Advancing Health Equity on College Campuses

Your Role as a Health Promotion Professional

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Prevention Institute
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What’s Health & Equity Got to Do with It?
Kankakee
Is it just behavior?
a **systematic** process that reduces the frequency and/or severity of illness or injury.

Promotes healthy environments and behaviors to prevent problems from occurring **before** the onset of symptoms.
Prevention Works

- Child Restraint and Safety Belt Use
- Smoking Prevention
- Bans on School Junk Food
- School-Based Wellness Policies for PA
- Childhood Immunizations
- Motorcycle and Bicycle Helmet Laws
In California, students in schools with policies banning school junk food *consume fewer calories and less fat and sugar* (1)

In Connecticut, strong written school wellness policies lead to better food and more physical activity in schools (2)

A vending machine that sells baby carrots in a high school in Manlius, N.Y.
Child Restraint & Safety Belt Use
QUALITY Prevention is the Prescription

- Aimed at the community environment
- Comprehensive
- Changes norms: Makes healthy options the default
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine

Health equity means that every person, regardless of who they are—the color of their skin, their level of education, their gender or sexual identity, whether or not they have a disability, the job that they have, or the neighborhood that they live in—has an equal opportunity to achieve optimal health.

Equity Matters

- More than just placeholders
  - Simply inserting a person of color or a person from a low-income community into the process is not enough

- Diverse and divergent perspectives
  - Engage in how perspectives differ and how those differences may influence decisions and solutions

- Buy-in for change
  - Including community members can strengthen the process and support
Factors Influencing Health

Medical Care 10%
Genetics 20%
Behaviors & Environment 70%

Current Health Care Spending

- **Behaviors & Environment**: 70%
- **Genetics**: 20%
- **Medical Care**: 10%
- **Prevention**: 3%
- **Health Care Services**: 97%

$2.7 Trillion

**Factors Influencing Health**

**National Health Expenditures**

Take 2 Steps to Prevention

Environment
Exposures & Behaviors
Health Care Services
The 1st step ...
Making Links to Exposures & Behaviors

Diet & Activity Patterns

Tobacco

Alcohol & Drugs

Heart Disease

Cancer

Chronic Lower Respiratory Disease

Unintentional Injury

Stroke

Let’s take another step ...
What’s Sold and How It’s Promoted

Timeline Photos

All-You-Can-Drink
$7 Wells & Taps
With Valid College I.D.
Tuesdays 9 - Midnight

Every Friday Night
Bikini Bull Riding Contest
Ladies Bring Your Favorite Bikini And Sign Up

Liquor Store
5200 Weekly Prize
$5,000 Grand Prize

for more info www.liquorstoreboston.com
What’s Sold and How It’s Promoted

PLACE

What’s sold & how it’s promoted
THRIVE Clusters and Factors

**EQUITABLE OPPORTUNITY**
- Living wages & local wealth
- Education

**PEOPLE**
- Social Networks & trust
- Participation & willingness to act for the common good
- Norms & Culture

**PLACE**
- What’s sold & how it’s promoted
- Look, feel & safety
- Parks & open space
- Getting around/Transportation
- Housing
- Air, water, soil
- Arts & cultural expression
The physical environment in which people live, work, play, and go to school.
Look, Feel & Safety

The Claremont Colleges
Claremont, CA
The relationships between people, the level of engagement, and norms, all of which influence health outcomes.

**PEOPLE**

- Social networks & trust
- Participation and willingness to act for the common good
- Norms/Costumbres
Social Networks & Trust

Prayer Spaces
The University of Iowa

Source from: www.breitbart.com
Norms & Culture

Healthy Carolina Program
University of South Carolina

Source from: www.sa.sc.edu
The level and equitable distribution of opportunity and resources.

- Education
- Local wealth & living wages
Living Wages & Local Wealth

Hampshire College Farm, MA

Photo source: www.hampshire.edu
THRIVE Clusters and Factors

Community

1. Social networks & trust
2. Participation & willingness to act for the community good
3. Norms & culture

Place

4. What’s sold & how it’s promoted
5. Look, feel & safety
6. Parks & open space
7. Getting around
8. Housing
9. Air, water & soil
10. Arts & cultural expression

People

11. Education
12. Living wages & local wealth

Equitable opportunity

Structural Drivers

Prevention Institute
Applying THRIVE to Understand and Address Community Trauma
ACEs Study

A collaborative effort by the Centers for Disease Control and the Kaiser Health Plan Department of Preventive Medicine in San Diego

- Recurrent physical abuse
- Recurrent emotional abuse
- Contact sexual abuse
- An alcohol and/or drug abuser in household
- An incarcerated household member
- A household member who is chronically depressed, mentally ill, institutionalized or suicidal
- Mother is treated violently
- One or no parents
- Emotional or physical neglect
PTSD Symptoms

- Re-experiencing the trauma
- Emotional numbing
- Avoidance
- Increased arousal
Synergistic Trauma

AKA Complex Post-Traumatic Stress Disorder

- A psychological injury that results from protracted exposure to prolonged social and/or interpersonal trauma in the context of either captivity or entrapment (a situation lacking a viable escape route for the victim), which results in the lack or loss of control, helplessness, and deformations of identity and sense of self. C-PTSD is distinct from, but similar to, post-traumatic stress disorder (PTSD), somatization disorder, dissociative identity disorder, and borderline personality disorder.

- The combination of individual trauma from exposures to violence and the trauma of structural violence
Structural violence refers to harm that individuals, families and communities experience from the economic and social structure, social institutions, relations of power, privilege and inequality and inequity that may harm people and communities by preventing them from meeting their basic needs.
<table>
<thead>
<tr>
<th>Economic</th>
<th>Social-Cultural</th>
<th>Institutions</th>
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<tbody>
<tr>
<td>Inequality</td>
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<td>Financial institutions</td>
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<td>Gender dynamics/relations</td>
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<td>Culture of violence</td>
<td>Media</td>
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<td>Individuality</td>
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**Political**
- Political power
- Social policy
Environmental Factors

**Neighborhood Effects**
- Concentrated poverty
- Population density
- Social organization
- Social control mechanisms
- Availability of drugs and alcohol
- Availability of weapons
- Community violence
- Parental guidance & involvement

**Family Factors**
- Composition
- Structure
- Relations
- Family violence
- Child abuse
- SES
- Housing situation

**Peer Group Factors**
- Social supports
- Social basis
- Social attachment
- Primary activities
- Connection to institutions
# Individual Level Factors

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Root Causes = Structural Violence

- Poverty
- Inequality
- Racism
- Sexism
- Oppression
- Power Dynamics

Trauma
Community trauma is not just the aggregate of individuals in a neighborhood who have experienced trauma from exposures to violence. There are manifestations, or symptoms, of community trauma.

Community Trauma is:

- Cumulative and synergistic impact of regular incidents of interpersonal violence,
- Historical and intergenerational violence, and
- Continual exposure to structural violence.
Community Environment

Equitable Opportunity
Economic and educational environment

People
Social-cultural environment

Place
Physical/built environment
Community Factors

- Physical or Built Environment
- Structure of Opportunities
- Social Organization
- Social Networks
- Social Relationships
- Social Norms
Community Trauma Symptoms

- Physical or Built Environment
- Structure of Opportunities
- Social Organization
- Social Networks
- Social Relationships
- Social Norms
Deteriorated environments and unhealthy, often dangerous public spaces with a crumbling built environment.
Economic/Educational Environment

EQUITABLE OPPORTUNITY

- Intergenerational poverty
- Long term unemployment
- Relocation of businesses, corporations and jobs
- Limited employment opportunities
- Government and private disinvestment
Social-Cultural Environment

PEOPLE

- Damaged, fragmented or disrupted:
  - social relations (esp. intergenerational)
  - social networks and
  - infrastructure of social support

- Low sense of collective political and social efficacy

- Elevation of destructive social norms promoting violence and unhealthy behaviors over affirming, community oriented positive social norms
The Key

A Framework for Preventing Violence and Building Community Resilience

Building Community Resilience Requires Comprehensive and Sustained Policy and Action
Community resilience: the ability of a community to recover from and/or thrive despite the prevalence of adverse conditions.

In the context of community-level trauma, this means putting the conditions in place in which the community can heal from trauma and/or be protected against the impacts of trauma.
Physical/Built Environment

- Create safer public spaces through improvements in the built environment by addressing parks, housing quality and transportation.
- Reclaim and improve public spaces.
Stronghold Society

Pine Ridge Reservation

Image Source: Stronghold Society

Image Source: Stronghold Society
BRIDGE Housing
San Francisco, CA
Social-Cultural Environment

PEOPLE

• Rebuild and revitalize:
  - social relationships, esp. intergenerational
  - social networks
  - infrastructure of social support

• Strengthen and elevate social norms promoting: healthy behaviors, community connection and community orientation

• Establishing collaborations promoting these community level strategies while rebuilding community social networks
Berkeley Builds Capacity

Berkeley, CA

Image Source: Berkeley Free Clinic
Social-Cultural Environment

**PEOPLE**

- Change the narrative about community and the people in it
- Shift community social norms
- Organize and promote regular positive community activity
- Provide a voice and element of power for community folks around shifting and changing environmental factors as well as the structural factors
Economic/Educational Environment

EQUITABLE OPPORTUNITY

- Restorative justice
- Healing circles
- Economic empowerment/ opportunity and workforce development
- Strategies to increase community wealth and resources that can resist the economic pressures that result in dislocation and gentrification
Safe Spaces

Chicago, IL
Building Community Resilience

- Sustainable Community Economic Development
- Restorative Justice
- Healing Circles
- Reclaim and Improve Public Spaces
- Shift Community Social Norms
- Enhance Social Connections and Networks
- Rebuild Intergenerational Connections and Relationships
- Organize and Promote Regular Positive Community Activity
- Providing more of a voice and element of power for community folks around shifting and changing environmental as well as structural factors
Reflection Questions

1. Does community trauma manifest in your campus community? If so, what are 2-3 symptoms you have noticed?

2. In thinking about THRIVE, what are 2-3 community determinants that should be addressed that impact the symptoms of community trauma among your campus? What about health, safety and equity more broadly?

3. What individuals or organizations can you engage to address the community determinants you identified that would create a healthier and more equitable campus environment?
Resources

www.preventioninstitute.org

THRIVE: Community Tool for Health & Resilience in Vulnerable Environments

Adverse Community Experiences and Resilience: A framework for addressing and preventing community trauma

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