

# Welcome Poll!

Please tell us what brings you here today.





# WORKING PRINCIPLES FOR HEALTH JUSTICE AND RACIAL EQUITY

Centering Community in Public Health

2020 Webinar Series

March 25, 2020

**The Praxis Project** is a national non-profit organization that works in partnership with national, regional, state, and local partners to achieve health equity and justice for all communities. **Our mission is to build healthy communities by transforming the power relationships and structures that affect our lives and communities.** Praxis supports policy advocacy and local organizing as part of a comprehensive strategy for change.



# Hosts



**Xavier Morales**

Executive Director  
The Praxis Project



**Jenna Gaarde**

Program Director  
The Praxis Project



**Candace Cross**

Fellow  
The Praxis Project





# Logistics for our webinar

- We will provide a link to the Working Principles during the webinar.
- This webinar will be recorded and posted online.
- Slides will be emailed out.
- Q&A responses will be emailed out.



# Community Agreements

- Be respectful
- Be patient
- Brave space
- No wrong questions
- Pop the bubble
- Land the plane



# Webinar Engagement

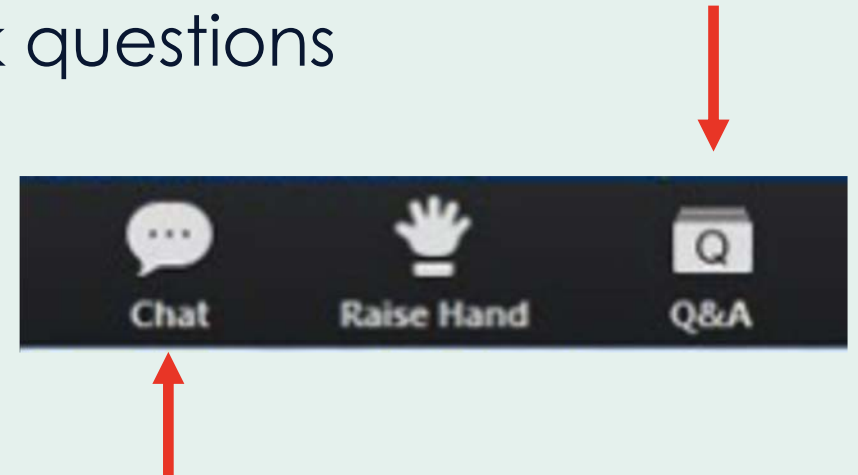
Use Q&A and chat tools throughout webinar

## Q&A:

- We will answer questions as they come up
- We will have time for folks to verbally ask questions
- We will then answer written Q&A

## Chat:

- Set chat to “all panelists & attendees”
- Chat can be used for comments and engagement with other attendees



# Welcome & Introductions

Let's test the chat tool (to panelists and attendees):

- Name
- Sector (community, nonprofit, government, etc.)
- Where you're based

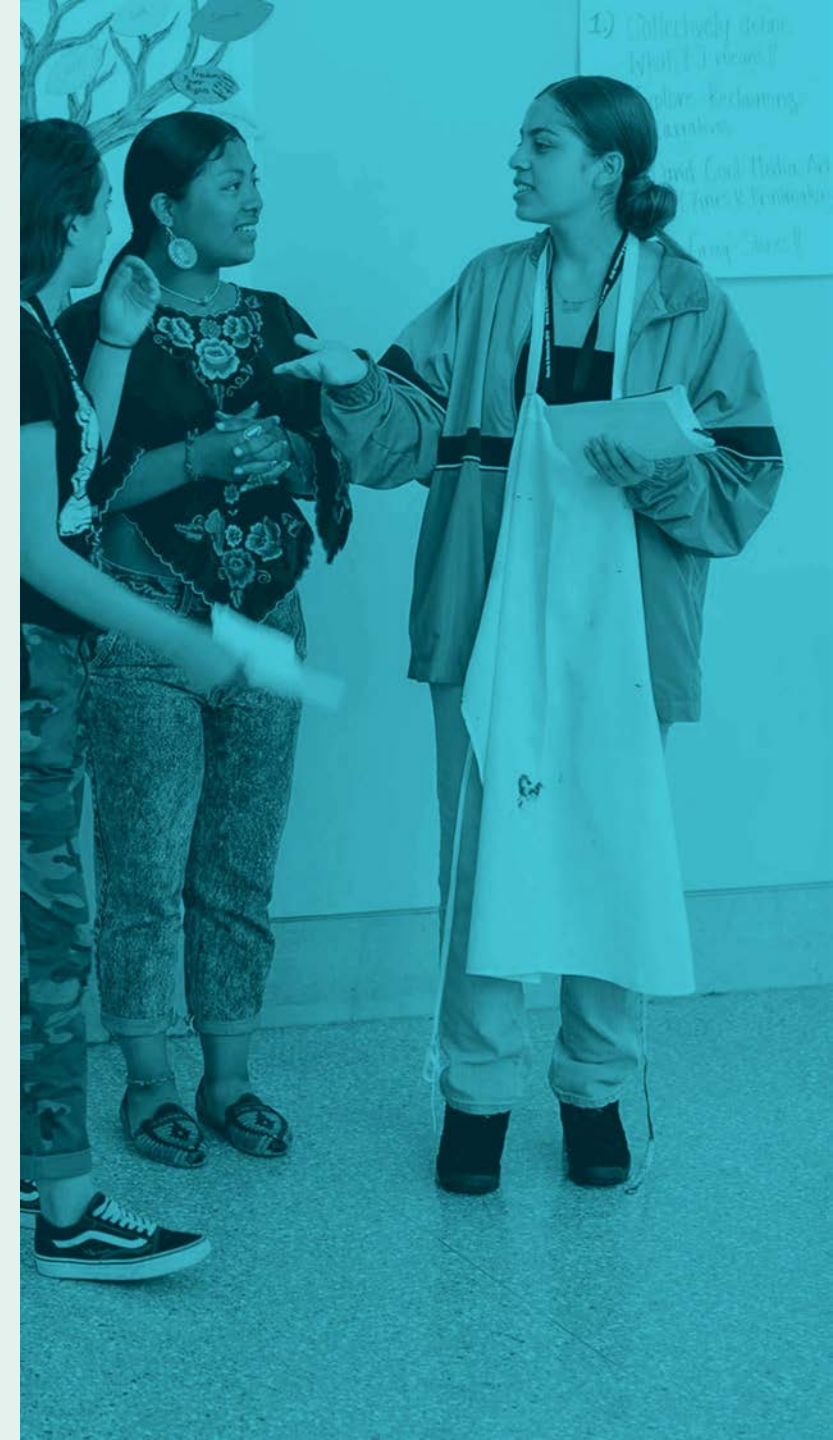




# Gratitudes

Thank you to the community partners who contributed their wisdom, knowledge, and experience to this discussion:

*Praxis technical assistance partners, staff, Board of Directors, and network of basebuilding organizations.*



# Types of Organizations in Communities



## **Advocacy Organization**

A group of people who work to support an issue or protect and defend a group of people, or social good or interest

## **Community Service Provider**

Organizations that deliver person-centered care within the community

## **Community Organization**

An organization that uses its own social structures and resources to accomplish community goals

## **Base-Building Organization**

An organization that sets strategies using the priorities of their constituencies to build collective strength and power to address a variety of inequitable conditions within a community



# Praxis Theory of Change

Build  
Community  
Power

Increased  
Agency to  
Shape Policies,  
Systems &  
Practices

Basebuilding  
Organizing is  
Intrinsically Valued  
and Directly  
Supported

Positive Change  
Across Social  
Determinants of  
Health Equity

More Just  
Society



# Social Determinants of Health



# The Story Behind the Praxis Project's Working Principles for Health Justice and Racial Equity



# Participant Question

Please type in your response using the chat tool  
(to all panelists and attendees):

- What resources or frameworks do you currently reference in your health justice and racial equity work?



ACT WITH CARE



INCLUSIVITY

# Working Principles for Health Justice & Racial Equity



COMMITMENT TO TRANSFORMATION



SUSTAINABLE SOLUTIONS



AUTHENTIC COMMUNITY COLLABORATION



# Act with Care

Proceed thoughtfully.

Be deliberate.

Seek to understand.

Build trusting relationships.

Lead with love.





# Inclusivity

Those most affected by inequities are in the best position to define the problem, design appropriate solutions, and define success.



# Authentic Community Collaboration

Authentic community collaboration builds dignity and allows for all perspectives to be considered and integrated; solutions should be co-designed, co-implemented, and co-measured/evaluated.



# Sustainable Solutions

Solutions should be community-driven, build community capacity and resident knowledge, deepen relationships, increase programmatic capacity, build lasting infrastructure, and ensure respect for all.



# Commitment to Transformation

All participants can learn from one another, reflect on their own structures and practices, and find areas to continuously improve organizational culture and practices.



# Working Principles for Health Justice and Racial Equity in Action



# Diverse Leadership Shaped New Strategy

## Previous Strategy Public Health Perfect *Failed 30 times*

- 2 cents/ounce
- Dedicated Tax (66%)
- Retail tax – felt at the register
- Focused on raising prices to curb demand/consumption
- “Success” if price of soda increased resulting in decreased purchase

## Berkeley Strategy Political Perfect/Public Health Good *Passed!*

- 1 cent/ounce
- General Fund Tax (50%) Excise tax paid by distributors
- Focused on generating revenue to address complex roots of diseases caused by overconsumption of sugar water
- “Success” defined by increased community knowledge, and behavior changes of those receiving benefits of investment



# 2014 Passage of Measure D: Berkeley Soda Tax

Principle	Previous 30+ Attempts	2014 Coalition
<b>Act with Care</b>	Emphasis was on decreasing soda consumption through increasing price	Emphasis on building relationships to show how this funding could advance local priorities and goals
<b>Inclusivity</b>	Identities of the communities most impacted by soda industry did not inform who was engaged	Intentional inclusion of communities of color most impacted by soda industry
<b>Authentic Community Collaboration</b>	Community engagement and buy-in was significant gap	Community-led collaborative and community advisory board for tax revenue
<b>Sustainable Solutions</b>	Emphasis was on increasing prices to decrease consumption	Reinvestment of funds back into the community, build knowledge, capacity and infrastructure.
<b>Commitment to Transformation</b>	Wedded to the research: 2 c/ounce; retail tax; specific tax.	Reflection of many lessons learned to bring to other tax interventions

# Assessing & Improving Our Work

Through applying the Working Principles of Health Justice & Racial Equity







# What's Coming Up for Praxis:

## Community Wisdom Brief Series

Stay tuned for the next release:

*Community Centered Health Justice and Racial Equity: Organic Efforts Towards Health Equity-Driven Policy and Practice*

<https://www.thepraxisproject.org/signup-for-updates>



# What's Coming up for Praxis:

- **Next Webinar:** May 7, 2019: Organic Efforts Towards Health Equity-Driven Policy and Practice
- **Praxis Trainings:** Centering Community in Public Health:  
<https://www.thepraxisproject.org/praxis-learning-center>
- **Basebuilding Convenings:** virtual support for disaster recovery justice



ACT WITH CARE



INCLUSIVITY

# Working Principles for Health Justice & Racial Equity



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SUSTAINABLE SOLUTIONS



AUTHENTIC COMMUNITY COLLABORATION





# Discussion

## What questions do you have for the Praxis hosts?

1.) First, use the hand-raising function in zoom if you have a mic and would like to speak your question.

2.) Please type in your question using the Q&A tool.



# Participant Feedback Poll

Please complete our brief anonymous poll.

*We will share a separate evaluation survey afterwards. Please complete it, as your feedback is invaluable to us.*



# Thank You!

\* Please don't forget to complete the evaluation!

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