Creating Healthy & Equitable Communities: 
A New Social Compact for Health

Georges C. Benjamin, MD, MACP, FACEP (E), FNAPA
Executive Director
American Public Health Association

MaryBeth Kurland, CAE
Chief Executive Officer
Commission for Case Manager Certification
Agenda

- Welcome and Introductions:
  - MaryBeth Kurland, CAE
    CEO, Commission for Case Manager Certification

- Presentation:
  - Georges C. Benjamin, MD, MACP, FACEP (E), FNAPA
    Executive Director, American Public Health Association

- Question and Answer Session
After the webinar, participants will be able to:

- Describe social determinants of health and their impact on health
- Assess community societal resources and apply them for particularly vulnerable clients
- Utilize advocacy skills to empower and enhance the wellbeing of clients and communities impacted by COVID-19
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Social Justice Statement

Our profession is rooted in the ideal that we serve and advocate for our clients regardless of race, ethnicity, religion, age, gender, sexual orientation, national origin, marital status, or disability. As an organization, we strive to strengthen and empower board-certified case managers and board-certified disability management specialists to exhibit these ideals in their professional lives. Social justice is woven into key elements of the Code of Professional Conduct for Case Managers and the CDMS Code of Professional Conduct, specifically the emphasis on the dignity and worth of each individual and consistently high standards for integrity, fidelity, and objectivity.

The Commission for Case Manager Certification expresses not only our support for, but also actively commits to fairness, equity, equality, and social justice.
CCMC Commits to:

- Condemn conduct involving discrimination because of race, ethnicity, religion, age, gender, sexual orientation, national origin, marital status, or disability;
- Celebrate the unique attributes of all case managers and disability management specialists;
- Value and seek diversity and inclusion within the case management and disability management professions;
- Promote an inclusive environment that encourages involvement, innovation, and expanded access to leadership opportunities that maximize engagement across all groups within the framework of the certification criteria;
- Leverage the unique characteristics, perspectives and contributions of a diverse case management and disability management population, including, but not limited to, age, appearance, disability, ethnicity, gender, geographic location, nationality, professional level or practice setting, race, religion, and sexual orientation;
- Highlight diversity to collectively and effectively provide for opportunities to improve the health and welfare for clients who receive case management and disability management interventions; and
- Advocate for efforts to end systemic racism and affirm the inherent dignity and value of every individual.
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I have no financial disclosures or conflicts of interest with today’s presented information.
Where justice is denied, where poverty is enforced, where ignorance prevails, and where any one class is made to feel that society is an organized conspiracy to oppress, rob and degrade them, neither persons nor property will be safe.

(Frederick Douglass)
“Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.”

Braveman, P.A., et,al. , What is Health Equity, RWJF, June 2017
Health Inequities Arise By

1. Differences in access to acute & chronic care
2. Differences in the “quality” of care received
3. Individual behavioral differences in approach to health or health care
4. Differences in social, political, economic, or environmental exposures (Includes racism & other forms of discrimination)
Differences In How Long & How Well We Live Live
WASHINGTON, D.C.

Short Distances to Large Gaps in Health

Follow the discussion
#CloseHealthGaps

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Zip Code Determines Access To

- High-quality schools
- Job opportunities
- Healthy housing
- Nutritious food
- Safe communities
- Green space
- Toxic exposures
- Quality healthcare
- Good public transit
- Social cohesion
- Social capital
- Life expectancy differs by two years.
- 97 percent white
- Healthiest Communities scores more than 20 points apart
- The people in Mason County are not making more unhealthy choices
- Putnam County has better schools, a stronger economy & spends more on public safety
Delmar Blvd. Divide in St. Louis, Mo
Blacks More Likely to Have Heart Disease or Cancer
HEALTHCARE IS A HUMAN RIGHT
Health Is About Risky Behavior

Tobacco: Leading Preventable Cause of Death
Health Is About Equitable Access To Affordable Nutritious Foods
EMPTY... BUT AT LEAST MOMMA’S SAVIN’ A CLEAN PEE SAMPLE...
Health Is About What & How Much We Eat: The Tale Of One Soda

- 17 teaspoons of sugar
- 250 calories
- 4 hrs bicycling to compensate

Many potential solutions
- Consumer education – Product & menu labeling
- Reduce consumption & portion size reduction
- Increase food choices where food is served
- Reduce access in vending machines
  - Increase healthier products water, juices, etc.
- Fiscal incentives
  - Junk food taxes
Health Is About Ensuring Safe Food
Clean Water
And..........Unsafe Water
Health Is About Critical Infrastructure

I 35W Minnesota Bridge Collapse, 2007
Poor Air Quality
Health Is About Climate Change

- It’s here today
- It’s man made
- It’s affecting our health now
Impact of Climate Change on Human Health

- Injuries, fatalities, mental health impacts
- Asthma, cardiovascular disease
- Heat-related illness and death, cardiovascular failure
- Malaria, dengue, encephalitis, hantavirus, Rift Valley fever, Lyme disease, chikungunya, West Nile virus
- Forced migration, civil conflict, mental health impacts
- Respiratory allergies, asthma
- Extreme heat
- Changes in vector ecology
- Malnutrition, diarrheal disease
- Severe weather
- Air pollution
- Increasing allergens
- Water and food supply impacts
- Water quality impacts
- Cholera, cryptosporidiosis, campylobacter, leptospirosis, harmful algal blooms
- Rising CO2 levels
Health Is About Where We Dump Our Trash

Separate toxins from residential locations
Identify & remediate risky waste sites
Health Is About How We Plan & Build Communities
Shift from a model that moves cars to an active transportation model that moves people with health as a co-benefit
Health Is About Places To Play: Addressing Sedentary Lifestyles

• Better school performance
• Better mental health
• Better physical fitness
Access To Broadband Matters

Essential for
- Education
- Work
- Communication

Broadband deserts are a significant problem
A Mom’s Education, A Baby’s Chances of Survival

Babies born to mothers who did not finish high school are nearly twice as likely to die before their first birthdays as babies born to college graduates.

Prepared for the Robert Wood Johnson Foundation by the Center on Social Disparities in Health at the University of California, San Francisco.
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www.commissiononhealth.org
I AM A WELL-ARMED TEACHER, THANK YOU!
Health Is About External & Internal Stressors
racism

stereotype

race

discrimination

prejudice

intolerance

bias

society

skin color

slavery

human rights

apartheid

narrow-minded

social stratification

history

equality

religion
PLEASE SON, IF STOPPED BY POLICE, KEEP HANDS VISIBLE ON THE STEERING WHEEL AND COOPERATE...

OK ???
Health Is About Equitable Access To Quality, Affordable Housing
Homelessness Is A Social Determinant of Health

- Poor health is a cause of homelessness
- 14% in homeless health programs are kids
- Homeless 3 - 6 times more likely to be sick
- 3 - 4 times more likely to die prematurely
- High percent without health insurance
And Income Inequality
Health Is About Broad Community Capacity

- Safe
- Violence free
- Parks/open space
- Walkable
- Bikeable
The Need for A New Social Compact
COVID-19/NOVEL CORONAVIRUS

USA: 7,221,278 million cases & 206,693 deaths

9/30/2020 Johns Hopkins COVID-19 tracking

Great Pandemic of 2019 - 2020

- Non-Hispanic American Indian or Alaska Native: 221.2 per 100,000 population
- Non-Hispanic Black: 178.1
- Hispanic or Latino: 160.7
- Non-Hispanic Asian or Pacific Islander: 48.4
- Non-Hispanic White: 40.1

Race and Ethnicity
COVID-19/NOVEL CORONAVIRUS

Reasons For Disparities

• Exposure
  – Public facing occupations
  – Delayed sheltering in place

• Susceptibility
  – Prevalence of chronic disease

• Social determinates
  – Lack of paid sick leave
  – Poverty
  – Housing situation
A New Social Compact

An implicit agreement among the members of a society to cooperate for societal benefits, this may involve sacrificing some individual freedoms for the good of the entire population.
“We value all people equally. We optimize the conditions in which people are born, grow, live, work, learn and age. We work with other sectors to address the factors that influence health, including employment, housing, education, health care, public safety and food access. We name racism as a force in determining how these social determinants are distributed.”

APHA Core Value
Equality

The assumption is that everyone benefits from the same supports. This is equal treatment.

Equity

Everyone gets the supports they need (this is the concept of “affirmative action”), thus producing equity.

Justice

All 3 can see the game without supports or accommodations because the cause(s) of the inequity was addressed. The systemic barrier has been removed.
The New Social Compact

- Racism, discrimination & privilege
- Universal health coverage
- Affordable housing policy
- Criminal justice reform
- Enforce & strengthen environmental laws
- Strengthen public education
- Living wage
Creating A New Social Compact

• Build a grassroots advocacy base
  – Led by local leaders
  – Build trust with personal bonds
  – Put people out front with lived experiences
  – Engage the next generation

• Use multiple strategies tailored to local needs
• Engage the business sector as a economic issue
• Change hearts & minds in the vast middle
• Be ferocious, today’s policy environment is hostile
About APHA

APHA is a global community of public health professionals and the collective voice for the health of the public. APHA is the only organization that combines 140 years of perspective, a broad-based constituency and the ability to influence federal policy to advocate for and improve the public’s health.

- Founded – April 18, 1872
- 501C(3) & Nonpartisan
- Over 50,000 individual & affiliate members
Question and Answer Session

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Thank you!

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