



STATE of BLACK HEALTH

2018



**THE HEALTH EQUITY
POLICY PLATFORM**

NAATPN POLICY PLATFORM

THE PURPOSE OF THE POLICY PLATFORM IS TO PROVIDE DIRECTION AND GUIDANCE ON ISSUES (I.E. CHRONIC DISEASE, ECONOMIC SECURITY AND SOCIAL JUSTICE) IMPACTING AFRICAN AMERICAN COMMUNITIES.

		TOPIC	STANCE	SAMPLE POLICY OR RECOMMENDATION	SESSION TITLE
CHRONIC DISEASE	According to the CDC, heart disease is the leading cause of death for people of most ethnicities in the United States, including African Americans. Tobacco use is a major contributor to the three leading causes of death among African Americans—heart disease, cancer and stroke. NAATPN seeks to increase the number of communities that promote cancer screenings and tobacco use prevention and cessation initiatives to reduce heart disease, cancer and stroke within African American communities.				
	Tobacco	Decrease the number of communities that market and sale tobacco products to African Americans.	Minneapolis	Restrictions on sales of tobacco products.	
		Increase the number of policies that promote smoke-free environments.	The American Lung Association	Smoke free Policies in Multi-Unit Housing	
	Menthol	Increase the number of communities that ban the marketing and sale of tobacco products containing menthol.	San Francisco	Prohibiting the Sale of Flavored Tobacco Products	
	Smoke-free Establishments (Multi-unit housing, Workplaces)	Increase the number of African Americans protected from the dangers of secondhand smoke in workplaces and at home. Protect children from the harms of smoking and second-hand smoke through material/child health.	Dept of Housing and Urban Development US Preventative Services Taskforce	Tobacco Use in Adults and Pregnant Women: Counseling and Interventions	
	Cancer Screening (Breast, Prostate, Colorectal and Cervical)	Increase the number of communities who are trained to follow recognized screening guidelines.	American Cancer Society	Cancer Screening Guidelines	

		Increase the number of communities that understand disease screening guidelines are written to meet the unique health needs of vulnerable and underserved priority populations.	Massachusetts General Hospital Prostate Health Education Network American Cancer Society US Preventative Services Taskforce	Strategies to Improve Breast Cancer Screening Rates PHEN Guidance on Early Detection Testing for Prostate Cancer American Cancer Society Guideline for Colorectal Cancer Screening Cervical Cancer Screening Guidelines	
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CHRONIC DISEASE	TOPIC	STANCE	SAMPLE POLICY OR RECOMMENDATION		SESSION TITLE
	According to the CDC, African Americans make up a higher proportion of new HIV diagnoses, those living with HIV, and those who have ever received an AIDS diagnosis, compared to other races and ethnicities. NAATPN seeks to increase interventions that will lessen the burden on those living with HIV and AIDS including the stigma often associated with the diagnosis.				
	HIV	Increase the number of communities that educate vulnerable populations about the need for HIV testing.	Sample Workplace Policy	HIV/AIDS Workplace Policy	
	PREP	Increase the number of communities that educate vulnerable populations about the availability of PrEP (pre-exposure prophylaxis).	Clinical Consultation Center at the University of California, San Francisco	PrEP Guidelines & Resources	
	Stigma	Increase the number of communities that promote campaigns and programs to reduce the stigma surrounding HIV and AIDS.	Sample Workplace Policy	HIV/AIDS Workplace Policy	
	Funding	Increase the number of communities that are aware of resources available to communities for funding for testing.	HIV Funding and Budget	CDC HIV Prevention Funding Opportunities and Grants	
		Increase the awareness of resources available to communities for funding for treatment.			

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ECONOMIC SECURITY	TOPIC	STANCE	SAMPLE POLICY OR RECOMMENDATION		SESSION TITLE
	NAATPN seeks to increase strategies to promote the elimination of health disparities through an improved understanding of social context and the connection between the financial resources people have (e.g., income, cost of living, and socioeconomic status) and their health.				
	Pay Disparity	Increase the number of communities that reduces the disparity for African American women through the support of pay parity and pay equity .	Urban League	Guidance for Fair Pay for African American Women	
			Society of Human Resource Management	Act to Establish Pay Equity, Chapter 177 of the Acts of 2016	
	End of Life Issues	Increase the number of communities that educate vulnerable populations about healthy financial literacy regarding end of life trust and estate planning issues.	Financial Industry Regulatory Authority Investor Education Foundation	SaveandInvest.org FIRA Foundation	
			California: End of Life Act Compassion and Choices	End of Life Option Act Compassion and Choices	
Anti-discrimination LGBT	Decrease harassment and other forms of social stigma, which can be associated with higher rates of depression, anxiety, substance use and suicide among African-American lesbian, gay, bisexual and transgender people.	The Idaho Council on Domestic Violence and Victim Assistance	Model Policy for LGBTQ Accessibility and Non-Discrimination		

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	TOPIC	STANCE	SAMPLE POLICY OR RECOMMENDATION		SESSION TITLE
SOCIAL JUSTICE	NAATPN seeks to reduce health disparities through the elimination of environmental, and structural systems that disproportionately negatively impact the African American community so that each person receives the same attention, treatment or outcome despite race or social economic status.				
	Policing	Decrease racial profiling, harassment, and violence perpetrated by law enforcement. This includes unjustly using law enforcement to collect revenue and extract fines and fees from the poor.	Campaign Zero	Policy Solutions	
	Mass Incarceration	Decrease the over 2.2 million people in the nation’s prisons and jails.	Brennan Center for Justice	The Reverse Mass Incarceration Act The Sentencing Project	
	Mental Health / Behavioral Health Equity	Increase the number of communities that are working to eliminate racism.	Office of the United Nations High Commissioner for Human Rights (OHCHR)	Developing National Action Plans Against Racial Discrimination	
		Increase the number of employers who support workplaces that invest in their workforce and help foster supportive environments that build resiliency to reduce the impacts of employees suffering from traumatic stress.	Employee Assistance Program National Conference of State Legislatures	The ICU Program Mental Health Benefits: State Laws Mandating or Regulating	
		Increase the number of communities that supports cultural competence in the delivery of mental health services ensuring that providers understand and recognize the role culture (the patient's and the doctor's) plays in treatment and to adapt to this reality to meet the needs of African American patients	National Alliance on Mental Illness The Substance Abuse and Mental Health Services Administration (SAMHSA)	How Mental Health Affects the African American Community Behavioral Health Equity Resources	

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PREVENTATIVE STRATEGIES AND RECOMMENDATIONS

STRATEGIES	TOPIC	STANCE	SAMPLE POLICY OR RECOMMENDATION		SESSION TITLE
	Access to safe spaces and environments	Increase healthy and safe community environments which “include those with clean air and water, affordable and secure housing, sustainable and economically vital neighborhoods and supportive structures”	The Surgeon General	Healthy and Safe Community Environments	
	Physical Exercise	Increase programs, policies, and initiatives that promote regular physical activity, reducing the risk of many adverse health outcomes.	CDC’s Division of Nutrition, Physical Activity and Obesity (DNPAO)	Physical Activity Policy Resources	
	Access to healthy food	Increase healthy dietary patterns and improve access to healthy foods in low-income communities and communities of color which may have an important influence on health disparities.		Nutrition: Strategies and Resources	
	Access to information	Increase access to and dissemination of knowledge to enhance communities’ ability to make informed and fact-based driven decisions.	The Community Toolbox	Toolkits	
	Access to Healthcare	Increase access to comprehensive and quality health care services in African American communities.	The Institute of Medicine	The Institute of Medicine Framework and Its Implication for the Advancement of Prevention Policy, Programs and Practice	

BUILDING YOUR OWN COMPREHENSIVE STRATEGY

Use these questions as a guide to help craft an approach that will help your organization to move beyond individual tactics and disconnected actions to the wider view that threads activities together into a comprehensive, coherent, and powerful strategy.

WHAT DO YOU WANT?

- What is the problem you are trying to solve? Historical Perspective: Why is this problem an issue?
- What is the solution you are proposing? What are your goals?
- On the local level, what are the shorter-term objectives that build towards that vision?

WHAT DOES THE POLITICAL MAP LOOK LIKE?

- Who/what individuals or organizations are working towards solutions on the local level?
- List the local change agents, decision makers and influencers pertinent to making the change happen. Who has the authority and who else wields significant influence?
- Based upon what you know, what are your strategic priorities?
- Who has an oppositional opinion to your stance? Why? What issues are they opposed? What is their approach? What commonalities do you both have? Can you work together to overcome the problem?

WHAT IS YOUR PLAN OF ACTION TO WIN?

- How will you talk about your issue? What are the messages that express your objectives in the most powerful way possible?
- How can you blend information and human stories together into something genuinely compelling?
- How do you make your messages clear and understandable?
- What activities and actions will help you to advance your objective?

HOW DO YOU KNOW YOUR STRATEGY IS WORKING?

- How can you tell along the way if your strategy is working? Did you hit a wall that you didn't anticipate in advance?
- Are your tactics having the impact you hoped? Has some new opportunity presented itself that is a surprise?
- Does your strategy still hold? What are the mid-course corrections that make sense along the way?

Source: "The Art of Advocacy – Three Essential Questions for Planning Strategy", a publication for the Democracy Center, April 2017.

The Art of Advocacy

Three Essential Questions
for Planning Strategy

the
democracycenter

www.democracyctr.org

Introduction

“Strategy without tactics is the slowest route to victory.
Tactics without strategy is the noise before defeat.”

– Sun Tzu, *The Art of War*

Democracy without activism is a hollow thing. Activism is about all of us, looking together at the world around us, seeing what’s wrong and taking action together to make it right. At the Democracy Center, for 25 years, we have worked with people all across the world on a key part of activism, advocacy, working together to demand and achieve specific action from governments, corporations and other institutions of power.

But how do we make sure that our advocacy is as effective and powerful as it can be? A key to that is

acting strategically – moving beyond just tactics and actions to a wider view that threads all those activities together into something coherent and powerful. In our work across the world these 25 years we have learned that there is no one approach to making our advocacy strategic, but there is a set of three universal questions that every advocacy effort must ask of itself and answer in a clear and thoughtful way:

- I. What do you want?
- II. What does the political map look like?
- III. What is your plan of action to win?

I. What do You Want?

If a group of friends decide to climb to the top of a mountain together, it's important before they begin to point at the peak they aim to scale and agree that's where they want to go. Otherwise, they might just end up walking around in the woods for a day without any clear destination. Advocacy is much the same. If you want your hard effort to achieve something then you need to be clear what that goal is at the start, otherwise you might just get lost in your own tangle of actions that don't lead anywhere. Defining and being clear about what you want is about three basic things:

1. What is the problem you are trying to solve?

Advocacy is about seeing a problem and setting out to solve it. It might be as narrow and local as getting your town to tackle local pollution or as large and global as taking action on the climate crisis. It might be deaths from police shootings or battling poverty. In every case, it is essential at the start to name that problem in a clear, understandable and compelling way, and to make sure others understand why it is a problem.

2. What is the solution you are proposing?

What is it that will actually solve the problem? Not, what you hope will solve the problem, or what will look good to advocate, or what might be easy to win – but what in the long-term is actually required to get the job done? Even though that long-term solution may be out of reach right now, it is still critical to have that vision in at least a rough form. Without it you won't be able to tell along the way whether what you are doing is actually building toward the solution you believe in.

3. What are the shorter-term objectives that build toward that vision?

In advocacy as in life, few big picture goals are won outright or quickly. Most are won piece-by piece through a series of objectives that build on each other – local actions that go national, partial victories that enable fuller ones. Activists have to have an answer to the question: What are we fighting for now and how does that build momentum? Near-term objectives that build toward longer-term ones share a set of common characteristics. They put the issue on the public agenda, they attract the kinds of alliances you need to build for the longer-term, and they create policies and processes that give you a base that can be expanded upon.

II. What does the Political Map Look Like?

In an advocacy campaign, in between the place where you begin and the goal you are trying to achieve, lies a path filled with obstacles to be overcome, opportunities to be seized and most especially a constellation of complex actors and institutions you need to join with or move. Mapping those actors and those dynamics is as critical step as analyzing what you see. Taking action in advocacy without doing that mapping is just as foolish as a chess player making a move without looking at the board. In advocacy strategy that analysis comes in three steps:

1. What has the authority and who else wields significant influence?

In almost every instance there will be some person or institution that has the formal authority to do (or not do) the thing you want done. Knowing who that is, with accuracy and clarity, is vital. Everything you do is ultimately aimed at getting whomever that is to do what you want.

In turn, that person's or that institution's decision will be heavily influenced by a wide range of other actors – corporations, the media, citizen groups, unions, political donors or others. At the start, activists need to identify all of these key actors who will affect the success or failure of their efforts.

2. Where does each of these actors stand in terms of both their position and their power?

With the identification of these different actors in hand, activist campaigns can then map out the politics they are dealing with through a grid akin to the one below, looking at where all these actors stand

on the issue (supportive or opposed) and how much power they have (powerful or not powerful).

This 'power grid', with all the relevant actors mapped, offers a potent visual image of the field of advocacy battle and serves as an indispensable tool for planning strategy.

3. Based on that map, what are your strategic priorities?

As you look at that mapping, what does it tell you about the strategic priorities for advancing your objectives? Who it is that has power that you most need to convince to take your side? Who is on your side that you need to help make more powerful or work with in a deeper alliance? Who is powerful and against you that you most need to undermine or block? Strategic activism is also about setting priorities and a mapping exercise like this helps offer a clear-eyed view of what you are dealing with so that you can set your priorities based on that insight.

III. What is Your Plan of Action to Win?

With a clear sense of your objectives and a careful analysis of the political complexities your advocacy needs to navigate, then it is possible to plan your tactics and actions in a thoughtful and well-grounded way. Three other planning questions sit at the center as you plan your way forward:

1. Messaging: How will you talk about your issue?

Whether carried out by news release or public protest, advocacy is about communicating something to someone. Making those messages strategic and smart from the start is critical. Audience by audience (the public, the media, lawmakers, etc.) what are the messages that express your objectives in the most powerful way possible? How can you blend information and human stories together into something genuinely compelling? How do you make your messages clear and understandable? How can you repeat them over and over again in every opportunity possible? A campaign's well-crafted messaging is its sheet music and it needs to be developed with care.

2. What activities and actions will you carry out to advance your objective?

Picking your actions and activities strategically is like going to a restaurant and choosing what to eat - first you look at your options. What's on the menu (what are all actions possible to do)? What matches your tastes of the moment (which actions do you think will have the most impact)? How much have you got in your wallet (what activities do you actually have the capacity to carry out)? Just as you wouldn't order lunch without seeing what your choices are, it doesn't make sense to set your plan of action without evaluating all your options and picking the mix

that makes the most sense in the situation you are in. Many times activists just fall back on the tactics that are familiar, from issuing reports to staging direct actions. This trap of staying in your comfort zone of tactics that are familiar is like an old saying: If you have a hammer everything looks like a nail. What is familiar may not necessarily be the thing that makes most sense to do.

3. How can you tell along the way if your strategy is actually working?

In the end even the most adept advocacy strategy is not a guarantee of success. It is an educated guess. Along the way that guess needs to be looked at over and over to see if it can be made better based on its encounters with reality. Did you hit a wall that you didn't anticipate in advance? Has some new opportunity presented itself that is a surprise? Does your strategy still hold? Are your tactics having the impact you hoped? What are the mid-course corrections that make sense along the way? Advocacy in motion is a tricky thing to evaluate because its progress comes in fits and starts, not a slow and steady rise. On Monday it might look like your efforts of a long time have failed; then on Tuesday you suddenly win everything you've fought for. But regardless, devising a plan to evaluate your progress along the way is also a part of acting strategically.