Pairing Powerful Public Narratives and Health In Policies

Healthy Minnesota 2020 Strategic Approach
Liz Doyle
TakeAction Minnesota

Jeannette Raymond
Minnesota Department of Health

2013 MPHA Annual Meeting
June 13-14, 2013
Objectives

Participants will:

✓ Learn about the Healthy Minnesota Partnership and its statewide health improvement framework
✓ Understand the Healthy MN strategic approach
✓ Learn about Take Action employment of a similar approach to support policy changes that impact health
✓ Find ways to support the implementation of the Healthy MN 2020 Framework
Healthy Minnesota Partnership

- Convened in 2010 by Commissioner Sanne Magnan
- Reconvened 2011 by Commissioner Ed Ehlinger
- The efforts of the Healthy Minnesota Partnership are intended for the state as a whole, and thus the membership of the partnership reflects a broad spectrum of interests
Healthy Minnesota Partnership
Member Organizations

American Heart Association  Itasca Project  MN Medical Association
Association of MN Emergency Managers (AMEM)  Local Public Health Association  MN Public Health Association
Blue Cross Blue Shield Foundation of MN  MN Association of Community Health Centers  National Rural Health Resource Center
Boynton Health Services  MN Board on Aging  Sanford Health - Bemidji
Chicano Latino Affairs Council  MN Chapter, March of Dimes  StairStep Foundation
Council on Asian-Pacific Minnesotans  MN Council of Health Plans  State Community Health Services Advisory Committee
Council on Black Minnesotans  MN Department of Education  TakeAction MN
Governor's Office  MN Department of Health  University of MN School of Public Health
Hennepin County Medical Center  MN Department of Transportation  Water Resources Center
Indian Affairs Council  MN Hospital Association  Xcel Energy
ISAIAH  MN Housing Finance Agency
Healthy Minnesota 2020 Vision

All people in Minnesota enjoy healthy lives and healthy communities.
2011-2012

• Statewide Health Assessment
• Emphasis on assessing factors that create health
• Over 100 indicators
• Basis for local health assessments
“Upstream” factors

People and Place

Opportunity

Healthy Living

Disease and Injury
2012-2013

- Statewide health improvement framework
- Three key themes
- Nine core indicators
- Invitation to action
Healthy Minnesota 2020
Themes

- Capitalize on the opportunity to influence health in early childhood
- Assure that the opportunity to be healthy is available everywhere and for everyone
- Strengthen communities to create their own healthy futures
Healthy Minnesota 2020
Strategic Approach

To change the nature of public conversations about health
Factors Influencing Health

Social and Economic Factors 40%

Health Behaviors 30%

Clinical Care 20%

Physical Environment 10%

County Health Rankings, University of Wisconsin
http://www.countyhealthrankings.org/our-approach
Healthy Minnesota 2020
Strategic Approach

Narratives Strategy Team

Support and direct the development of public narratives to shift public thinking towards creating health.
Public Narrative

- Public narratives
  - provide an understanding, interpretation of people and situations
  - are grounded in and reflective of a larger set of values and beliefs
  - are designed to shape possibilities and outcomes – serve a purpose
  - are most powerful when they draw on what is already in people, even if it is buried
Policy Strategy Team

Assure that the opportunity for health for all people in Minnesota is considered, incorporated and promoted in public and private policies.
Telling a different kind of story

Health incorporated in all policies
Resources focused where most needed
Communities strengthened to take action for health

Shaping policy to support health
Public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.

Consequently he who molds public sentiment, goes deeper than he who enacts statutes or pronounces decisions. He makes statutes and decisions possible or impossible to be executed.

- Abraham Lincoln
TakeAction Minnesota

A grassroots network of people and organizations working toward social, racial and economic justice
TakeAction Minnesota

• Integrated campaigns to influence public policy in Minnesota
• Seek to create:
  • a fair and equitable state budget,
  • expanded access to health care,
  • a stronger democracy, and
  • a more equitable economy in MN

At the center of TakeAction MN’s work – People.
TakeAction MN 2012-13 Accomplishments

• Vote NO on Voter Restriction campaign
• Closure of $400 in corporate tax loopholes in MN
• Consumer-centered Health Exchange
• First-in-the-nation Basic Health Program
• Ban the Box
Justice For All Campaign

Goals:

• Create equal opportunity in employment for individuals with a criminal background.

• Create a more just justice system
Justice For All Campaign

The Background -

• Incarceration and arrest rates - highly disparate by race
• Criminal record – major barrier to employment → perpetual or permanent joblessness
• Contributes to racial jobs gap in MN
Justice For All Campaign

• Income, employment among the “social determinants”

County Health Rankings

- Social and economic factors (40%)
- Health behaviors (30%)
- Clinical care (20%)
- Physical environment (10%)

*Includes income, employment*
Justice For All Campaign

- Our work -
  - Develop individuals as leaders
  - Change employer hiring practices
  - Change the public narrative about individuals with a criminal background
J4A – Changing the Public Narrative

Kissy Mason with Representative Raymond Dean and President of the NAACP Saint Paul Chapter Jeffry Martin
J4A – Changing the Public Narrative

Narrative development process

- Led by key stakeholders
- Names current narrative and its obstacles
- Develops new narrative
- Is an ongoing, iterative process
J4A – Changing the Public Narrative

Justice for All narrative on justice system

- All people can change
- Investment in people is needed to make our communities truly safe
- Every person is too valuable to be discarded.
- Every person deserves another chance.
J4A – Changing the Public Narrative

Putting a new narrative to use:

• Integrate into press, LTEs, speeches
• Invite others into new narrative
• Explore connections to other public narratives – e.g. health
Justice For All Campaign

• Progress being made...
  • New EEOC guidelines for hiring practices on criminal background
  • 2013 MN Legislature passed “Ban the Box”
  • More organizing, narrative work and education underway ...
Starting new conversations about health
Starting new conversations

- What do you need to be healthy or to have a sense of well-being?
- What makes your community* healthy contributes to the well-being of your community?
- How would you like the health or well-being of your community to be different?

*Before asking questions about community, discuss : What/who is/are your community/communities?
Starting new conversations

- What do you think your role is in creating health or contributing to the well-being of your community?

- What are the kinds of opportunities that create health and well-being?

- Is there a community responsibility for making sure people have the opportunity to be healthy and to have a sense of well-being? If so, what is it? If not, why not?
Healthy Minnesota 2020

Healthy MN Web Pages include:

• Links to the Assessment and Framework
• Information on the Partnership and its meetings
• An opportunity to join the HM Partnership listserv

http://www.health.state.mn.us/healthymnpartnership/
Healthy Minnesota 2020

Minnesota Department of Health contacts:

Dorothy Bliss, 651-201-3871
dorothy.bliss@state.mn.us

Jane Korn, 651-201-3605
jane.korn@state.mn.us

Jodi Nelson, 651-201-4972
jodi.nelson@state.mn.us

Jeannette Raymond, 651-201-3885
jeannette.raymond@state.mn.us
ACKNOWLEDGEMENTS

Acknowledgement of funding source:
This presentation was supported by funds made available from the Centers for Disease Control and Prevention, Office for State, Tribal, Local and Territorial Support, under CD10-1011.

Disclaimer:
The content of this presentation are those of the authors and do not necessarily represent the official position of or endorsement by the Centers for Disease Control and Prevention.