

Applying a Racial Equity Lens to our Prevention Work

Presented By:

Makani Themba

Higher Ground Change Strategies

Great Lakes PTTC

April 26, 2021

Brought To You By:



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January 2021

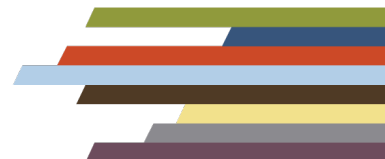
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



Thank You for Joining Us!

A few housekeeping items:

- If you are having technical issues, please individually message Kristina Spannbauer or Stephanie Behlman in the chat section and they will be happy to assist you.
- We will be using automated transcription during the webinar today
- Please put any questions for the speaker or comments in the Q & A section, also at the bottom of the screen. We will respond to questions during the presentation.

Thank You for Joining Us!

A few more housekeeping items:

- You will be directed to a link at the end of the presentation to a very short survey – we would really appreciate it if you could fill it out. It takes about 3 minutes.
- We are recording this session and it will be available on our website in a couple of weeks.
- Certificates of attendance will be sent out to all who attended the full session. They will take about 2 weeks.

A close-up photograph of several social media icons on white keyboard keys. The icons include Pinterest (red circle with white 'P'), Snapchat (yellow square with white ghost), Instagram (purple-to-orange gradient square with white camera outline), Facebook (blue square with white 'f'), and Twitter (blue bird silhouette).

Follow Us On Social Media!

Facebook and Twitter:

- @GreatLakesATTC
- @GMhttc
- @GLPTTC

Today's Trainer



Makani Themba
Higher Ground Change Strategies

GPRA Survey

Post-Event Survey URL:

<https://ttc-gpra.org/P?s=454902>



APPLYING A RACIAL EQUITY: LENS TO OUR WORK

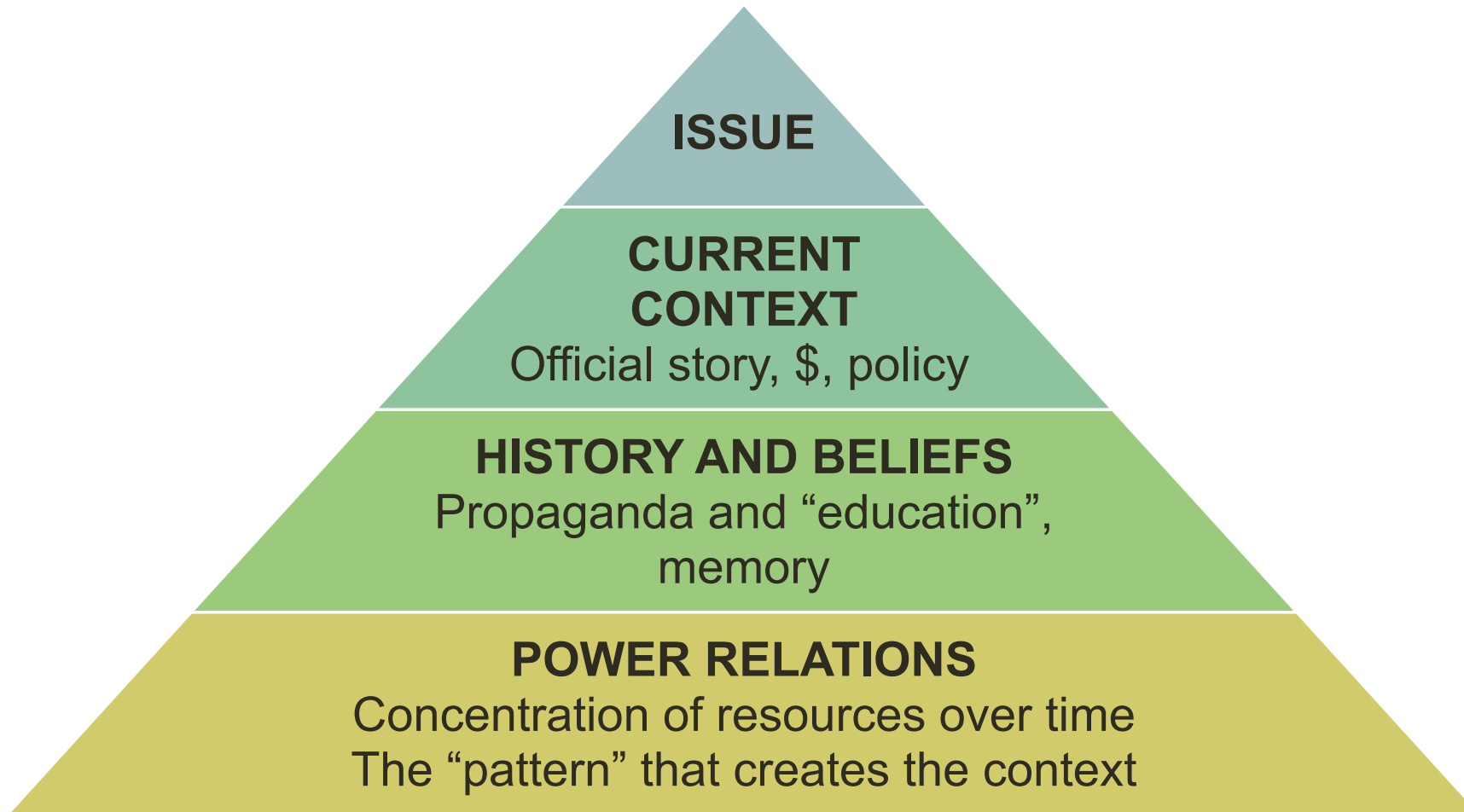
Higher Ground Change Strategies
April 2021



AGENDA

10:00 – 10:10 am	Opening/Welcome
10:10 – 10:15 am	“Arriving” and Checking in
10:15 – 10:35 am	Applying a Racial Equity Lens: Overview and Q&A
10:35 – 10:50 am	Adventures in Practice
10:50– 11:10 am	Applying the SPF in our Equity Work
11:10 – 11:25 am	Open Discussion and Q&A
11:25 – 11:30 am	Gratitude and Closing

ANATOMY OF AN ISSUE



COMING TO TERMS WITH HISTORY

What are examples of how our field has exacerbated inequities? Helped address them?

What can we do to be more aware and act with greater intention?



We stand in solidarity.

Racism is known threat to public health. Cornell Health stands with the Black community, and with all those who work to defend the right to political and social freedoms and equality.



WHAT MAKES AN EQUITY APPROACH DIFFERENT?

Traditional Approach

Single issue focus on individual behavior change and “cultural” context

Primary strategies: education and programmatic interventions by professionals targeting those affected

Funding to service providers and researchers

Support delivery is “vertical” and short term and static

Equity Approach

Multi-issue focus on policy and environmental change and how the context in which we work is shaped by racism, patriarchy, privilege, power...

Primary strategies: organizing, shaping the public conversation, changing policy and practice, building power of those affected

Investment in power building, structural change, advocacy and research to change power relations, redistribute resources and change the environment

“Circular” support: mutual, long term relationships; increasing community agency



WHY IS THIS APPROACH IMPORTANT TO EFFECTIVE PREVENTION?

Studies have consistently shown that increased capacity at the local level has resulted in a better policy environment for reducing risk, increasing public awareness and strengthening social and political infrastructure for prevention initiatives.

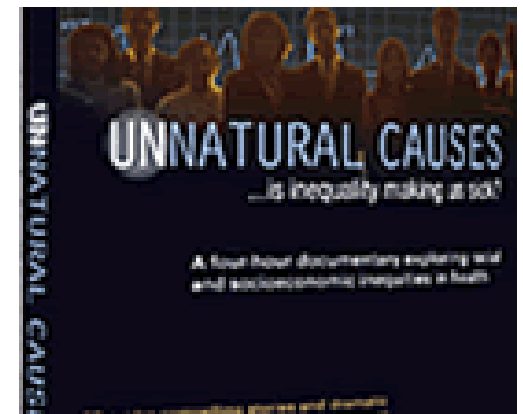
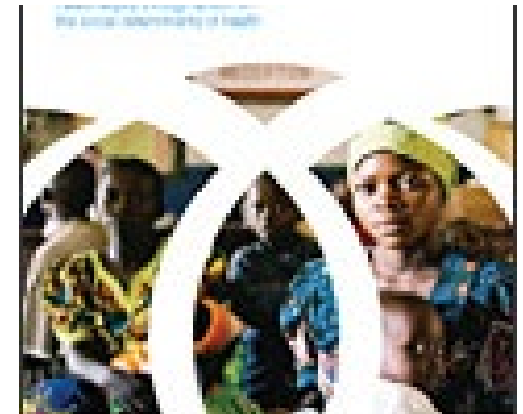
THE EVIDENCE IS OVERWHELMING THAT ENVIRONMENTS, POLICIES AND OTHER SOCIAL DETERMINANTS MATTER

Considering social determinants like housing, education, equality, employment and income, democratic participation and more...

Why are they unevenly distributed?



Commission on social determinants of health





If one thinks about racism by examining only one wire of the cage, or one form of disadvantage, it is difficult to understand how and why the bird is trapped. Only a large number of wires arranged in a specific way, and connected to one another, serve to enclose the bird and to ensure that it cannot escape.

— *Iris Marion Young* —

AZ QUOTES

WHEN WE SEE THE
WHOLE “CAGE”
WE FOLLOW THE
MONEY/CHANGE
THE RULES

Make actors visible

- Make the role of government and industry visible and finds ways to hold them accountable

Identify environmental factors

- Identify all 5Ps (Place, Product, Price, Promotion and Predatory)

Address inequities

- Address inequities in application, enforcement and allocation of resources

THE STRATEGIC PREVENTION FRAMEWORK



APPLYING AN EQUITY LENS TO THE STRATEGIC PREVENTION FRAMEWORK

- ❖ **Assessment:** How do we understand the problem?
- ❖ **Capacity:** What does capacity and “readiness” mean?
- ❖ **Planning:** How do you know what “works” and what to do?
- ❖ **Implementation:** Who is best to implement the project? How are power and equity addressed?
- ❖ **Evaluation:** What is success? How is it measured? Who controls the story?

TOOLS FOR APPLYING AN EQUITY LENS TO THE STRATEGIC PREVENTION FRAMEWORK

- ❖ **1:1s with community people and other listening tools**
- ❖ **Hire staff that looks like/comes from communities in which you're working**
- ❖ **Recognize and integrate community assets and skills into capacity plan. There is always someone with the skills**
- ❖ **Develop formal advisory boards and partnerships**
- ❖ **Equitably compensate people for their time and involvement**
- ❖ **Identify measures of success in collaboration**
- ❖ **Develop communications strategies that center communities telling their own stories**



Makani Themba
Higher Ground Change Strategies
www.highergroundstrategies.net

THANK YOU!