



# HEALTH EQUITY ZONES INITIATIVE

Community Advisory Council  
Wednesday, July 27, 2022

# Welcome HEZ Community Advisory Council!

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## Introductions:

- Name
- Pronouns
- Role/title, affiliation
- What would it look like for HEZ implementation/zone selection to be successful?

# Meeting Outcomes

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Develop shared understanding of zone implementation and feasibility

Reflect on survey results and Community Workgroup feedback

Determine the use of metrics in zone selection

# Community Agreements

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- Assume positive intent.
- Acknowledge and accept impact.
- Be aware of the space you take up.
- Engage in dialogue – not debate.
- Hold yourself and others accountable for demonstrating cultural humility.
- Be open, transparent, and willing to make mistakes.
- Embrace the power of humble listening.
- Create trusting and brave spaces – where a little bit of discomfort is okay.
- Commit to having conversations that matter by speaking up to bridge divides.
- Define terms – don't assume that everyone knows specialty acronyms or terms.

# Community Workgroup Update

## WHO

- There were 16 participants from across the state
- Including 2 CAC members, folx who participated in community selection process, and folx who are new to HEZ Initiative
- 1 representative from the DOH Youth Advisory Council

## WHAT

- DOH staff provided an overview of the HEZ Initiative for new members and will hold orientation hours before meetings starting August
- DOH staff shared the findings from the survey on zone selection
- Members provided feedback on survey results

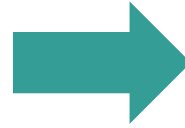
## WHEN

- Meetings take place on the 2nd Thursday of each month
- The next meeting is on Thursday, August 11 from 1-3pm
- Staff will provide an orientation for new members at 12:30pm before the start of each monthly meeting

# What we heard.....

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- Gather additional survey responses
- Use mapping to explore inequities
- Combine approaches to zone selection
- Identify barriers to feasibility
- Integrate a holistic approach to decision-making
- Gather community perspectives



# What we're doing.....

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- Re-opened survey for CAC and CW to participate
- Created initial maps focused on overlays of SDOH
- Holding space for further discussion
- Revisited progress on funding and timeline
- Engaging CW in discussions on zone selection
- Implementing action-ready suggestions and creating “parking lot” of ideas to revisit

# HEZ Outreach Team



- **Purpose:** To plan community engagement and outreach strategies in the lead up to zone selection
- **Commitment:** Attend 1-hour meetings August-October; Review communications materials
- Open to Community Advisory Council and Community Workgroup
- Opportunity for collaboration with Evaluation Team

# Context for feasibility

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- Funding secured to provide start-up costs (\$15k) for backbone organizations to coordinate Community Collaboratives in each zone
- In process of identifying funding streams for programs led by Community Collaboratives (legislative-based, philanthropic, repurposed funds)
- Committed to allocating funds based on health priorities in each zone
- DOH is working on securing funding for zone projects
  - Planning for \$200-250k per year for minimum of 3-5 years
- Upcoming timeline milestones:
  - Conduct community outreach in September
  - Launch selection process in October
  - Select 2-3 zones in November



# Survey Results Update

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- 37 responses (19 CAC members and 18 CW members)
- 55% identified *metrics* as the starting point for developing criteria, followed by population, geography, and strengths, respectively
- Results on selection process indicate a combination of approaches
  - 68% Mapping Inequities
  - 57% Existing Infrastructure
  - 35% Request for Proposals
- Leading responses to gathering community feedback were listening sessions (62%), surveys (30%), outreach (22%)



**10 Minute Break**

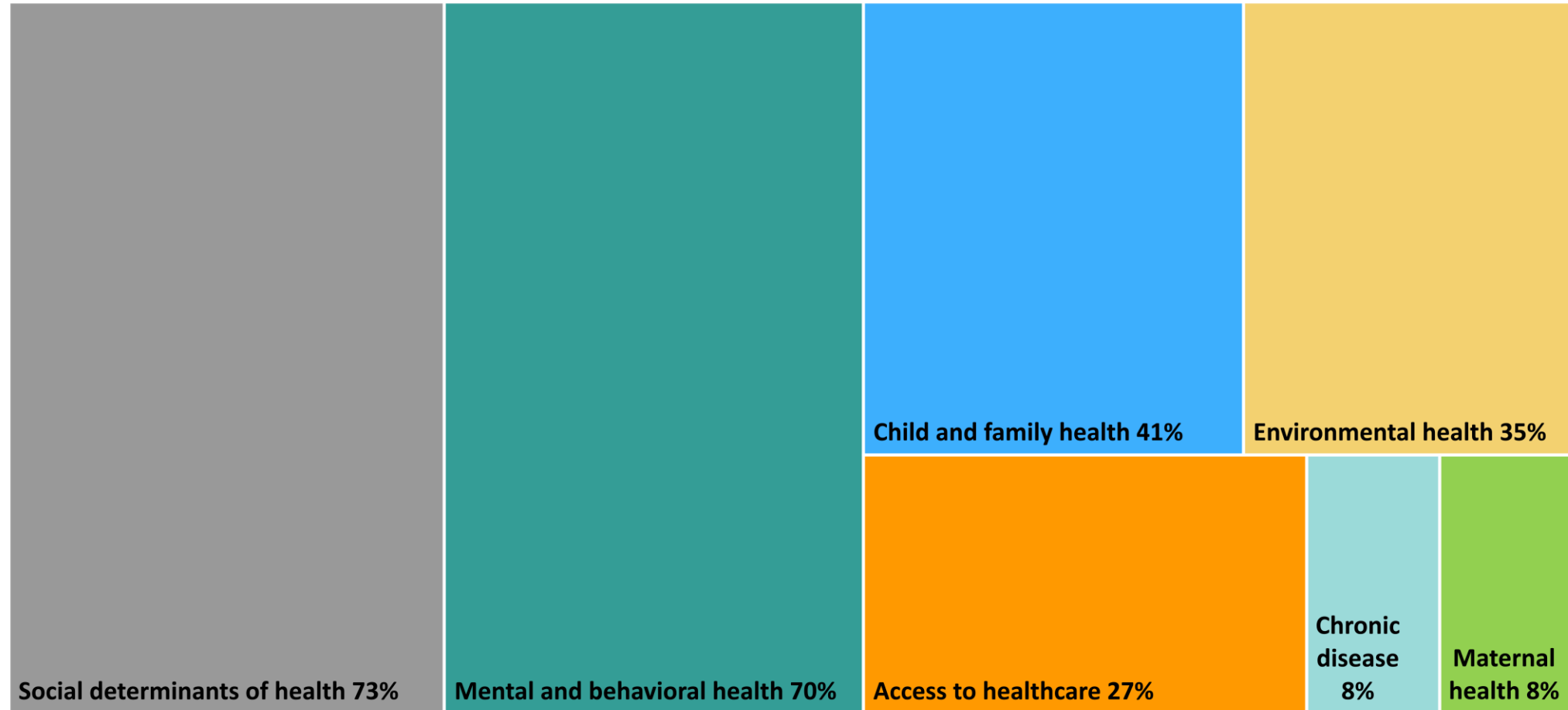
# Zone Selection Criteria

Health Equity Metrics

## Senate Bill 5052 on the use of data to identify zones

"The Department of Health...must share and review population health data and any other relevant health data to identify or allow communities to self-identify potential health equity zones...the DOH must provide technical support to communities in the use of data to facilitate self-identification of zones...Documented disparities must documented or identified by the DOH or CDC"

# What are the top three health inequities that should be prioritized in zone selection?



# Community Health Assessments in Washington State

## *Most Frequently Reported Health Priorities & Metrics*

1

### Access to Healthcare



- *Health insurance*
- *Unmet healthcare needs*
- *Provider to patient ratio*
- *Preventative care*
- *Healthcare facilities*
- *ED/ER visits*

2

### Social Determinants



- *Poverty*
- *Unemployment*
- *Housing*
- *Race/ethnicity*
- *Education*
- *Language*

3

### Mental and Behavioral Health



- *Depression*
- *Mental distress*
- *Suicide*
- *Youth bullying*
- *Substance use*
- *Opioid-related deaths*

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### Chronic Disease



- *Diabetes*
- *Obesity*
- *Heart Disease*
- *Hypertension*
- *Cancer*
- *Asthma*

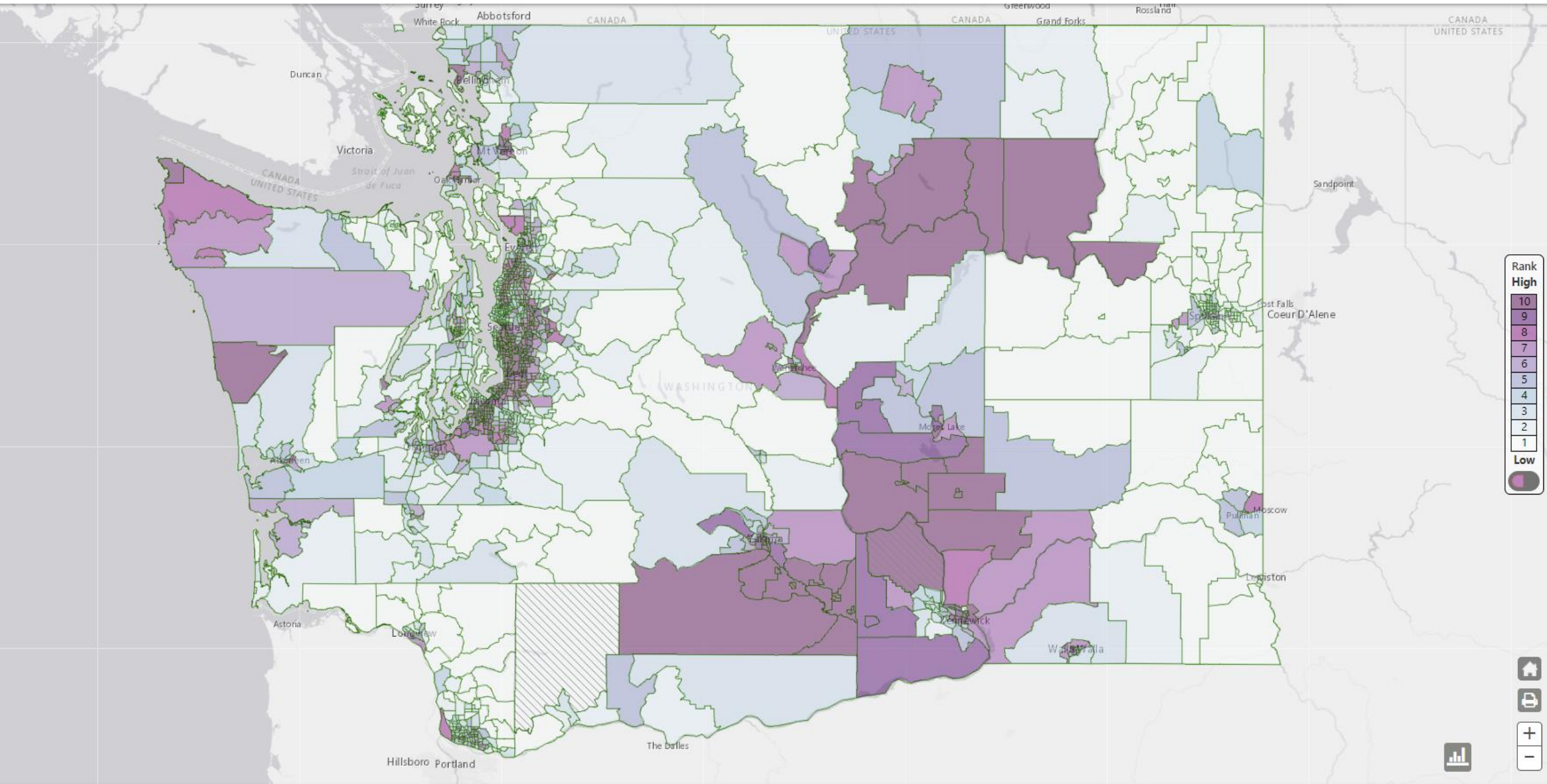
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### Neighborhood Environment

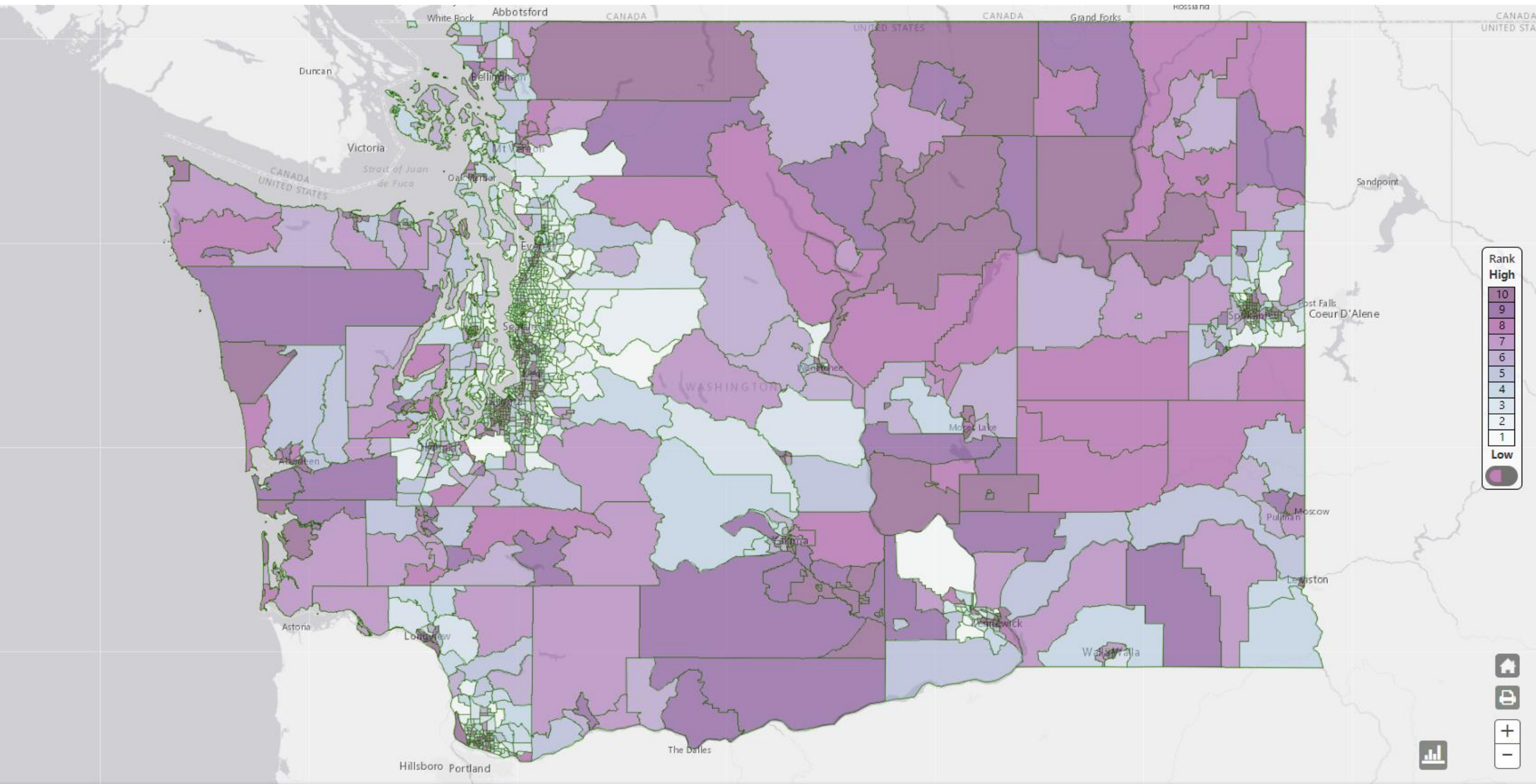


- *Food access*
- *Transportation*
- *Violence/safety*
- *Climate*
- *Air and water quality*
- *Recreation access*

# Race/Ethnicity: Population that identifies as people of color (non-White)

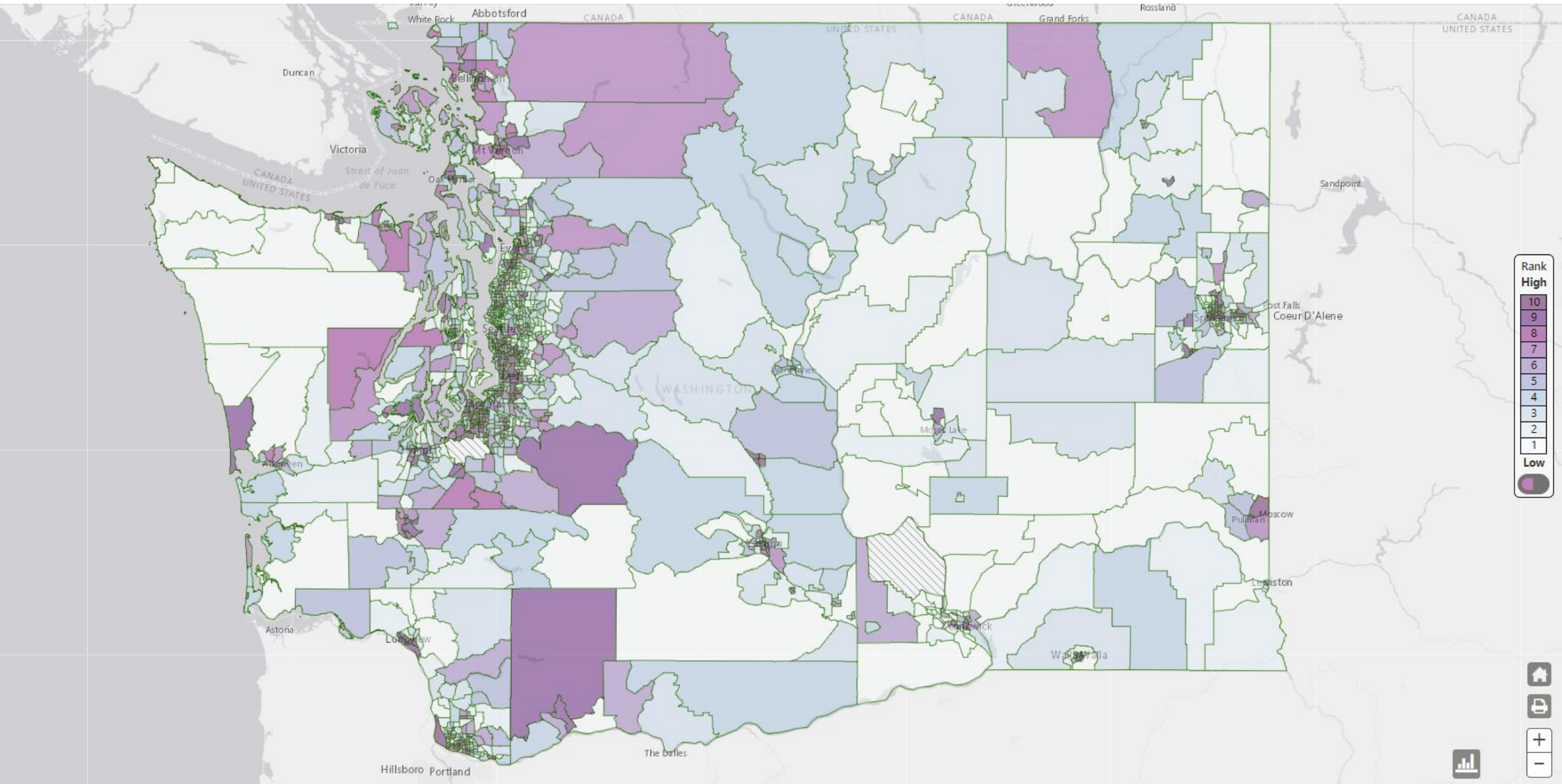


# Poverty: Population whose income was 185% of the federal poverty line

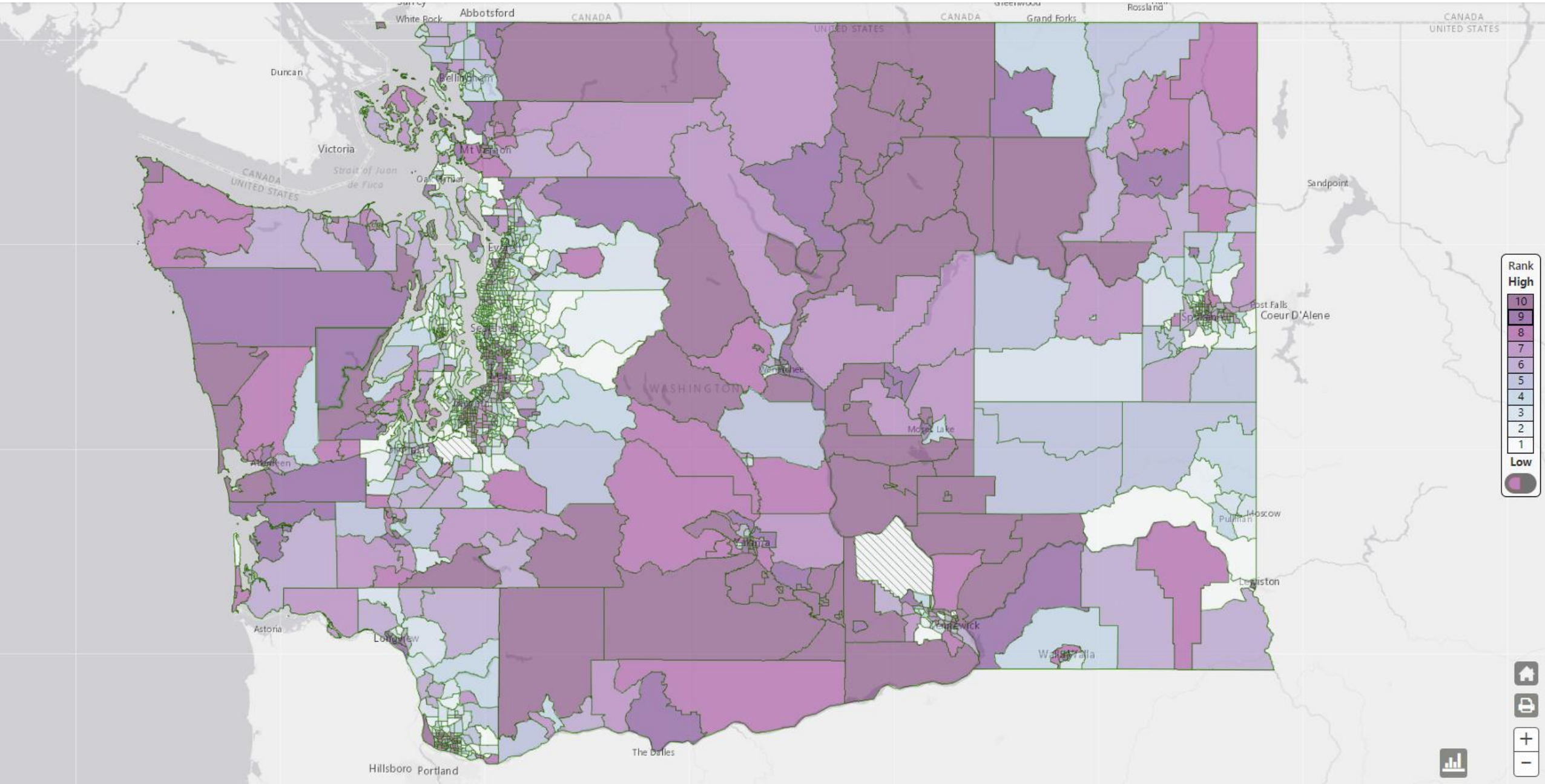




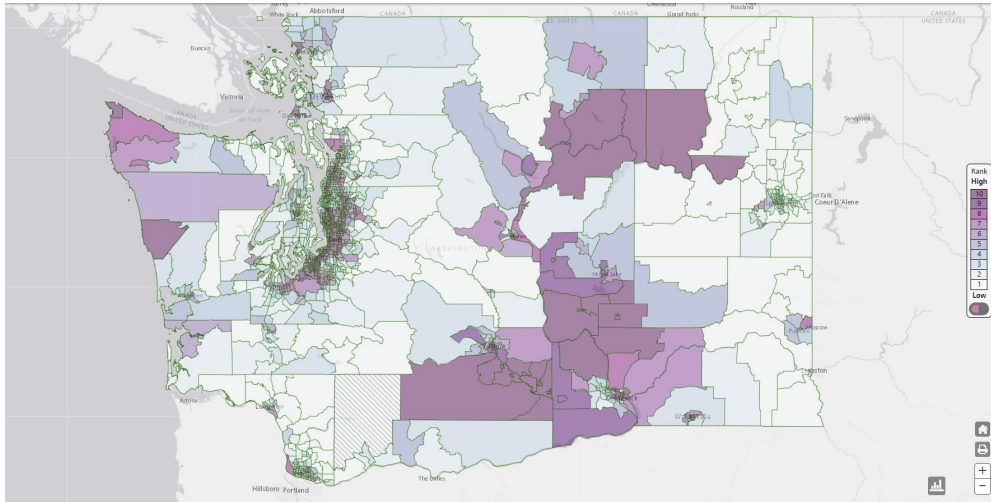
# Unaffordable Housing: Population whose housing costs exceed 30% of income



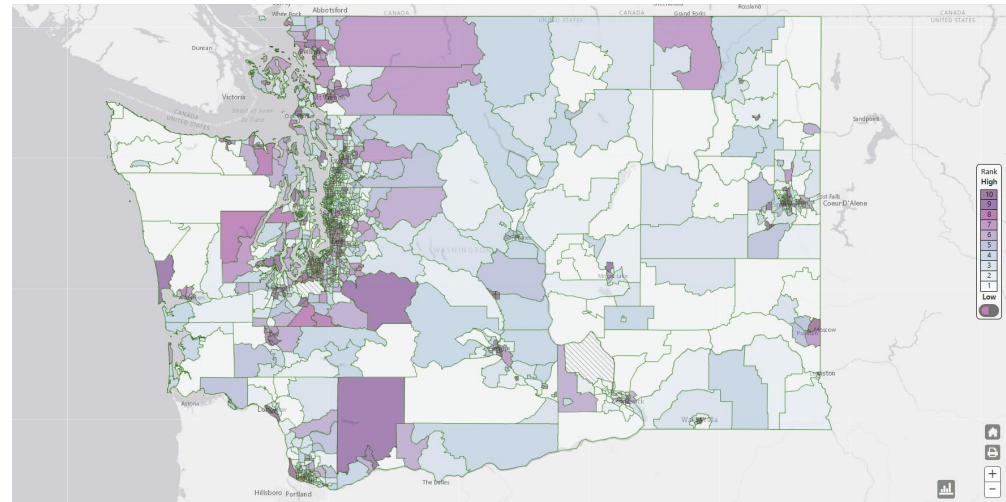
# Health Insurance: Population ages 19-64 without health insurance



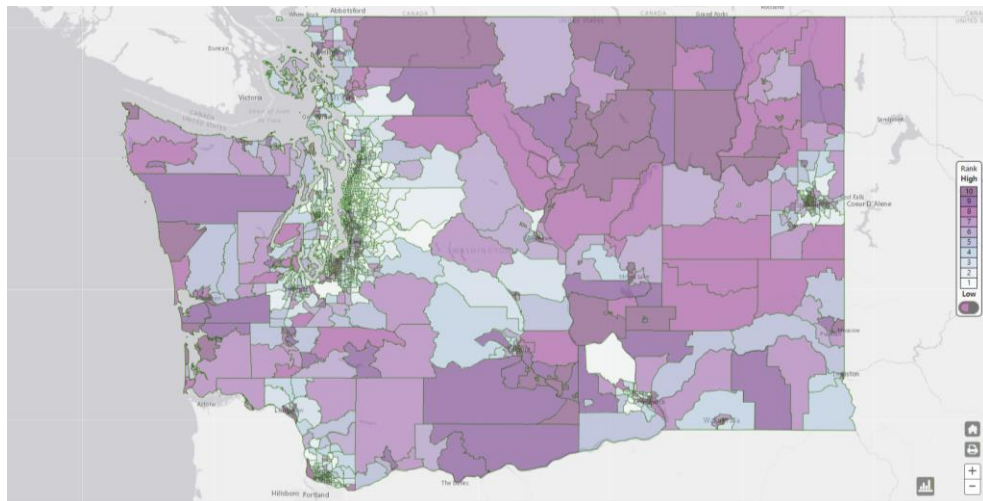
## Race/Ethnicity



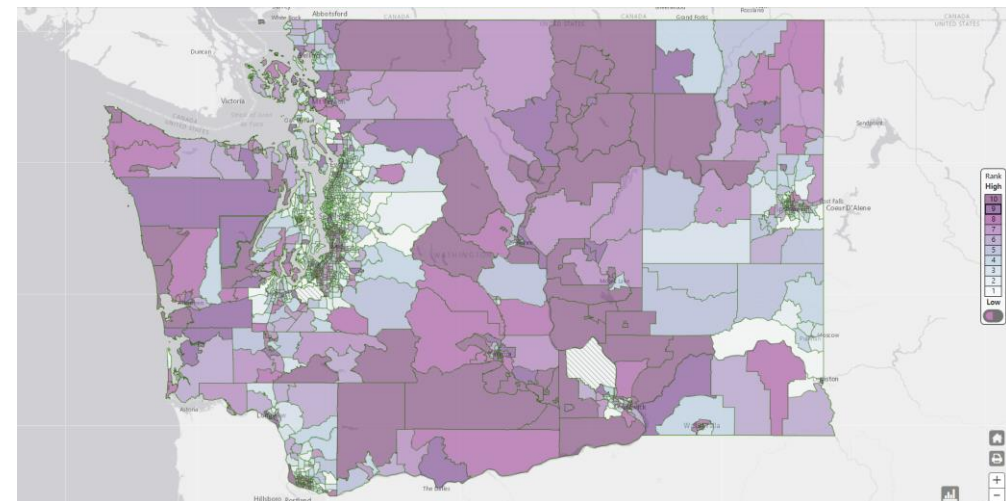
## Unaffordable Housing



## Poverty



## Health Insurance



# How should metrics be used in zone selection?

**To narrow eligibility:** areas with inequities are eligible to be health equity zones.

*Ex: Areas with more than 25% of the population in poverty are eligible to apply.*

**To inform an RFP application process:** require applicants to provide information on local inequities.

*Ex: Applicants must provide data on the percent of the population in poverty OR applicants must provide data on the socio-economic status of their community.*

# Zone Criteria Poll

[https://PollEv.com/surveys/9X1CjUAWyQL6sjAoAa3OZ/  
respond](https://PollEv.com/surveys/9X1CjUAWyQL6sjAoAa3OZ/respond)

# Washington State Public Health Association Conference

## Conference Details

When: Wednesday, October 12, 2022 at 4:20 PM

Where: Wenatchee, WA

## Presentation Objectives

Describe the role of place-based initiatives in advancing health equity and addressing SDOH.

Describe strategies for engaging community in the context of policy implementation.

Identify specific approaches that govt agencies can use to support community leadership and decision-making.

## Commitment

Contributing to the development of the presentation

Attending planning meetings (Aug-Oct) and practice session

## Closing & Next Steps

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- Next CAC meeting: Wednesday, August 24 from 2-5pm
- Please let Bri & Kaeli know if you are interested in any of the following opportunities:
  - Joining the Outreach Team
  - Presenting at the WSPHA Conference in October



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