

# Combating Health Disparities through Equitable Development

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Program Manager

**Ashley Hernandez, MSc.**  
Communications and  
Outreach Specialist

**FAMILIESUSA**  
THE VOICE FOR HEALTH CARE CONSUMERS



# Agenda

- **Welcome & Housekeeping**
  - Lauren Rosenbaum, MS, Families USA
- **Why Health Advocates Should Care about Equitable Development**
  - Amber A. Hewitt, PhD, Families USA
- **Collaborating with the Community Development Sector to Address Shared Goals**
  - Ruth Thomas-Squance, PhD, MPH, Build Healthy Places Network
  - Renae A. Badruzzaman, MPH, Build Healthy Places Network
  - Ashley Hernandez, MSc, Build Healthy Places Network
- **Q&A**



@FamiliesUSA



**Build Healthy  
Places Network**

@BHPNetwork

# Why Health Advocates Should Care about Equitable Development

## Amber A. Hewitt, PhD

Director of Health Equity,  
Families USA



@FamiliesUSA  
@DrAmberHewitt



# Families USA's Mission and Focus Areas

**Families USA**, a leading national voice for health care consumers, is dedicated to the achievement of high-quality, affordable health care and improved health for all. We advance our mission through public policy analysis, advocacy, and collaboration with partners to promote a patient and community centered health system.

**Working at the national, state and community level for over 35 years.**



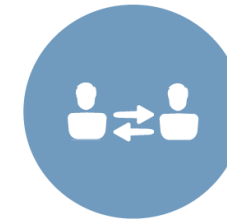
COVERAGE



HEALTH EQUITY



HEALTH CARE  
VALUE



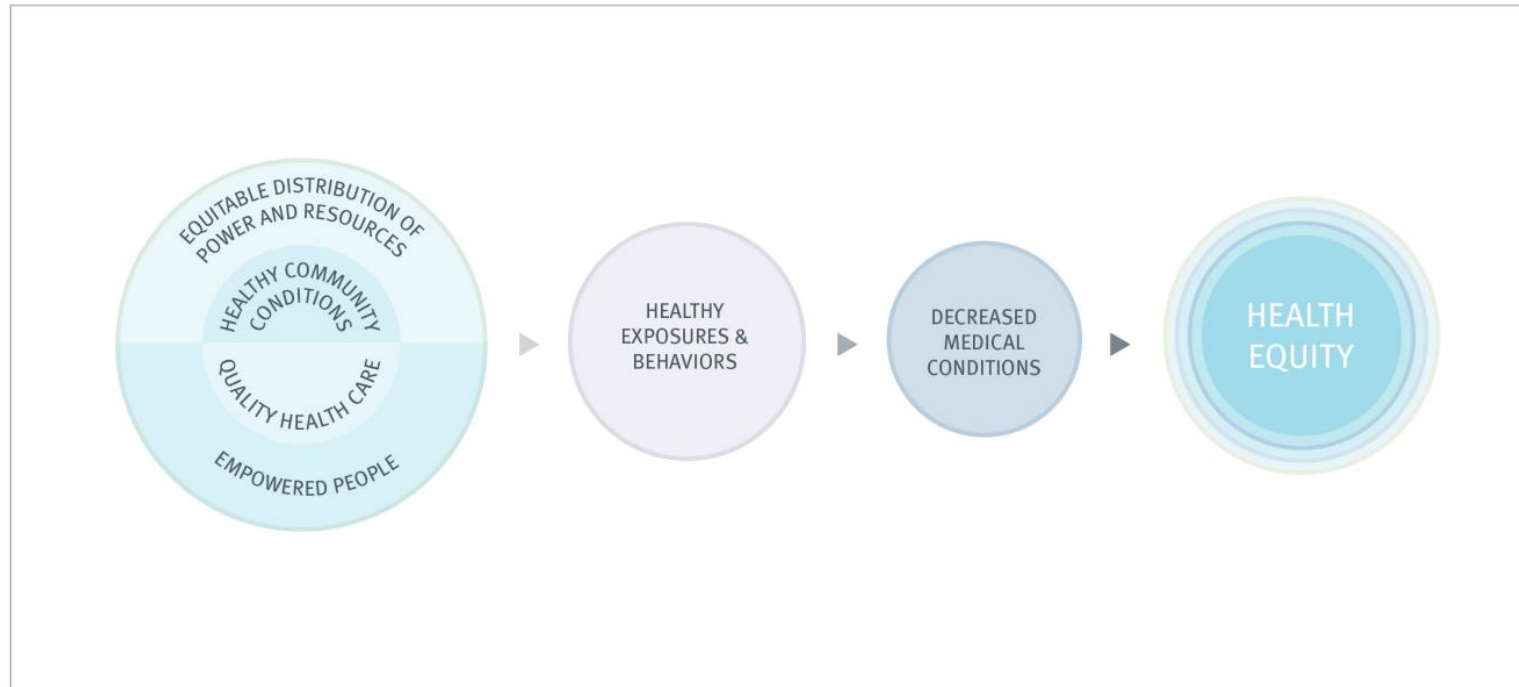
CONSUMER  
ENGAGEMENT

# Health Equity Vision

**Vision:** To ensure all families face no barriers to living healthy lives because of who they are, **where they live**, what language they speak, or how they identify.

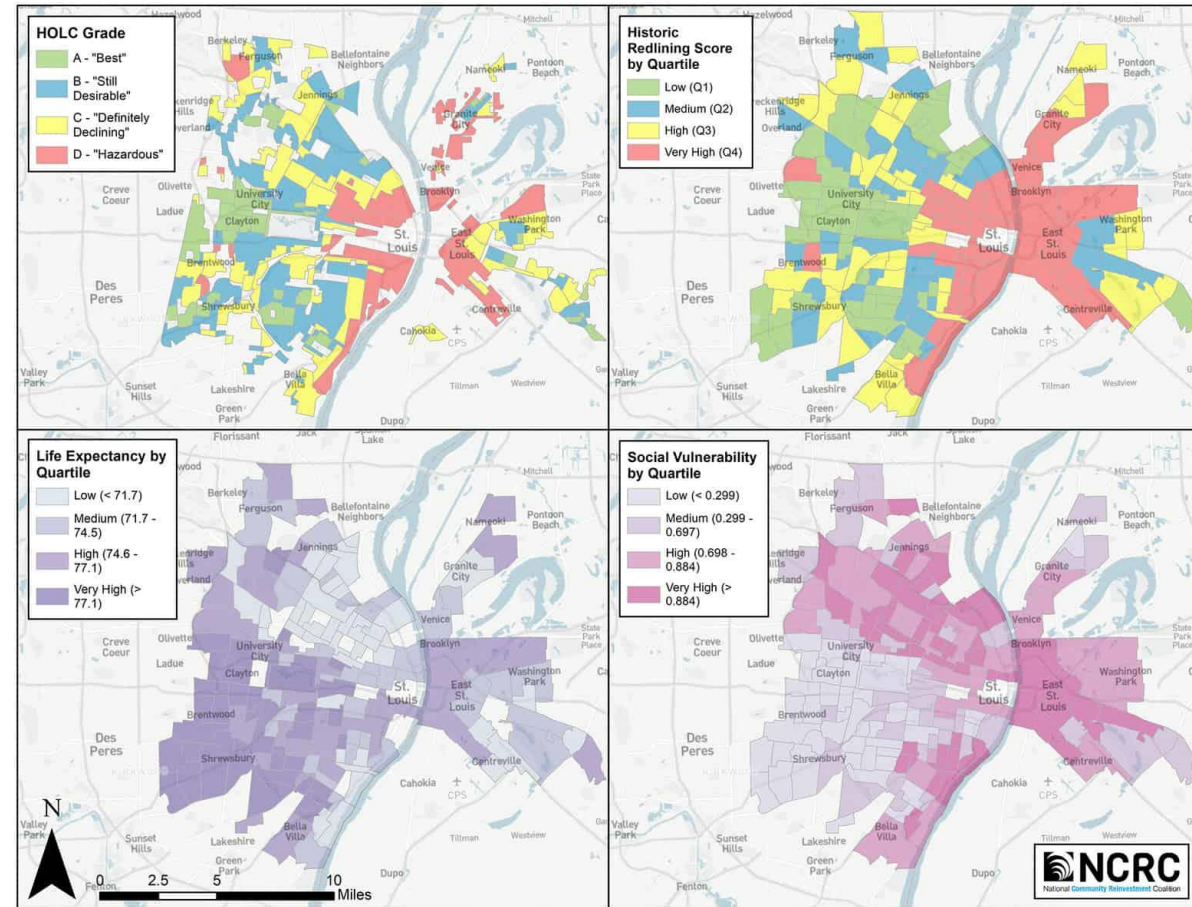
**Theory of Change:** To leverage opportunities presented by a new political focus and will regarding racial justice, the movement for health system transformation, and the possibilities of transformative organizing to build community power and to develop federal and state public policies that address health and health care inequities.

# Health Equity Through a Systemic Lens



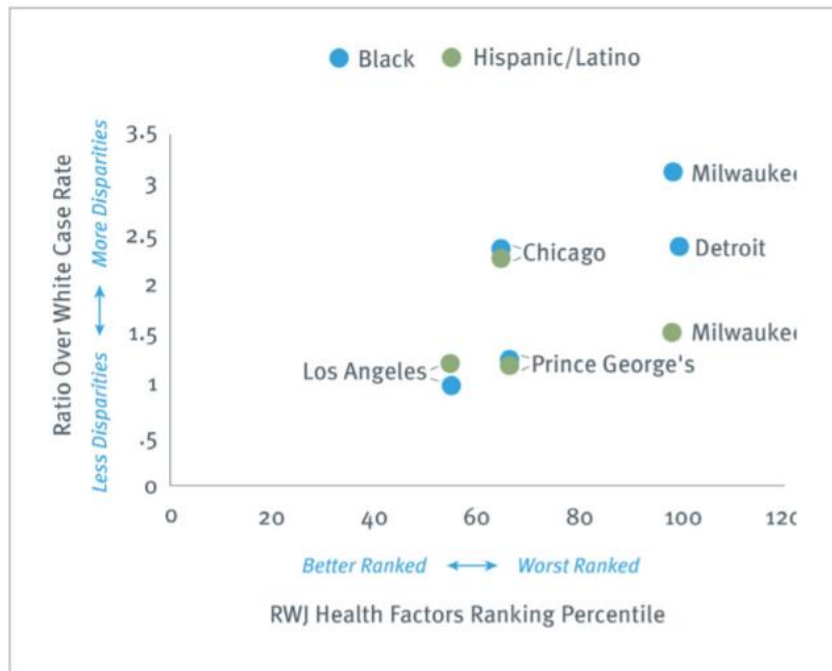
# How Segregation and Disinvestment Fuels Health Disparities

- **National Community Reinvestment Coalition (NCRC): 2020 Study on Redlining and Neighborhood Health**
  - Examined redlining in cities across the country on numerous present-day neighborhood health outcomes.
  - Study found significant relationships between greater redlining and pre-existing conditions, in addition to greater redlining and general indicators of population health.



# Families USA Analysis on COVID-19 and Health Inequities

COVID-19 Case Disparity Correlates with Health Factors



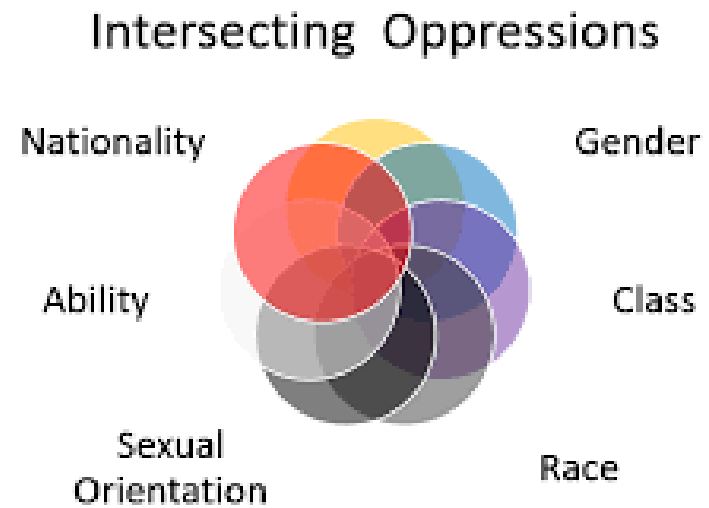
COVID-19 Case Disparity Correlates with Area Deprivation Index



Source: <https://www.familiesusa.org/resources/the-fierce-urgency-of-now-federal-and-state-policy-recommendations-to-address-health-inequities-in-the-era-of-covid-19/>

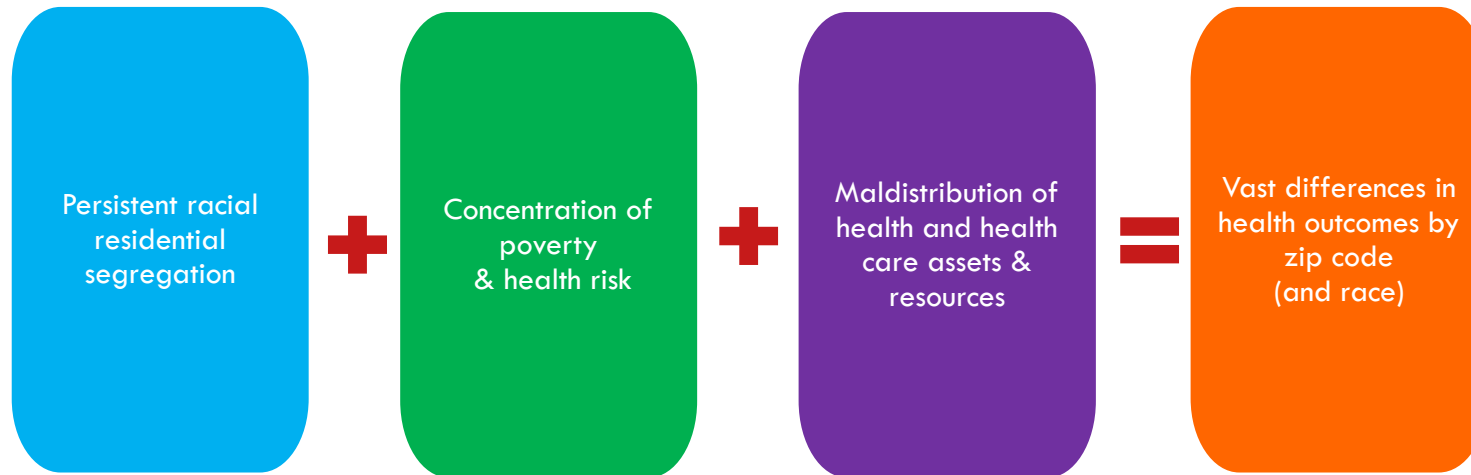


# Equity is Intersectional



# Social Determinants, Racism, & Place

The ongoing practice of **structural racism** has resulted in enormous racial and ethnic health disparities



# Combating Health Disparities Through Equitable Development



**Build Healthy  
Places Network**

Ruth Thomas-Squance, PhD, MPH  
Rena A. Badruzzaman, MPH  
Ashley Hernandez, MSc.

*Families USA*  
October 22nd, 2020



## Introductions: Getting to know us

- **Ruth Thomas-Squance**, Director of Field Building
- **Renae A. Badruzzaman**, Program Manager, Place-Based Team
- **Ashley Hernandez**, Communications and Outreach Specialist

# THE BUILD HEALTHY PLACES NETWORK

"We are the national center at the intersection of **community development and health**, leading a movement to accelerate investments and speed and spread solutions for building healthy and productive communities."



Engage



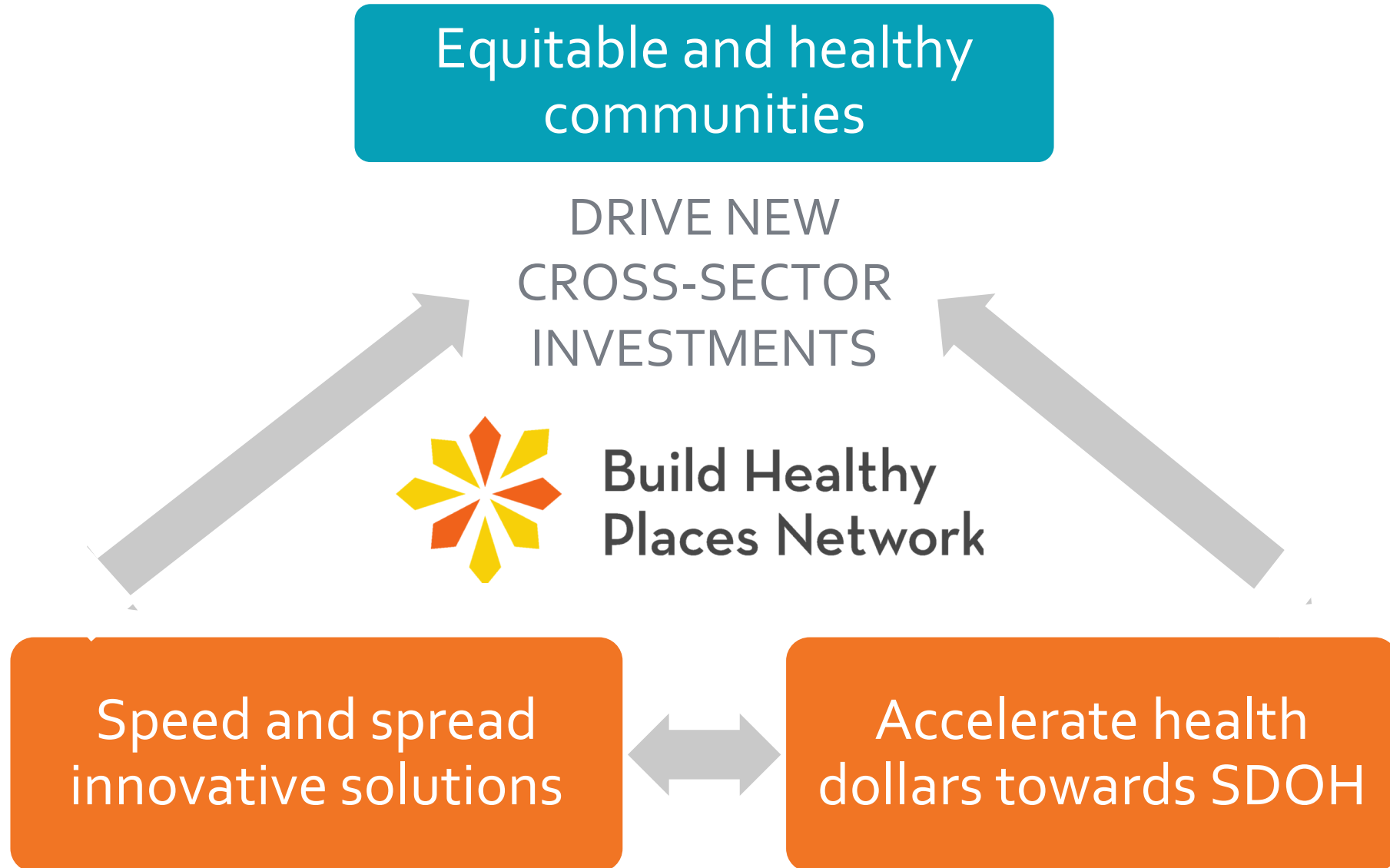
Educate



Synthesize



# Achieving Better Health through Better Partnerships

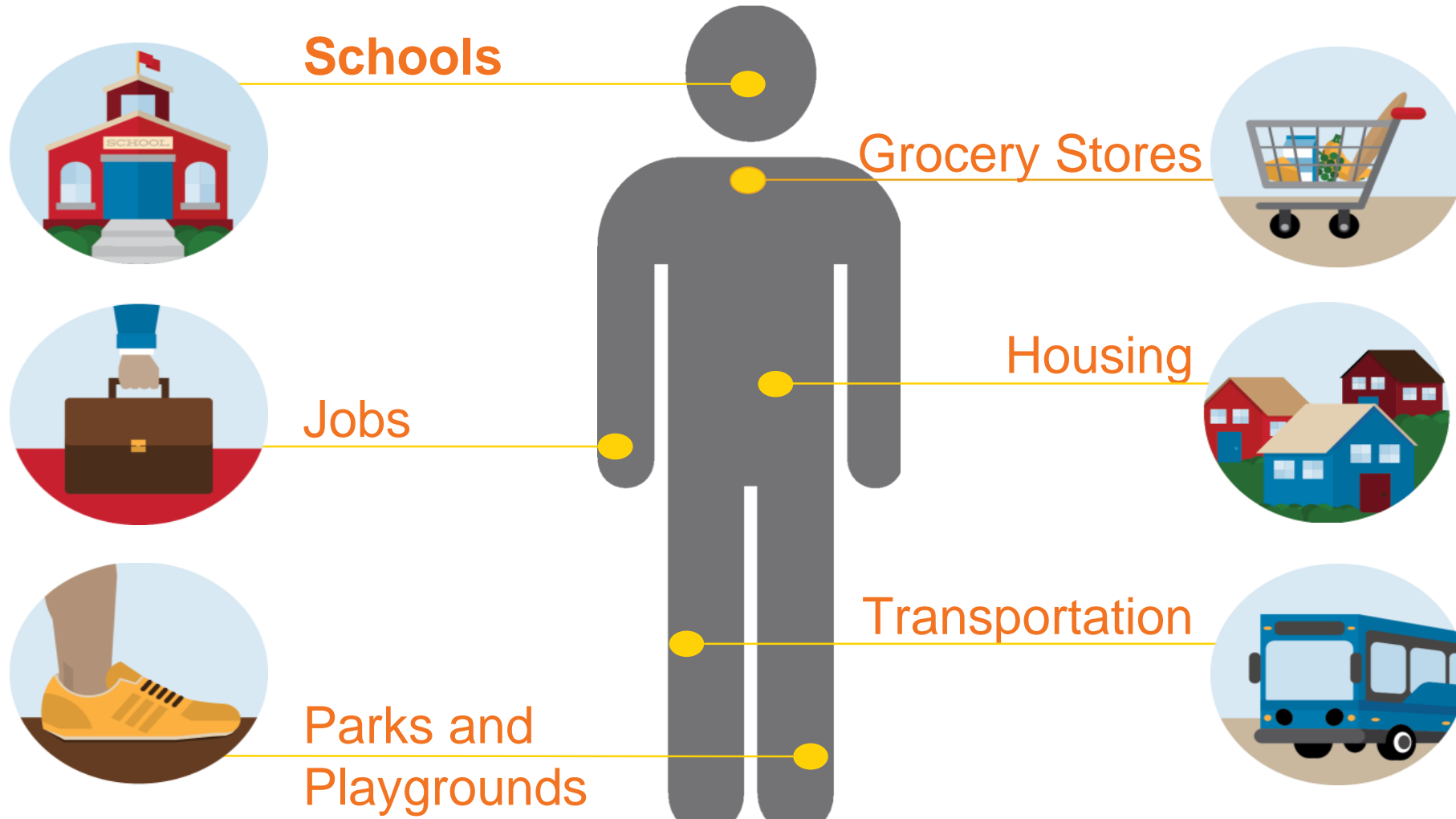


The background is a solid orange color with a subtle sunburst or starburst pattern. The pattern consists of numerous triangular rays of varying lengths and widths, all originating from a central point on the right side of the image and extending towards the left. The rays are a slightly lighter shade of orange than the background, creating a soft, textured effect.

# Health Happens in Neighborhoods



# PEOPLE GET SICK BECAUSE OF THEIR SOCIAL AND PHYSICAL ENVIRONMENTS

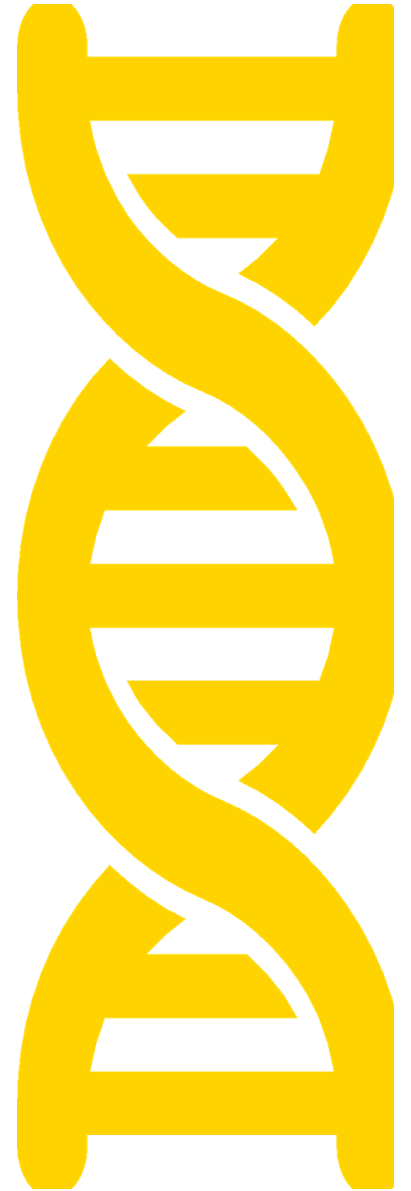






IN DETERMINING YOUR HEALTH...

48314 >





# COMMUNITY DEVELOPMENT IS IN THE ZIP CODE IMPROVEMENT BUSINESS





# What is Community Development?



# COMMUNITY DEVELOPMENT IS **NOT** URBAN RENEWAL

Pruitt-Igoe, St. Louis, MO

1956 to 1972

Architect: Minoru Yamasaki





# ZIP CODE IMPROVEMENT... COMPREHENSIVE YOUTH DEVELOPMENT



**KIPP Academy, Washington D.C.**



**Neighborhood Centers Inc., Houston**





# ZIP CODE IMPROVEMENT... ECONOMIC DEVELOPMENT



**Thunder Valley, CDC Workforce Development,  
Porcupine, SD Sustainable construction**



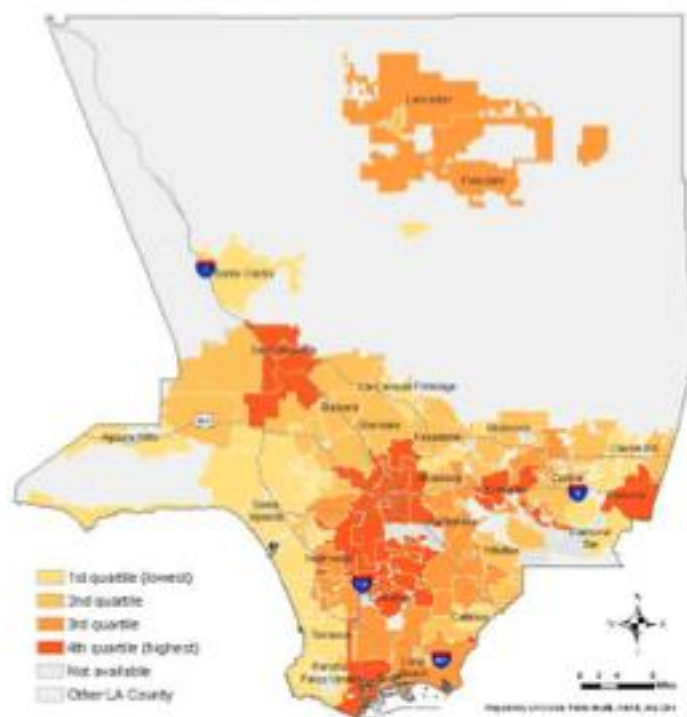
# THE WORK OF COMMUNITY DEVELOPMENT





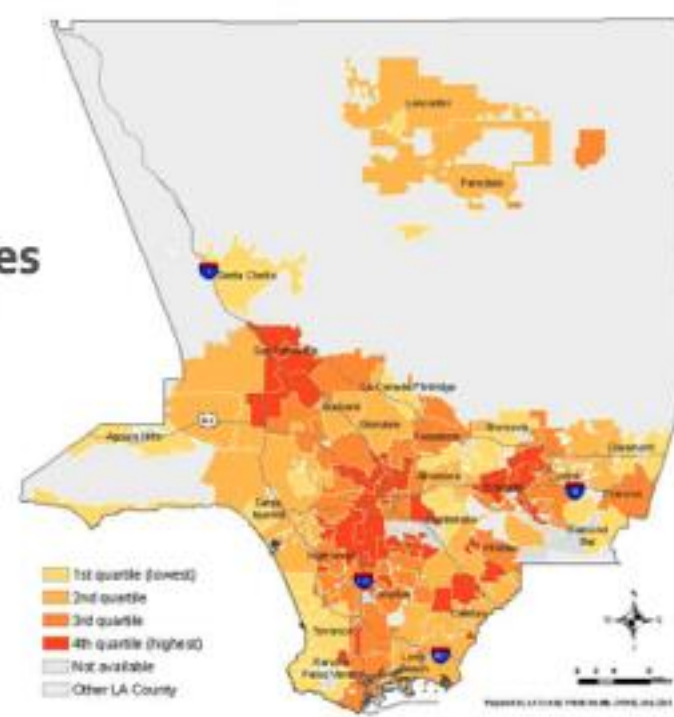
## COMMUNITY DEVELOPMENT & HEALTH WORK SIDE-BY-SIDE

### Economic hardship by city



Los Angeles  
County

### Childhood obesity by city







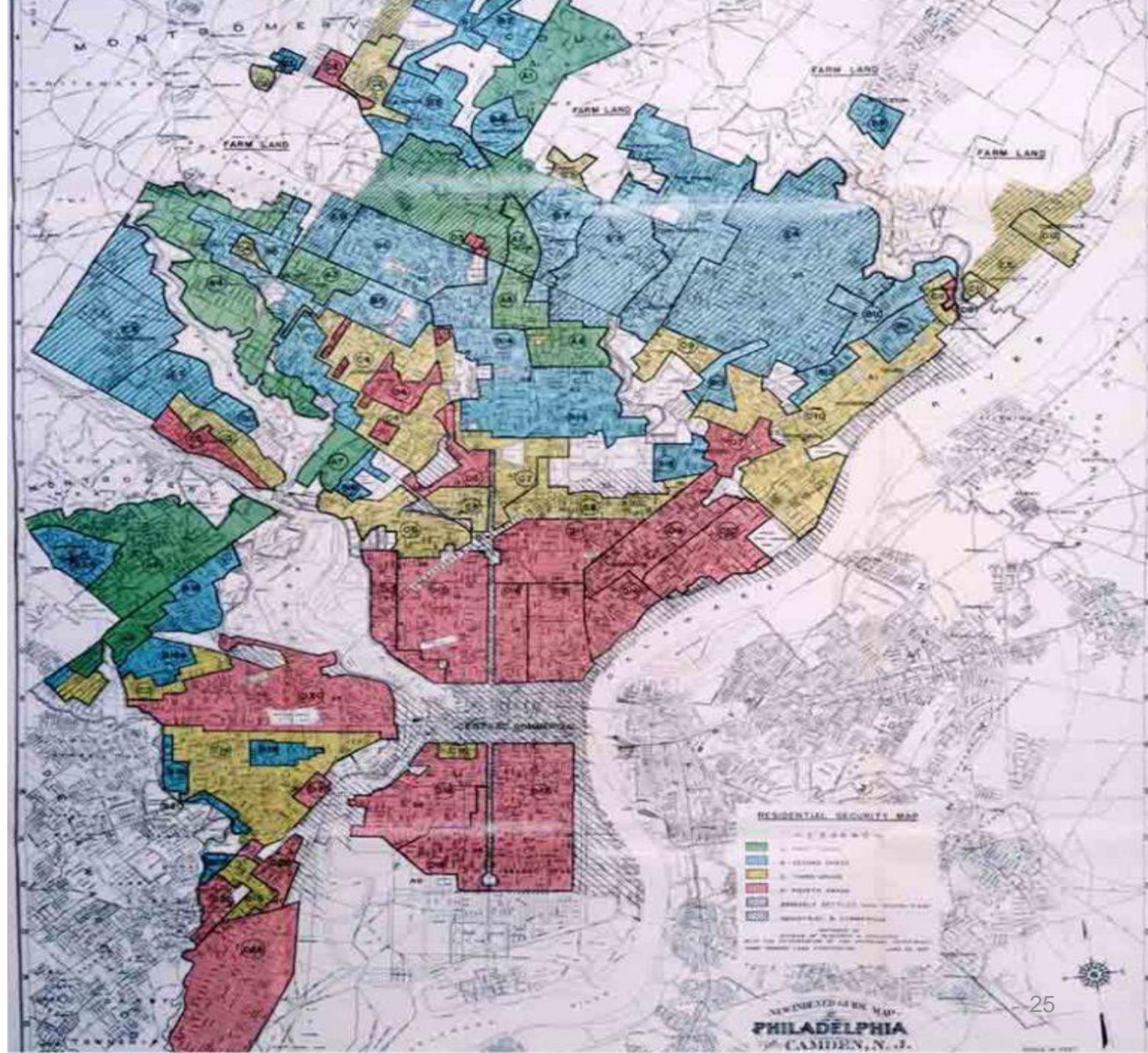
# Community Development: Scale, Scope, & Major Players



# ANTI-REDLINING LEGISLATION

Community  
Reinvestment  
Act of 1977  
(CRA)

*Philadelphia, 1949*





HOW MUCH MONEY? AND WHERE DOES IT COME FROM??

**\$200 BILLION DOLLARS *ANNUALLY***

**DIRECTED INTO LOW-INCOME NEIGHBORHOODS**

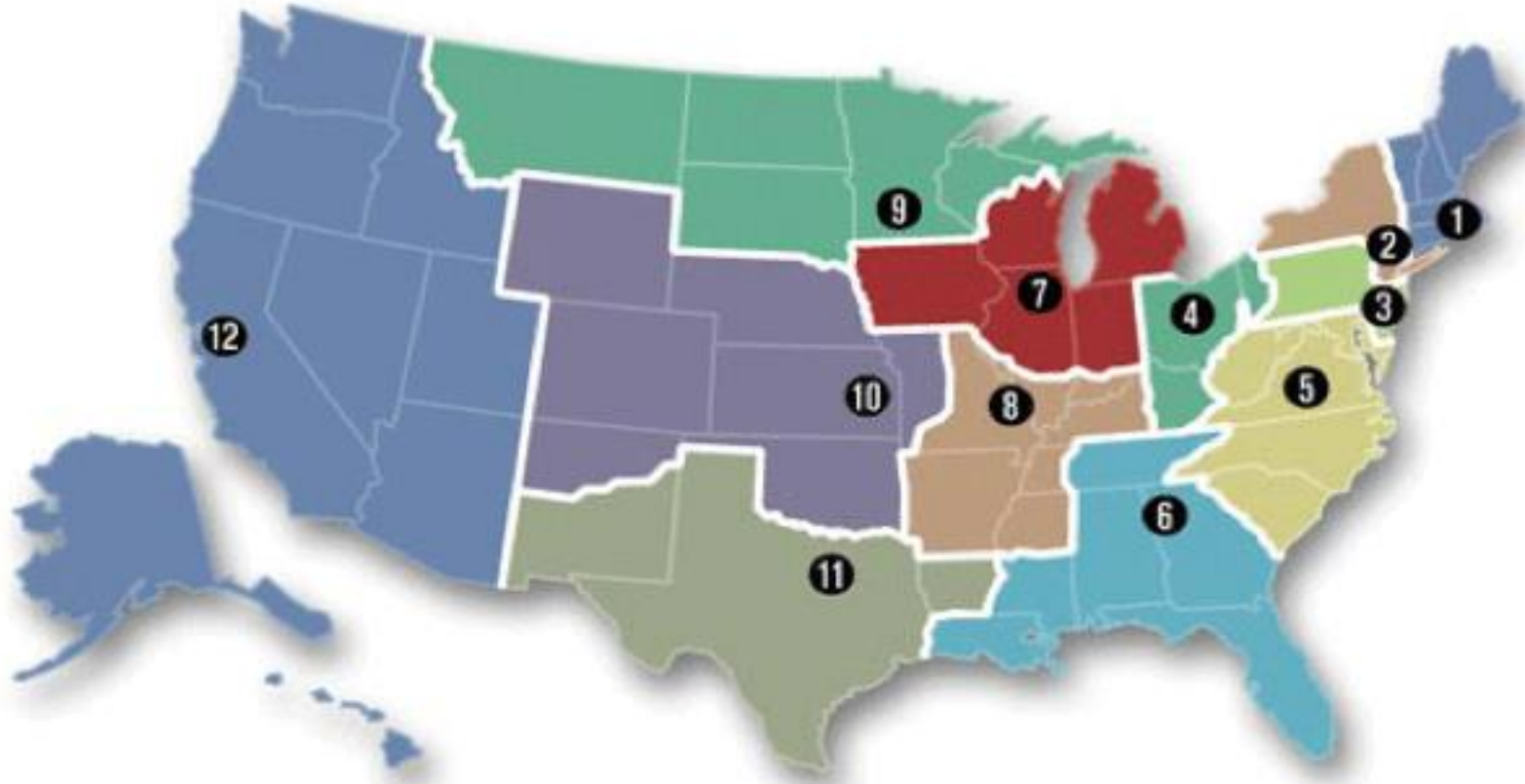
- **Federal/state tax credits & grants**
  - Low Income Housing Tax Credit (LIHTC)
  - New Markets Tax Credit (NMTC)
  - Community Development Block Grants (CDBG)
  - Healthy Food Financing Initiative (HFFI)
- **Community Reinvestment Act dollars**  
CRA-motivated loans and investments from private, for-profit banks





# FEDERAL RESERVE SYSTEM

12 REGIONAL BANKS – each with a community development division





## CDFIs

Community Development Financial Institutions

OPPORTUNITY FINANCE  
NETWORK



Enterprise™

RURAL LISC



Hope

Nonprofit  
Finance Fund.



capital for healthy  
families & communities

## CDCs & Housers

Community Development Corporations

NeighborWorks®  
AMERICA

NATIONAL ALLIANCE OF COMMUNITY ECONOMIC DEVELOPMENT ASSOCIATIONS  
naceda  
building prosperous communities together



Historic District  
Development Corporation



mercy  
HOUSING



STEWARDS OF AFFORDABLE  
HOUSING FOR THE FUTURE



National Church Residences

Visit [BuildHealthyPlaces.org](http://BuildHealthyPlaces.org)'s **Partner Finder** for leading CDFIs and CDCs in your community

# Examples from the Field


The background is a solid orange color. On the right side, there is a large, stylized starburst or sunburst pattern. This pattern is composed of numerous triangular segments of varying shades of orange, radiating from a central point towards the right edge of the frame. The segments are arranged in a way that creates a sense of depth and movement, with some segments appearing more prominent than others.





A community hub that includes health and dental services, behavioral care, and 24 units of affordable senior housing.



A photograph of a modern urban park in Toledo, Ohio. In the foreground, a series of large, blue, interlocking circular sculptures create a tunnel-like effect. The park includes concrete walkways, landscaped areas with green plants, and a small bridge. In the background, the Promedica hospital building is visible, along with the Fifth Third Bank skyscraper and industrial smokestacks under a blue sky with scattered clouds.

March 2018, Toledo, Ohio  
ProMedica & LISC launch \$45M partnership





Market on the Green, Toledo, Ohio





Member driven.  
Community focused.



Magnolia Crossing in Yazoo City,  
Mississippi, \$8.5 million to renovate 86  
public housing units.



# Place-based Initiatives & Emerging Policy Work



## Place-based initiatives

- Connect key players at the community level and provide hands-on support to put together new projects and financing
- Deepen relationships with comprehensive cross-sector initiatives and support the linkage between health and community development at the local level
- Demonstrate this work is possible on the ground in order to speed and scale solutions
- Connect investors with investment opportunities that improve the social determinants of health in historically marginalized and disinvested communities
- Encourage health care sector investments that address neighborhood determinants of health
- Ensure that investments are equitable and community driven





# Landscape Analysis for: Coachella Valley, San Bernardino, Santa Rosa & Stockton

## Coachella Valley, California Landscape Analysis



Build Healthy  
Places Network



March 14, 2019



### SOME ISSUES HIGHLIGHTED IN OUR CONVERSATIONS

#### HOSPITALS

- Have a major goal to reduce the use of high frequency users and reduce the exorbitant cost of emergency readmissions.
- Coachella Valley has a critical shortage of primary care and behavioral health providers. Among the challenges are the cost of educating physicians, specialists, and allied health care technicians, and retaining them to serve the area.
- Struggling to comply with SB 1152, but growing demand and limited capacity present immense challenges for providers. The bill requires hospitals to have a written plan for coordinating services and referrals for homeless patients and post-discharge destinations of each homeless patient.

#### MEDI-CAL PROVIDER

Homeless patients are often too sick or frail to return to the street, but external support services and shelter are inadequate.

#### VARIOUS STAKEHOLDERS

- Lack of affordable housing for low-income population and housing stock.
- Undocumented immigrants fearful of accessing healthcare.
- Public distrust of government and healthcare providers.

19 Build Healthy Places Network



### Coachella Opportunities for Health At-a-Glance – LISC and CVHC

Opportunity	Possible Step
Convening with healthcare partners	<ul style="list-style-type: none"><li>• Make the case for partnership on housing and investment and hear about partner pain points and priorities to shape a collaborative project.</li></ul>
Desert Care Network	<ul style="list-style-type: none"><li>• Discuss effort to reduce homelessness to partner with CVHC on supportive services, co-location or investment in housing.</li><li>• Discuss partnerships with FOHCs to assess strategies to connect health and social services to CVHC housing residents.</li></ul>
Inland Empire Health Plan	<ul style="list-style-type: none"><li>• Partner with CVHC to help facilitate health and supportive services, data sharing or investment in housing projects.</li><li>• Create a co-investment fund. LISC could guide structure and funds.</li></ul>
Loma Linda University Health	<ul style="list-style-type: none"><li>• Loma Linda could complete a health needs assessment for CVHC housing residents and train local residents to lead project.</li><li>• Partner w/ facility in Indio to support residents' health &amp; social needs.</li><li>• Gauge Loma Linda's interest in providing investment support on one of CVHC's housing projects in East Coachella Valley.</li></ul>
Clinicas de Salud del Pueblo	<ul style="list-style-type: none"><li>• Partner on health promotion and prevention through transportation services, Medi-Cal enrollment or telehealth.</li><li>• Assess interest in co-location with a affordable housing project.</li></ul>
Desert Healthcare District and Foundation	<ul style="list-style-type: none"><li>• Discuss effort to reduce homelessness to partner with CVHC on supportive services or investment in housing projects.</li><li>• Discuss foundation priorities to assess a funding partnership.</li></ul>
Riverside University Health System	<ul style="list-style-type: none"><li>• Assess community clinic expansion to co-locate with a CVHC housing project or partner to provide services to residents on site.</li></ul>

### ECONOMY & HOUSING

Palm Desert (92210)	ZIPCODE	Coachella (92236)
11.4%	Unemployment Rate	21.7%
13.6%	Total income under 200% of poverty rate	63.2%
18.6%	Percent Renters	35.8%
49%	Spends less than 30% of income on housing	39.9%

Source: Socioeconomic Index, San Bernardino & Riverside Counties, 2015



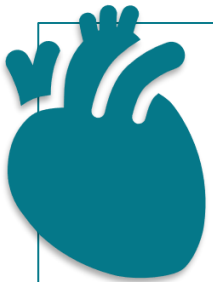
# Principles for Utah Housing Preservation Fund



**Provide access to safe and healthy affordable housing for all Utahans** by supporting the preservation of a range of housing options for individuals and families with incomes below 80% average median income.



**Build trust with communities where the Fund is investing** and prioritize affordable housing preservation opportunities identified by those communities.



**Improve opportunities for health and wellbeing for people in low-income and communities of color** across the state, including rural, suburban, resort, and urban areas that face systemic disinvestment and disproportionate negative health outcomes.



**Provide rapid, patient capital accessible to key stakeholders across the state** to preserve Utah's affordable housing.



**Leverage public and private resources and existing community assets** in coordination with other statewide initiatives and national expertise across sectors.



**Secure long-term commitments** from funders and investors with short, medium, and long-term health objectives that are tracked and measured.

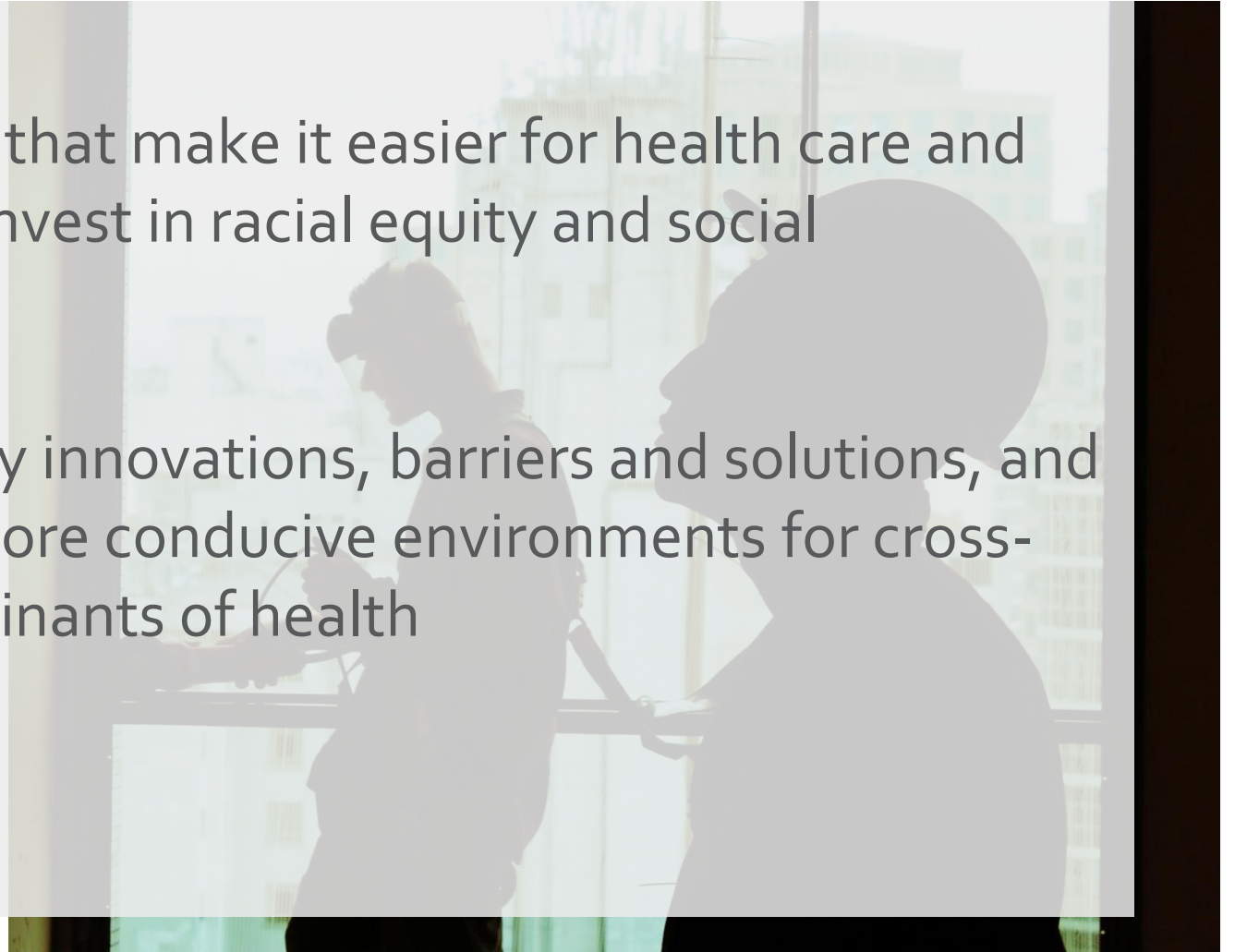
*These principles draw from the Fund's stated purpose and goals, Intermountain's impact investing principles, the investors' stated purpose and goals, and the field-based [Principles for Building Healthy and Prosperous Communities](#).*

# Policy to connect community development and health

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**Our goal** is to identify policy actions that make it easier for health care and community development to jointly invest in racial equity and social determinants of health.

**Specifically, we are looking** at policy innovations, barriers and solutions, and leadership opportunities to create more conducive environments for cross-sector collaboration in social determinants of health





# Our Scope: Local, California, and Federal Policy

## The hypothesis:

- There are existing policy innovations we can build on and adapt from other places
- We need a menu of strategies from removing barriers, incentivizing innovations, to requiring best practices

## The opportunity:

- Organize with community coalitions & encourage states, health systems, and community development to deepen innovations for social determinants investments

## End product:

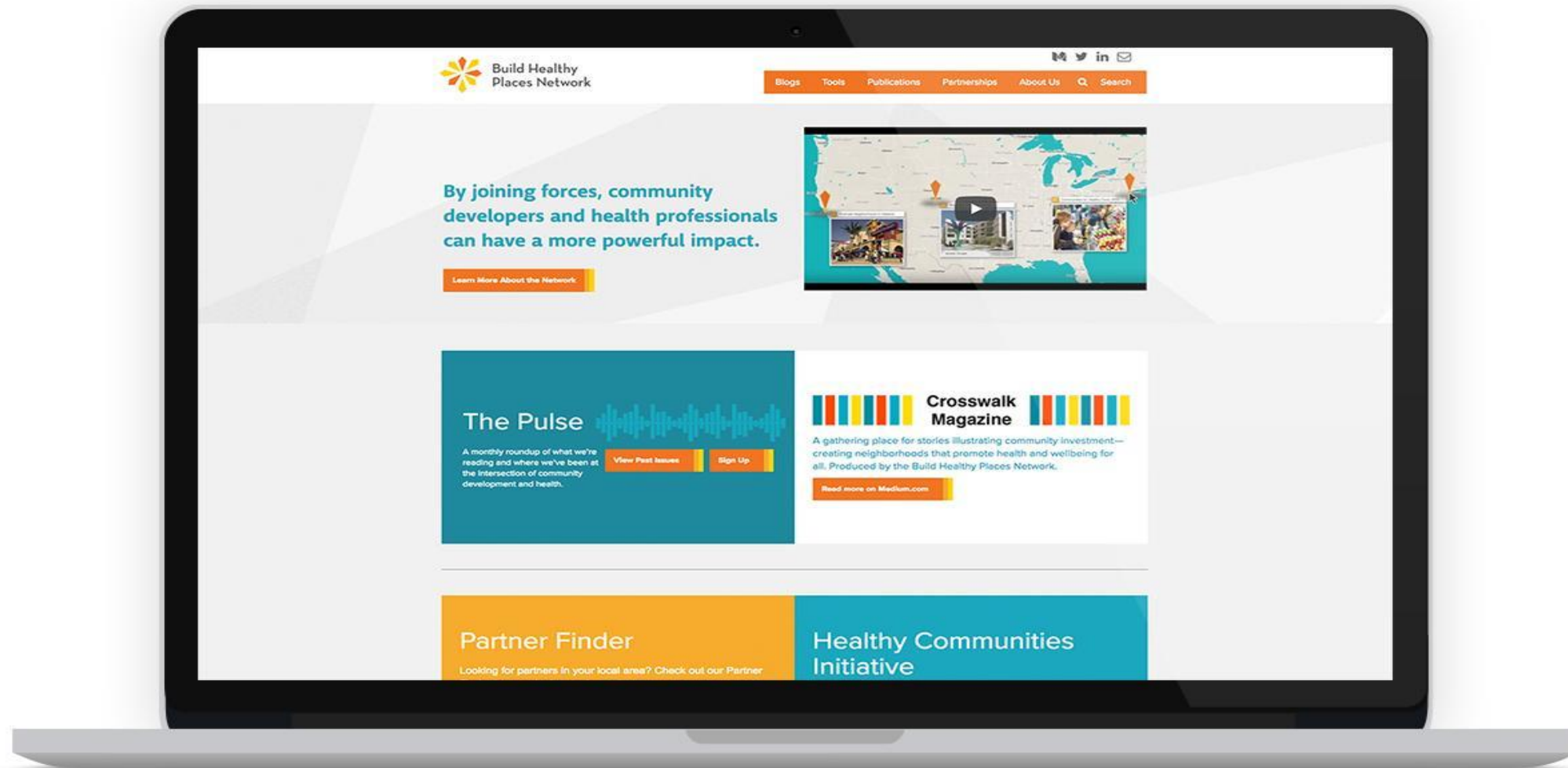
- A scan of the policy landscape
- A policy action framework focused on California





# Resources for Next Steps





[www.BuildHealthyPlaces.org](http://www.BuildHealthyPlaces.org)

 @BHPNetwork



# Jargon Buster

Working across sectors begins with speaking the same language. If you're lost in a sea of acronyms, this tool can help. Below we aim to demystify common industry jargon.

Accountable Care Organization (ACO)



Affordable Care Act (ACA)



CDC (Centers for Disease Control and Prevention)



CDC (Community Development Corporation)



Community Benefits (Agreements)



Community Benefits (Hospital)



Community Development



Community Development Financial Institutions (CDFIs)

Community Health Assessment (CHA)

Community Reinvestment Act

Equitable Development

## Community Development



**Related Terms:** CDC (Community Development Corporation), Community Development Financial Institutions (CDFIs), Social Determinants of Health, Health Equity

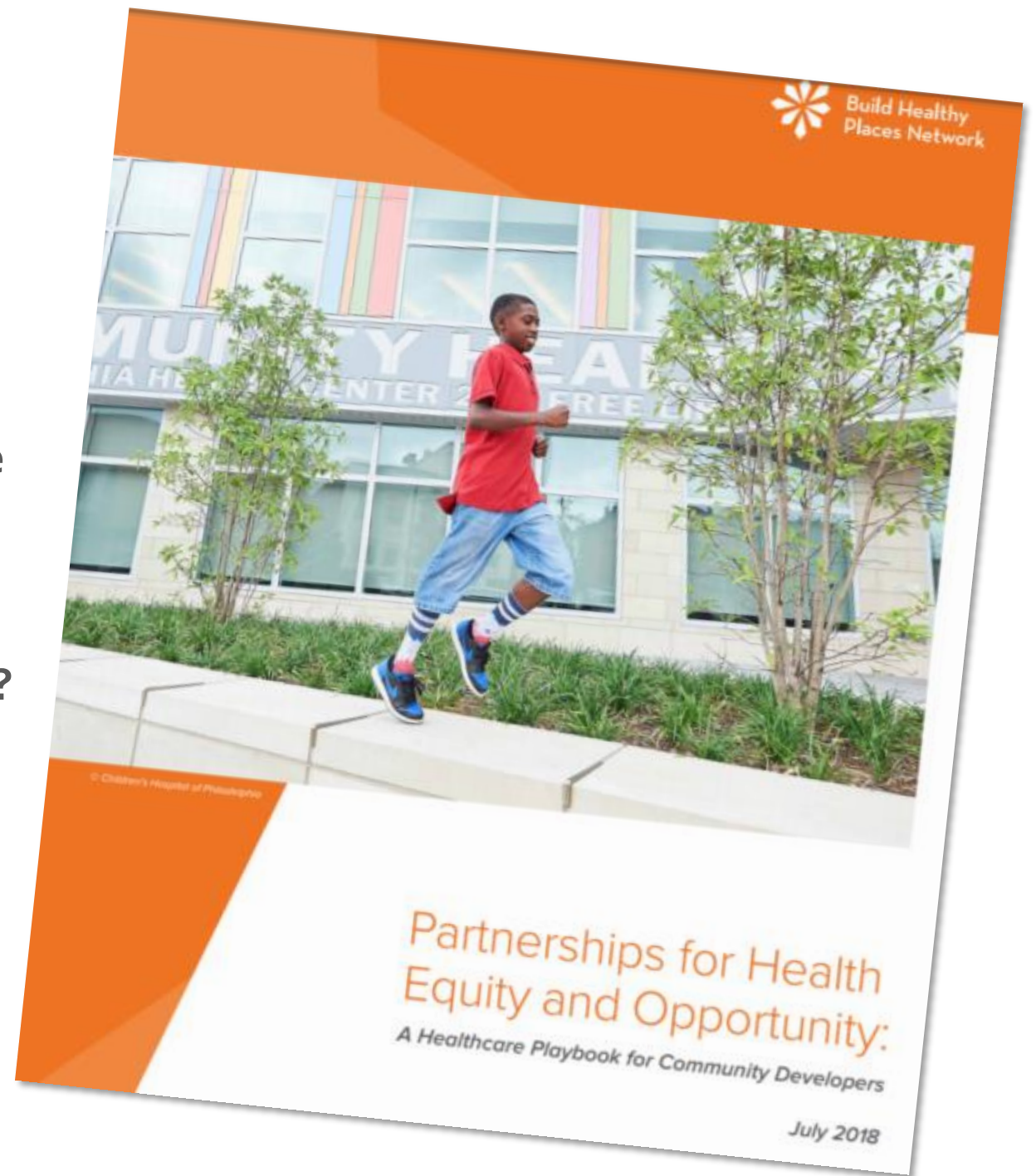
Community development is a multi-billion-dollar sector of the American economy that invests in low- and moderate-income communities through the development and financing of affordable housing, businesses, community centers, health clinics, job training programs, and services to support children, youth, and families. The sector has its roots in the urban revitalization efforts of the late 19th century but expanded as a result of the War on Poverty programs of the 1960s. Today, the community development sector invests more than \$200 billion annually in low-income communities.



# THE PLAYBOOK

- Who are the players, and what are their motivations and offerings?
- What evidence makes the strongest case for community development and health partnerships?
- What do partnerships currently look like?
- How do partnerships develop?
- What are the barriers to partnership?

[www.build.health/Playbook](http://www.build.health/Playbook)







# Welcome to Partner Finder

Welcome to Partner Finder, a collection of directories to help you find the community development and health organizations nearest to you. Partner Finder helps you take the first steps to identify potential cross-sector partners in improving the health and well being of your community.



**NOSORH**  
National Organization of  
State Offices of Rural Health



**naceda**  
*building prosperous communities together*



**National Network**  
of Public Health Institutes



**NeighborWorks®**  
**AMERICA**



**OPPORTUNITYFINANCE**  
NETWORK



Rural  
**LISC**  
*We believe in  
rural America*



# Fact Sheet Series

August 2020

Community Development  
Counteracts Isolation

May 2020

The Intersection of  
Community Development  
& Mental Health



# TAKEAWAYS: COMMUNITY DEVELOPMENT & PUBLIC HEALTH TOGETHER

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**LEARN** — Utilize BHPN resources to navigate Comm Dev sector

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**IDENTIFY** — Locate CDCs and CDFIs working in high poverty areas

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**ENGAGE** — Reach out to local/regional CDCs, CDFIs, meet, learn, invite to work on CHAs, CHNAs, join their board.

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**ALIGN** - Consider ways to align resources and expenditures



# Build Healthy Places Network



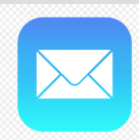
[www.BuildHealthyPlaces.org](http://www.BuildHealthyPlaces.org)



@BHPNetwork



[www.linkedin.com/company/build-healthy-places-network](http://www.linkedin.com/company/build-healthy-places-network)



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**Ashley** [ahernandez@buildhealthyplaces.org](mailto:ahernandez@buildhealthyplaces.org)





Questions?



# Thank You & Resources

- **Research on the Connection Between Health Outcomes and Place**
  - [The Fierce Urgency of Now: Federal and State Policy Recommendations to Address Health Inequities in the Era of COVID-19](#) (Families USA)
  - [Redlining and Neighborhood Health](#) (National Community Reinvestment Coalition)
- **Resources for Partnering with the Community Development Sector** (Build Healthy Places Network)
  - [Partner Finder](#)
  - [Factsheet Series: The Intersection of Community Development and Health](#)
  - [Jargon Buster](#)
  - [Playbook: Partnerships for Health Equity and Opportunity](#)
- **Stay in Touch:** [familiesusa.org/sign-up/](https://familiesusa.org/sign-up/)
- **Let us know how we can best support you in the post-webinar survey!**

*Dedicated to creating a nation where the best health and health care are equally accessible and affordable to all*



[FamiliesUSA.org](https://familiesusa.org)