



Zip Code Matters
Lane Equity Coalition

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Overview

- What does *Zip Code Matters* mean?
- Health Equity + Prevention + Community Engagement
- Living in Lane County



Zip Code Matters

- *Health* - many people think of health care and medicine, fewer understand the powerful role that neighborhoods and social factors play
 - Zip code is a better predictor of health than genetic code*
- *Place* - access to healthy food, good schools, affordable housing, safe streets, parks, transportation, **social connection**



Health Equity

- All deserve a fair and just opportunity to be as healthy as they can be
- In the US, opportunity, and also disease and poor health, are *not* equitably distributed
- Differences in health are *large, persistent* and **increasing**
- **Health disparities:** Differences result from *economic, social, or environmental disadvantage*



Prevention

- Chronic diseases such as heart disease and diabetes are tied to chronic stress, poor diet, lack of exercise, smoking, environmental contaminants
- Chronic diseases are not cured but managed (at a high cost) over time
- Only about 3% of health care spending on prevention
- What resources do people need to keep from getting sick in the first place?

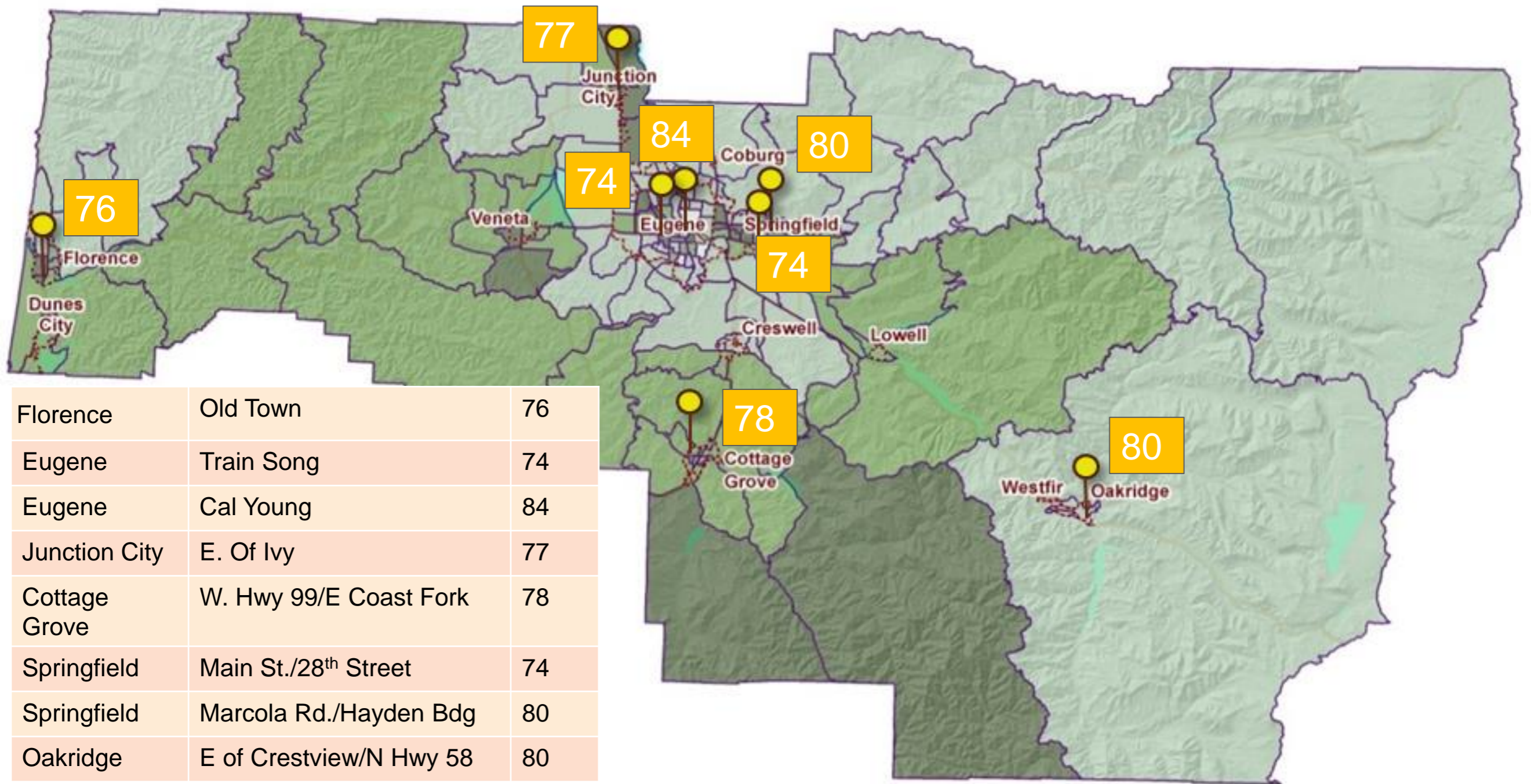


Why Place Matters

- Unhealthy neighborhoods are where diseases often start
- Impacts overall health, including the ability to eat well and exercise and the level of chronic disease
- Result in drastic life expectancy differences between zip codes in the same cities



Lane County Neighborhoods and Average Life Expectancy in Years*



*Oregon Death Certificates, Oregon Center for Health Statistics, Oregon Health Authority. 2006-2015



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What needs to change?

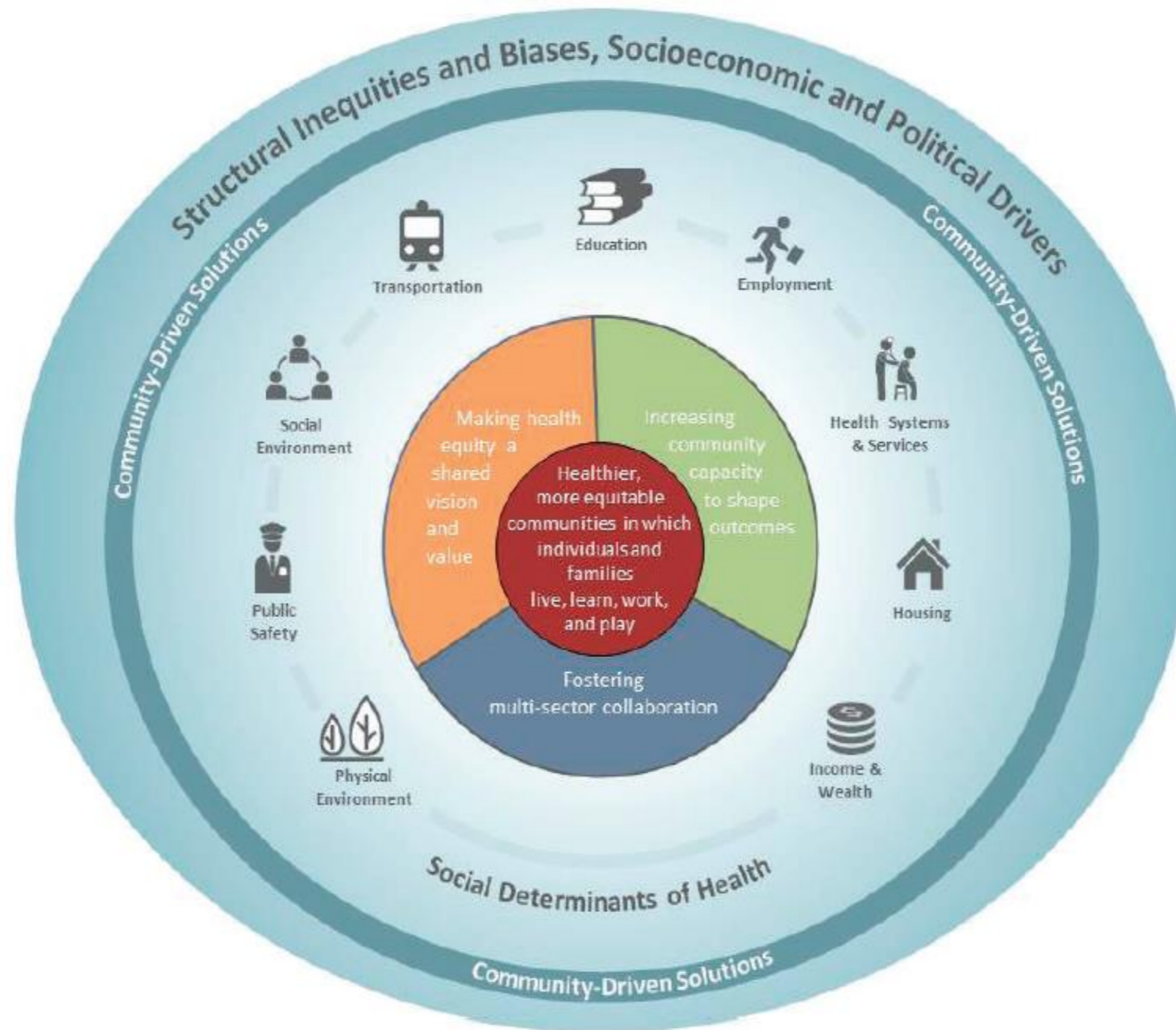
“There are systemic root causes of health inequities in this country that can seem overwhelming to local communities working to tackle unemployment, concentrated poverty, and school dropout rates. It will take considerable time to address these root causes, and it will require system-level changes to reduce poverty, eliminate structural racism, improve income equality, increase educational opportunity, and fix the laws and policies that perpetuate structural inequities. All actors in the community—businesses, state and local governments, anchor institutions, and other community residents—have the power to change the narrative and help promote health equity.”



Community Engagement

Communities in Action: Pathways to Health Equity

Conceptual Model from the National Academies of Sciences, Engineering, and Medicine (2017)



Guiding principles for community consideration

- Communities have agency to promote health equity.
- Community-based efforts to promote health equity require the following three key elements:
 1. making health equity a shared vision and value
 2. increasing community capacity to shape outcomes
 3. fostering multi-sector collaboration



Recommendations for process

- Leverage existing efforts whenever possible.
- Adopt explicit strategies for authentic community engagement, ownership, involvement, and input throughout all stages of such efforts.
- Nurture the next generation of leadership.
- Foster flexibility, creativity, and resilience where possible.
- Seriously consider potential community partners, including nontraditional ones.
- Commit to results, systematic learning, cross-boundary collaboration, capacity building, and sustainability.
- Partner with public health agencies whenever possible, no matter the focus of the effort.



Dr. Vivek Murthy, 19th US Surgeon General:

“Unlike many other illnesses, what I find profoundly empowering about addressing loneliness is that the ultimate solution to loneliness lies in each of us. We can be the medicine that each other needs. We can be the solution other people crave. We are all doctors and we are all healers. The question is, do we have the courage to speak up and to stand up for others, to reach out to them when we feel they may be in need.”



About Lane County Public Health

- OUR MISSION is to promote and protect the long-term health and well-being of individuals, families and our community.
- OUR VISION is optimal health for all people in Lane County.
- Learn more: lanecounty.org/publichealth



Thank you!

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