

# The Role of Preventionists in Accelerating Health Equity and Communities of Wellbeing

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Prevention Institute

**Great Lakes PTTC and MHTTC**  
**May 13, 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.

The MHTTC Network uses affirming, respectful and recovery-oriented language in all activities. That language is:

STRENGTHS-BASED AND HOPEFUL

INCLUSIVE AND ACCEPTING OF DIVERSE CULTURES, GENDERS, PERSPECTIVES, AND EXPERIENCES

HEALING-CENTERED/ TRAUMA-RESPONSIVE

INVITING TO INDIVIDUALS PARTICIPATING IN THEIR OWN JOURNEYS

PERSON-FIRST AND FREE OF LABELS

NON-JUDGMENTAL AND AVOIDING ASSUMPTIONS

RESPECTFUL, CLEAR AND UNDERSTANDABLE

CONSISTENT WITH OUR ACTIONS, POLICIES, AND PRODUCTS

Adapted from: [https://mhcc.org.au/wp-content/uploads/2019/08/Recovery-Oriented-Language-Guide\\_2019ed\\_v1\\_20190809-Web.pdf](https://mhcc.org.au/wp-content/uploads/2019/08/Recovery-Oriented-Language-Guide_2019ed_v1_20190809-Web.pdf)



# 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.
- 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.
- We will be using automated transcriptions for today's webinar.

# Thank You for Joining Us!

A few more housekeeping items:

- You will be sent a link after 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 icon), Facebook (blue square with white 'f'), and Twitter (blue bird silhouette).

## Follow Us On Social Media!

Facebook and Twitter:

- @GreatLakesATTC
- @GMhttc
- @GLPTTC

# Speaker Introductions



**Sheila Savannah, MA, Managing  
Director at Prevention Institute**

**Ruben Cantu, BA, Program Manager  
at Prevention Institute**





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# The Role of Preventionists in Accelerating Health Equity & Communities of Wellbeing

**Sheila B. Savannah, Managing Director**  
**Ruben Cantu, Program Manager**

**Great Lakes–HHS Region 5**  
**PTTC Network Conference**  
May 13, 2021

**PREVENTION**  
INSTITUTE

# PREVENTION INSTITUTE

Prevention Institute

# Cyrus C. Turner Family

Our Heritage is Our Health




Xenia, OH circa 1900



# The Cantu Family

Our Family is Our Health





“Health inequity is related both to a legacy of overt discriminatory actions on the part of government and the larger society, as well as to present day practices and policies of public and private institutions that continue to perpetuate a system of diminished opportunity for certain populations.”

*- A Time of Opportunity: Local Solutions to Reduce Inequities in Health and Safety*



# What are Community Trauma & Resilience?

*...and what do they  
look like in 2021?*





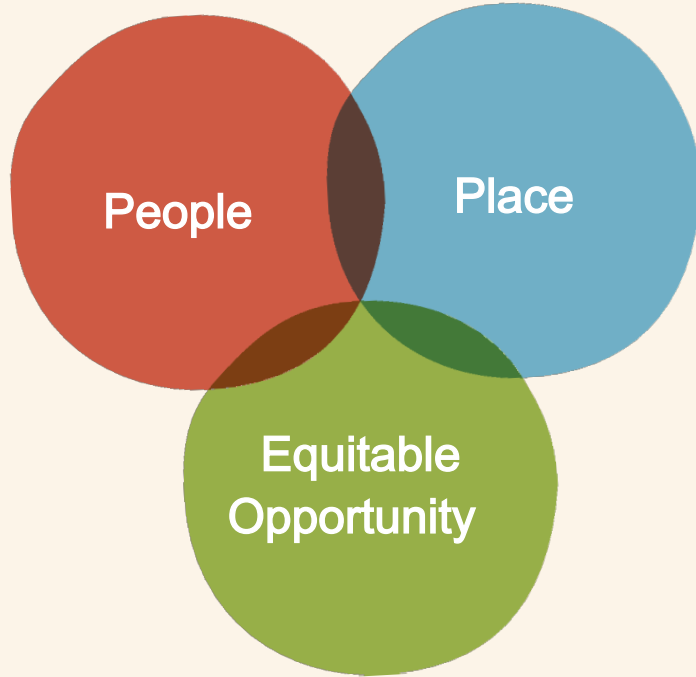
# THRIVE

Tool for  
Health and  
Resilience  
In Vulnerable  
Environments

Office of Minority Health  
Institutes of Medicine



# THRIVE



**Framework**  
A way of  
thinking  
upstream

**Tool**  
A way of  
moving  
upstream

A way to engage communities in dialogue

# THRIVE Factors

## People



Social networks  
& trust



Participation &  
willingness to act for  
the common good



Norms &  
culture

## Equitable Opportunity



Education



Living wages &  
local wealth

## Place



What's sold  
& how it's  
promoted



Look, feel,  
& safety



Housing



Parks &  
open space



Air, water  
& soil



Getting  
around



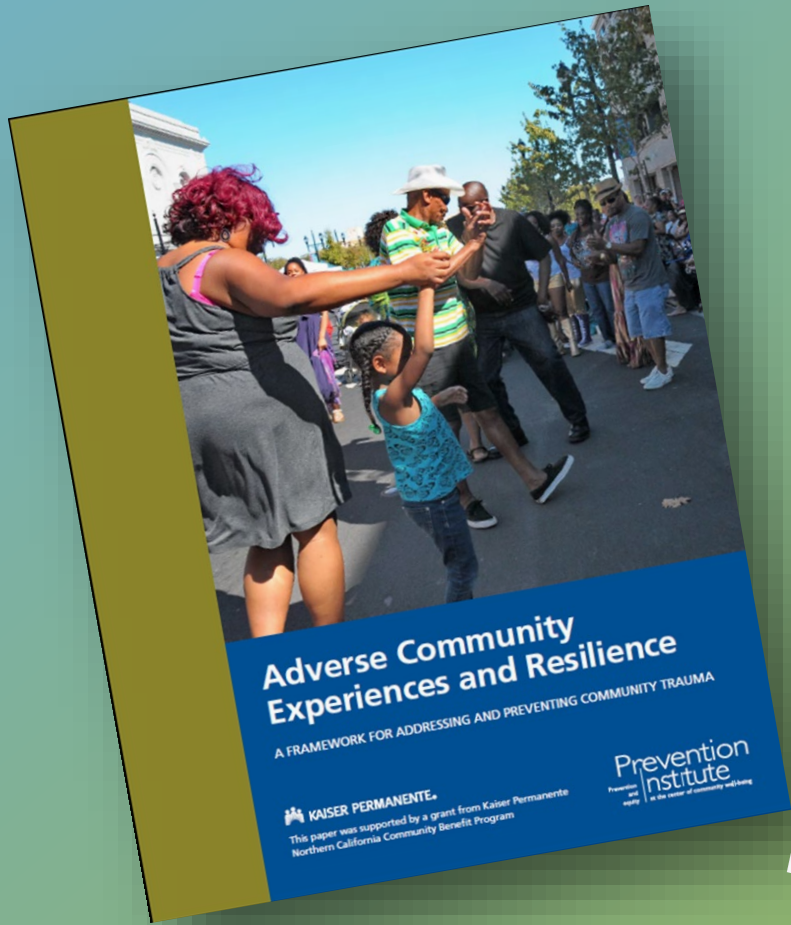
Arts & cultural  
expression

# Community Planning Forums

PLACE	LIVABILITY FACTORS		
	↓ VOTE HERE ↓	↓ VOTE HERE ↓	↓ VOTE HERE ↓
Walkability How safe and easy it is to walk	●●●●●	●●●●●	●●●●●
Land Use & Safety A mix of uses, including public, office, residential, and commercial	●●●●●	●●●●●	●●●●●
Public and Open Space Parks, plazas, and other public spaces	●●●●●	●●●●●	●●●●●
Connectivity How easy it is to get from one place to another by walking, biking, or public transit	●●●●●	●●●●●	●●●●●
Transit How easy it is to use public transit	●●●●●	●●●●●	●●●●●
Air, Water & Land Quality How clean the air, water, and land are	●●●●●	●●●●●	●●●●●
Arts and Culture How many arts and cultural activities there are	●●●●●	●●●●●	●●●●●
Property Maintenance How well the buildings and streets are maintained	●●●●●	●●●●●	●●●●●
Defined Communities How well the neighborhoods are defined	●●●●●	●●●●●	●●●●●
Public Places for All How many public places there are for all ages and abilities	●●●●●	●●●●●	●●●●●



Adapted by various groups across the country



# Adverse Community Experiences and Resilience

A FRAMEWORK FOR ADDRESSING AND PREVENTING COMMUNITY TRAUMA

**KAISER PERMANENTE.**

This paper was supported by a grant from Kaiser Permanente Northern California Community Benefit Program

**Prevention  
Institute**  
Prevention  
and  
equity | in the name of community well-being



**PREVENTION  
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# What? Why? How?

Answers to Frequently Asked Questions about the  
Adverse Community Experiences and Resilience Framework

Prevention Institute  
www.preventioninstitute.org | © December 2017

# Findings

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- There is growing understanding about trauma, particularly its prevalence and impact.
- Trauma is pervasive, and has a significant impact on development, health and well-being.
- Trauma-informed care is becoming a standard in a growing number of places
- The predominant approach to dealing with trauma is screening and treatment, consistent with an individual medical model.

# Findings

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- Trauma also manifests at the community level and is not just the aggregate of individuals in a neighborhood who have experienced trauma.
- There is an understanding that trauma serves as a barrier to effective solutions to promote health, safety and well-being.
- There are manifestations, or symptoms, of community-level trauma in the social-cultural, physical/built and economic environments.

# Community Trauma and Resilience

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- Trauma is the **impact** of experiences or situations that are painful – especially when experienced as life threatening .
- Community trauma is the impact of **chronic adversity across a community** .
- Community resilience is the ability/ capacity of a community to **adapt, recover and thrive** , even in the face of adversity.

# Structural Drivers: What's Driving the Harm?

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- Structural drivers are the **inequitable distribution** of power, money, and resources
- Structural drivers create the conditions that harm communities



# Focus on Community Environments

**Community Environments:** This figure depicts THRIVE's 12 community factors that shape health, mental wellbeing, safety and equity. They are organized in three clusters representing the community environment.



## People

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

## Equitable Opportunity

- Education
- Living wages & local wealth

## Place

- What's sold & how it's promoted
- Look, feel & safety
- Parks & open space
- Getting around
- Housing
- Air, water, soil
- Arts & cultural expression

# Symptoms of Community Trauma

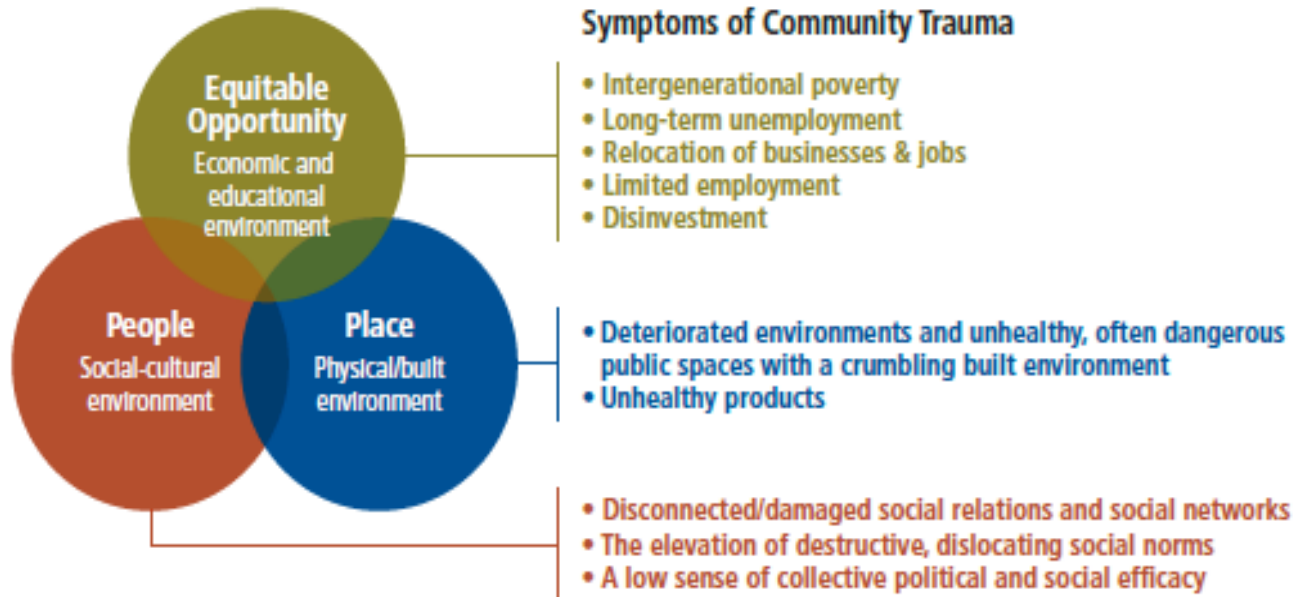


Figure 1 The Community Environment

# Symptoms of Community Trauma

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Community trauma symptoms are the manifestations of the impact of experiencing adversity (structural violence and/ or violence) across a community.

Examples include:

- damaged social networks
- high availability of unhealthy products
- a low sense of social and political efficacy
- deteriorated built environments
- intergenerational poverty



**Trauma gets in the way of us doing what we need to do. When it is chronic and not episodic, it is really damaging.**

-Susan Neufeld, Vice President, Resident Programs and Services, Bridge Housing



# Community Resilience

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- Community resilience is the ability/capacity of a community to adapt, recover and thrive, even in the face of adversity
- It's rooted in community factors, such as social networks and trust; willingness to act for the community good; living wages/local assets and wealth; healthy, equitable community design and infrastructure; and healthy products and services

# What do Community Trauma & Resilience look like?



*...and how, as preventionists do we find strengths to build on?*





Community Trauma & Resilience:  
**Use the chat function to  
identify risk &  
protective factors in the  
following pictures**





Florence, South Carolina





San Francisco, CA



Hospital workers by a tent to test for the coronavirus disease at the Brooklyn hospital center in Brooklyn, New York.  
Photograph: Andrew Kelly/Reuters



Photo by: Carole Blue, Houston, TX







Vox: The protests over George Floyd's death represent the collision of two public health crises steeped in structural racism: coronavirus and police violence.



*Stephen Ferry/VIEWpress via Getty Images*



People are unbelievably resilient —  
but traumatized people interacting  
with other traumatized people —a  
community can really run the risk of  
imploding.

Violence prevention practitioner ( *Adverse  
Community Experiences and Resilience: Preventing  
and Addressing Community Trauma* )





How do we  
encourage healing &  
accelerate equity?

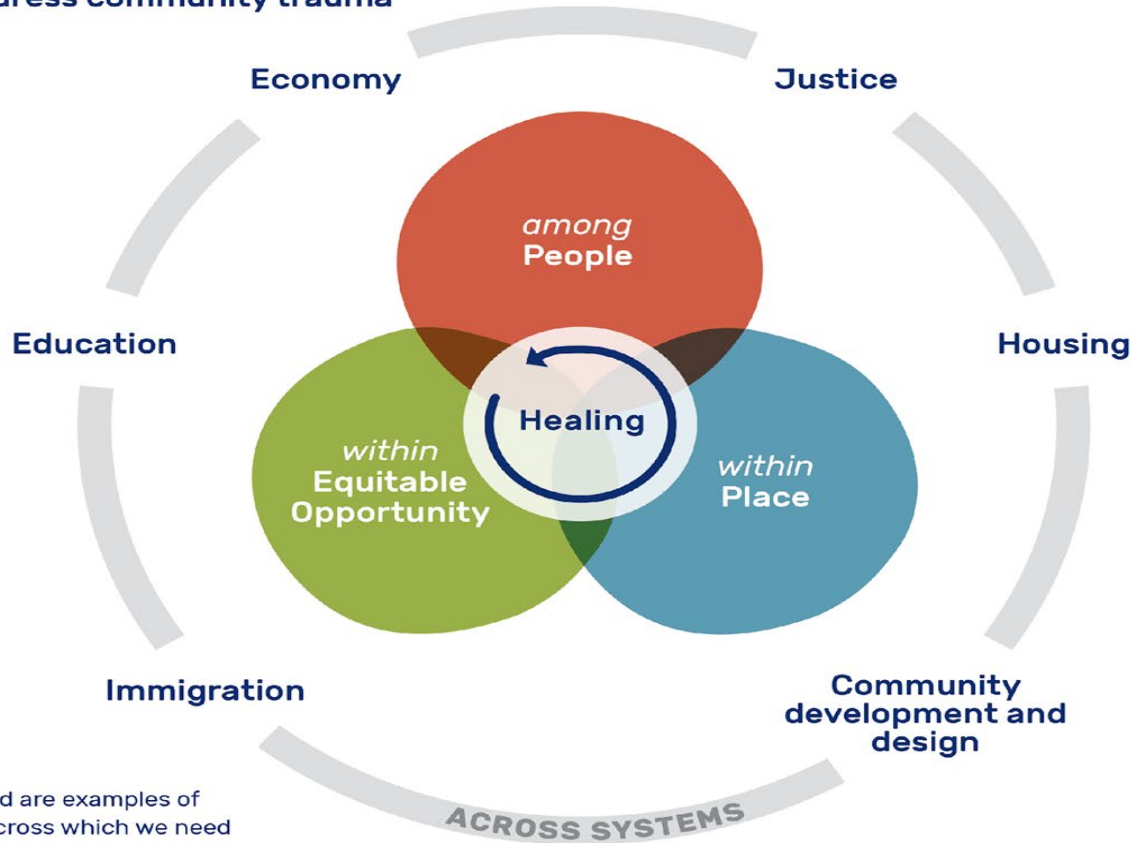
*...especially when structural drivers  
& adversity are pervasive?*





# ACE|R Strategies to Address Community Trauma

Strategies to address community trauma



Note: The systems listed are examples of the types of systems across which we need to work to address community trauma.



# Complementary Solutions



SAMHSA's Strategic Prevention Framework planning model to identify community needs (and strengths) and match programs and practices to local context

# Pillars of Wellbeing

The background image shows a serene landscape with several stacks of balanced rocks (cairns) in the foreground. The rocks are of various sizes and colors, including grey, brown, and tan. They are set in a field of tall green grass and some small purple flowers. In the background, there is a calm body of water, possibly a lake or a wide river, and distant mountains under a clear blue sky.

*Belonging/Connection*

*Safety*

*Trust*

*Dignity*

*Hope/Aspiration*

*Control of Destiny/Self*

*- Determination*

Image source: F Mira, Creative Commons



# Creatively Voicing Collective Emotion



St. Roch community: New Orleans, LA

# Community-Lead Action



San Diego, California

Young people identifying priorities and leading solutions



# Responsive Planning & Pivots



- Resilience Grows Here, Farmington Valley Health District, Canton, CT

# Investing in Natural Community Practices

Indigenous based healing and restorative justice, to address trauma at the community level.



*Kunstgras events*



*Photo: Choctaw Nation*

# Building Capacity to Help Self & Others





# Engaging in Place Making




Establishing **informal gathering places for networking, resource connection and support** that also strengthen life skills and community/civic opportunities

# Los Angeles: Park Equity







**To expect resilience  
without justice is simply to  
indifferently accept the  
status quo.**

**-Mona Hanna -Attisha**  
*Pediatrician in Flint, MI*

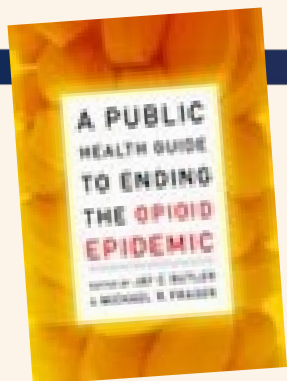




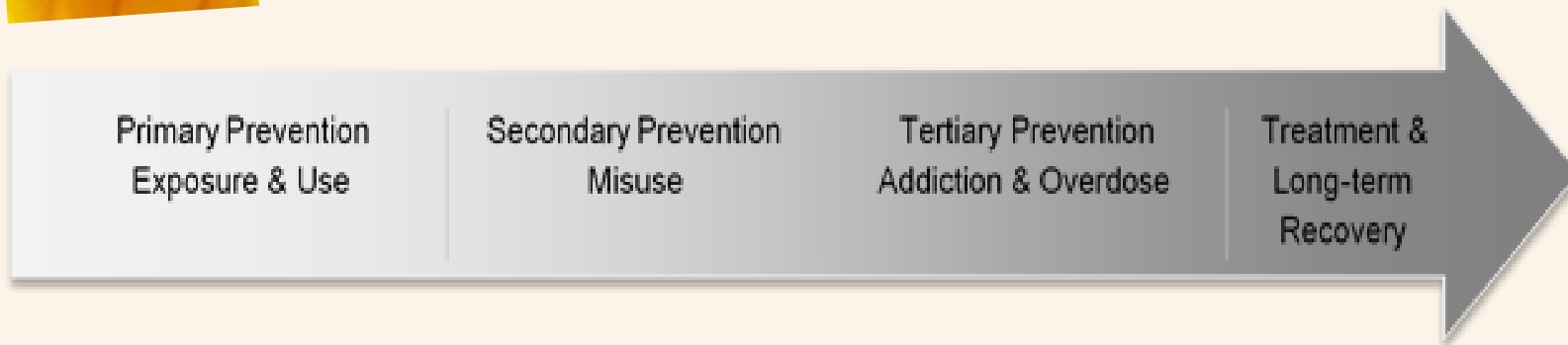
# What Can Be Done to Address and Prevent Community Trauma

*....and impacts such as  
Substance Use?*

# What Are We Preventing?



## Continuum of Substance Misuse and Addiction and Prevention



# What Are We Preventing?

## Continuum of COVID19 Response

*Primary* ----- *Secondary* ----- *Tertiary*

Assure &  
Maintain  
Health &  
Safety

Reduce  
community  
exposure of  
most affected

Preventing  
Spread  
through  
Quarantine

Contact  
Tracing to  
reduce  
inadvertent  
spread

Preventing  
Overwhelm  
of Hospital  
System

Preventing  
COVID 19  
Related  
Deaths



# Developing a community-trauma informed approach to the opioid epidemic in Ohio



# Ohio: Plans to Create Resilient Communities

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Develop a Community -Level Prevention Plan that:

- Addresses the community environment, underlying to community conditions and/or norms contributing to OUD
- Potentially impacts other issues, such as mental health and chronic disease
- Sees the issue as complex and multi -faceted, with multi -sectoral partners

# The Ohio Experience

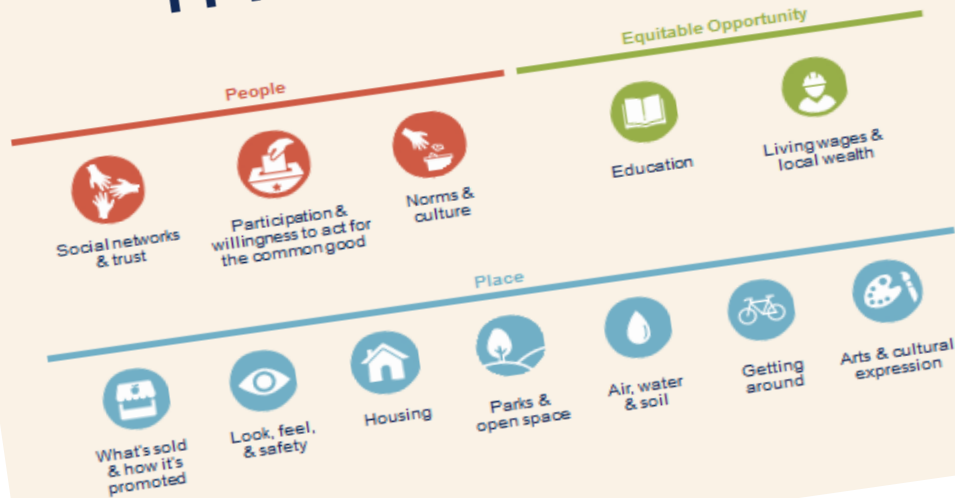
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The concepts of community trauma and building resilience to address harm in the community resonated deeply with what 12 Ohio counties adversely impacted by OUD and Opioid Overdose Deaths saw driving the crisis in the state:

- loss of industry
- high rates of unemployment
- broken relationships and lack of social supports
- social isolation
- pervasive sense of hopelessness in communities hardest hit by OUD

# A Community Prevention Approach using THRIVE

## THRIVE Factors



- **Assessment tool:** What factors in the community environment are driving the opioid epidemic?
- **Membership inventory:** Is there a partner(s) working to address that factor? Who's missing at your table?
- **Strategy development and prioritization:** What are the highest priority THRIVE factors for your community?

# Ohio – Local Strategies Across All Areas

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- Promote Social Connectedness
- Increase Economic Stability
- Reduce Social Isolation by Increasing Access to Transportation
- Increase Safe, Affordable Housing Options

# The Wicked Problem...and Strategies!

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- **Local priorities...**
  - Social isolation and lack of connectedness
  - Loss of industry, high rates of unemployment, and lack of economic opportunity
  - Lack of access to transportation
  - Lack of affordable, supportive housing options
  
- **...Multi-sector partnerships**
  - Partnering with parks and recreation
  - Partnering with faith communities
  - Working with local transportation agencies
  - Working with housing providers
  - Working with business community and employers

# The Context in Ohio and in the Opioid Epidemic

- **Complex challenges...**
  - Opioid use and misuse is complex and ever -changing
  - No one organization sector or system has the answer
  - Requires wide -scale, integrated solutions across sectors and systems
- **...and comprehensive solutions**
  - An eco -system approach to engage new multi -sector partners and implement new multi -faceted solutions
  - A single, integrated response to the opioid epidemic
  - Creating space for coordination and alignment of existing efforts for collective impact to address opioids and potentially other issues (e.g., mental health and chronic disease)



# ALICE Tool – Ashtabula, Ohio



- ALICE = “Asset Limited, Income Constrained, Employed”
- In Ashtabula County, the federal poverty level data shows 20% of households living below the federal poverty line, but the ALICE Index identifies the number of households struggling to meet basic needs is closer to 31%
- Offering a 16-week “getting ahead” class for people who are living in poverty



**Working on community determinants is both scary and reassuring. If we don't do this level of prevention, we will always be chasing the problem.**

-Ohio Community Collective Impact Model for Change Learning Community Partner



# Skills & Attributes Needed

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- Learn from both quantitative and narrative data
- Approach the work with cultural humility and see strengths
- Share leadership and work alongside community members
- Invest in community and culturally -rooted practices
- Understand and acknowledge community trauma
- Examine practices and policies for implicit bias (racial, gender, socioeconomic, and others)
- Change community factors to change health outcomes
- Work further upstream to impact the most people
- Be introspective and be willing to change

# Moving Upstream

A scenic view of a river with a dam and a bridge in the background, surrounded by trees and rocks. The river flows from the background towards the foreground, with a dam structure visible in the middle ground. A bridge with multiple arches spans across the river in the background. The foreground shows a rocky bank with some greenery and a small stream of water flowing over the rocks.

We are still standing  
on the bank of the  
river, rescuing people  
who are drowning.  
We have not gone to  
the head of the river  
to keep them from  
falling in.

That is the 21<sup>st</sup>  
century task.”

*Gloria Steinem*



Photo: Nikki Weldon

When you start with needs, you get programs. When you start with strengths, you get possibilities.

- Lupe Serrano  
casa de esperanza







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