

Definitions and Descriptions of Social Determinants of Health

1

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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2

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

3

Description 1:

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

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4

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.

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5

Description 3:

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

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Collaborate with Others

6



Source: www.cdc.gov/chinav

The 3 C's

7

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

8

Based on previous research, the stakeholders **PLAN** to host a local farmer to sell fresh fruits and vegetables at the women's health free clinic.

They **DO** set up the farm stand in front of the building and keep track of what is sold.

They **STUDY** the results by reviewing the sales log and recording anecdotes from the women. They find that many women report that they would buy more produce if they could use their SNAP* benefits, and if they were more confident about how to cook fresh vegetables.

They **ACT** by procuring SNAP debit card readers for use at the farm stand, and – starting the next iteration of the PDSA cycle – they **PLAN** some cooking classes to be held at the clinic.

* SNAP = Supplemental Nutrition Assistance Program (formerly the food stamp program)

Tactics for Communicating

9

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 getting your hair cut.

Tactics for Communicating

10

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

11

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

12

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

13

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

My Commitment

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