



National Collaborating Centre  
for Determinants of Health  
Centre de collaboration nationale  
des déterminants de la santé

## Public Health Training for Equitable Systems Change (PHESC)

On-Demand Webinar 5: Policy development and advocacy to improve health equity  
January 2019

### Additional resources

Thank you for completing the PHESC: Policy development and advocacy to improve health equity On-Demand Webinar. To further your learning, please review the suggested resources and self-reflection questions.

You can register for other webinars in this series by visiting the PHESC page on the NCCDH website. If you have any questions, please contact: [nccdh@stfx.ca](mailto:nccdh@stfx.ca).

### Suggested pre-webinar readings:



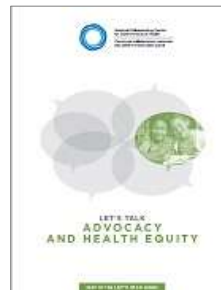
[Ontario Ministry of Health and Long-term Care. \(2018\). \*Protecting and Promoting the Health of Ontarians: Ontario Public Health Standards: Requirements for Programs, Services, and Accountability\*. Toronto, ON, p. 20-22.](#)



[Ontario Ministry of Health and Long-term Care. \(2018\). \*Health Equity Guideline, 2018\*. Toronto, ON.](#)



[National Collaborating Centre for Determinants of Health. \(2013\). \*Let's Talk: Public Health Roles for Improving Health Equity\*. Antigonish, NS: National Collaborating Centre for Determinants of Health, St. Francis Xavier University.](#)



[National Collaborating Centre for Determinants of Health. \(2013\). \*Let's Talk: Advocacy and Health Equity\*. Antigonish, NS: National Collaborating Centre for Determinants of Health, St. Francis Xavier University](#)

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[National Collaborating Centre for Determinants of Health. \(2013\). \*Let's Talk: Moving Upstream\*. Antigonish, NS: National Collaborating Centre for Determinants of Health, St. Francis Xavier University](#)

**Suggested post-webinar readings:**



[National Collaborating Centre for Determinants of Health. \(2015\). \*Key Public Health Resources for Advocacy and Health Equity: A Curated List\*. Antigonish, NS: National Collaborating Centre for Determinants of Health, St. Francis Xavier University.](#)



[National Collaborating Centre for Determinants of Health. \(2016\). \*Advocacy for Health Equity - Hamilton Public Health Services\*. Antigonish, NS: National Collaborating Centre for Determinants of Health, St. Francis Xavier University.](#)



[National Collaborating Centre for Determinants of Health. \(2017\). \*Learning from Practice: Advocacy for Health Equity - Food Security\*. Antigonish, NS: National Collaborating Centre for Determinants of Health, St. Francis Xavier University.](#)



[National Collaborating Centre for Determinants of Health. \(2017\). \*Learning from Practice: Advocacy for Health Equity - Environmental Racism\*. Antigonish, NS: National Collaborating Centre for Determinants of Health, St. Francis Xavier University.](#)



[National Collaborating Centre for Determinants of Health. \(2017\). \*Learning from Practice: Advocacy for Health Equity - Generation Squeeze\*. Antigonish, NS: National Collaborating Centre for Determinants of Health, St. Francis Xavier University.](#)



[Mantoura, P. & Morrison, V. \(2016\). \*Policy Approaches to Reducing Health Inequalities\*. Montréal, QC: National Collaborating Centre for Healthy Public Policy.](#)

## Self-reflection questions to incorporate into your professional practice:

1. What are the policy opportunities to improve health equity in your area of work?
2. What are the various population groups that these policies would impact?
  - a. Are these impacts positive or negative?
  - b. How could the negative impacts be mitigated?
3. Identify where in the stream (downstream, midstream, upstream) your work falls. Discuss with your colleagues how you could move your programs/work more upstream.
4. What skills do you need to have in order to engage in advocacy on the social determinants of health? Are these skills similar or different based on your advocacy goals or focus areas?
5. How can your organization create an environment in which you can take part in advocacy efforts?
6. What actions can your organization take to ensure that its own policies and practices are consistent with its advocacy goals?
7. In what ways can you and your organization contribute to advocacy efforts that address policy and social change at the structural level?
8. Identify a public health equity initiative in your community.
  - a. What public health concern is this initiative trying to address?
  - b. What are the upstream causes of this issue?
  - c. What policies could be implemented to help address these causes?
  - d. What kind of advocacy do you need to achieve policy change?
  - e. Who are the decision-makers for this issue?
  - f. What are the values and beliefs of each decision-maker regarding this issue?
  - g. How will you adjust your advocacy messages to resonate with the values and beliefs of the decision-makers?
  - h. What tools will you use to convey your messages?

Need to refresh? You can register for an on-demand webinar at any time on the [NCCDH website](#).

### PHESC Project Partners

