

**Society for Prevention Research
24th Annual Meeting
San Francisco, CA**

Pre-Conference Workshop IV

Date: Tuesday, May 31, 2016

Time: 8:30 am – 5:00 pm

Capitalizing on the Power of the Social Determinants of Health: Moving Our Data and Strategies Upstream to Achieve the Promise of Health Equity

Organizer: Tamu Nolfo, PhD, California Department of Public Health

Presenters:

Tamu Nolfo, PhD, Danté Q. Allen, MCM, Thi Mai, MPH, and Dulce Bustamante-Zamora, PhD, California Department of Public Health, Office of Health Equity

Description:

The purpose of the workshop is to provide prevention researchers and practitioners with a context in which to address health equity most appropriately, namely through a grounding in the social determinants of health. Utilizing California as a case study, the workshop will explore the emergence of the health equity lens as a key component to the important decisions impacting prevention science, including getting the right data, telling a compelling story, and moving instrumental institutions, partners and funders to action. In this highly interactive session, participants will assess their own opportunities and challenges for adopting or integrating a health equity agenda and have access to the team of presenters for individualized consultation during small group work.

1. Participants will be positioned to research and advocate on behalf of the conditions most strongly related to health inequities
2. Participants will be able to differentiate between the types of data required to forward programmatic versus policy approaches to health equity
3. Participants will be able to identify, access and manipulate multiple data sets that capture disaggregated data on the social determinants of health
4. Participants will be able to communicate to multiple audiences the value in the data they present toward health equity initiatives

Target Audience: This workshop is designed for a broad range of participants in the field of prevention science, but will be particularly useful to those who are eager to promote the practical application of upstream data toward health equity advocacy and policy implementation. Because the workshop will be taught by a multi-disciplinary team representing the California Department of Public Health's Office of Health Equity, the material will likewise be suited to those with interests and backgrounds in research, communications, policy, planning and/or evaluation. All levels of prevention science acumen will be welcome and comfortable.

Materials: Participants will be provided with

- a hard copy of [Portrait of Promise: The California Statewide Plan to Promote Health and Mental Health Equity](#)
- a resource guide on accessing data on the social determinants of health
- communications guidelines and examples for framing prevention science research and practice initiatives through a health equity lens

Presenters:

The presenters are uniquely qualified to conduct this workshop, in that each has a role to play in ensuring that health equity is achieved throughout the state of California – with much of the work intersecting with efforts throughout the nation. Together they are an integral part of the team that strategizes on what data to collect, how to use it as a planning and organizing tool, and how to present it so that it frames the issues productively and incites appropriate action within government, the private and non-profit sectors, academia, and philanthropy, engaging fields as diverse as banking, housing, transportation, education, health care, land use and corrections.

Dr. Dulce Bustamante-Zamora and Thi Mai are research scientists who work closely in the Office of Health Equity's Health Research and Statistics Unit, leading the effort to produce a biannual demographic report highlighting the disproportionate distribution of the social determinants of health on California's most vulnerable communities, as well as building the 56 web-accessible indicators for the Healthy Communities Data and Indicators Project.

Danté Q. Allen is the Office of Health Equity's Sr. Communications Officer and is tasked with developing and implementing the communications plan that educates and engages a broad range of decision-makers and stakeholders in data and subject matter that is complex and often uncomfortable to address.

Dr. Tamu Nolfo is a prevention researcher and practitioner as well as a developmental psychologist who leads the Office of Health Equity in developing and implementing its overall strategy, which was recently published as Portrait of Promise: The California Statewide Plan to Promote Health and Mental Health Equity. She creates a bridge between the data and the action to elucidate how the appropriate combination of multiple upstream strategies impacts the combination of multiple entrenched disparities and inequities currently facing communities of color, low-income communities, and other marginalized groups.

Outline of Workshop:

Welcome and Workshop Objectives – Tamu Nolfo and Dulce Bustamante-Zamora

Introductions through Conocimiento Exercise (interactive) – Tamu Nolfo

Creating a 'Portrait of Promise': California's Social Determinants of Health and Strategic Response

(interactive) – Thi Mai and Tamu Nolfo

Morning Break

A Simple Framework for Using Social Determinants of Health Data To Address Equity for Prevention (interactive) – Dulce Bustamante-Zamora and Thi Mai

Delving into the Data (hands-on) – Dulce Bustamante-Zamora and Thi Mai

Lunch

Communicating Your Findings: Multiple Strategies for Multiple Audiences (interactive) – Danté Allen

Messaging Health Equity Communications Exercise (hands-on) – Danté Allen

Afternoon Break

Now What? Using the Data to Drive Change (interactive) – Tamu Nolfo

Local Opportunities and Challenges: Data, Communication, and Action (small groups, hands-on) – All

Evaluation

Adjourn

