South Carolina Health Coordinating Council

NLAPH Team 2014
Background

- **Team members**
  - *The expert:* Myriam Torres, PhD – Director of the University of South Carolina Consortium for Latino Immigration Studies
  - *The business leader:* Lisa Wear-Ellington – Chief Executive Officer of the South Carolina Business Coalition on Health
  - *The team lead:* Ana Isabel Gallego – Program Director of the South Carolina Health Coordinating Council

- **Population of focus:** Organizations that serve and employ people and communities affected by health inequities in South Carolina
Team leadership goals

- Finding people doing similar things.
- Influencing people to take a stand on equity.
- Improving our ability to craft and deliver equity messages.
- Engage in win-win professional relationship with people who don’t share the same values.
Individual leadership growth

Interviewing to write a case study is a great way to learn. It combines preliminary research, need to exercise active listening, freedom to ask as many questions as needed, and one-on-one interaction - Ana

Two things: 1) I learned a great deal from the expertise and leadership of my team peers; 2) Seeing the big picture - Myriam

My biggest takeaway was the process of engaging in action learning (assess, measure, act, and plan) and committing to team reflective learning- Lisa
Many smart and respected professionals don’t feel comfortable talking about health disparities, segregation, or social inequality.

It is ok, we all have things we feel uncomfortable with. If our team succeeds, with time, more and more people will dare to talk about the things that make them uncomfortable and take action on it.

Words like diversity, representation, equality and disparity have years of use as part of the political discourse.

To engage people in action we need to be careful with the use of messages so that the listener gets excited about change and not about blame.
Big picture

- Did not change:
  - Stakeholders
  - Environmental and political context
  - Critical leadership challenges
  - Vision/desired future

- Changed:
  - Pathway to change
    - From- Focus on representation of movers and shakers in communities impacted by health inequity
    - To- Comprehensive call to action that includes data, cultural competence, community engagement, and diverse leadership engagement
Results

- **Rethinking messages:** The SCHCC has identified health equity language and messages that are relevant for people and organizations of diverse values and levels of readiness to engage in health equity work.

- **Champions:** The call to action has achieved support from more than a dozen organizations inclusive of health equity experts, funders, business groups, providers and provider associations, and consumer representatives.

- **Local understanding of health disparity reduction:** We produced 4 local case studies of organizations with distinct but successful understandings of disparity reduction:
  - As a strategy to improve overall county health status
  - As a result of the acknowledgement that we all are diversity challenged in one way or another and that each individual is unique
  - As a result of deliberate diversification of management and workforce
Committing to a project for NLAPH allowed us to take time away from our daily jobs to focus on this collaborative project.

The two most valuable elements in the process:
- Continuous learning with and from our teammates
- Support from the coach
The future

**Team:** Our team will become part of a larger health equity acceleration team established by the SC Health Coordinating Council with a more diverse membership.

**Project:** The Acceleration Team is refining indicators, planning a process to engage grassroots, and planning the launch of the call to action.

**Individuals – team member priorities for 2015:**
- **Ana** - to further develop communication and facilitation skills. This skill-set development should include health equity messaging.
- **Myriam** - to learn more and be more vocal about health disparities among all populations.
- **Lisa** - to speak from a perspective of inclusiveness and collaboration with further learning about health equity.