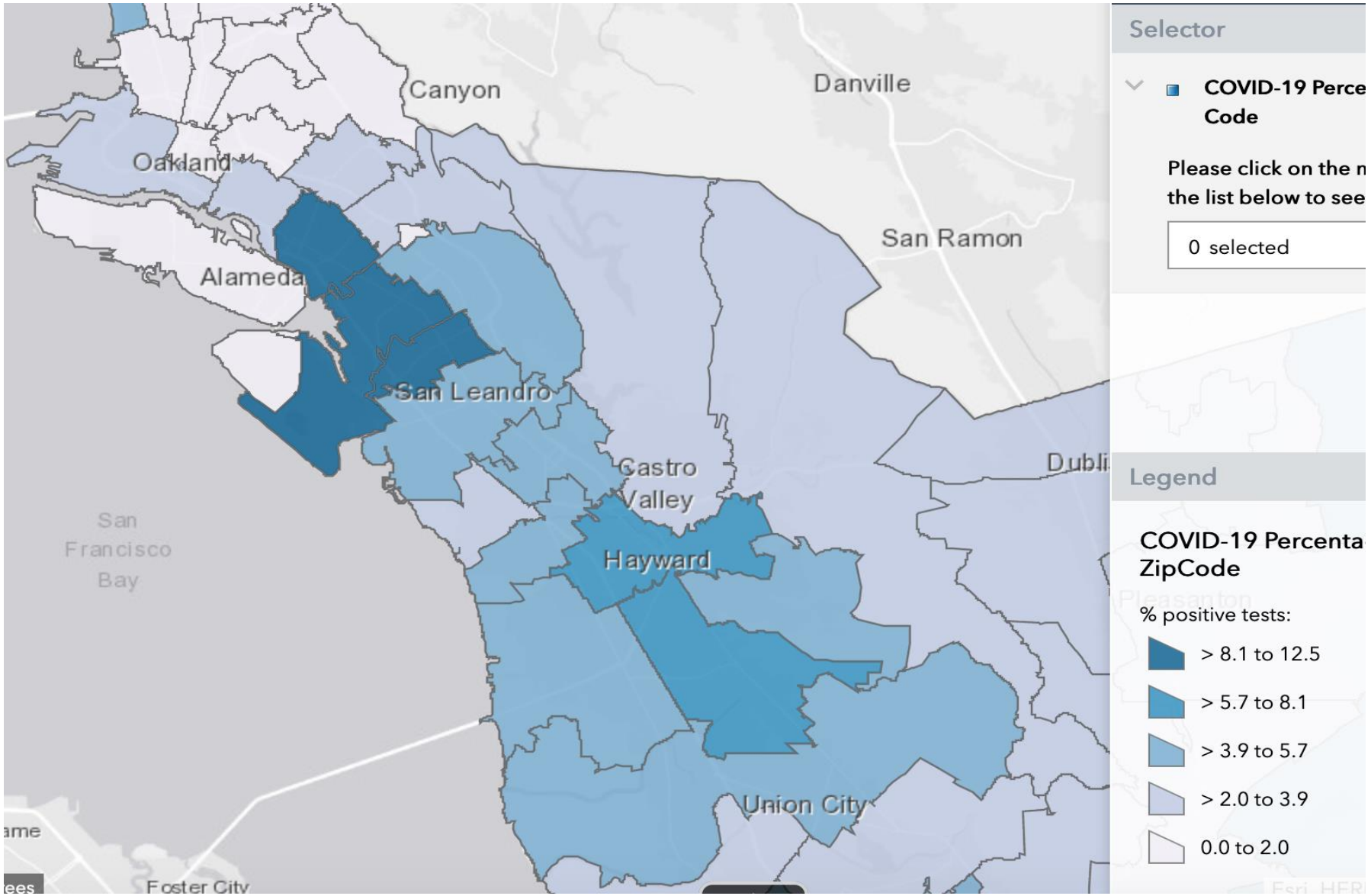

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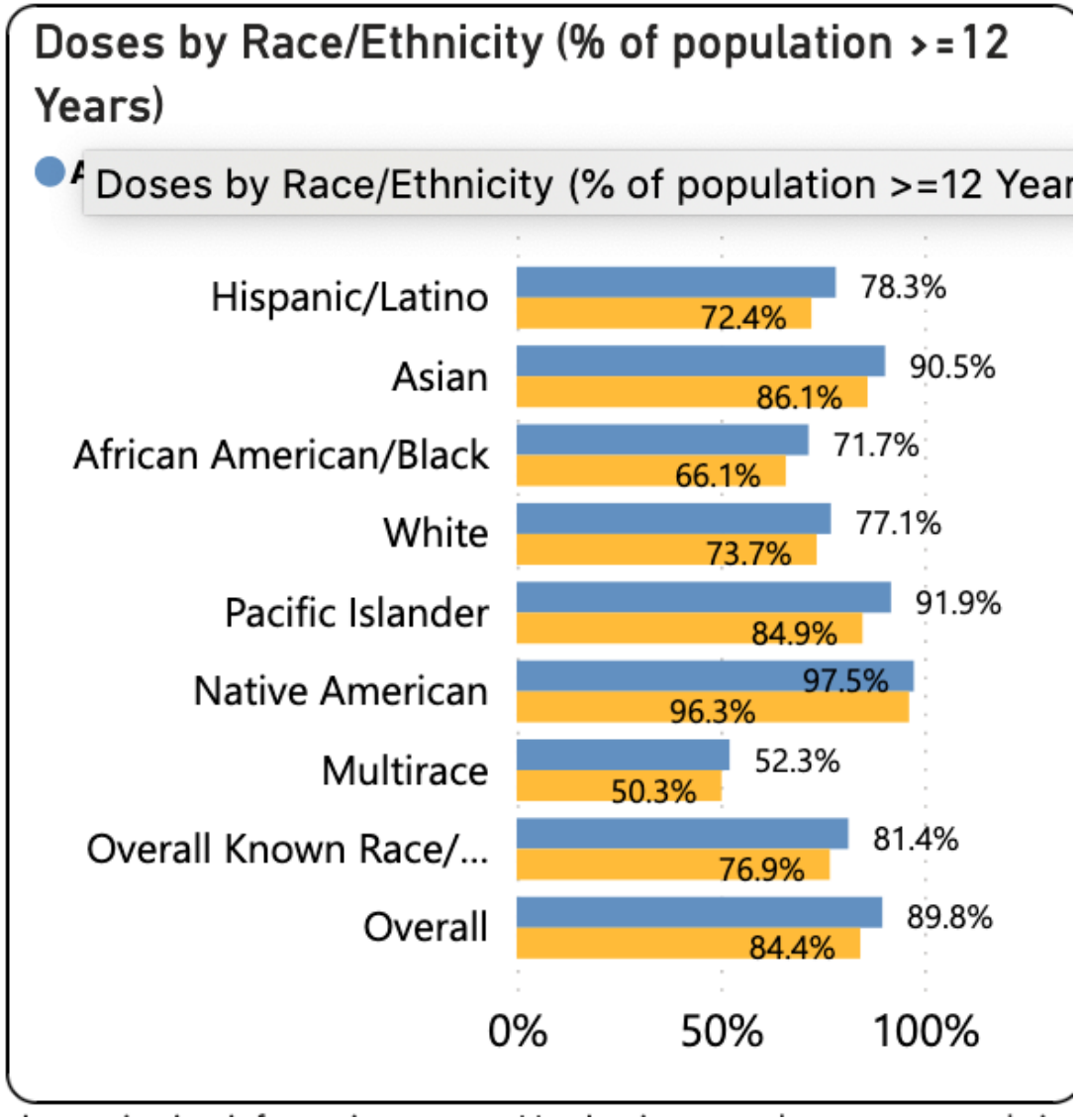
Vaccinations



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Examples of Social Determinants of Health

1. Housing Stability
2. Residential Segregation
3. Food Security
4. Social Norms and Attitudes--(e.g. stigma)
5. Racism
6. Socioeconomic Conditions
7. Culture
8. Social Support
9. Gender Identity
10. Access to Health Care Services
11. Educational Attainment
12. Transportation Options
13. Language/Literacy
14. Exposure to violence, crime, social disorder
15. Access to mass media, and emerging technologies

Making the Connections Breakout Discussion Group #1

In looking at disparity data re: COVID-19, discuss

1- What are the inequities that contribute- (unfair advantages/disadvantages for example)?

2- What social determinants do you feel most contribute to this inequity or contribute directly to disparity? (Pick 2-3 main SDoH)

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Responding to Social Determinants of Health

Structural Competency

- **Structural competency** is a term used in American health professional education to describe the ability of health care providers and trainees to appreciate how symptoms, clinical problems, diseases and attitudes toward patients, populations and health systems are influenced by 'upstream' social determinants of health.

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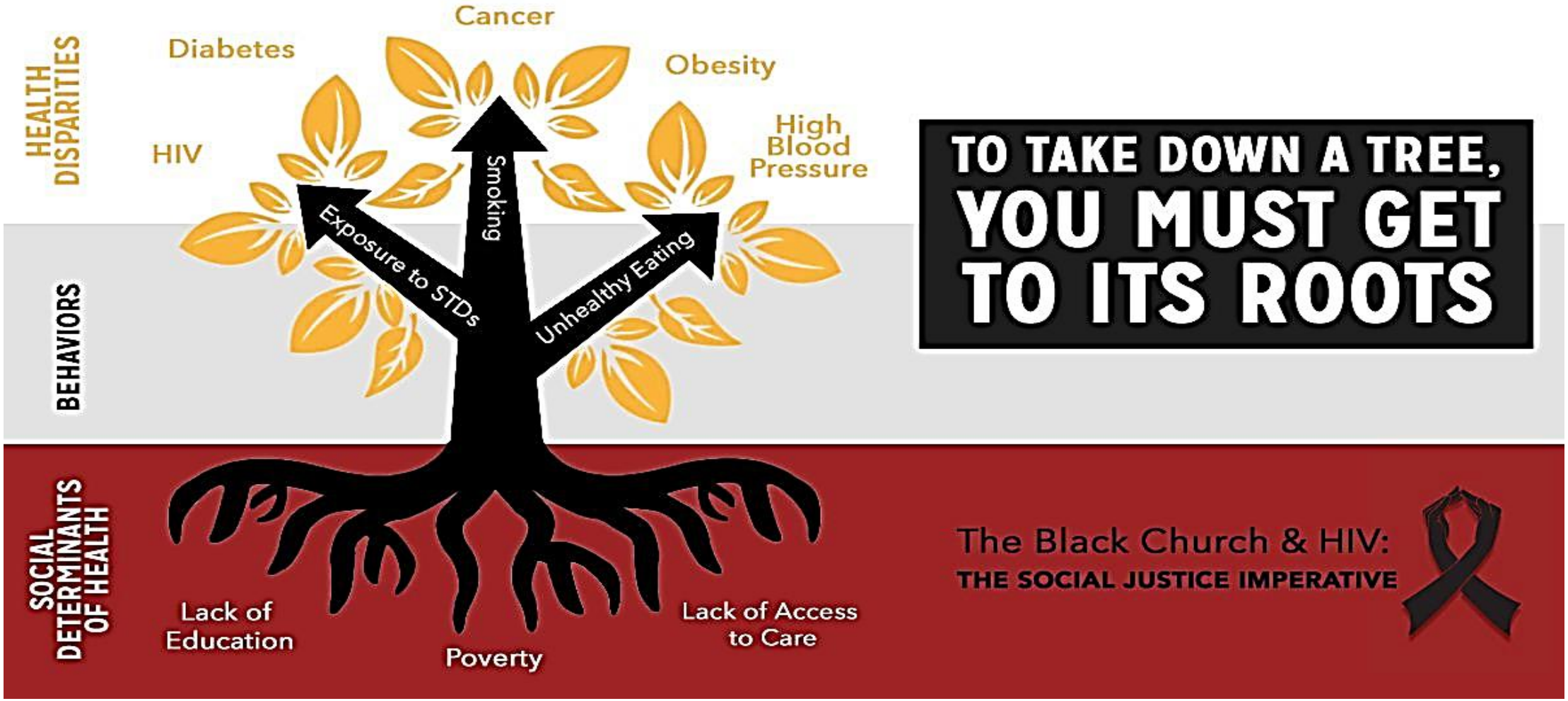
Getting to the Root



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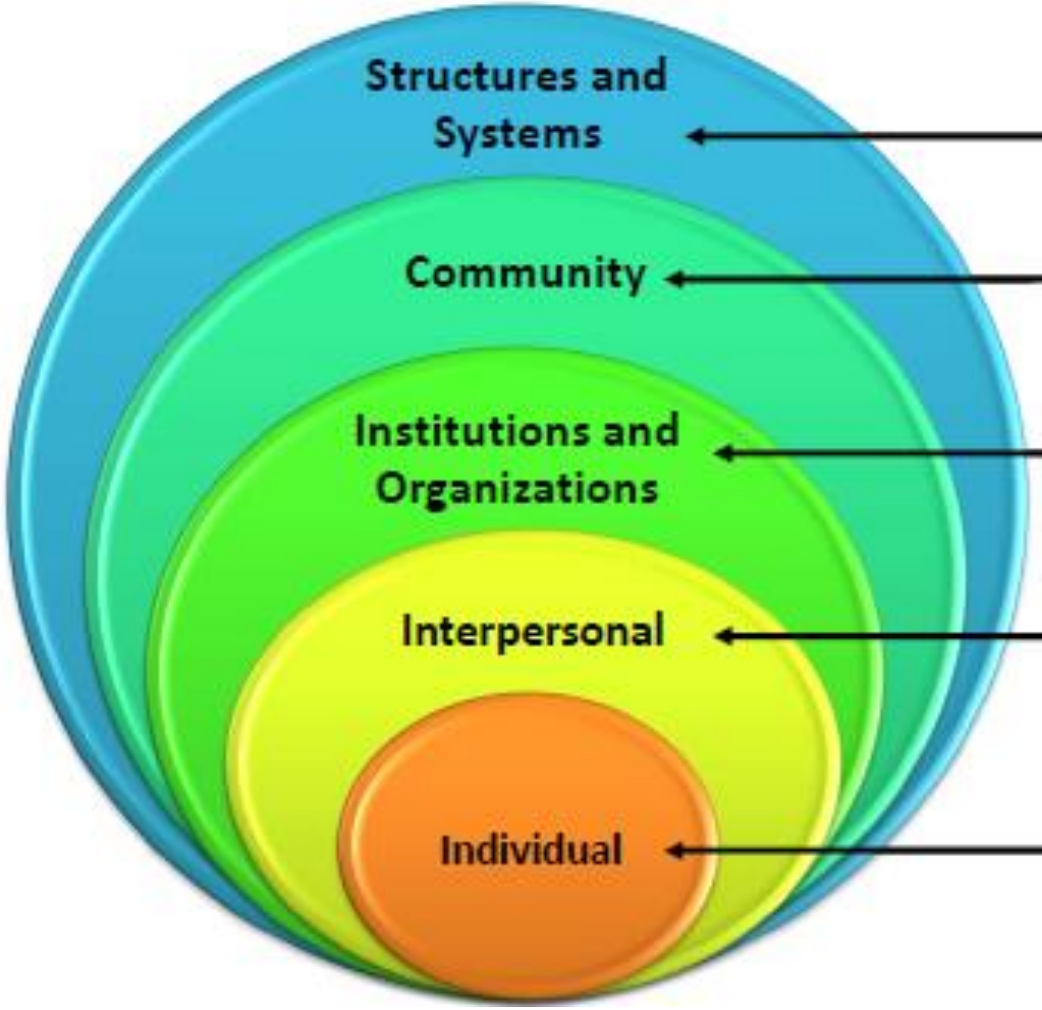
A Social Ecological Model



- **Structures and Systems** — Federal, state, and local regulations, laws, the built environment (public works, infrastructure, etc.).
- **Community** — Relationships and communications between organizations and institutions.
- **Institutions and Organizations** — Schools, health care administration, businesses, faith based organizations, institutions.
- **Interpersonal** — Individual relationships, support groups, social networks, cultural context.
- **Individual** — Individual attitudes, beliefs, knowledge, and behaviors.

Strategies to Address SDH

1

Create greater awareness of importance and consideration of social: educate, inform and empower

2

Improve assessment of SDH factors

3

Collaborate more effectively across sectors-

4

Participate and support systems change

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1. Communicating SDH

The following table summarizes the key guidelines for effectively communicating SDH:

WHAT TO DO	WHAT TO AVOID
✓ Use **clear, plain language**	× **Technical language or jargon**
✓ Make issues **tangible** with analogies and stories	× **Abstract concepts** or terms
✓ **Break down and round numbers**; place numbers in **context**	× **Complex numbers,** or large numbers without any context
✓ Challenge conventional wisdom with **one unexpected fact**	× **Exhaustive documentation**
✓ Use **inclusive** language (we, our, us)	× **Creating distance** between groups (them, they)
✓ Identify people by **shared experiences**	× **Labeling** people by group membership
✓ **Prime** your audience with a fact, image or story they are likely to believe, based on their values, interests and needs	× Facts, images or stories that audiences may find **too contentious or extreme to be believable** (even if they are true)
✓ Leave the audience with a memorable story or fact that can be easily repeated	× Being **forgettable**
✓ Use a **conversational and familiar** tone	× A **clinical or academic** tone
✓ Take the time to **understand your audience**—this includes **customizing your message** by selecting appropriate tools, approaches and information	× Assuming the **same message will work for all audiences**
✓ **Prepare** your message content and presentation	× Speaking **off the cuff**
✓ Focus on communicating **one thing** at a time	× Trying to **do too many things** at once

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2. Improving Assessment of SDH

- PRAPARE
- EveryONE Project
- Health Related Social Needs Screening Tool

https://www.nachc.org/wp-content/uploads/2020/07/Printer-Friendly-PRAPARE-COVID-FS.pdf

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3. Cross-Sector Coordination

Complexity of Social Problems Vs. Our Solutions

Traditional Approaches > Isolated Impact

- ➔ Funders select individual grantees
- ➔ Organizations work separately and compete
- ➔ Evaluation attempts to isolate a particular organization's impact
- ➔ Large scale change is assumed to depend on scaling organizations
- ➔ Corporate and government sectors are often disconnected from foundations and nonprofits

Large-scale social change requires broad cross-sector coordination, not the isolated intervention of individual organizations.

Source: Collective Impact by John Kania & Mark Kramer, Stanford Social Innovation Review Winter 2011 www.ssir.org

Cross Sector Coordination and ACCC

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4. Systems Change

What is Systems Change?

A fundamental change in policies, processes, relationships, and power structures, as well as deeply held values and norms, as the pathway to achieve common goals and make positive social gains sustainable at scale, whether it's around increasing equity, improving health, or reducing poverty.

Source: Fostering System Change by Srik Gopal & John Kania, Stanford Social Innovation Review November 2015 www.ssir.org

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Breakout #2

What recommendations would you make regarding each of these strategies for addressing social determinants of health?

- 1- Increasing awareness, informing re: the significance of SDH
- 2- Assessment of Impact of SDH
- 3- Cross Sector Coordination
- 4- Systems Change

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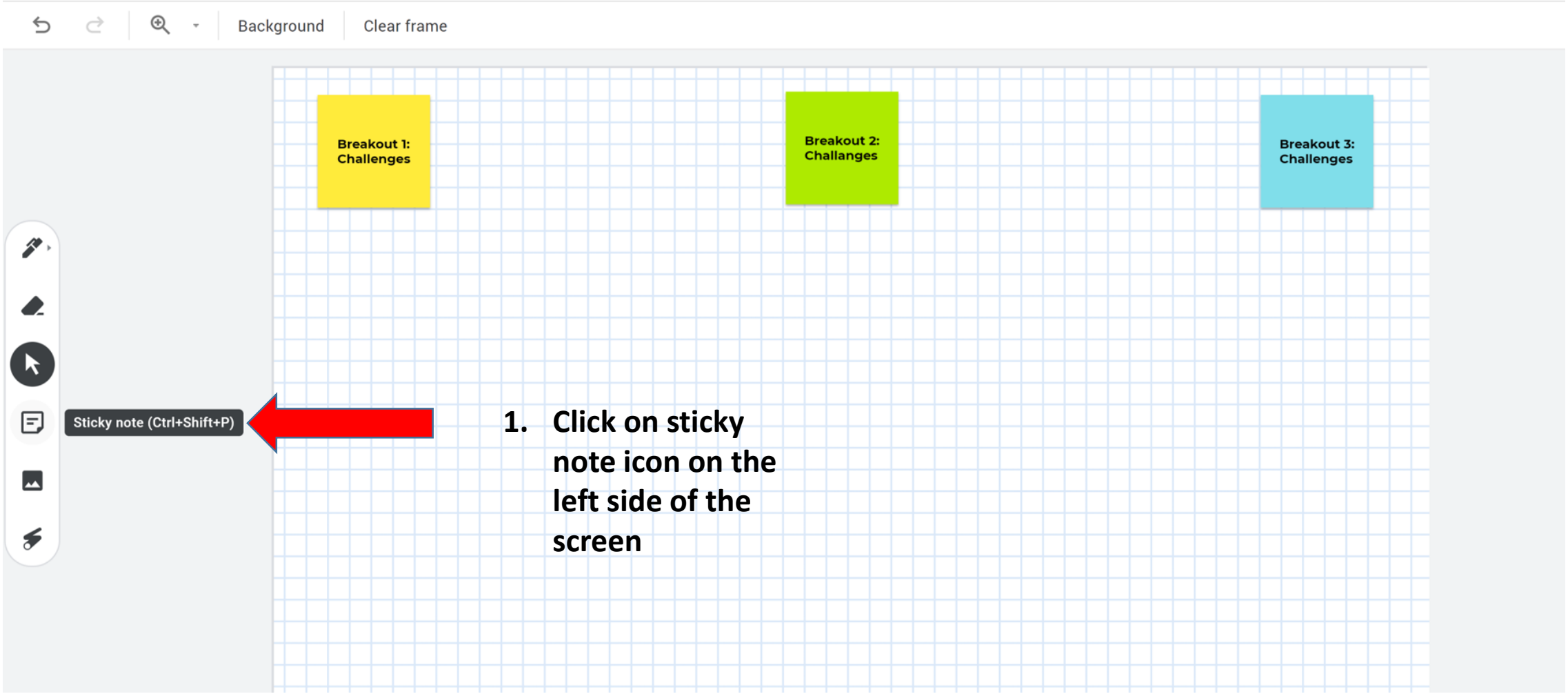
Jamboard Post-It Notes



1. **Click on sticky note icon on the left side of the screen**

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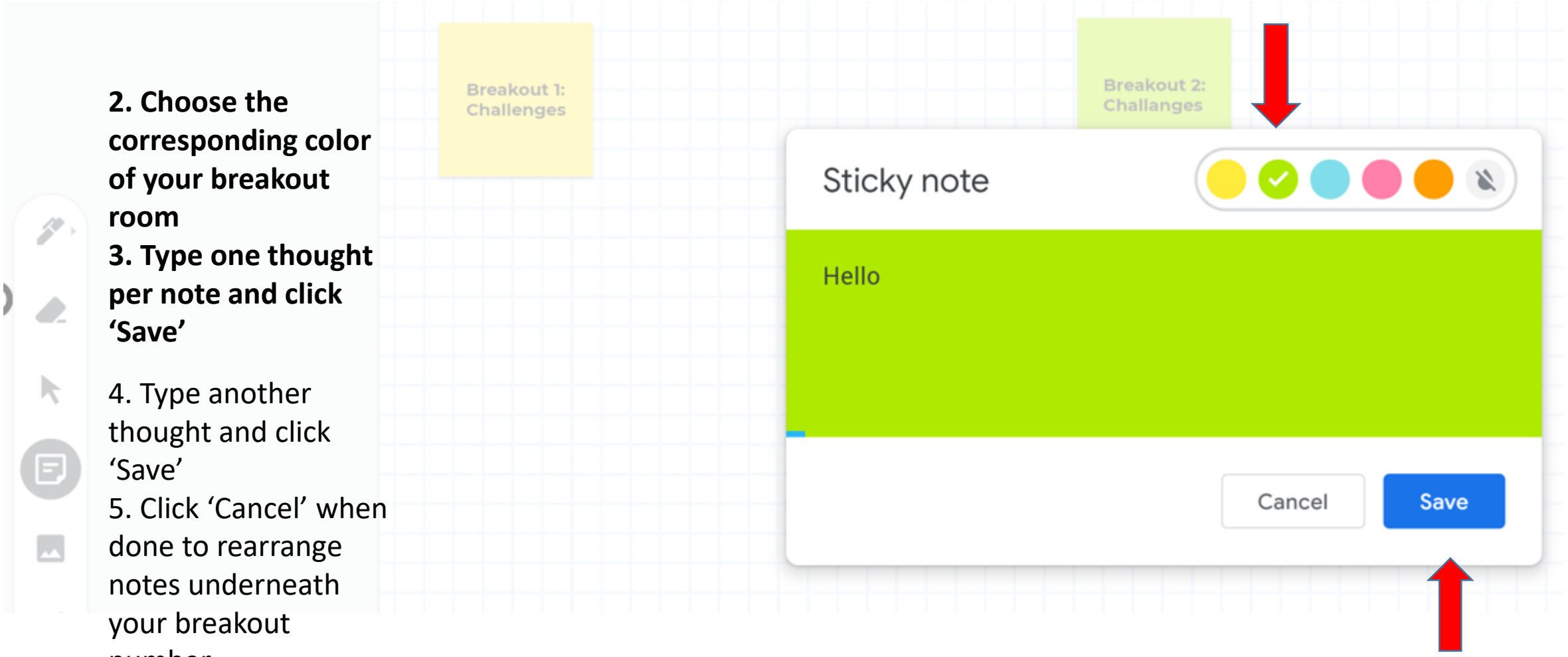
Jamboard Post-It Notes

2. Choose the corresponding color of your breakout room

3. Type one thought per note and click 'Save'

4. Type another thought and click 'Save'

5. Click 'Cancel' when done to rearrange notes underneath your breakout number



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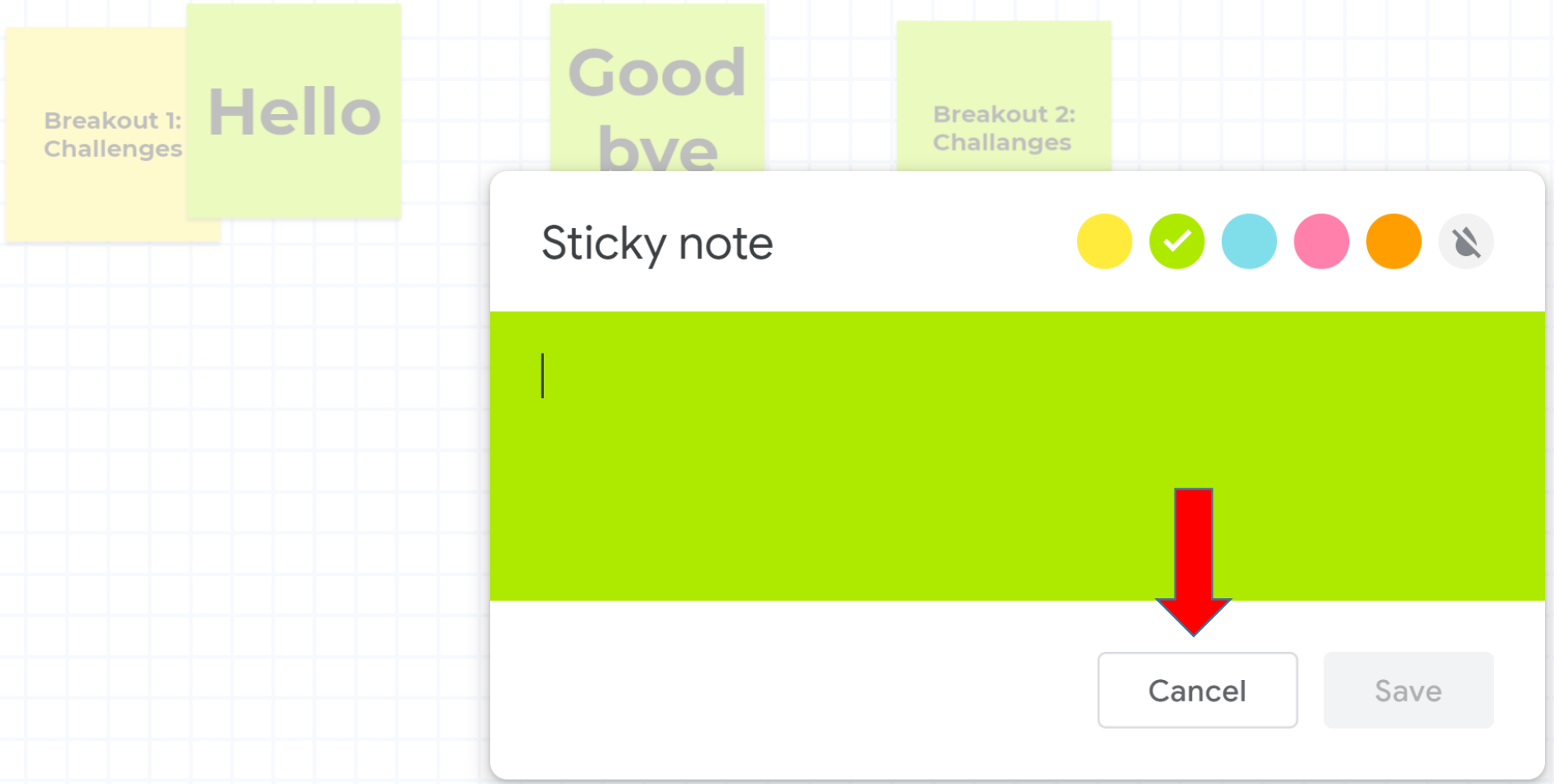
Jamboard Post-It Notes



4. Type another thought and click ‘Save’

5. **Once done with thoughts, click ‘Cancel’** when done to rearrange notes underneath your breakout number

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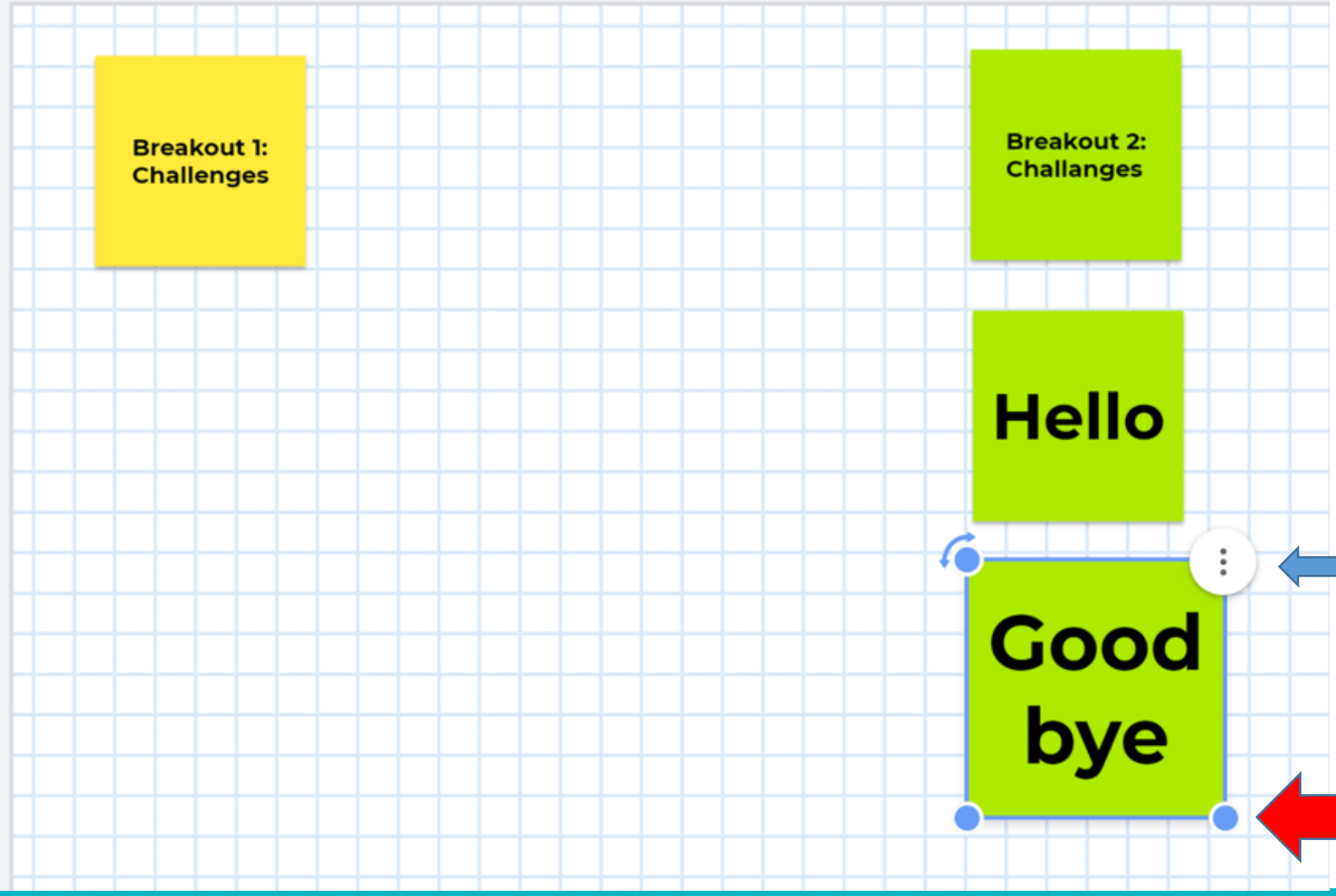
Jamboard Post-It Notes

4. Type another thought and click ‘Save’

5. Once done with thoughts, click ‘Cancel’ when done to **rearrange notes underneath your breakout number**

6. Resize for easy reading by clicking on the note and dragging the corner out



Click on the 3 dots to edit, duplicate or delete

Breakout #2

- Place recommendations on their corresponding pages
- Please have someone or the group be able to summarize what you added to the jamboard
- Group 1- use yellow
- Group 2 –use green
- Group 3- use blue

What ideas will you move forward?

- What can you do now within your agency and role?
- How will it get done?

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Upcoming Trainings

July		
28-Jul	Motivational Interviewing: Core Skills for Empathic Communication (Module 2)	10:00-12:00
August		
4-Aug	Motivational Interviewing: Demonstrating and Practicing MI Skills (Module 3)	10:00-12:00
11-Aug	Compassionate Resilience	10:00-12:00
18-Aug	Empathy Effect: Countering Bias to Improve Health Outcomes (Part 1)	10:00-12:30
25-Aug	Empathy Effect: Tools to Counter Bias or Judgement (Part 2)	10:00-12:30

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Tim Vincent, MS

tvincent1206@gmail.com