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# ACTing for Equity Toolkit



# Equity

**Equity is not *a* path forward. It is *the* path forward.**

We live in a society with tremendous and ever-widening gaps in health, wealth and opportunity. Where a person's zip code largely determines the trajectory of his or her life, including future opportunities, income, and longevity.

Diverse communities have unique conditions – from safety in streets and parks, to transportation options, to job availability – that determine residents' health, safety, and opportunity.

To be effective, this requires us to view public health our work through a new lens – a lens of equity. Health disparities are largely driven by long-standing, systemic inequalities, including deeply embedded conditions like prolonged disinvestment in communities, educational failures, community trauma, and structural racism. This is relevant to everything from preventing underage drinking to promoting food security to advocating for equitable planning and land use policies.

We must be committed to partnering with communities impacted by inequities and health disparities. Our work should focus on transforming systems so that all people, regardless of race, culture, economic circumstances, sexual orientation, gender identity, or educational attainment, can live their best lives.

## ACT for Equity

Equity is achieved when everyone has the opportunity to live to his or her full potential.

*IPS' Approach to Community Transformation - ACT Model* - provides a framework for transforming communities by advancing equity. It is a dynamic, integrated, non-linear approach that is customizable to meet the unique needs of each community.

It is designed to achieve safe, secure, vibrant and healthy communities where everyone can thrive.



# ACT for Equity

## IPS Toolkit : The ACT Model



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### MEDIA ADVOCACY

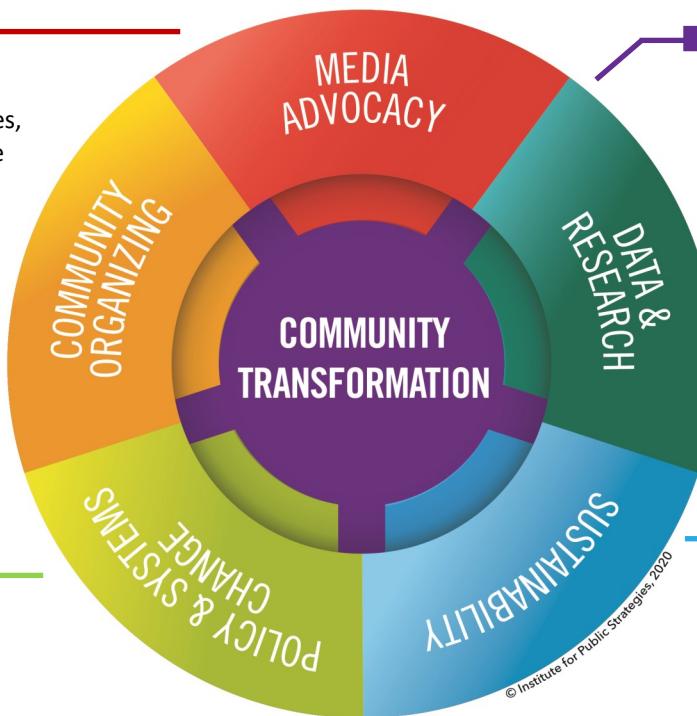
Using earned media, social media, and other communication technologies to amplify voices, elevate issues on the public agenda, promote collective responsibility, and prompt change

### COMMUNITY ORGANIZING

Engaging the grassroots populations

### POLICY & SYSTEMS CHANGE

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



### COMMUNITY TRANSFORMATION

Developing a vision for community change.

### DATA & RESEARCH

Assessing inequities, their root causes, and their linkage to health disparities; identifying innovative solutions informed by evidence.

### SUSTAINABILITY

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

THE ACT MODEL IS APPLIED IN PARTNERSHIP WITH COMMUNITY.



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# Environmental Scan Form

## IPS Toolkit: Data & Research

Date: \_\_\_\_\_ Day of Week: \_\_\_\_\_ Start Time: \_\_\_\_\_ am/pm End Time: \_\_\_\_\_ am/pm

Describe boundaries (where scan was conducted):  
\_\_\_\_\_  
\_\_\_\_\_

Name(s) of person(s) completing this form:  
\_\_\_\_\_  
\_\_\_\_\_

Please complete one Environmental Scan Form for each business/establishment you observe and indicate/check (✓) whether you observed any of the following conditions/items. Add description/notes that might be helpful.

Name of Business Observed: \_\_\_\_\_

Street Address of Business Observed: \_\_\_\_\_

If no address, describe location: \_\_\_\_\_

Condition/Item Observed	✓	Description/Notes
Blacked out windows or doors		
Blight (excessive signage, building needs painting or other improvements, inoperable vehicles, etc.)		
Broken windows		
Condoms/wrappers		
Drinking in public		
Drug dealing/use		
Drug paraphernalia		
Empty beer, wine, or liquor bottles		
Empty bullet shells, weapons		
Excessive or unattractive signage		
Graffiti		

Inadequate lighting		
Inadequate parking		
Loitering		
No loitering or trespassing signs present on property		
Overflowing garbage cans		
Panhandling		
Pay phone outside		
Real estate or for rent sign (document name and number on sign)		
Security cameras on property		
Trash/litter		
Used clothing bins		
Vacant building		
Vacant lot		
Visually appealing business		
Vomit or human waste		
Weeds or patches of dirt		

<b>Observations at businesses that sell alcohol</b>	✓	<b>Description/Notes</b>
More than 33% of windows covered with signs		
Selling airplane bottles of alcohol		
Selling alcohol that is appealing to youth (i.e. candy flavored vodka)		
Selling large single cans of beer		

**Additional Comments:**

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# Community Coalition Survey

## IPS Toolkit: Community Organizing

We would like to obtain your perceptions about the coalition through this brief 10-minute survey. Specifically, we'd like to know what's working well, what needs improvement, and how the efforts of the coalition can be better supported. This survey is voluntary and anonymous. There are no right or wrong answers, please answer based on your own experience and perceptions. Survey findings will be reported as a whole and no individual respondents will be identified. Thank you for your time — your input is valued and greatly appreciated!

For questions about this survey, please contact *First & Last Name (email & phone number)*

### BACKGROUND INFORMATION

**1. Do you live in the same city that the coalition represents?**

- Yes
- No

**1a. If yes, how long have you have lived in this city?**

- Less than 1 year
- 1-5 years
- 6-10 years
- 11-20 years
- More than 20 years

**2. How long have you been a member of the coalition?**

- Less than 1 year
- 1-5 years
- 6-10 years
- More than 10 years

**3. Which of the following sectors do you represent as a coalition member? (Select all that apply)**

- |                                      |   |  |
|--------------------------------------|---|--|
| <input type="checkbox"/> Business    | <input type="checkbox"/> Faith-based                  | <input type="checkbox"/> Law Enforcement |
| <input type="checkbox"/> Civic Group | <input type="checkbox"/> Government or Public Service | <input type="checkbox"/> Other: _____    |
| <input type="checkbox"/> Education   | <input type="checkbox"/> Healthcare                   | <input type="checkbox"/>                 |

**4. Which best describes your role within this Community Coalition?**

- Coalition member
- Attendee (attend some meetings, but not a member)
- Committee chair or co-chair
- Steering Committee member

## OVERALL PERCEPTIONS OF THE COALITION

Please indicate your level of agreement with the following statements	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
5. We have a shared understanding of the community problems we are trying to solve.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. We have a shared understanding of the strategies for addressing community problems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. We collaborate well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. We trust one another.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. We are making meaningful progress toward our desired results.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. We have the right people participating to achieve our own coalition goals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. We share a strong sense of ownership and buy-in for this work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. We understand how the policy change process works.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. We have the ability to advocate effectively for policy change.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. We have the political knowledge and skills needed to effect policy change.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. We have built relationships with like-minded partners to support our work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. We agree on the ways to measure and report our successes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. We often use data and research to inform our planning.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. We have sound and persuasive data that can inform policy change.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. We know how to tell our story to the public effectively.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Over the last year, what issues has the coalition engaged in or worked to address (i.e., addressing local nuisance business, contesting ABC licenses, policy advocacy around a specific issue, etc.)?	<hr/> <hr/> <hr/> <hr/> <hr/>				

## YOUR ROLE IN THE COALITION

Please indicate your level of agreement with the following statements	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
21. I feel my abilities are used effectively by this coalition.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. I feel strongly committed to this coalition.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. I feel a sense of unity and cohesion in this coalition.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. I feel a sense of pride in what this coalition accomplishes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## OVERALL PROGRESS

Over the last year, has the coalition...	Yes	No	Don't Know / Unsure
25. Met with local policy makers (i.e., elected politicians or officials) to discuss issues and advocate for change?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. Met with local community members to mobilize support around specific issues or policy advancement?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. Spoken with law enforcement about a local issue to obtain their support?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Over the last year...			
28. Do you believe you have made progress in achieving your goals?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29. Do you believe the coalition has successfully engaged community members to help support efforts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. What are the top 3 successes of the coalition over the last year? _____ _____ _____			
31. What are the biggest challenges the coalition faces? _____ _____ _____			
32. What additional resources do you need to help the efforts of the coalition? _____ _____ _____			



# Media Advocacy Planning Template

## IPS Toolkit : Media Advocacy



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**MEDIA ADVOCACY: The strategic use of NEWS to advance equity through policy or other systems change strategies. A single story is not media advocacy. It is always planned and timed based on what has happened and what needs to happen next.**

DATES	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
<b>MEDIA MATERIALS TO BE PRODUCED:</b> Letter-to-the editor, opinion editorial, press release, journalistic news release.						
<b>PURPOSE:</b> What is YOUR goal?						
<b>HOOK:</b> How will you make it interesting to a reporter or news outlet?						
<b>TARGET AUDIENCE:</b> Who needs to read it to achieve your goal stated above?						
<b>SPOKESPERSONS OR AUTHOR:</b> Who can best support your case? Elevating those with lived experience, or are you looking for a key community leader.						
<b>DATA/RESEARCH:</b> What compelling data is available to support your case.						
<b>TARGETED MEDIA OUTLETS:</b> Print, online, broadcast, radio, local, countywide, regional, etc.						

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# IPS Sustainability Model

## IPS Toolkit : Sustainability



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### **Sustainability:**

A community's ongoing capacity and resolve to work together to establish, maintain and advance equity using effective strategies that will improve health, wellness 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