



Welcome from Forward Community Investments!

We want to hear from you!

- **Ask a Question** via the Chat box.
- **Share “Ahas”** on Twitter [@forwardci](https://twitter.com/forwardci)
- **Technical assistance** via Chat box

The recording and presentation will be made available to all registrants on our website following today’s presentation. We will send a follow up message to everyone with this link.



Samira Salem
Director, FCI’s Community
Development Services

Generous support provided by:





OUR COMMUNITIES: OURSELVES-CDFIS AS AGENTS OF EQUITY AND WELL BEING



Dr. Renée Canady
Chief Executive Officer
Michigan Public Health Institute



THANK YOU!

FOR MORE INFORMATION PLEASE VISIT

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Our Communities, Ourselves:
CDFIs as Agents of Health Equity
Embracing Community through a
[Racial/Health] Equity Lens

Renée Branch Canady

CEO, MPHI

FCI Webinar

August 22, 2017

An ode to Thee:

“To all the women and men who go to work each day and bring their humanity with them. They make a contribution to their organization by doing what they do, and they make a contribution to the world by being who they are while they do it.”

Stephen Lundin & Bob Nelson

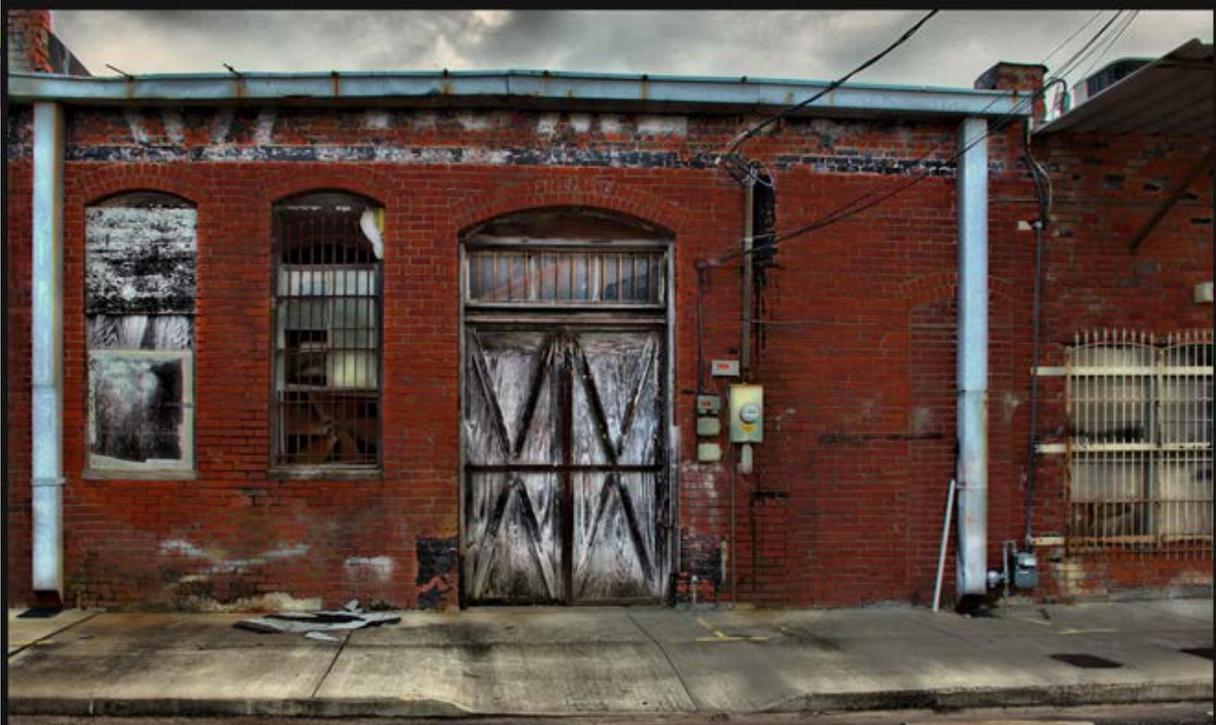
Community

*In the context of what creates **health***

**As defined by World Health Organization (WHO), health is a "State of complete physical, mental, and social well being, and not merely the absence of disease or infirmity."*







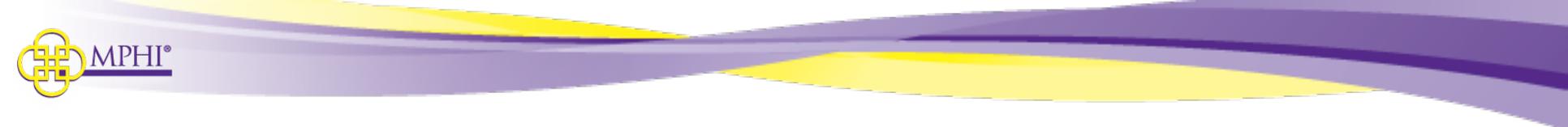






I have the audacity to believe that peoples everywhere can have three meals a day for their bodies, education and culture of their minds, and dignity, equality, and freedom for their spirits.

*Martin Luther King, Jr.
Norway, 1964*



Community

*In the context of what creates **equity***

Pursuing Equity: What is the Goal?

Health Inequity

“Differences in population [health] status and mortality rates that are systemic, patterned, unfair, unjust, and actionable, as opposed to random or caused by those who become ill.” Margaret Whitehead

Health Equity

A fair, just *distribution* of the social resources and social opportunities needed to achieve well-being.

The moral drive that pushes us to address health disparities (Paula Braveman)

A (Health) Equity Lens

Health Equity - A fair, just *distribution* of the social resources and social opportunities needed to achieve well-being.

Social Justice - The absence of unfair, unjust advantage or privilege based on race, class, gender, or other forms of difference.

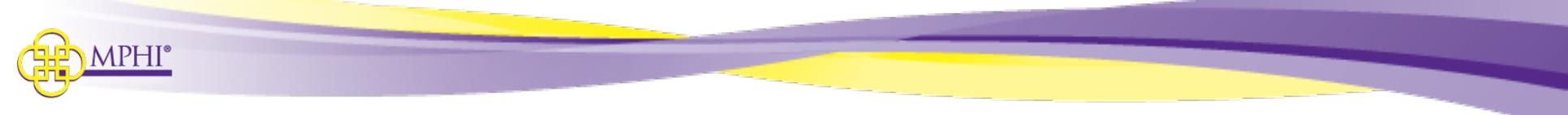
- Seeks out what is unfair in order to reverse or avoid it
- Aspires to apply justice in serving individuals and families
- Recognizes the impact of social resources on the care and behavior of individuals and families
- Identifies and facilitates social opportunities for individuals and families to readily/easily attain well-being

Polling Questions

(Strongly Disagree/Disagree/Agree/Strongly Agree.

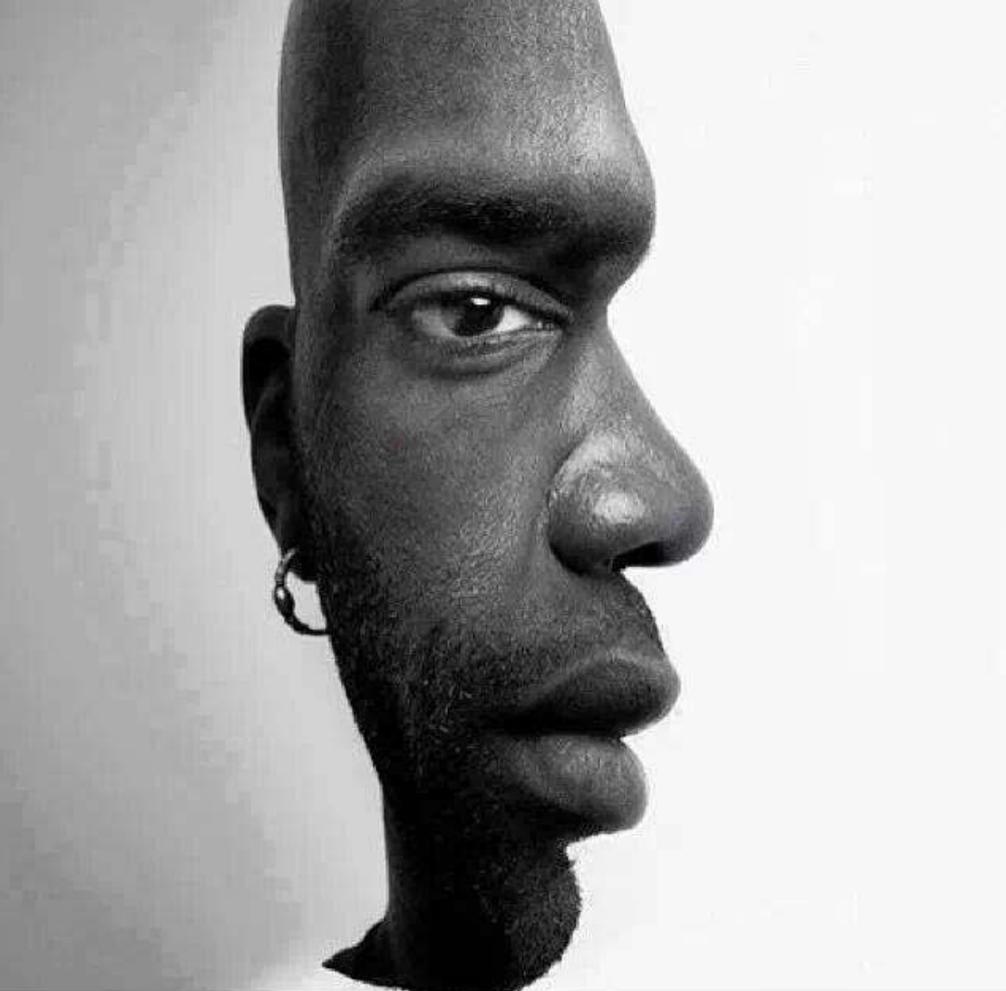
Support Equity as a Value and Social Right

Equity is explicitly expressed as a value, and the entire department strives to meet goals related to eliminating the root causes of health inequity.



If we have a *LENS*, Where do we Focus?





Seeing is Believing: Or is it?

So what are we to do...?

Leaders in Public Health are:

- Generally driven by a profound and fundamental sense of **mission**.
- A sense of purpose motivates them to leave the comfort of the sidelines and wade into **controversy**

Polling Question

(Strongly Disagree/Disagree/Agree/Strongly Agree.)

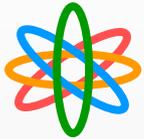
Leadership

Leaders explicitly use health equity and the social determinants of health as criteria in determining policy positions, allocation of work force, and budget decisions.

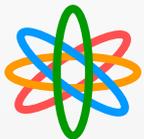
Why We Must Tackle Racism, Classism, Sexism Explicitly: Two Arguments and a Challenge

Argument #1

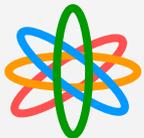
Race, class, and gender oppression in their modern forms are pervasive and insidious—each time they are identified, unearned privilege asserts itself to diminish concern over them.



Explaining it away: “I know racism exists, but...”;
“You’re just being hypersensitive.”



The fairness paradox: When we focus an intervention on a specific population (e.g. first time African American mothers), the focus often diffuses to “we have to help everyone.”



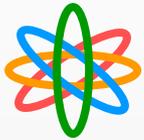
Benign neglect: an employee “just not fitting in,” certain groups “just don’t show up for our programs.”

Why We Must Tackle Racism, Classism, Sexism Explicitly: Two Arguments and a Challenge

Argument #2

In order to undo our entrenched ideas of “business as usual,” we must actively create an organizational culture where challenges to privilege and oppression are routinely welcomed.

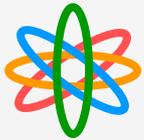
What would this mean?



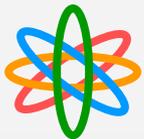
PERSONAL: We would mutually unpack our own racist (sexist, classist, etc.) assumptions when encountered.



INTERPERSONAL: We would invite challenging analysis of interactions that may imbued with racism, sexism, etc.



INSTITUTIONAL: We would automatically ask about the consequences of privilege and oppression in any policy discussion.

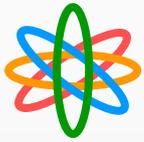


CULTURAL: We would establish a new “normal” for the community, by openly challenging oppression and actively working to eliminate root causes.

Why We Must Tackle Racism, Classism, Sexism Explicitly: Two Arguments and a Challenge

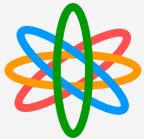
The Challenge

To tackle modern forms of oppression explicitly, we must find ways to make conversations about race, class, and gender “tolerable” to people who experience oppression daily AND to people who have no awareness that such oppression occurs.



Non-target group members, when made aware of the oppression of target group members, often feel an urgent need to gain immunity from participation in it.

If they fail to gain this immunity, their next action is often to leave the conversation.



Target group members view dialogue as painful and pointless, after seeing the failure of non-target group members to grasp the truth of their experience.

If this is not reversed, they will understandably abstain from any effort by the organization to change practice.

**Embracing Community:
Applying, not Incorporating,
Health Equity**

The Conundrum of Community

- Neighborhoods are commonly ways in which we see racism operate in today's society
 - Elective/Selective segregation
 - Class hierarchies/tax base
- Unanticipated negative consequences:
 - Community as “othering”
 - Community as problematizing
 - “No decisions about us without us”

***“Don’t nobody
bring me, no
bad news”***





- Community as resilience
- Community as solidarity
- Community as power

Polling Questions

(Strongly Disagree/Disagree/Agree/Strongly Agree.

Working With Communities:

The organization routinely considers ways to involve marginalized groups in setting priorities or conducting research.

Polling Questions

(Strongly Disagree/Disagree/Agree/Strongly Agree.)

Working With Communities

The organization works with neighborhood and community groups but does not assist them in mobilizing for action.

The Opportunity of Community

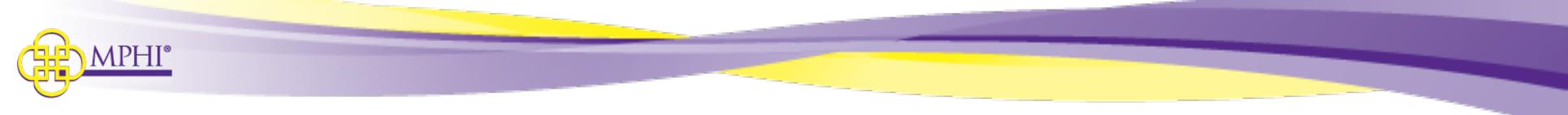
- Community is defined more by relationship than radius
- Community is defined more by values than locale
- Community is defined more by affinities than vicinities

The Narrative we weave...

Changing the Narrative: Questioning the Questions

(“Have you stopped beating your wife?!”)

Option A	Option B
What interventions can address health disparities?	What generates health inequity in the first place?
What social programs and services are necessary to address health inequity?	What types of social change is necessary to confront health inequity?
How can individuals protect themselves against health problems?	What kind of collective action is necessary to confront health inequity?
How can we promote healthy behavior ?	How can we democratize land use policies to ensure healthy spaces and places?
How do we treat the consequences of health inequity?	How do we act on root causes of inequality to meet human need?



Understanding the Relationships of Power



Concepts of Community Organizing

- Power
 - the ability to make something happen
- Relationship Building
 - One on Ones
 - Public relationships
- Leadership Development
 - More people = more power
- Winning
 - Results in positive, concrete change in people's lives

A [Health] Equity Lens

- Seeks out what is unfair in order to reverse or avoid it
 - **POWER**
- Aspires to apply justice in serving women and families
 - **RELATIONSHIP**
- Recognizes the impact of social resources on the care and behavior of women and families
 - **LEADERSHIP DEVELOPMENT**
- Identifies and facilitates social opportunities for women and families to readily/easily attain well-being
 - **WINNING**

I have the audacity to believe that peoples everywhere can have three meals a day for their bodies, education and culture of their minds, and dignity, equality, and freedom for their spirits. I believe that what self-centered men have torn down, men other-centered can build up.

Martin Luther King, Jr.

Norway, 1964

Polling Questions

(Strongly Disagree/ Disagree/ Agree/ Strongly Agree.

Building Alliances and Coalitions

The organization has relationships with groups dealing with human rights, civil rights, or social advocacy, but no formal partnerships or collaboration with such groups.

In Community & With Community

(Dialogue to Battle The Continuing Legacy of Racism...)



Intent versus Impact



Both / And Thinking



Unconscious / Implicit Bias



Incidental vs Contextual

**Institutional
Racism**

Class Oppression

**Gender
Discrimination
and Exploitation**

Polling Questions

(Strongly Disagree/ Disagree/ Agree/ Strongly Agree.

Public Policy Development and Analysis

The organization regularly incorporates information on the social conditions that create health/racial inequity in its policy development and analysis.

Polling Questions

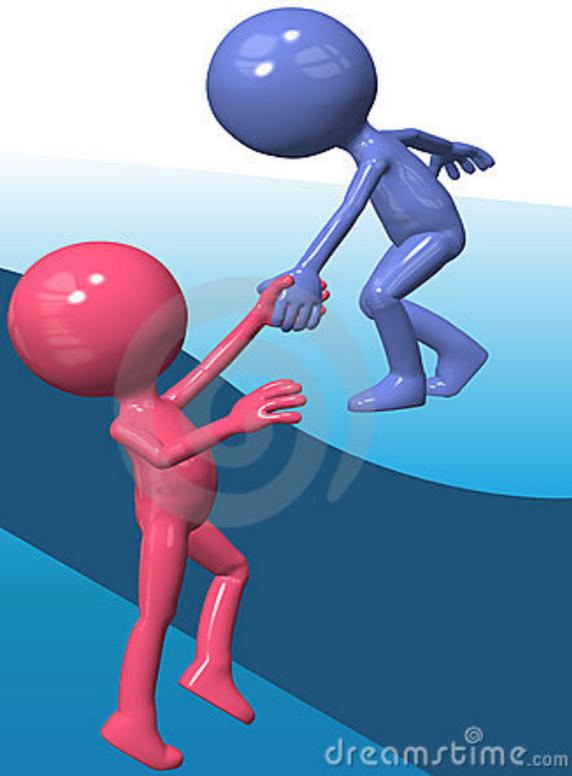
(Strongly Disagree/ Disagree/ Agree/ Strongly Agree.

Communications Strategy and Public Education

The organization has devoted time and resources to create greater public awareness of the connection between social justice and health/well-being, but has not institutionalized this as part of its public information protocol.

“Be not weary in well-doing, for in due season you will reap if you faint not!”

The Apostle Paul





“If you want to build a ship, don't drum up people to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea.”

Antoine de Saint-Exupery



RACIAL EQUITY WEBINAR SERIES

From Alienation to Allies: Finding
Common Ground across Rural and
Urban Wisconsin

Presented by

Cathy Kramer, Director of the Morgridge Center for Public Service and a Professor in the Department of Political Science at the University of Wisconsin-Madison

Monday, September 25
12 p.m. (CST)



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