

Strategy Checklist

Advancing Equity through Community Health Improvement

Equity is imperative in our collaborative efforts to create healthier communities. The challenge (and the opportunity) lies in translating our commitment to equity into daily practice. This strategy checklist outlines eight opportunities for advancing equity through community health improvement efforts. Within each opportunity there are three or four practical strategies you can implement as part of your local efforts. The suggested use is to scan the list, check off any strategies that are already in place, and circle one or more strategies you would like to implement or improve. Also consider sharing the checklist with your team and community partners to engage them in strategic thinking about the possibilities.

Opportunity 1. Strategic Collaboration

- Create and strengthen community partnerships with inclusion, diversity, and equity as guiding principles.
- Adopt equity as a shared value and aspiration for collaborative efforts with community partners.
- Adopt a working definition of equity as a reference resource in meetings and other communications.
- Integrate equity into decision making about methods and strategies for collaborative assessment, action planning, implementation, and evaluation.

Opportunity 2. Internal Team Strategy

- Adopt equity as a shared value and aspiration for internal teamwork.
- Adopt a working definition of equity as a reference resource in internal meetings and communications.
- Incorporate equity into decision making about methods and strategies for assessment and improvement.

Opportunity 3. Community Data

- Analyze secondary sources of community data by REaL factors (race, ethnicity, and language preference) to identify potential disparities when it is feasible to do so.
- Tap internal data as feasible to identify disparities and equity concerns among patients or clients.
- Increase collection and use of REaL data and other sociodemographic data within service-level data systems.
- Explore promising practices from the field to spark ideas for collecting and analyzing community data from an equity perspective.

Opportunity 4. Community Input

- Consider community populations that may have elevated risks for health disparities due to inequities in access to services and supports.
- Design strategies to obtain community input from these populations and the community stakeholders who serve them.
- Design survey and interview questions to be respectful and understandable for people of diverse perspectives and backgrounds.
- Analyze data collected from surveys and interviews from an equity perspective.

Opportunity 5. Community Reporting

- Identify audiences for community reporting with inclusion, diversity, and equity as guiding principles.
- Design and develop community reports to be respectful and understandable for audience members of diverse perspectives and backgrounds.
- Check in with selected audiences to obtain their feedback on the clarity and tone of community reports.

Opportunity 6. Action Planning and Implementation

- Engage community members in action planning with inclusion, diversity, and equity as guiding principles.
- Design action plans in ways that address identified concerns about disparities and inequity.
- Incorporate equity aims into key performance indicators for implementation of action strategies.

Opportunity 7. Intervention Models

- As context for designing specific intervention models, explore the growing knowledge base on promising strategies for addressing equity and disparities at the community level.
- Design intervention models that are responsive to concerns about disparities and equity.
- Incorporate equity aims into key performance indicators for implementation of intervention models.

Opportunity 8. Evaluation

- Incorporate equity considerations into the overall design of evaluation strategies.
- Define evaluation questions and data collection tools that specifically address concerns about disparities and equity.
- Analyze evaluation data from an equity perspective.
- Use evaluation results to inform recommendations for reducing disparities and improving equity.

Let's Talk

At Community Health Solutions we have 20 years of experience helping people create strong nonprofits and healthier communities. To learn more about our services, contact Stephen Horan (CEO) at shoran@chsresults.com or 804.673.0166. Also visit our website at www.chsresults.com.