



# Let's Talk About Health Equity

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# RWJF's Health Equity Definition

Health equity means that everyone in America has a fair and just opportunity to be as healthy as possible.

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.



# Equality vs. Equity Illustration

## Equality



## Equity



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Talking about  
health equity is hard.

The background features a solid yellow field. In the bottom right corner, there are two overlapping geometric shapes: a blue triangle pointing upwards and to the right, and a green triangle pointing upwards and to the left, partially overlapping the blue one.

1. Know your audience.
  2. Speak your passion.
- 
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# Message Testing

- **RWJF's Core Audiences (Spring 2016)**
  - 25 interviews / online survey of 1,227 people
- **Community-Based Organizations/Liberals (Fall 2016)**
  - 9 interviews / informal focus group / online survey of 418 people
- **Conservatives (Spring/Summer 2017)**
  - Arizona, Indiana, Oklahoma, Pennsylvania, South Carolina
  - 40 interviews / online survey of 1,500 GOP voters
- **Rural Communities (In the Field)**
  - Appalachia, Heartlands, Deep South, U.S./Mexico Border Region



# Takeaways From CBOs (Mostly Liberal)

- **What resonated?**

- “The choices we make depend on the choices/opportunities we have available to us.”
- “Everyone should have the opportunity to live a healthier life.”

- **What didn't?**

- Linking “personal responsibility” and “behavior.”
- “Policies and practices at every level have created **stubborn obstacles** to good health.”
- “Being a person of color in America – whatever your economic status – can be bad for your health.”



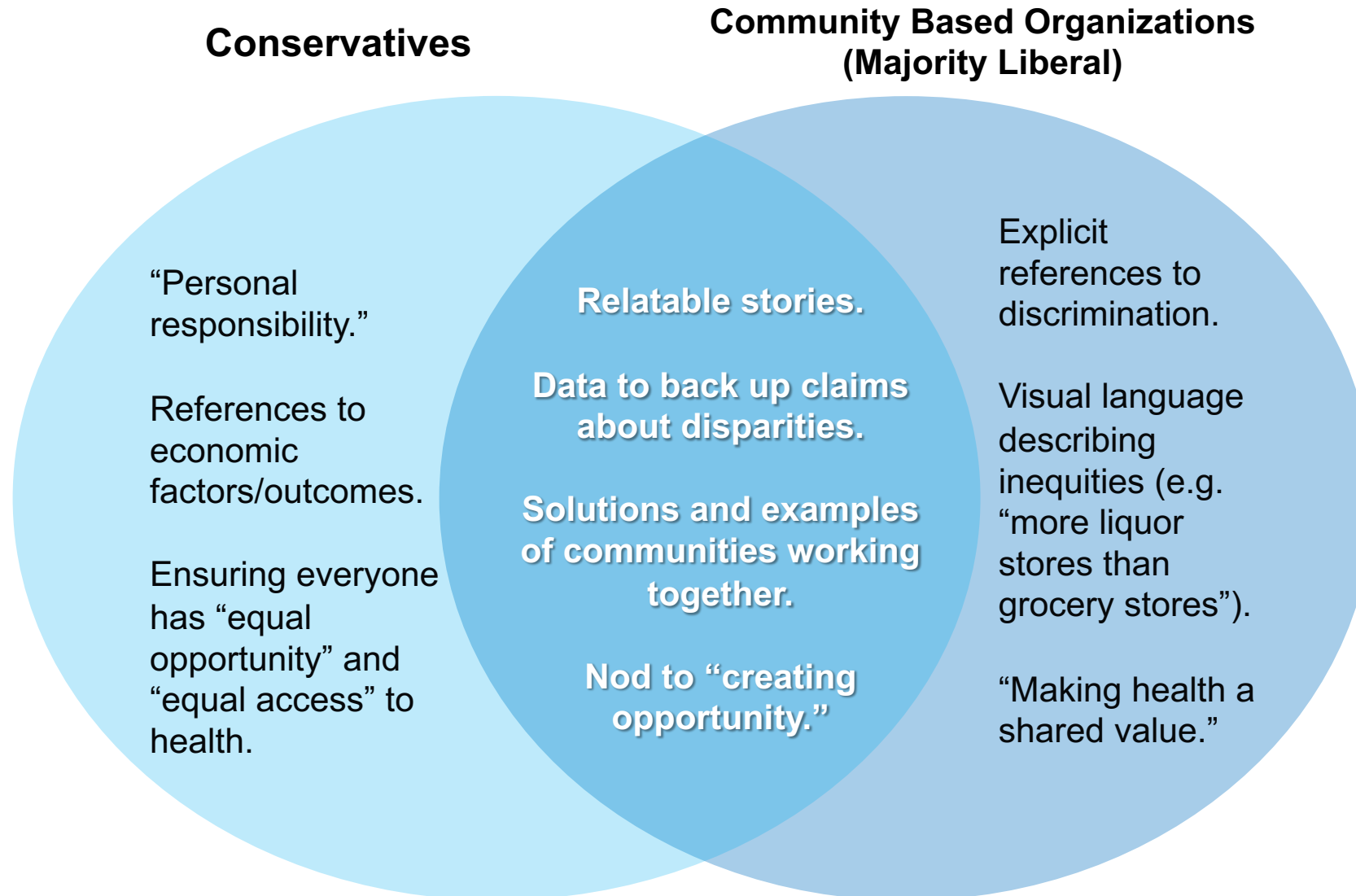
# Takeaways From Conservatives

- **What resonated?**
  - Messages about increasing “opportunity” and “access.”
- **What didn't?**
  - Nods to race, racialized discrimination, and systemic change/government intervention.
- **Biggest influence on health:**
  - Education level, schools, economy
- **Biggest health challenges**
  - Obesity, sedentary lifestyle; opioids (PA and IN respondents)





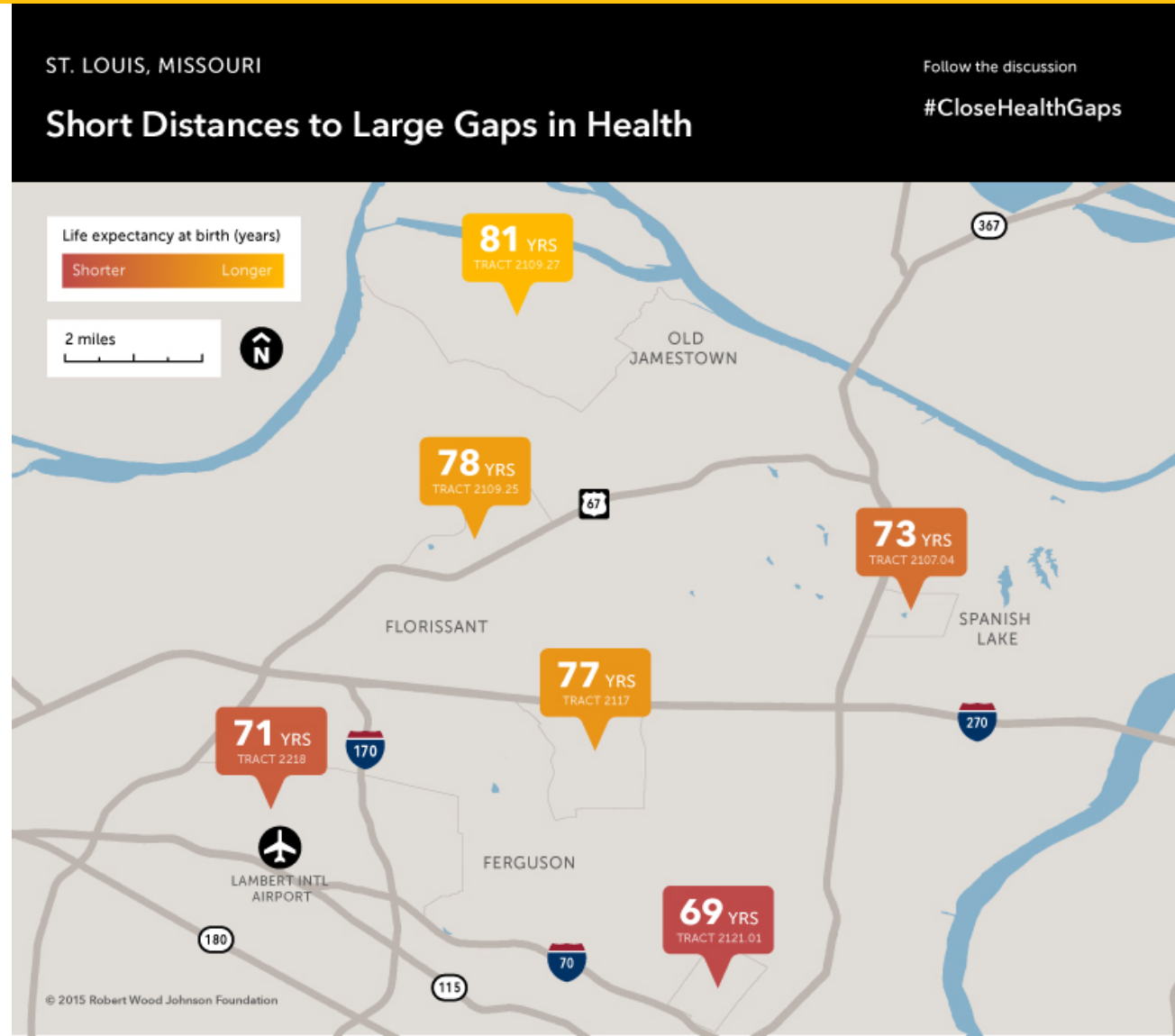
# What Works



# Messengers Matter



# 24:1 Community, St. Louis County, MO



# 24:1 Community, St. Louis County, MO



# Shifting the Conversation

**Disparities**



**Equity**

**Problems**



**Solutions**

**Deficits**



**Opportunities**

**Despair**



**Hope**



# Key Takeaways

shared value  
fairness  
personal responsibility  
solutions children  
**health equity**  
real stories  
opportunity  
real communities  
data



**Questions?**

**Comments?**

**Suggestions?**