



# Promoting Health Equity and Community Resilience Through Primary Prevention

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ZIP CODE  
**90002**

Life Expectancy

**72**

ZIP CODE  
**94301**

Life Expectancy

**86**

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





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

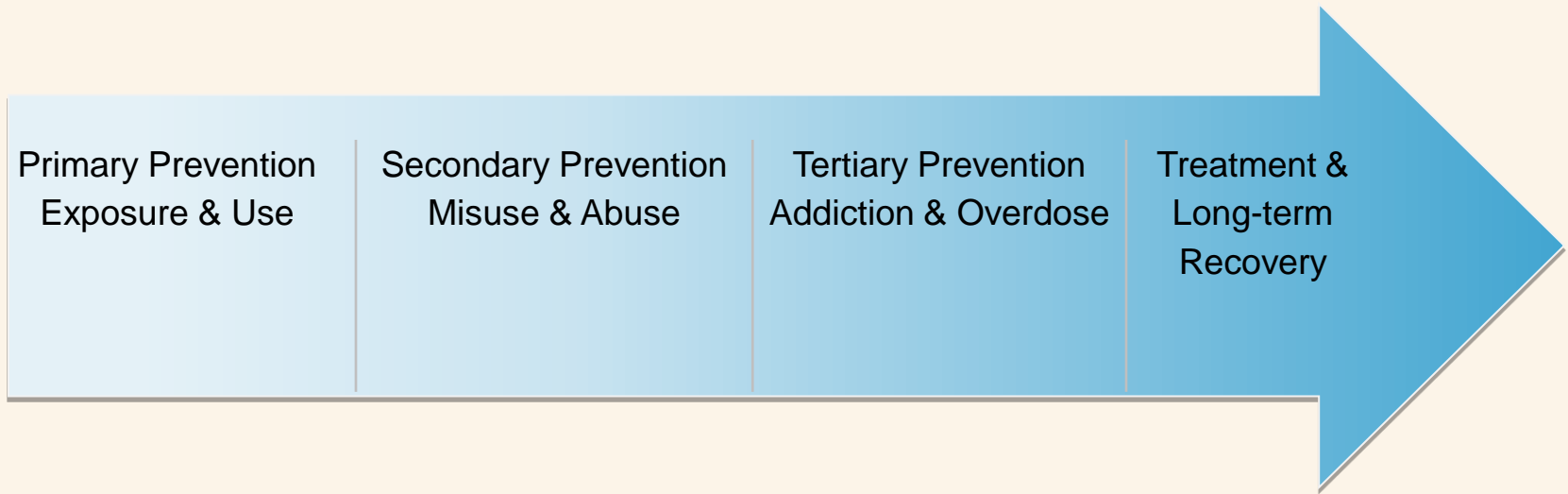
Promotes healthy environments and behaviors to prevent problems from occurring before the onset of symptoms.

# Prevention Works

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- 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

# Substance abuse trajectory of prevention



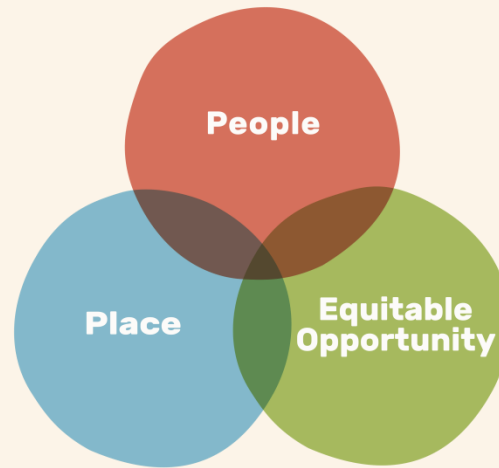
- *What are we trying to prevent?*
- *What message do we send to youth when we focus most on tertiary prevention?*



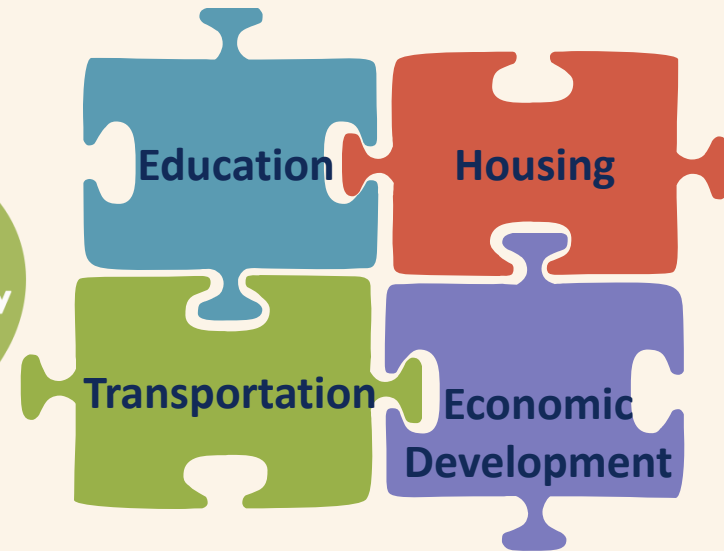
# Core Elements of Community Initiatives to Advance Health, Safety, and Wellbeing



Youth & Community Leadership



Community Determinants



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

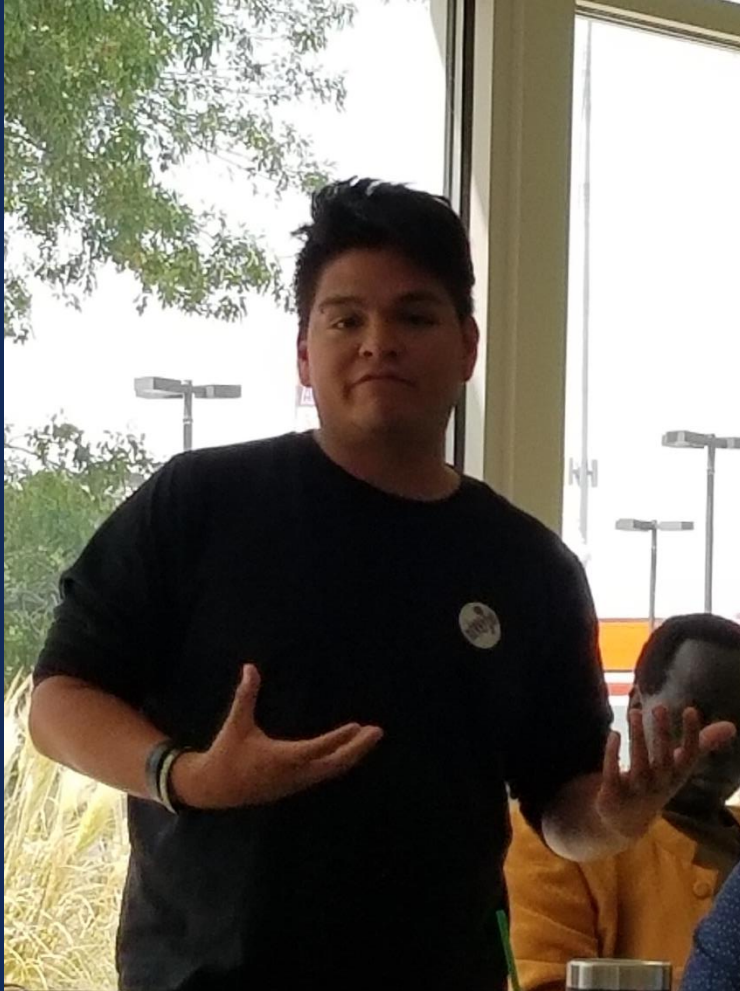


Getting  
around



Arts & cultural  
expression

# Youth & Community Leadership



*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

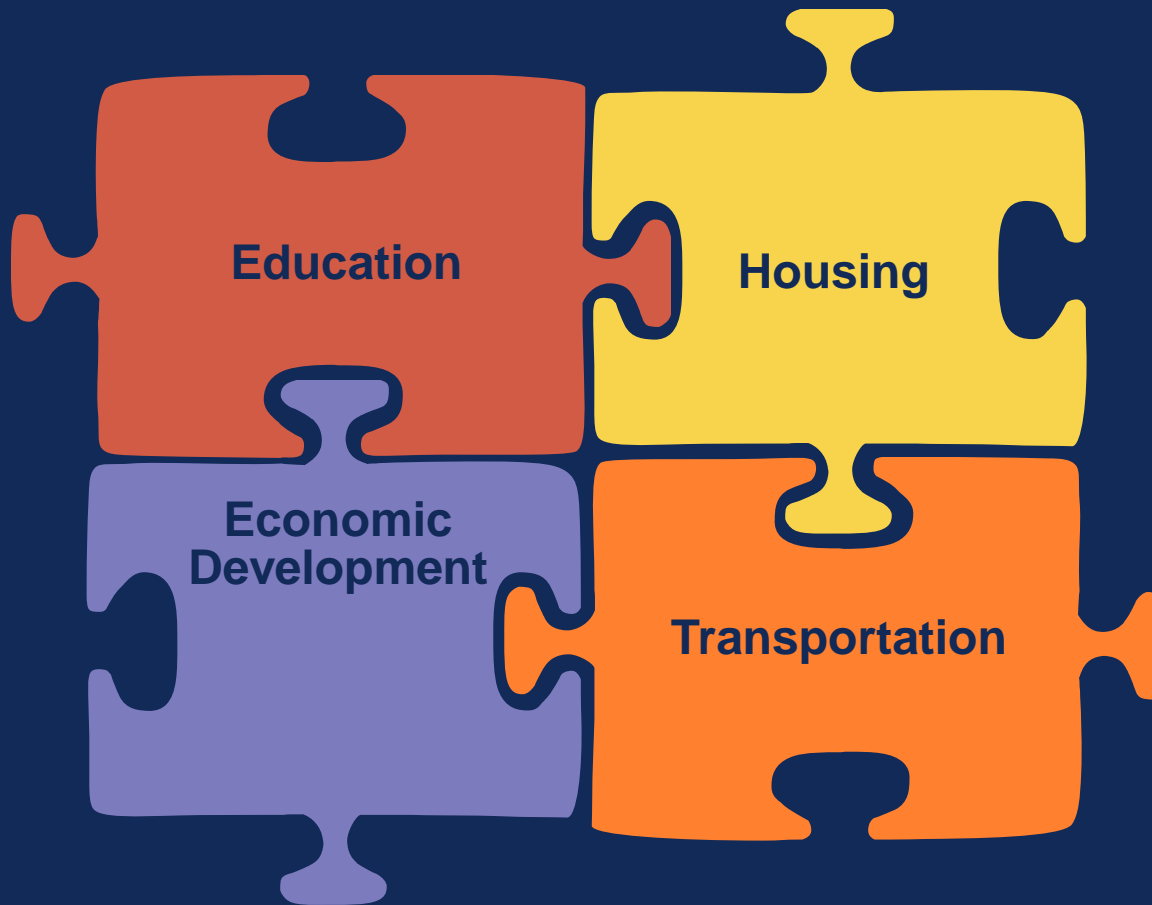


Community participation, when it's real, is your main investment in accountability. It's your main investment in sustainability... community participation is when, truly, you involve people in creating a mechanism for themselves to define change.

- America Bracho, Executive Director  
Latino Health Access



# Multisector Support





Economics



Childcare



Medical Care



Jobs



Healthy Food



We each have a role



Clean Air



Parks and Activities



Policy Makers



Education



Housing



Criminal Justice



Neighborhoods



Residents



Transportation

