



ACTing for Equity

A Real-World Primer on Advancing Equity in Communities

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INSTITUTE FOR
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Advancing Equity
is a BIG idea.

**Inequitable
community conditions**
are at the root of most
societal problems.

Equity

Our
Speakers

IPS's
ACT Model

Our goal today...

To provide you
an actionable
framework for
advancing equity
in communities.



Equity

Our
Speakers

IPS's
ACT Model

Our Speakers

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Alcohol Justice

L.A. Drug & Alcohol Policy Alliance (LA DAPA)

Los Angeles

Partnerships 4 Success (P4S)

San Diego County

Equity (*ek-wi-tee*, noun)

Just and fair inclusion. An equitable society is one in which we all can participate and prosper. The goals of equity must be to create conditions that allow all to reach their full potential.

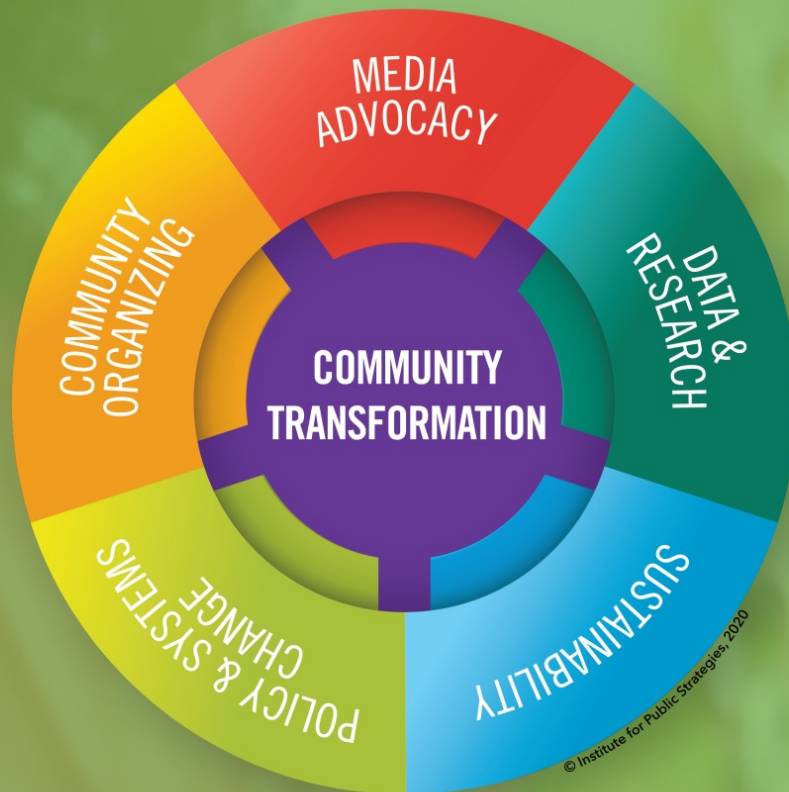


We cannot solve inequities by encouraging individuals to change their behavior.

The **most meaningful and lasting change** is the hardest – policies and systems.



IPS's ACT Model



A strategic, flexible framework for creating lasting community change.

COMMUNITY TRANSFORMATION

The Vision for Change.
The ACT Model is applied with
this vision in mind.



COMMUNITY TRANSFORMATION

LA DAPA

LA DAPA's vision is

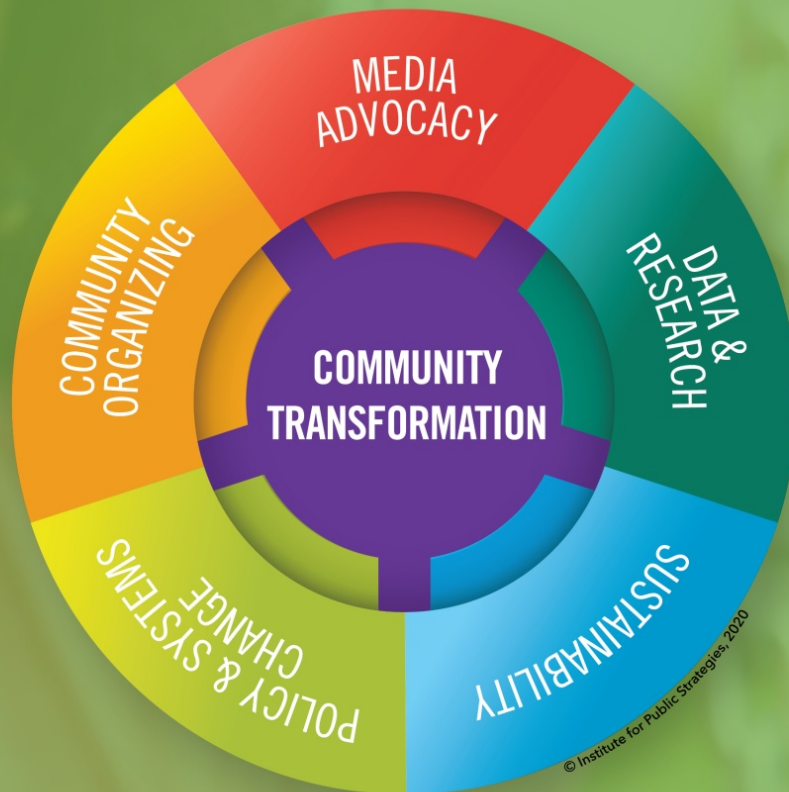
to train and develop communities
of color to lead the change in their
communities.

COMMUNITY TRANSFORMATION

P4S

P4S's vision is to increase prevention infrastructure and build capacity of the community to prevent substance misuse.

IPS's ACT Model



A strategic, flexible framework for creating lasting community change.

DATA & RESEARCH

Root Causes



Inequities



Health Disparities



DATA & RESEARCH

LA DAPA

Quantitative and Qualitative Analysis

tells a story, revealing the root causes of health disparities in L.A. -- the retail alcohol environment.



DATA & RESEARCH

LA DAPA

Quantitative Analysis of zoning practices, health disparities, and public health metrics in L.A.

Qualitative Analysis: Key Stakeholder Interviews with 15 community groups in impacted Los Angeles areas.



DATA & RESEARCH

P4S

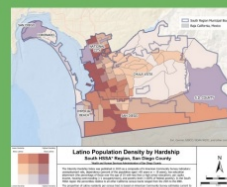
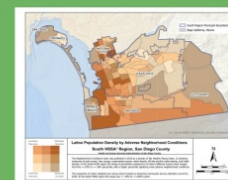
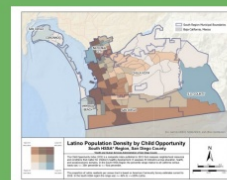
GIS Mapping provided context for community conditions and highlighted existing inequities.



DATA & RESEARCH

P4S

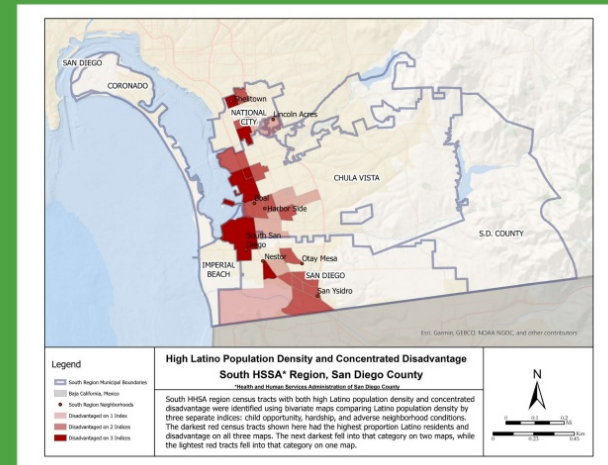
GIS Mapping of Latino population density by child opportunity, adverse neighborhood conditions, and hardship **identified hotspots** with the most inequities.



DATA & RESEARCH

P4S

GIS Mapping of Latino population density by child opportunity, adverse neighborhood conditions, and hardship **identified hotspots** with the most inequities.



COMMUNITY ORGANIZING

Engaging the populations most affected by inequities.



COMMUNITY ORGANIZING

P4S

Intentional recruitment
of key stakeholders to build
collective power and break
down systemic barriers.



COMMUNITY ORGANIZING

P4S

P4S convened a Core Group leadership team of 13 diverse key stakeholders, representative of the Latino community in the South Region of San Diego County.



COMMUNITY ORGANIZING

LA DAPA

Built capacity and power among community members affected by alcohol outlet density and related problems.



COMMUNITY ORGANIZING

LA DAPA

LA DAPA engaged with and trained community members from impacted neighborhoods in Los Angeles.



MEDIA ADVOCACY

Using media to amplify voices, elevate issues on the public agenda, promote collective responsibility, and prompt change.



MEDIA ADVOCACY

P4S

Illuminating issues
through earned media
and branded campaigns
to prompt collective
responsibility and change.



MEDIA ADVOCACY

P4S

Used earned printed media to **shine a spotlight** on inequitable community conditions.

through earned media and branded campaigns to prompt collective responsibility and change.

Opinion

Racism Is a Public Health Crisis – San Diego Cities Should Declare it One

It is time for all cities in San Diego County to join the growing chorus of municipalities that have declared racism a public health crisis. A formal declaration opens up avenues for specific action that ensures racial equity.

[Home](#) » [Opinion](#) » This Article

Opinion: To Curb the Pandemic, Communities of Essential Workers Need Equity

POSTED

Opinion

The South Bay Deserves to Be Treated Like an 'Essential' Community

MEDIA ADVOCACY

P4S

Used earned printed media to **shine a spotlight** on inequitable community conditions.

Created branded campaigns to provide relevant information and address community concerns.



MEDIA ADVOCACY

LA DAPA

Building political will and demonstrating community power through earned news coverage, enhanced by social media.



MEDIA ADVOCACY

LA DAPA

Built political will to address alcohol problems through rallies, press conferences, and opinion editorials.

Social Media Campaigns

to engage media and extend message through Facebook, Twitter.

social media.



POLICY & SYSTEMS CHANGE

Advocating for policy and systems change that breaks down structural barriers to equity.



Logic Model to determine appropriate interventions.



POLICY & SYSTEMS CHANGE

LA DAPA

Determined alcohol zoning laws would reduce community blight, enable development and address historical disparities.



POLICY & SYSTEMS CHANGE

LA DAPA

Alcohol Restricted Use Subdistrict Ordinance (ARUS)

allows for creation of zones in high-risk areas where no new alcohol businesses are allowed.

Believing in Empowered Neighborhoods (B.I.E.N.)

campaign to address other zoning disparities.



POLICY & SYSTEMS CHANGE

P4S

Addressing unfair neighborhood conditions will reduce chronic stress, community trauma, and Adverse Childhood Experiences (ACEs).



SUSTAINABILITY

Cultivating a sense of community cohesion, building capacity, and fostering collective efficacy among partners.



SUSTAINABILITY

LA DAPA

Sustainability is a consideration from the beginning: engaged coalition, upstream solutions, intersectionality to expand community partnerships.



SUSTAINABILITY

P4S

Incorporated sustainability
into all aspects of the program
and coalition, strengthening
prevention efforts from the
beginning.



Considerations for establishing, advancing and maintaining strategies that continuously improve health, wellbeing and quality of life for all.

Community Conditions

- Focus on policy, systems change, & built environment
- Accountability, compliance monitoring, & enforcement
- External communications strategy

Social Infrastructure

- Shared vision
- Inclusion
- Commitment to collaboration
- Capacity building
- Shared leadership structure
- Internal communications strategy

Resources

- Assets
- Social capital
- Political champions
- Organizational commitments, & donations
- Development activities & fundraising

Q&A

Equity

Equity Toolkit



IPS's Services

- Advancing Equity
- Program Design
- Community Organizing
- Data & Research
- Community Transformation
- Community Trauma, Toxic Stress and ACEs
- Strategic Planning
- Media Advocacy
- Policy & Systems Change

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