HOW TO: WEBINAR SERIES
MISSION

We make healthy choices possible for all Minnesotans. By tackling the leading causes of preventable disease—commercial tobacco use, physical inactivity and unhealthy eating—we advance health equity to transform communities and create a healthier state.
WHAT WE DO

Invest in initiatives that drive policy, systems and environmental change

Support community leadership and capacity and use our influence to advance community health

Build networks of support and connect changemakers

Leverage communications and evaluation to improve practice

Invest, innovate, and capacity build to improve the health of Minnesota communities.
HOW WE DO IT
Policy, Systems, and Environmental Change

**POLICY**
Policy interventions are laws, ordinances, resolutions, mandates, regulations or rules (both formal and informal).

**SYSTEMS**
Systems interventions are changes that impact the rules of an organization, institution or system.

**ENVIRONMENTAL**
Environmental interventions involve changes to the physical environment.
COMMUNITY-LED HEALTH IN ALL POLICIES

THE BASICS

• Funding eight organizations, totally $1M annually
• Advancing health equity across sectors
• Driving HiAP by supporting leadership from and organizing communities most impacted
• Targeting institutional decision-making and systems changes in a variety of sectors that impact health
HEALTH IN ALL POLICIES
## HIAP FUNDED COMMUNITIES

<table>
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<tr>
<th>Organization</th>
<th>Partners</th>
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<tr>
<td><strong>THE ALLIANCE</strong></td>
<td>Metropolitan Council and Cities along SW LRT</td>
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<tr>
<td><strong>ASIAN ECONOMIC DEVELOPMENT ASSOCIATION (AEDA)</strong></td>
<td>City of St. Paul</td>
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<td><strong>HOPE COMMUNITY</strong></td>
<td>Minneapolis Parks and Rec Board</td>
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<td><strong>ISAIAH</strong></td>
<td>Cities in Greater MN: Willmar, Northfield, St. Cloud</td>
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<td><strong>NEXUS COMMUNITY PARTNERS</strong></td>
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<td><strong>VOICES FOR RACIAL JUSTICE</strong></td>
<td>Cities in Greater MN: Bemidji, Duluth, Worthington</td>
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<td><strong>ZEITGEIST CENTER FOR ARTS &amp; CULTURE</strong></td>
<td>City of Duluth and Health systems</td>
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<tr>
<td><strong>HMONG AMERICAN FARMERS ASSOCIATION</strong></td>
<td>HealthEast, Metro State University</td>
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EVALUATION

Success defined by projects

• Minnesota HIAP community-led
• Evaluation approach
  – Developmental evaluation
  – Utilization focus evaluation
• Funded communities involved in evaluation design
  – Organizations defining success
  – Evaluation questions
ACTIVATING COMMUNITY LEADERSHIP

5 STEPS TO ACTIVATING COMMUNITY LEADERSHIP

Community leaders, partners and funded communities share their wisdom on what it takes to build authentic, powerful, prepared and activated community leaders for work to achieve HIAP.

STEP 1: INVITE INITIAL INVOLVEMENT
- Create a welcoming space
- Meet people where they are and honor their motivation
- Present many doors to one – multiple opportunities
- Offer support/resources that create barriers to participate

STEP 2: KEEP PEOPLE INVOLVED
- Create an accountable, accessible organizational culture & structure
- Invest in individuals
- Have community drive the process
- Counter potential barriers to participation, e.g., compensation
- Pay attention & offer new opportunities to grow
- Have FUN, use cultural arts

Throughout all steps, build power to support leaders and draw on strengths of different cultural approaches to leadership.

STEP 3: BUILD SKILLS
CRITICAL CONSCIOUSNESS VIA GROUP EXPERIENCE
- Co-create powerful tools and data
- Do research together
- Peer learning on how policy change happens
- Opportunities to reflect and learn
- Working in concert so no one is alone

OPPORTUNITIES TO:
- Attend formal training
- Move into jobs combining work and education
- Experiential learning
- Be well prepared to lead, e.g., testify at city hall
- Draw on existing skills and leadership

PATH TO DECISION-MAKING

STEP 4: MOVE LEADERS INTO DEEPER ROLES
- Intentionally plan to move

STEP 5: PRACTICE WHAT YOU’VE LEARNED
- Apply the skills and knowledge gained
HEALING JUSTICE

• Address healing justice before advocacy
• Self-care, recharge and storytelling practices
• Healing build understanding and connections = power
BUILDING POWER COLLECTIVELY

CONNECT AND CONVENE
- Welcome people of color and community organizations into collaborations
- Plan events so community voices are dominant
- Ensure community has agency at decision-maker events
- Integrate arts and culture into all convenings
- Connect community leaders into advisory boards and long-standing committees

VALUE CULTURE AND LOCAL KNOWLEDGE
- Open up to transformational thinking
- Prioritize solutions grounded in community and place
- Reclaim cultural and locally-informed tools and practices
- Use collective model of cohorts over individualistic cultural framework
- Draw on the power of story

BUILD POWER TOGETHER
- Recognize actions that build power, such as convening and breaking bread together
- Take time to invest in other GIS, especially those of educators and parents
BUILD DECISION MAKING CAPACITY

BUILDING DECISION-MAKER CAPACITY

PROVIDE OPPORTUNITIES TO ACT
- Share a menu of ideas on how to get started
- Provide concrete ideas for actions that will be a “win-win” for decision-makers
- Push gently, or sometimes pull harder, to move beyond “easy” initial wins-shift away from non-impactful “feel good” work
- Build a cohort of decision-makers who can share ideas for equity action

RECOGNIZE THE HARMs OF RACISM
- Deepen understanding of structural racism, historical and ongoing
- Engage in challenging conversations
- White people hold white people accountable
- Build long-term relationships from the start that work to act against racism

INVEST IN HEALING FROM RACISM
- Recognize the personal cost of the work
- Make time for healing
- Foster meaningful interactions
- Apply somatic training and experiences
- Value and seek cross-cultural knowledge
TRANSFORMATION FOR RACIAL JUSTICE

SPEAK BOLDLY ON RACIAL INJUSTICE
- Use power of storytelling from diverse perspectives
- Name white supremacy and structural racism
- White people hold white people accountable
- Educate on historical origins and transgressions
- Hold space for brave conversations on race

BUILD HEALING JUSTICE
- Develop deep relational and caring ties with community to build base.
- Prioritize time and space to explore and apply healing justice
- Create space for dialogue so that people can hear with compassion
- Build intersectional teams

TRANSFORM DECISION-MAKING
- Create a timeline that allows authentic engagement, not false urgency
- Don’t move forward without community at the table

TRANSFORM INSTITUTIONS
- Change institutional practices and protocols
- Apply body-based somatic approach to support racial dialogue and healing throughout institutions
VOICES FOR RACIAL JUSTICE
OUR OUTCOMES

**PROCESS**
- Ability to recognize and address white supremacy
- Expanded decision-maker capacity for equity
- Community voices integrated into decision-making
- Increased candidates from underrepresented communities
- Increased ability to dialogue on racial justice
- Community organizations placed in key roles in decision making bodies
- Decision-making capacity lasting beyond policy win
- Racial equity leadership development with staff

**POLICY**
- Municipal ID policy passed
- Inclusionary housing policies in cities throughout Metro
- Human Rights
- Commissions budgeted and activated as champions
- Community Needs Assessment officially incorporates equity as core principle
- City planning officially incorporates equity language and criteria for decision-making
- Food pantry adopts purchasing policy for fresh culturally relevant local produce
- Police department signs official community policing agreement

**PRACTICE**
- Health systems procure food from local farms
- Health system integrates food insecurity question into EHR
- University institutes equity criteria for vendor selection
- Sanctuary church and immigrant defense fund established
- City partnerships with community become established practice
- Head Start purchases produce from Hmong farms
- Artists integrated to educate on policy
- Park Board embraces inspirational culture within and without to implement
- Racial Equity Plan

**PLACE**
- Environmental justice initiative funded to create Green Zones
- Housing built that includes low income units
- Inclusionary housing along transportation corridors
- Capital investment process incorporates a new equity language and criteria for decision-making infusing resources into low-income areas
- Anchor institutions support place-based equity campaigns
MOVING FORWARD

Shaping the future

Outcomes and learnings influenced new Strategic plan

Created a strategic communications plan to share our findings

Lessons learned to inform our work moving forward
LESSONS LEARNED

A guide to evolve

- Prioritize community leadership
- Change funding structures
- Capacity building for all
- Being a leader among your peers
CONNECT WITH US

Sue Letourneau  
Sue.Letourneau@bluecrossmn.com

Ana Isabel Gabilondo-Scholz  
Analsabel.GabilondoScholz@bluecrossmn.com

Thank You