

## Definitions and Descriptions of Social Determinants of Health

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### Definition 1:

The social determinants of health are the circumstances in which people are born, grow up, live, work and age, as well as the systems put in place to deal with illness. These circumstances are, in turn, shaped by a wider set of forces: economics, social policies, and politics.

*World Health Organization*

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### Definition 2:

The social determinants of health are the conditions in the environments in which people are born, live, learn, work, play, worship and age [that] affect a wide range of health, functioning and quality-of-life outcomes and risks.

*Healthy People 2020, U.S. Dept. of Health and Human Services*

## Definitions and Descriptions of Social Determinants of Health

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### Description 1:

Health starts – long before illness – in our homes, schools and jobs.

*Robert Wood Johnson Foundation*

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### Description 2:

All Americans should have the opportunity to make the choices that allow them to live a long, healthy life, regardless of their income, education or ethnic background.

*Robert Wood Johnson Foundation*

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### Description 3:

The opportunity for health begins in our families, neighborhoods, schools and jobs.

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## Collaborate with Others

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## The 3 C's

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### Components of successful team and external partner alignment

**C**  
**Contact**  
Frequency is the key

**C**  
**Communication**  
Clear, consistent communication of the mission and vision is essential.

**C**  
**Connection**  
Develop trusted relationships with individuals and partners by opening up and being your authentic self.

## PDSA Cycle Example

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Based on previous research, the stakeholders:

- **PLAN** a local replication of an asthma education program called Wee Wheezers...
- They **DO** carry out a small pilot test of parent-child classes at the hospital...
- They **STUDY** the effects and see that the classes were chaotic, partly due to non-asthmatic siblings who were brought along, and then...
- They **ACT** by designating a childcare area that would be staffed by volunteers during the classes

## Tactics for Communicating

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### **The elevator speech: clear and brief**

- A compelling vision that can be described in the amount of time you have during a typical elevator ride
- Use when meeting people at unrelated public events, and even when you're in line at the grocery store or when you're getting your hair cut

## Tactics for Communicating

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### **Multiple channels of communication**

- Use the newest communication technologies, but don't forget the tangibles: coffee mugs, T-shirts, posters in storefront windows – keep the message in circulation.

## Tactics for Communicating

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### **Be memorable**

- Create metaphors, figures of speech and slogans – and find creative ways to use them.
- Write a theme song or a memorable motto.

## Tactics for Communicating

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### **Walk the talk**

- If you're talking it up, be sure to back it up with actions and behaviors. If people see one thing and hear another, your credibility is shot and your vision is dead.

# Barriers

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## TEAM BARRIERS

Consider team dynamics, communication, personalities and accountability.

## BARRIERS RELATED TO EXTERNAL FORCES

Consider barriers like lack of funding, relevant policies and community opposition.

Also consider the role of local/state laws and how they can be leveraged.

## My Commitment

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