Promoting Health Equity and Community Resilience Through Primary Prevention

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November 13, 2018
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People’s health is strongly influenced by the overall life odds of the neighborhood where they live. Indeed, place matters. In many low-income urban and rural communities, whole populations are consigned to shortened, sicker lives.”

Factors that influence health

- **40%** Social & Economic Factors
- **30%** Behaviors
- **20%** Clinical Care
- **10%** Physical Environment

Source: County Health Rankings
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
Prevention

A systematic process that reduces the frequency and/or severity of illness or injury.

Primary Prevention

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 Physical Activity
- Childhood Immunizations
- Motorcycle and Bicycle Helmet Laws
What are we trying to prevent?

What message do we send to youth when we focus most on tertiary prevention?
Core Elements of Community Initiatives to Advance Health, Safety, and Wellbeing

Youth & Community Leadership

Community Determinants

People

Equitable Opportunity

Place

Education

Housing

Transportation

Economic Development

Multisector Support
Community Determinants

**People**
- Social networks & trust
- Participation & willingness to act for the common good
- Norms & culture

**Equitable Opportunity**
- Education
- Living wages & local wealth/assets

**Place**
- What’s sold & how it’s promoted
- Look, feel, & safety
- Housing
- Parks & open space
- Air, water & soil
- Getting around
- Arts & cultural expression
Displacement isn’t only about other people pushing me out of my community.

It’s also in the messages that tell me that success is getting out.

And what I need to hear is that success is staying here and changing my community.

- Baruch Campos, Together for Brothers
Community participation, when it’s real, is your main investment in accountability. It’s your main investment in sustainability… community participation is when, truly, you involve people in creating a mechanism for themselves to define change.

- America Bracho, Executive Director
Latino Health Access
Multisector Support

- Education
- Housing
- Economic Development
- Transportation
We each have a role