

KENT COUNTY'S  
COMMUNITY PLAN  
OF ACTION  
to Achieve Health Equity

Awareness

Leadership

Health System  
& Life  
Experience

Cultural  
& Linguistic  
Competency



**HEALTH**  
DEPARTMENT  
*Caring today for a healthy tomorrow*



Healthy Kent 2020

**Strong  
Beginnings**  
A Federally Funded Healthy Start Program

## Introduction

On May 17, 2012 approximately 90 community stakeholders attended a Health Equity Forum to address health inequities in Kent County. Highlights from the Health Equity Forum included:

- A keynote presentation from Dr. Renee Canady and Doak Bloss, Ingham County Health Department on Health Equity.
- A presentation highlighting health disparities in Kent County by Brian Hartl, Kent County Health Department.
- Unveiling a health equity video entitled, “Framing Social Determinants of Health in Kent County. The video can be viewed at: <http://www.accesskent.com/Health/HealthEquity/>
- Dialogue on creating a plan to achieve health equity in Kent County.

Kent County’s Community Plan of Action to Achieve Health Equity includes key themes and strategies from the Health Equity Forum and is modeled after the U.S. Department of Health & Human Service’s National Stakeholder Strategy for Achieving Health Equity. You can access this document at <http://minorityhealth.hhs.gov/npa/templates/content.aspx?lvl=1&lvlid=33&ID=286>. The Kent County Community Plan of Action to Achieve Health Equity is divided into the following key areas: Awareness, Leadership, Health System and Life Experience and Cultural and Linguistic Competency.

### **What can you and/or your organization do to achieve health equity?**

- Review Kent County’s Community Plan of Action to Achieve Health Equity
- Use the attached form to list assets and resources that may lead to a collective impact in achieving health equity.

**Contact Karyn Pelon for more information on health equity or to participate in a Responding to Racism Action Team meeting.**

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“It is time to refocus, reinforce, and repeat the message that health disparities exist, that achieving health equity benefits all Americans, and that cooperative, leveraged, and evidence-based actions are necessary to reduce inequalities in health and healthcare outcomes. It is time for action—together we can, together we will.” -National Stakeholder Strategy for Achieving Health Equity

# AWARENESS

Increase awareness of the significance of health disparities, their impact on the nation and the actions necessary to improve health outcomes for racial, ethnic and underserved populations.

## Community Education

- \*Develop a health equity speakers bureau.
- \*Develop key talking points to deliver health equity educational opportunities.
- \*Place emphasis on addressing the root causes of health inequities.
- \*Identify strategies to reach multiple audiences.

## Health Equity and Media Literacy

- \*Equip media outlets with online training, educational information, tools and resources that provide a framework for conveying health stories of racial, ethnic and underserved populations in a positive light and from a social determinants of health perspective.

# WHAT KENT COUNTY IS SAYING



"Let people know what's in it for them if their community is healthy!"

"Explain it in simple ways!"

"Enhance the, 'It takes a village' mindset!"

"Tell people's stories!"

Please think about the following questions and write your answers on the attached form.

- What is your role/anticipated contribution for increasing awareness?
- What is your current practice?
- List assets and resources that can help make it HAPPEN.

# LEADERSHIP

**Strengthen and broaden leadership for addressing health disparities at all levels.**

## **Training**

- \*Provide community and business leaders with hands-on health equity learning activities.
- \*Engage community and business leaders in experiential training opportunities to create a level of awareness related to the lived experience of racial, ethnic and underserved populations.

## **Community Empowerment**

- \*Engage community members in decision making processes, planning and implementation of strategies to reduce health disparities/health inequities.
- \*Provide skills building practice and leadership training that supports community mobilization and other experiential learning opportunities that reflect on the perspectives and experiences of racial, ethnic and underserved populations.

## WHAT KENT COUNTY IS SAYING



*"Establish accountability"*

*"Lift UP the voice of the community"*

*"Help people understand that there are no quick fixes."*

**Please think about the following questions and write your answers on the attached form.**

- What is your role/anticipated contribution for strengthening leadership?
- What is your current practice?
- List assets and resources that can help make it HAPPEN.

# HEALTH SYSTEM & LIFE EXPERIENCE

Improve health and healthcare outcomes for racial, ethnic and underserved populations.

## Redefining Access

- \*Promote health care systems that encourage a social determinants of health approach to healthcare.
- \*Adopt practices that promote diversity and inclusion.
- \*Ensure delivery of culturally and linguistically appropriate health care services.
- \*Create local systems of care and service enhancements that support accessibility, affordability and availability of essential basic needs that contribute to improved health (for example, food, transportation, housing, etc.)

## WHAT KENT COUNTY IS SAYING



*"Build trust."*

*"Involve community in decision making."*

*"Create more jobs IN neighborhoods."*

*"Increase collaboration between all 'systems.'"*

Please think about the following questions and write your answers on the attached form.

- What is your role/anticipated contribution for increasing health systems and life experiences?
- What is your current practice?
- List assets and resources that can help make it HAPPEN.

# CULTURAL AND LINGUISTIC COMPETENCY

Improve cultural and linguistic competency and the diversity of the health-related workforce.

## Standards and Benchmarks

- \*Develop workforce strategies and benchmarks to increase availability of translation/ interpretation service providers on staff.
- \*Increase workforce diversity at various levels of health and human service agencies.
- \*Create community accountability for adoption and performance toward achieving Culturally and Linguistically Appropriate Services (C.L.A.S) standards.

<http://minorityhealth.hhs.gov/templates/browse.aspx?lvl=2&lvlID=15>

## WHAT KENT COUNTY IS SAYING



"Bring together diverse individuals."

"Be intentional about exposing yourself to different cultures."

"Increase diverse workforce at all levels."

"Provide trainings that include dialogue."

Please think about the following questions and write your answers on the attached form.

- What is your role/anticipated contribution for improving competency?
- What is your current practice?
- List assets and resources that can help make it HAPPEN.

**Your name:**

**Agency:**

**Email:**

**Phone:**

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**1. Awareness: Increase awareness of the significance of health disparities, their impact on the nation and the actions necessary to improve health outcomes for racial, ethnic and underserved populations.**

- What is your role/anticipated contribution for increasing awareness?
  - What is your current practice?
  - List assets and resources that can help make it HAPPEN.
- 

**2. Leadership: Strengthen and broaden leadership for addressing health disparities at all levels.**

- What is your role/anticipated contribution for increasing leadership?
  - What is your current practice?
  - List assets and resources that can help make it HAPPEN.
- 

**3. Health System & Life Experience: Improve health and healthcare outcomes for racial, ethnic and underserved populations.**

- What is your role/anticipated contribution for increasing health systems and life experience?
  - What is your current practice?
  - List assets and resources that can help make it HAPPEN.
- 

**4. Cultural and Linguistic Competency: Improve cultural and linguistic competency and the diversity of the health-related workforce.**

- What is your role/anticipated contribution for increasing cultural and linguistic competency?
- What is your current practice?
- List assets and resources that can help make it HAPPEN.

**Please complete and return to Karyn Pelon**

**karyn.pelon@kentcountymi.gov or fax: 616/632-6898**