Transforming Unhealthy Communities By Building Power, Crafting New Policy & Changing The Narrative

SF Federal Reserve Conference

2/29/2012

Tony Iton, M.D., J.D., MPH
Senior Vice President
The California Endowment
Health is Political
Health ≠ Health care

Where You Live Matters

It Matters A LOT!
Does Your *Zip Code* Matter More Than Your *Genetic Code*?
Life Expectancy by Poverty Group 2000-2003
Bay Area Poverty vs. Life Expectancy

BARHII Life Expectancy and Poverty by Tract

Poverty Rate

Life Expectancy (Years)

Poverty Rate
California Poverty vs. Life Expectancy

*Graph showing the relationship between life expectancy and percentage poverty in California. The graph includes a trend line and the equation y = -13.539x + 81.084 with an R² value of 0.1183.*
Cost of Poverty in San Francisco Bay Area

- Every additional $12,500 in household income buys one year of life expectancy

- (Benefit appears to plateau at household incomes above $150,000)

- Similar gradients in Baltimore, NYC, Philadelphia, Hennepin County (Minneapolis-St. Paul), Colorado, California, AND Cuyahoga County ($6304/year of life)
Your ZIP Code shouldn’t predict how long you’ll live, but it does.
The Lifelong Effects of Early Childhood Adversity and Toxic Stress

Advances in fields of inquiry as diverse as neuroscience, molecular biology, genomics, developmental psychology, epidemiology, sociology, and economics are catalyzing an important paradigm shift in our understanding of health and disease across the lifespan. This converging, multidisciplinary science of human development has profound implications for our ability to enhance the life prospects of children and to strengthen the social and economic fabric of society.
The stress effect

Middle-class people aren’t living as long as wealthier people in the same area. One explanation is chronic stress — those experiencing more financial hardships and dealing with more everyday worries aren’t as healthy as wealthier people. Over time, chronic stress can lead to a condition called allostatic load, which becomes even more pronounced in people lower on the socioeconomic ladder.

Stress and cortisol

In response to stress or perceived danger, hormones produced by the adrenal glands (including cortisol and adrenaline) work together when the body must react quickly to sudden threatening situations.

Cortisol and craving

The hormone cortisol is secreted from the adrenal gland and helps regulate glucose, which the body uses for energy. But chronic stress creates a constant state of alarm, making the body crave sugar and carbohydrates.

Defending against allostatic load

Regular exercise

Physical exertion can have a powerful effect in diminishing the cascade of stress hormones.

A good night’s sleep

Lack of sleep exacerbates the detrimental effects allostatic load can have on health.

Source: Nancy Adler, MacArthur Network on Socioeconomic Status and Health
When the external becomes internal: How we internalize our environment

Allostatic Load

Inadequate Transportation
Long Commutes

Housing

Lack of social capital

High Demand-Low Control Jobs

Lack of access to stores, jobs, services

Crime

Stress

Stress

Stress

Stress

Stress
Stress pathway from brain to body

STRESSOR

Hypothalamus

CRH

Pituitary Gland

ACTH

Adrenal Glands

CORTISOL

AFFECTS MULTIPLE ORGANS & SYSTEMS

Center on Social Disparities in Health, University of CA, San Francisco
A Framework for Health Equity

- Adapted by ACPHD from the Bay Area Regional Health Inequities Initiative, Summer 2008
A Framework for Health Equity

UPSTREAM

Socio-Ecological

- Discriminatory Beliefs (ISM)
  - Race
  - Class
  - Gender
  - Immigration status
  - National origin
  - Sexual orientation
  - Disability

- Structural Policies
  - Corporations & other businesses
  - Government licensing
  - Schools

- Social Inequities
  - Neighborhood conditions
  - Social status
  - Residential segregation
  - Workplace conditions

DOWNSTREAM

Medical Model

- Individual Health Knowledge
- Genetics

Risk Factors
- Behavior
- Chronic Stress
- Infectious disease
- Chronic disease
- Injury (intentional & unintentional)

Health Inequities

Health Disparities

Healthcare Access

Health Status

- Infant mortality
- Life expectancy

Adapted by ACPHD from the Bay Area Regional Health Inequities Initiative, Summer 2008
A Framework for Health Equity

Socio-Ecological

Medical Model

UPSTREAM

DOWNSTREAM

Conditions

Consequences

- Adapted by ACPHD from the Bay Area Regional Health Inequities Initiative, Summer 2008
A Framework for Health Equity

UPSTREAM

Discriminatory Beliefs (ISMS)
- Race
- Class
- Gender
- Immigration status
- National origin
- Sexual orientation
- Disability

Institutional Power
- Corporations & other businesses
- Government agencies
- Schools

Social Inequities
- Neighborhood conditions
  - Social
  - Physical
- Residential segregation
- Workplace conditions

Socio-Ecological

Medical Model

DOWNSTREAM

School Absence / Truancy
Grade Failure
Drop-Out

- Adapted by ACPHD from the Bay Area Regional Health Inequities Initiative, Summer 2008
A Framework for Health Equity

Socio-Ecological

UPSTREAM

Narrative → Policy → Place

DOWNSTREAM

Risk Factors & Behaviors
- Smoking
- Nutrition
- Physical activity
- Violence
- Chronic Stress

Disease & Injury
- Infectious disease
- Chronic disease
- Injury (intentional & unintentional)

Mortality
- Infant mortality
- Life expectancy

HEALTH STATUS

Adapted by ACPHD from the Bay Area Regional Health Inequities Initiative, Summer 2008
The “What”

The Core Content of Our Work
10 Outcomes

1. All children have health coverage
2. Families have improved access to a “health home” that supports healthy behaviors
3. Health and family-focused human services shift resources toward prevention
4. Residents live in communities with health-promoting land-use, transportation and community development
5. Children and their families are safe from violence in their homes and neighborhoods
6. Communities support healthy youth development
7. Neighborhood and school environments support improved health and healthy behaviors
8. Community health improvements are linked to economic development
9. Health gaps for boys and young men of color are narrowed
10. California has a shared vision of community health
<table>
<thead>
<tr>
<th>Outcome</th>
<th>BOYLE HEIGHTS</th>
<th>CENTRAL/WEST FRESNO</th>
<th>CENTRAL LONG BEACH</th>
<th>CENTRAL SANTA ANA</th>
<th>CITY HEIGHTS</th>
<th>COACHELLA</th>
<th>DEL NORTE</th>
<th>EAST OAKLAND</th>
<th>EAST SALINAS</th>
<th>SOUTH FIGUEROA CORRIDOR</th>
<th>SOUTH KERN</th>
<th>SOUTH SACRAMENTO</th>
<th>SOUTHWEST EAST MERCED</th>
<th>RICHMOND</th>
<th>Count</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td>8</td>
</tr>
</tbody>
</table>
Health Happens in Neighborhoods

- Health promoting land use policies incorporated into planning instruments
- Joint use strategies
- Walkability/bikeability
- Parks & open space
- Mixed income housing
- Supermarkets, community gardens, farmers markets
- Reducing fast food and liquor store density
Overarching Themes

- **Economic development** - “place-based efforts have had difficulty stimulating broader economic development, as too many of the forces that drive economic activity are outside of the control of neighborhood actors.” (Anne Kubisch-Aspen Institute - *Voices From The Field III*)

- **Structural racialization** - a system of social structures that produces cumulative, durable, race-based inequalities. Also a method of analysis that is used to examine how historical legacies, individuals, structures, and institutions work interactively to distribute material and symbolic advantages and disadvantages along racial lines. (John Powell, Kirwan Institute).
“The social determinants of health including poverty, racism, and hopelessness.”

Undervalued community assets and limited community resources

Poor Health Outcomes

How do we make investments to create healthy social, economic, and built/natural environments?
The California FreshWorks Fund

The California FreshWorks Fund is a public-private partnership loan fund intended to finance grocery stores and other forms of fresh food retail and distribution in underserved communities throughout CA. It is modeled after the PA Fresh Food Financing Initiative and it has been developed to align with the National Healthy Food Financing Initiative.

Fund Size: $264 million
Uses of Capital: Loans & Grants to Grocery Stores & Other Fresh Food Retailers & Distributors
Capitalization: Debt & Grants
Program Eligibility: Program Guidelines to be released shortly
Launch: July 2011
The “How”

Our Approach in Broad Strokes
Health systems are family-centered and prioritize prevention opportunities for children, young adults, and families.

Human services systems are family centered, prioritize prevention, and promote healthy opportunities for children, young adults, and families.

Schools promote healthy behaviors and are a gateway for resources and services for families.

Physical, social, & economic environments in local communities support health.
Healthy Communities

Leveraging Partnerships

Collaborative Efficacy

Resident Power

Changing The Narrative

Youth Leadership

Policy

Power

NARRATIVE
<table>
<thead>
<tr>
<th></th>
<th>PLACE</th>
<th>POLICY</th>
<th>NARRATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
We each have a role
Contact Information

Tony Iton, MD, JD, MPH
Senior Vice President
The California Endowment

Aiton@calendow.org
(510) 271-4310