RESOURCES AND REFLECTION QUESTIONS
Thank you for your interest in on-demand webinars from the Public Health Training for Equitable Systems Change (PHESC) series. To further your learning BEFORE and AFTER the webinar, we have compiled a list of related readings and reflection questions.

PRE-WEBINAR READINGS


REGISTER FOR WEBINARS IN THIS SERIES AT [WWW.NCCDH.CA/PHESC](http://WWW.NCCDH.CA/PHESC)
POST-WEBINAR READINGS


Background

There is no single way to design and implement advocacy to address health inequities. Selecting an approach depends on greater health equity in our communities.1

Advocacy is a vital role for public health practitioners in the local or broader context, practitioners' own philosophies or addressing health inequities. Despite repeated calls for more action at the national level, there is still a need for targeted advocacy efforts to address the complex determinants of health and the health of disadvantaged groups, closing gaps, or their intensification (Scott-Samuel & Smith, 2015).

Our goal is to clarify how the different broad policy approaches and present them in relation to the distinction between the types of determinants (of health or of health inequalities) that may be targeted by the various approaches to reducing health inequities into French (the WHO Commission on Social Determinants of Health, 2008, p. 5). While the term health inequities is often used to describe differences in health status experienced by various population groups as a result of factors not related to personal behaviour or medical care (Marmot, 2005), the term itself is often difficult to apply in practice.

First, we discuss three ways of conceiving of and addressing the gradient. Secondly we clarify the light on three interrelated dimensions that are the organization.

POLICY DEVELOPMENT AND ADVOCACY TO IMPROVE HEALTH EQUITY

• Broad-based support through coalitions;
• Values linked to fairness, equity and social justice;
• Clear, specific policy goals;
• Use of political and legislative processes for change.

Despite the wide variety of approaches that can be used in policy development and advocacy to improve health equity, there are a number of commonalities that are often present in successful advocacy efforts. These roles are described in more detail in “Let’s talk advocacy and health equity: determinants about the Association. (2014). Accessed: www.frameworksinstitute.org/...resource/letstalkadvocacyandhealthequity15112011.pdf

This curated list is not meant to be comprehensive, but to point to key environments and policies. These roles are described in more detail in “Let’s talk advocacy and health equity: determinants about the Association. (2014). Accessed: www.frameworksinstitute.org/...resource/letstalkadvocacyandhealthequity15112011.pdf

We’ve selected a number of tools and resources that public health practitioners can use to support collective action on health equity: determine and implement advocacy to improve health equity.

This practice example was created by the National Collaborating Centre for Determinants of Health, Food Secure Canada to demonstrate the application of advocacy in Canadian public health practice. Visit www.nccdh.ca for other documents on Income Inequality and health equity.

Framing the issue helps identify what change will advance public health interests. Framing the issue

Squeeze to demonstrate the application of advocacy in Canadian public health practice. Visit www.nccdh.ca for other documents on Income Inequality and health equity.

Advocacy for Health Equity - Generation Squeeze. Antigonish, NS:
REFLECTION QUESTIONS

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?

9. What tools will you use to convey your messages?

PHESC PROJECT PARTNERS

Funding for the Public Health Training for Equitable Systems Change (PHESC) project is provided by the Ontario Ministry of Health and Long-term Care. The views expressed herein do not necessarily represent the views of the Province of Ontario.