

Advocacy in Action

Health Equity Case Studies

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#healthequity #sdoh



National Collaborating Centre
for Determinants of Health

Centre de collaboration nationale
des déterminants de la santé

National Collaborating Centre for Determinants of Health

Our focus: Social determinants of health & health equity

Our audience: Public health practitioners, decision makers, & researchers

Our work: Translate & share evidence to influence work on the social determinants & health equity



BOOSTING MOMENTUM
Applying Knowledge
to Advance Health Equity



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FOR ABORIGINAL HEALTH

CENTRE DE COLLABORATION NATIONALE
DE LA SANTÉ AUTOCHTONE

Prince George, B.C. | www.nccah.ca



National Collaborating Centre
for Infectious Diseases

Centre de collaboration nationale
des maladies infectieuses


Winnipeg, MB | www.nccid.ca



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for Public Health

Centres de collaboration nationale
en santé publique



National Collaborating Centre
for Environmental Health

Centre de collaboration nationale
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Hamilton, ON | www.nccmt.ca



Centre de collaboration nationale
sur les politiques publiques et la santé

National Collaborating Centre
for Healthy Public Policy

Montréal-Québec, QC | www.ncchpp.ca

Objectives for today's conversation

- Explore ways to respond to equity issues through advocacy action
- Identify supports and challenges that impact the success of advocacy work
- Reflect on lessons learned about bringing sensitive issues to the forefront for discussion, the importance of relationships, having a systems approach, and framing solutions



Health Equity

All people have a fair chance to reach their full health potential and are not disadvantaged by social, economic and environmental conditions.

NCCDH Glossary of Essential Health Equity Terms
<http://nccdh.ca/resources/glossary/>

Equity in opportunities and outcomes



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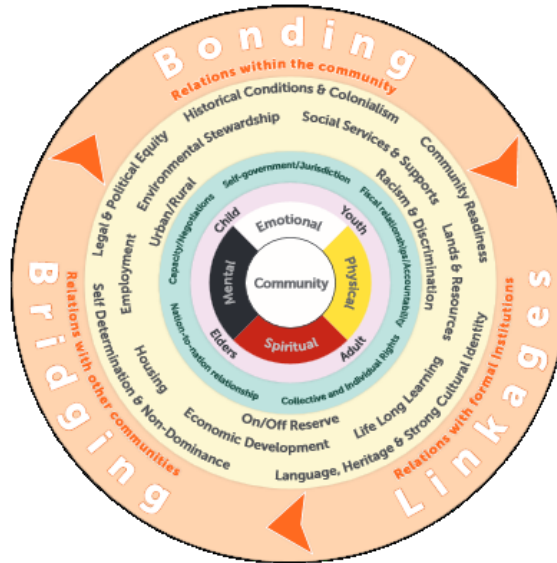
Picture from:

<http://kerncta.blogspot.ca/2013/04/obesity-prevention-summit-2013.html>

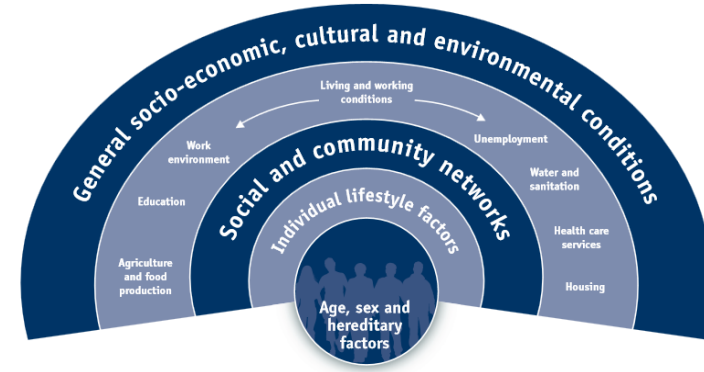
Equity through action on the determinants of health

Where we live, work, play, worship, love affects our opportunities for health

- Structural
- Social
- Political
- Economic
- Ecological



First nations holistic policy and planning model
(Assembly of First Nations, 2013)



Determinants of health model
(Dahlgren & Whitehead, 1991)

- LEGEND
- Medicine Wheel
 - Lifespan
 - First Nations Self-Government
 - Health Determinants
 - Social Capital



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Essential elements of social advocacy

- Clear, specific policy goals
- Solid research and science base
- Values linked to fairness, equity and social justice
- Broad-based support through coalitions
- Mass media used to set public agenda and frame issues
- Use of political and legislative processes for change

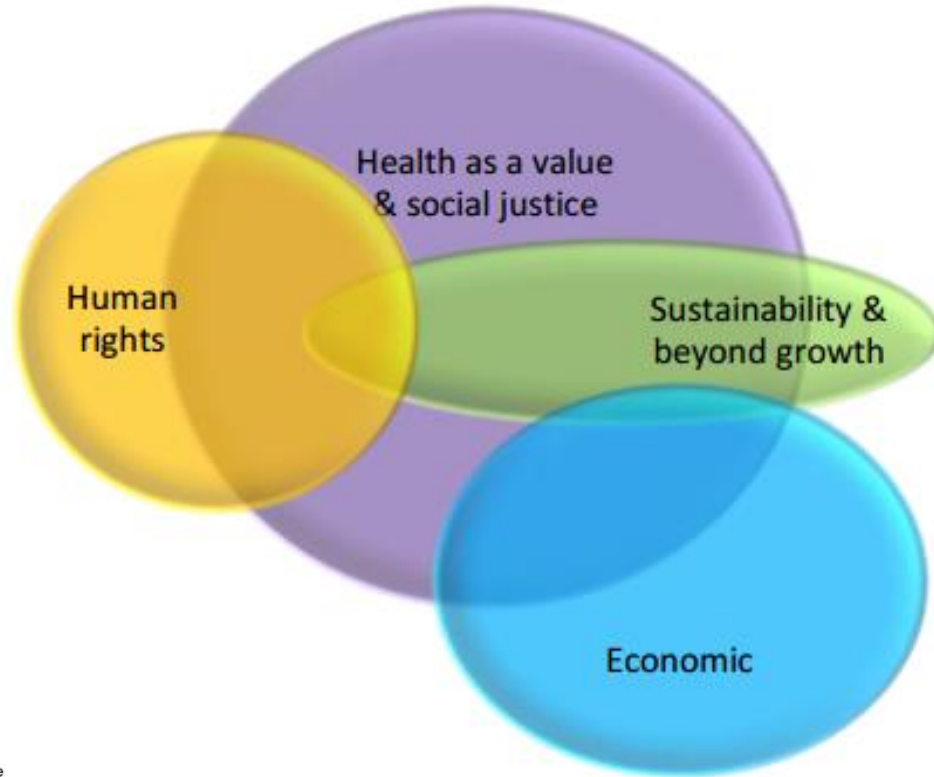


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National Collaborating Centre for Determinants of Health. (2015). Let's talk...Advocacy for health equity. <http://nccdh.ca/resources/entry/lets-talk-advocacy-and-health-equity>

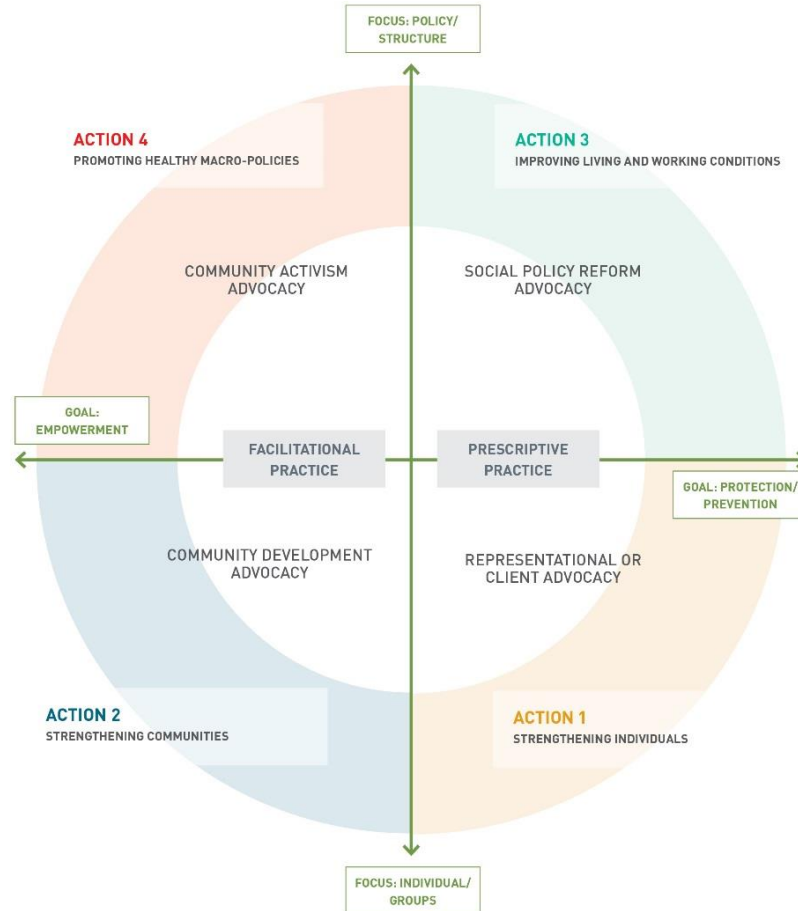
Advocacy arguments



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Framework: Actions and Advocacy



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Roles in health equity advocacy

1. Framing the issue
2. Gathering and disseminating data
3. Working in collaboration and developing alliances
4. Using the legal and regulatory system



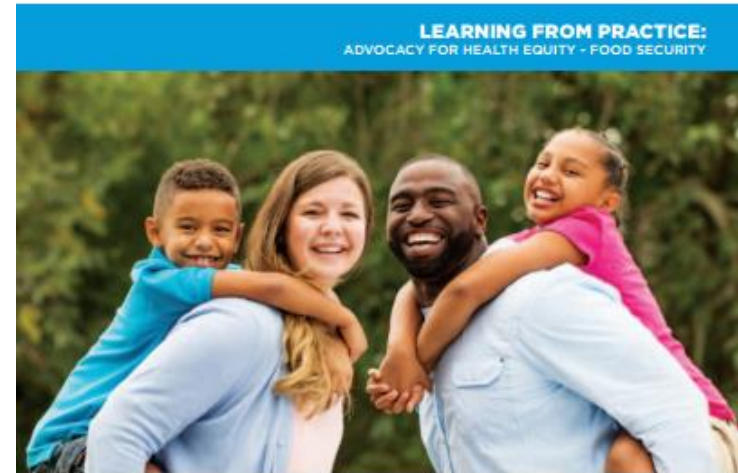
Policy approaches to food security

Food security “all people, at all times, have physical, social, economic access to food which is safe and consumed in sufficient quantity and quality to meet dietary needs and food preferences, and is supported by an environment of adequate sanitation, health services and care, allowing for a healthy and active life” (FAO)

<http://nccdh.ca/resources/entry/learning-from-practice-advocacy-for-health-equity-food-security>



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BACKGROUND

Advocacy is a vital role for public health practitioners in Canada. Engaging in advocacy helps us to build and capitalize on collective action to support systemic change, and offers significant potential to foster the conditions that support greater health equity in our communities.¹

There is no single way to design and implement advocacy to address health inequities. Selecting an approach depends on the local or broader context, practitioners' own philosophies or preferences for practice, and the dominant ideology within the organization.

Despite the wide variety of approaches that can be used in advocacy, there are some essential elements:²

- Clear, specific policy goals;
- Solid research and science base;
- Values linked to fairness, equity and social justice;
- Broad-based support through coalitions;
- Mass media used to set public agenda and frame issues; and
- Use of political and legislative processes for change.

This practice example was created by the National Collaborating Centre for Determinants of Health with a member of the Ontario Society of Nutrition Professionals in Public Health Food Security Work Group and staff from Food Secure Canada to demonstrate the application of advocacy in Canadian public health practice. Visit www.nccdh.ca for other documents on advocacy in the Learning from Practice series.

Policy approaches to food security

Framing food security as being related to inadequate income and advocating for a move away from charity-based approaches (e.g. food banks) to a focus on income related solutions.

Both organizations supported the ***generation and use of data*** needed to move forward the policy agendas

Working in collaboration and developing alliances with a broad range of partners





Environmental Noxiousness, Racial Inequities and Community Health

"Environmental racism refers to the disproportionate location of industrial polluters such as landfills, trash incinerators, coal plants, toxic waste facilities and other environmentally hazardous activities near to communities of colour and the working poor."

<http://nccdh.ca/resources/entry/learning-from-practice-advocacy-for-health-equity-environmental-racism>



LEARNING FROM PRACTICE: ADVOCACY FOR HEALTH EQUITY - ENVIRONMENTAL RACISM

Public health practitioners in
helps us to build and capitalize
change, and offers
strategies that support

Advocacy to
focus on

Despite the wide variety of approaches that can be used in
advocacy, there are some essential elements which include?

- Clear, specific policy goals;
- Solid research and science base;
- Values linked to fairness, equity, and social justice;
- Broad-based support through coalitions;
- Mass media used to set public agenda and frame issues; and
- Use of political and legislative processes for change.

ENRICH Project

Addressing environmental racism

- ***Framing the issue*** of environmental racism in the community and through media advocacy
- ***Gathering and disseminating data*** using a community based research approach to conduct and disseminate research on the causes, effects and solutions to environmental racism
- ***Working in collaboration and developing alliances*** by establishing a multidisciplinary and multi-sectoral project team
- ***Using the legal and regulatory system***: The ENRICH project team has worked with a sitting politician to submit Bill 111: An Act to Address Environmental Racism in the Nova Scotia Legislature.



Framing environmental racism in the community and through media advocacy

Shelburne's black community angered by deputy mayor's 'environmental racism' comments

SHELburne COUNTY COAST GUARD
Published April 27, 2017 - 2:13pm
Last Updated April 27, 2017 - 2:17pm

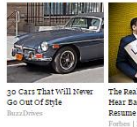


Louise Delisle one of the founding members of SEED is mad at deputy mayor's comments.

A Shelburne resident and black advocate is asking for a town deputy mayor to step down after he accused her of "playing the race card" in a public forum on Facebook.

Louise Delisle is a member of the South End Environmental Injustice Society (SEED), a group which believes a dump that operated in the south end of Shelburne caused devastating health effects in the black population.

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HALIFAX EXAMINER

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Environmental Bill of Rights proposed for Nova Scotia

APRIL 24, 2017 BY JENNIFER HENDERSON



Share this story

Nova Scotia needs nothing short of an Environmental Bill of Rights if it wants to ensure its citizens can drink clean water, breathe clean air, and hold their governments accountable to make polluters pay. That's the position of a coalition of Nova Scotia environmental groups which celebrated Earth Day by unveiling an Environmental Bill of...



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<http://www.enrichproject.org/press/>

ENRICH Project

Using the legal and regulatory system

Bill No. 111

Environmental Racism Prevention Act
An Act to Address Environmental Racism

Introduced by:

[Lenore Zann](#)

Truro–Bible Bill–Millbrook–Salmon River

First Reading	▷ April 29, 2015
Second Reading Debates	▷ November 25, 2015
Second Reading Passed	
Law Amendments Committee	
Committee of the Whole House	
Third Reading Debates	
Third Reading	
Royal Assent	
Commencement	



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ADVOCACY FOR HEALTH EQUITY – Related NCCDH resources



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Advocacy is both an important strategy and practice within public health. These NCCDH resources highlight how advocacy can contribute to addressing the social determinants of health and improving health equity. Visit www.nccdh.ca to find:

- » Four new stories from the series Learning from Practice: Advocacy for health equity: 1) Hamilton Public Health Services; 2) Food security; 3) Environmental racism; 4) Generation Squeeze
- » Advocacy and health equity – part of the Let's Talk series
- » Key public health resources for advocacy and health equity: A curated list





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Visit at www.nccdh.ca for...

Health Equity Clicks: *Organizations*

Visit www.healthequityclicks.ca for a growing list of organizations taking action on the social determinants of health

Workshops & events

Visit our website to find out about the next knowledge exchange opportunity!
<http://nccdh.ca/connect/workshops-events/>

Resource Library

Your one-stop-shop for public health resources on the social determinants of health & health equity!
<http://nccdh.ca/resources/library/>

Health Equity Clicks: *Community*

Share what works to advance health equity - join in online conversations, networking events, and more!
www.nccdh.ca/community

Sign up for our monthly e-news



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