



STRATEGY

OUTCOME

BIPOC individuals have an opportunity to be healthy regardless of where they live.

Work with community partners and residents to strengthen and build healthy, supportive, resilient communities in areas with poor health outcomes, by addressing the social determinants of health.

LEVERS

RELATED APPROACHES




DATA

- Collaborate with community leaders and members to identify and map key health indicators (i.e., poverty, infant mortality, and life expectancy) to gain an understanding of community inequities.
- Analyze available food retail, emergency feeding programs and urban agriculture to identify food deserts.
- Assess utilization of federal nutrition programs, such as Supplemental Nutrition Assistance Program (SNAP) and Women, Infant and Children (WIC) nutrition programs.
- Map publicly available parks and playgrounds as well as safe bike lanes and walking paths to identify improvements and inform local policy makers to create safe neighborhoods.



LOCAL CAPACITY BUILDING

- Partner with leaders and elected officials to support programs and provide funding to local BIPOC entrepreneurs, innovators and farmers looking to sell and/or grow healthy, affordable food.
- Partner with farmers markets to accept EBT and redeem Supplemental Nutrition Assistance Program.
- Highlight vendors who provide dollar-for-dollar match of SNAP funds spent on fresh fruits and vegetables.
- Utilize 211 to address unmet transportation needs that can connect people to food assistance, job interviews, etc.
- Support active transportation initiatives for school age children in transit deserts.
- Access federally funded child nutrition programs, i.e., Summer Food Service Program and Child Adult Care Food Program.
- Ensure that nonprofit and community partners serving BIPOC communities are prepared to address emergency crisis situations (i.e., able to increase capacity quickly).

LEVERS	RELATED APPROACHES
 <p data-bbox="175 338 315 401">POLICY AND ADVOCACY</p>	<ul data-bbox="451 180 1468 432" style="list-style-type: none"> • Advocate for sidewalk connectivity and investment in green spaces that provide opportunities for walking, biking and other forms of physical exercise. • Partner with advocates to support improvements to public transportation infrastructures. • Advocate for equitable food procurement practices in large institutions, like hospitals and school systems. • Advocate for policy issues that address racism as a public health issue. • Support federal funding to expand broadband/internet access through infrastructure investment and affordability supports for low-income households.
 <p data-bbox="147 716 350 848">FUNDRAISING, RESOURCE ALLOCATION AND GRANTMAKING</p>	<ul data-bbox="451 541 1511 1142" style="list-style-type: none"> • Invest in mapping health services in Community Schools, community centers and other social locations where people congregate, barber shops, beauty parlors, etc. • Invest in mental health services and trauma informed approaches that build community and recognize community trauma is a result of structural racism, poverty, historical disinvestment, etc. • Invest in efforts that engage communities in designing green spaces and play areas. • Invest in programs that work to increase the availability and awareness of healthy foods in corner stores. • Invest in initiatives that promote social connectedness, programs in schools that help students strengthen social skills, networks and connections. • Invest in the availability and provisioning of healthy, culturally appropriate nutritious food and emergency feeding programs. • Invest in readiness and emergency preparedness that address health pandemics and/or other emergency situations disproportionately impacting BIPOC communities (COVID-19). • Invest in health literacy campaigns that increase knowledge and awareness about chronic disease prevention methods. • Frame corporate investments as an opportunity for partners to collaborate with and improve health outcomes in communities where their employees live, work, and play. For instance, the Walmart Foundation provided resources to the American Heart Association to increase access to affordable and healthy food in communities of color.
 <p data-bbox="139 1430 358 1524">COMMUNITY MOBILIZATION AND ENGAGEMENT</p>	<ul data-bbox="451 1262 1446 1514" style="list-style-type: none"> • Work with community members and partners to convene discussions on the historical roots of racism and its effect on health. • Identify actions to take at the local level by working with residents and partners to co-create strategic plans for each neighborhood/locality. • Develop relationships with diverse sets of data partners (health departments, hospitals, departments of education, public works) to obtain robust data pictures. • Engage hospitals in the results of community health needs assessments and community benefits investments.
 <p data-bbox="139 1782 358 1877">COMMUNICATIONS AND AWARENESS BUILDING</p>	<ul data-bbox="451 1625 1459 1843" style="list-style-type: none"> • Share findings of community conversations and suggested action steps. • Engage community partners in developing communication strategies that emphasize the role all citizens play in promoting and improving the community's health. • Share success stories that link cross-sector collaborations with the value of the benefits delivered. • Develop familiarity with the sectors you want to engage, avoiding broad generalizations and acknowledging subgroups.

