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Equity

Equity means just and fair inclusion. An equitable society is one in which all can participate and prosper. The goal of equity must be to create conditions that allow all to reach their full potential. In short, equity creates a path from hope to change.



3

WHY PLACE AND RACE MATTER



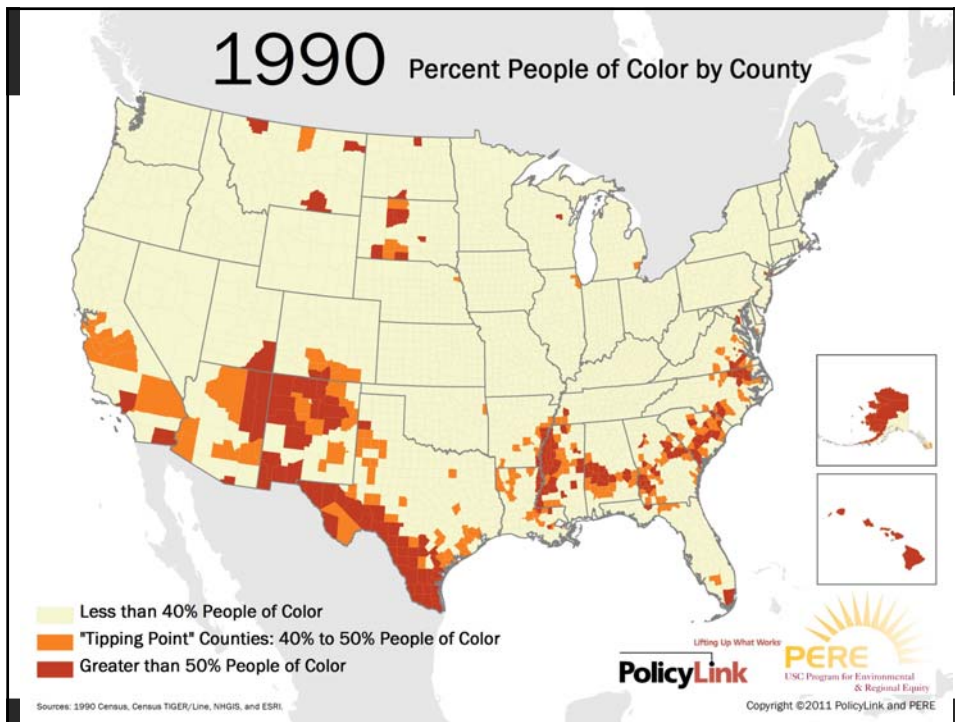
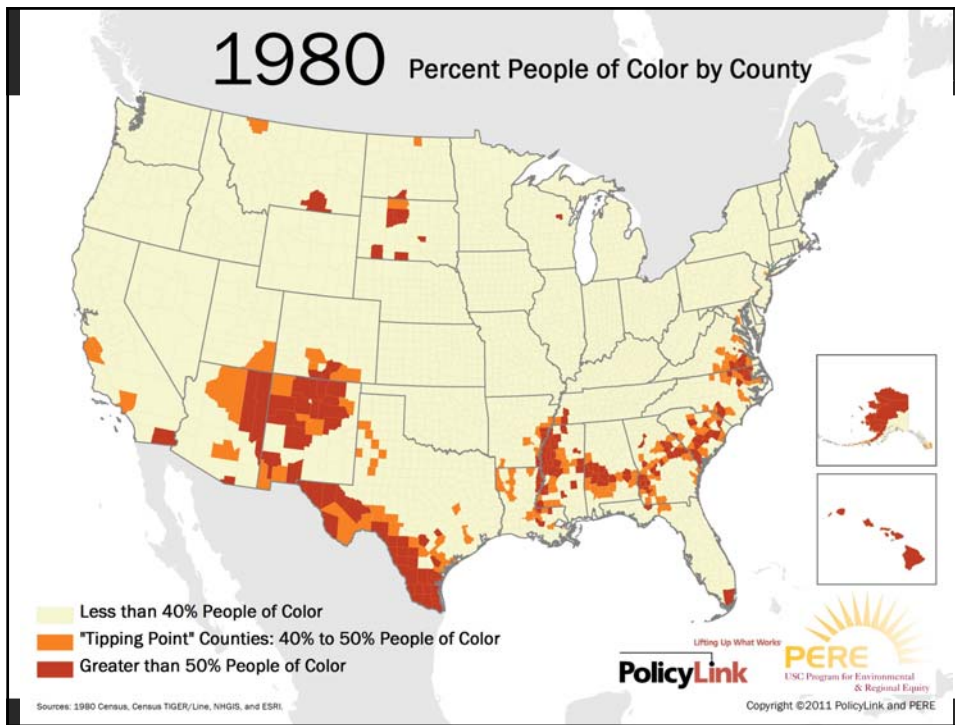
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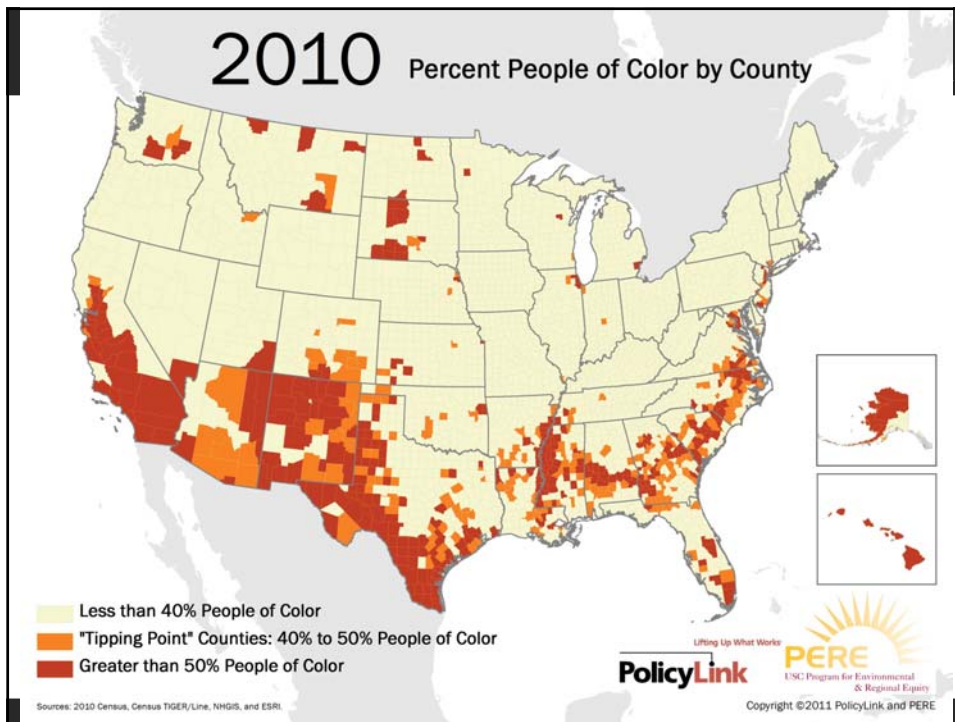
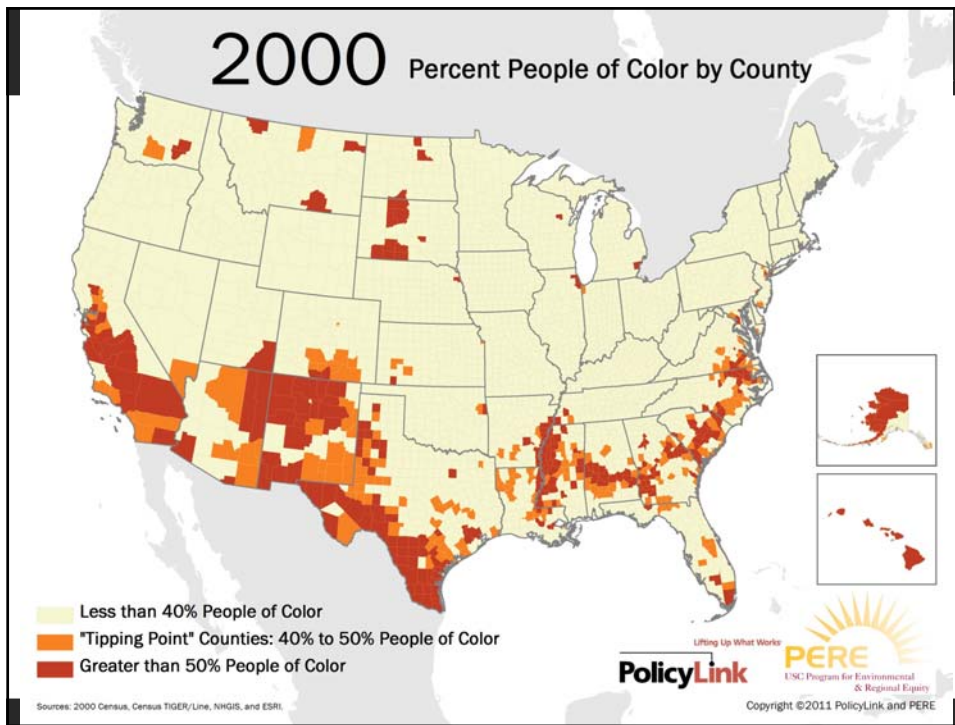
THE FACE OF AMERICA IS CHANGING

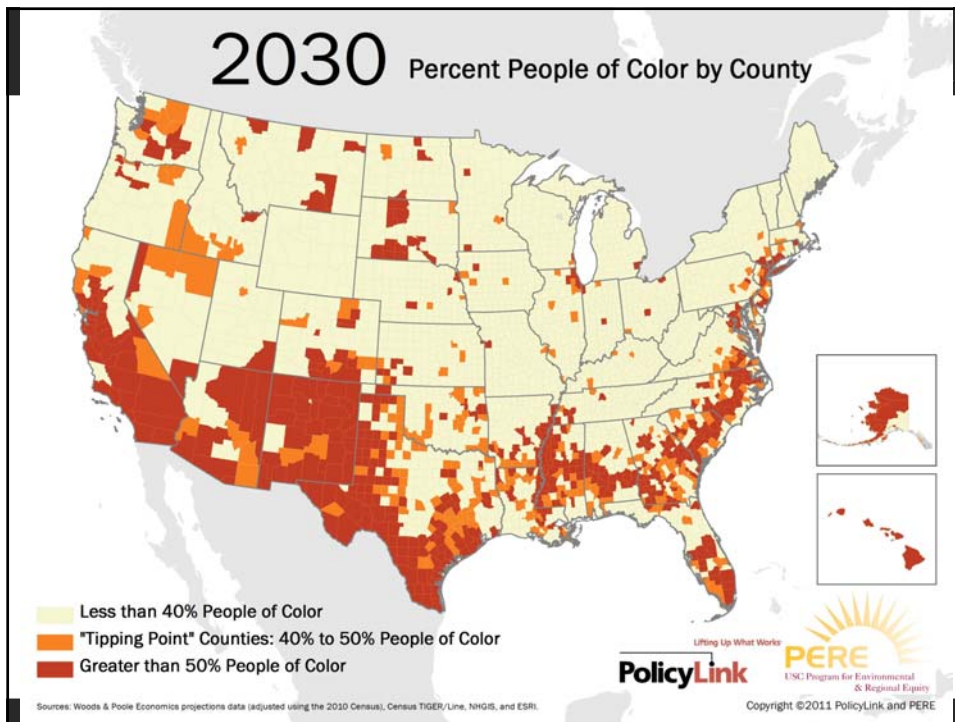
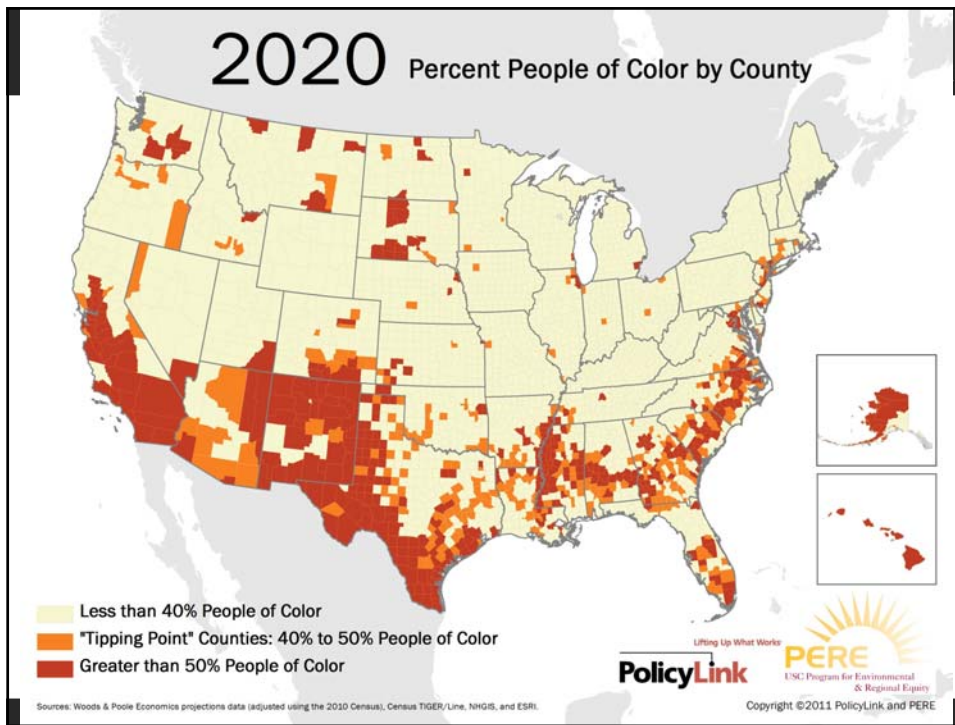


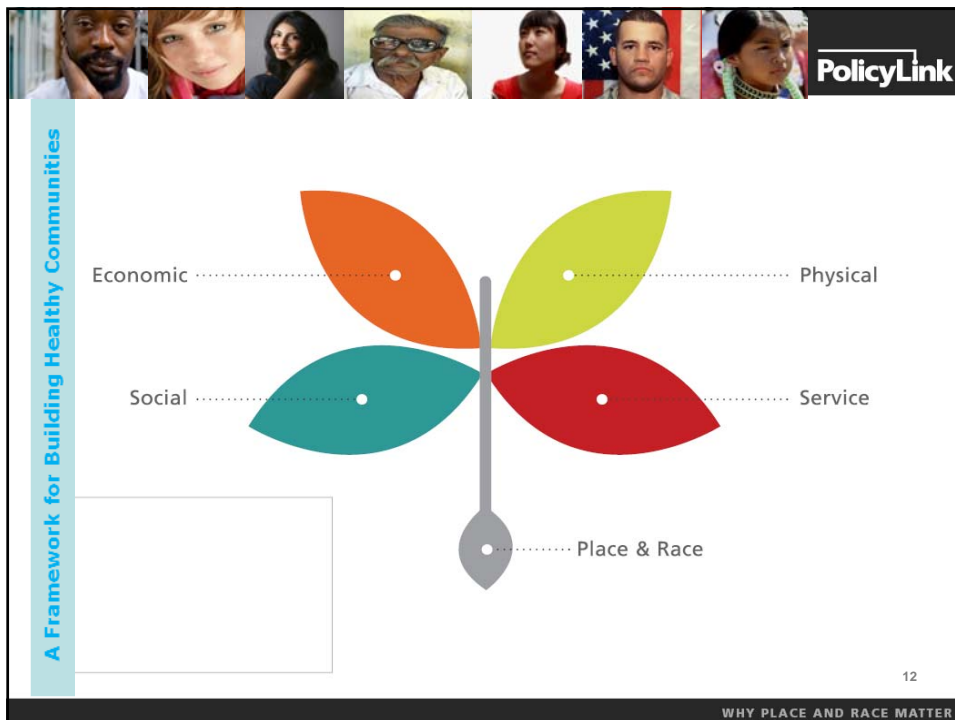
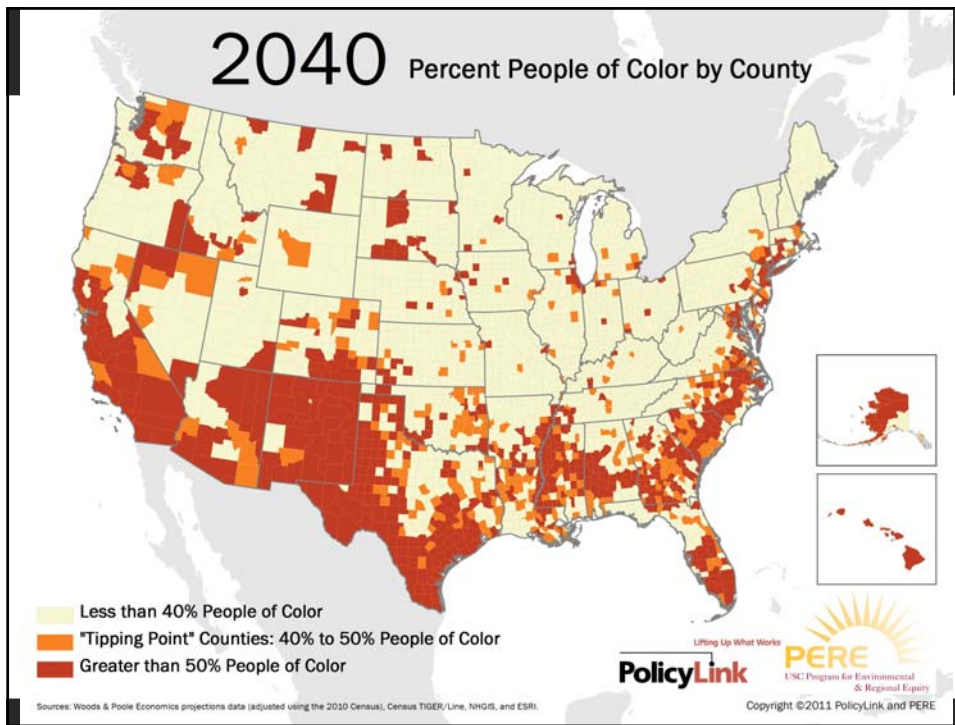
4

WHY PLACE AND RACE MATTER









Economic Environment



Economic Environment



Physical Environment



Physical Environment



Social Environment



Social Environment



Service Environment



19



Service Environment



20



## Equitable Policies

- Equity is a criteria for inclusion and/or prioritization of policies
- Identify policies that are important to low-income communities, communities of color and other vulnerable populations specifically
- Target benefits to vulnerable populations
- Prioritize the provision of resources to areas that need it most



## Equitable Outcomes

Effective implementation of policies must be carefully thought of to ensure equitable outcomes

- Stay involved throughout the implementation process
- Monitor outcomes to ensure distribution of benefits are also equitable and prioritize serving those most impacted by poor health
- Consider research needed from health department or other agency to monitor outcomes from policy
- Identify any necessary provisions to improve policy in order to ensure equitable, effective outcomes





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Taking Action

1. Establish Strategic Place targets
2. Increase Political Power of People of Color and Immigrants
3. Enforce Laws that Prohibit discrimination
4. Shift Public Perceptions
5. Engage Strongly with Vulnerable communities
6. Target Policies that Disproportionately Hurt People of Color





23

WHY PLACE AND RACE MATTER

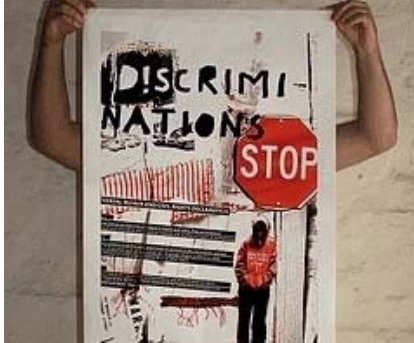
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Establish Strategic Place Targets



WHY PLACE AND RACE MATTER

Enforce Laws That Prohibit Discrimination



Shift Public Perceptions



Chronicle / Deanne Fitzmaurice





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Target Policies that Address the Needs of People of Color

**Examples of policies to consider:**

- a. Safe water and safe parks
- b. Joint use
- c. Health-care access
- d. Integrated services
- e. Health impact assessments (HIAS).
- f. Health in all policies
- g. Access to healthy foods
- h. Transportation
- i. Housing
- j. Leveraging federal resources
  - 1) HFFI (fresh food financing initiatives)
  - 2) Sustainable Communities
  - 3) Promise Neighborhoods



27

WHY PLACE AND RACE MATTER

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Safe Water and Safe Parks



WHY PLACE AND RACE MATTER

Joint Use



## Promise Neighborhoods



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**Equity Summit 2011**  
 Healthy Communities,  
 Strong Regions,  
 A Prosperous America

November 8-11, 2011  
 Detroit Marriott  
 at the Renaissance Center  
 Detroit, Michigan  
[www.PolicyLink.org/summit](http://www.PolicyLink.org/summit)

WHY PLACE AND RACE MATTER

## PolicyLink Tools

- *Why Place and Race Matter* Executive Summary & Report
- *Maps of Tomorrow: Equity in a Changing Nation*
- *Equitable Development & Advocating for Change* Web Toolkits
- *Healthy Food, Healthy Communities* report
- *Community Engagement Checklist*
- *Community Mapping for Health Equity Advocacy*



## For More Information

[www.policylink.org](http://www.policylink.org)

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