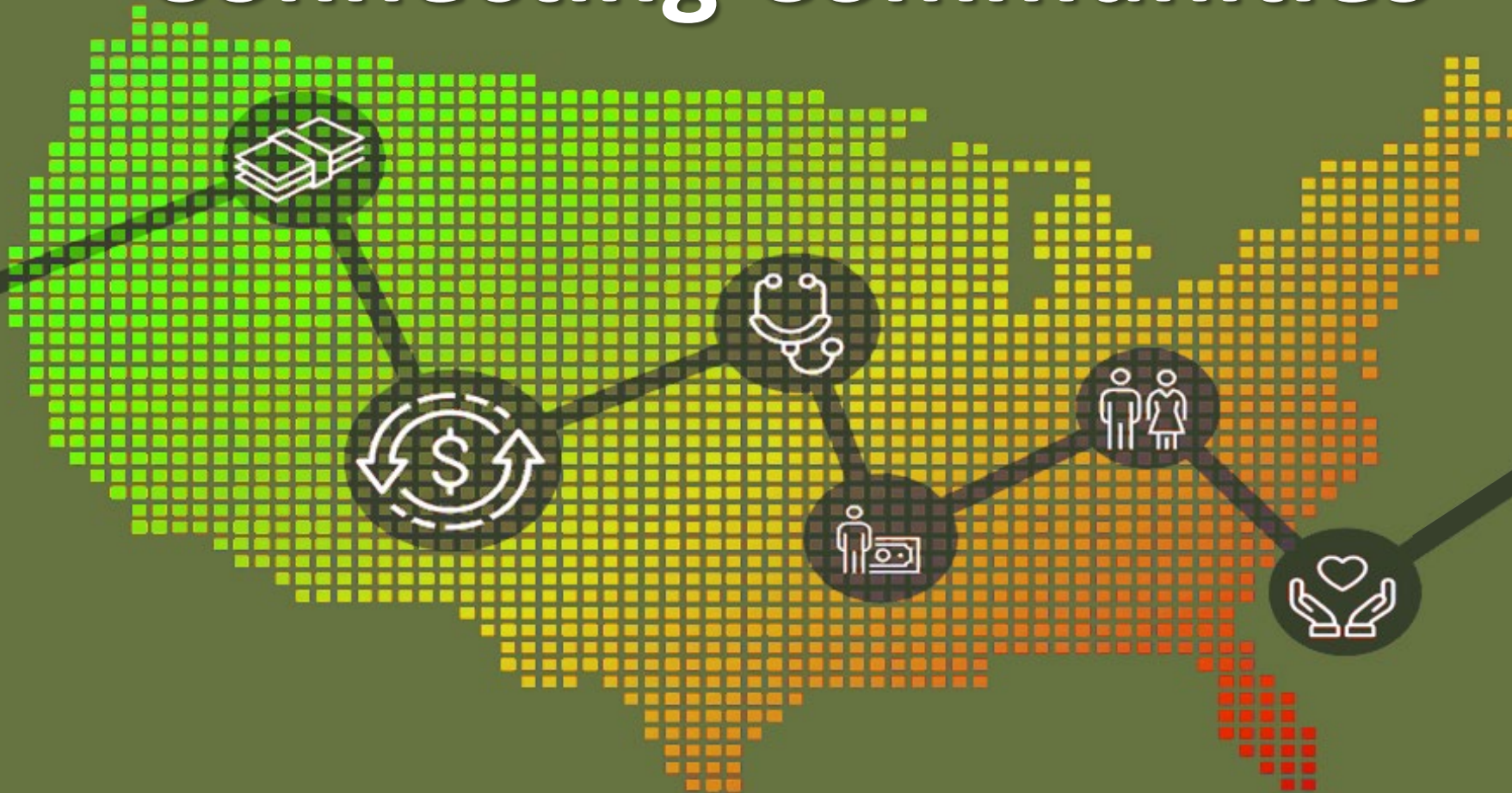


# Connecting Communities



## Exploring the Intersection of Health and Economic Equity

May 13, 2021

*Organized by the Federal Reserve Bank of St. Louis*

# Welcome

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**Jason Q. Purnell**  
*Vice President*  
BJC Healthcare



**Bobby Milstein**  
*Director*  
ReThink Health®

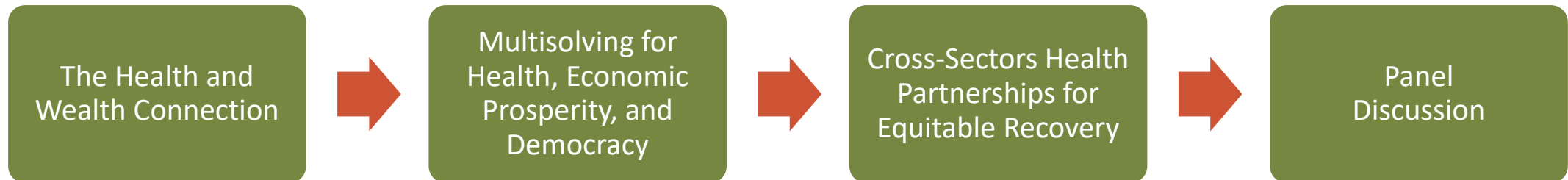


**Ruth Thomas-Squance**  
*Senior Director*  
Build Healthy Places  
Network



**Nishesh Chalise**  
*Director*  
Federal Reserve Bank of  
St. Louis

## Agenda for this webinar



## Join

- Call-in number **888-625-5230**
- Conference code: **728 591 93#**
- Webinar link: <https://www.webcaster4.com/Webcast/Page/584/40030>

## Questions

- Email us at: [communities@stls.frb.org](mailto:communities@stls.frb.org).
- Type your question into the chat box of the webinar.

## Website

- Please visit <https://bsr.stlouisfed.org/connectingCommunities>.

## Fed Communities

- Additional resources are available at [www.fedcommunities.org](http://www.fedcommunities.org).
- We encourage you to browse through this site and contact your regional office.

The **Connecting Communities**<sup>®</sup> audio conference series is a Federal Reserve System initiative intended to provide timely information on emerging and important community and economic development topics with a national audience. The audio conference series complements existing Federal Reserve Community Development outreach initiatives that are conducted through our regional Reserve Bank offices and at the Federal Reserve Board of Governors in Washington, D.C.

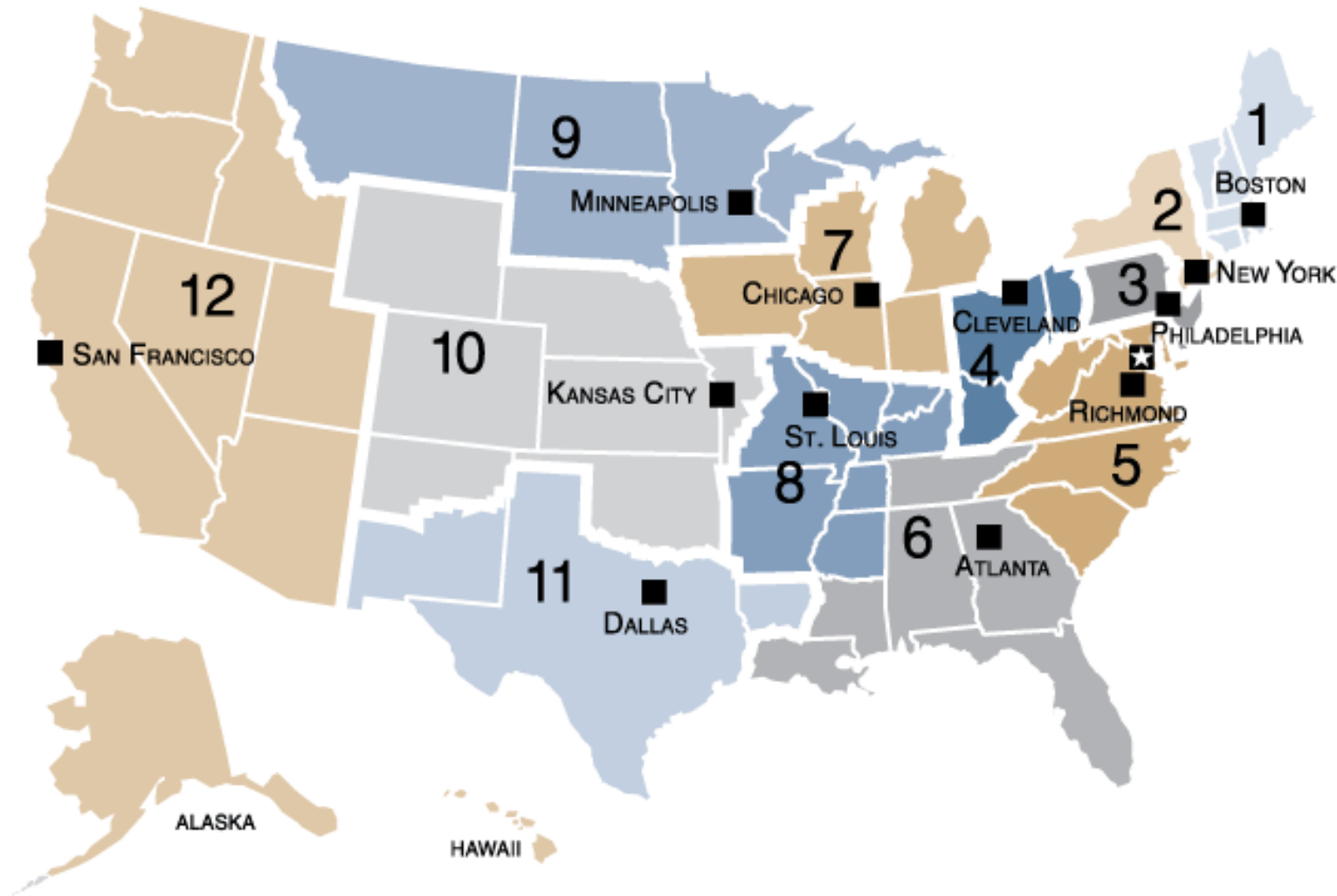
# Legal Notices and Disclaimer

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**The information, analyses, and conclusion set forth are those of the presenters and do not necessarily indicate concurrence by the Board of Governors of the Federal Reserve System, the Federal Reserve Banks, or members of their staffs.**

# Community Development



The mission of the Federal Reserve's community development function is to promote the economic resilience and mobility of low- to moderate-income and underserved individuals and communities.

# Opening Remarks



**Nishesh Chalise**  
*Director of Community-Based Policy  
and Analysis*



FEDERAL RESERVE BANK *of* ST. LOUIS  
CENTRAL TO AMERICA'S ECONOMY®

# The Health and Wealth Connection



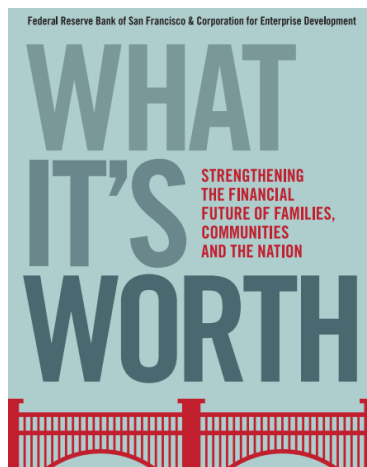
**Jason Q. Purnell, PhD, MPH**  
*Vice President of Community Health  
Improvement*



## A Simple Statement That Stuck with Me

---

“If you want to lower my blood pressure, help me pay my electricity bill.”



## FINANCIAL HEALTH IS PUBLIC HEALTH

**Jason Q. Purnell**

*Washington University in St. Louis*



# Social Determinants and Health Equity

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment	Housing	Literacy	Hunger	Social integration	Health coverage
Income	Transportation	Language	Access to healthy options	Support systems	Provider availability
Expenses	Safety	Early childhood education		Community engagement	Provider linguistic and cultural competency
Debt	Parks	Vocational training		Discrimination	Quality of care
Medical bills	Playgrounds	Higher education			
Support	Walkability				

### Health Outcomes

Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations

**Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.**



Robert Wood Johnson Foundation, 2017

## Those with more wealth have...

---

- Lower death rates
- Lower rates of chronic diseases
- Improved mental health
- Better ability to function in daily life
- Lower rates of smoking, obesity, and excessive alcohol use

Purnell & Hajat, 2017 “The Health and Wealth Connection”

## Children from wealthier families have...

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- Lower obesity rates
- Fewer markers of asthma
- Better social-emotional development

Purnell & Hajat, 2017 “The Health and Wealth Connection”

# Explanation of Health-Wealth Connection

---

- Stress pathway
- Education
- Future orientation
- Systemic racism

WEALTH ENABLES PEOPLE TO AFFORD HEALTH-PROMOTING GOODS AND RESOURCES, spend more time on health-promoting activities, and feel less anxious. All of this has a direct impact on health.

Harper & Baker, 2020 “Wealth and Health Equity”

# Stress in the time of COVID

## COVID-19 IS A SIGNIFICANT STRESSOR FOR MOST AMERICANS



Nearly 8 in 10 (78%) say the coronavirus pandemic is a significant source of stress in their life



Nearly 7 in 10 (67%) say they have experienced increased stress over the course of the pandemic

## PEOPLE WITH HOUSEHOLD INCOME UNDER \$50K MORE LIKELY TO REPORT FINANCIAL IMPACTS

- HOUSEHOLD INCOME **UNDER \$50K**
- HOUSEHOLD INCOME **\$50K+**

% report being laid off from a job due to the pandemic  
*(among those who were employed at some point during the pandemic)*



% report money is a significant source of stress

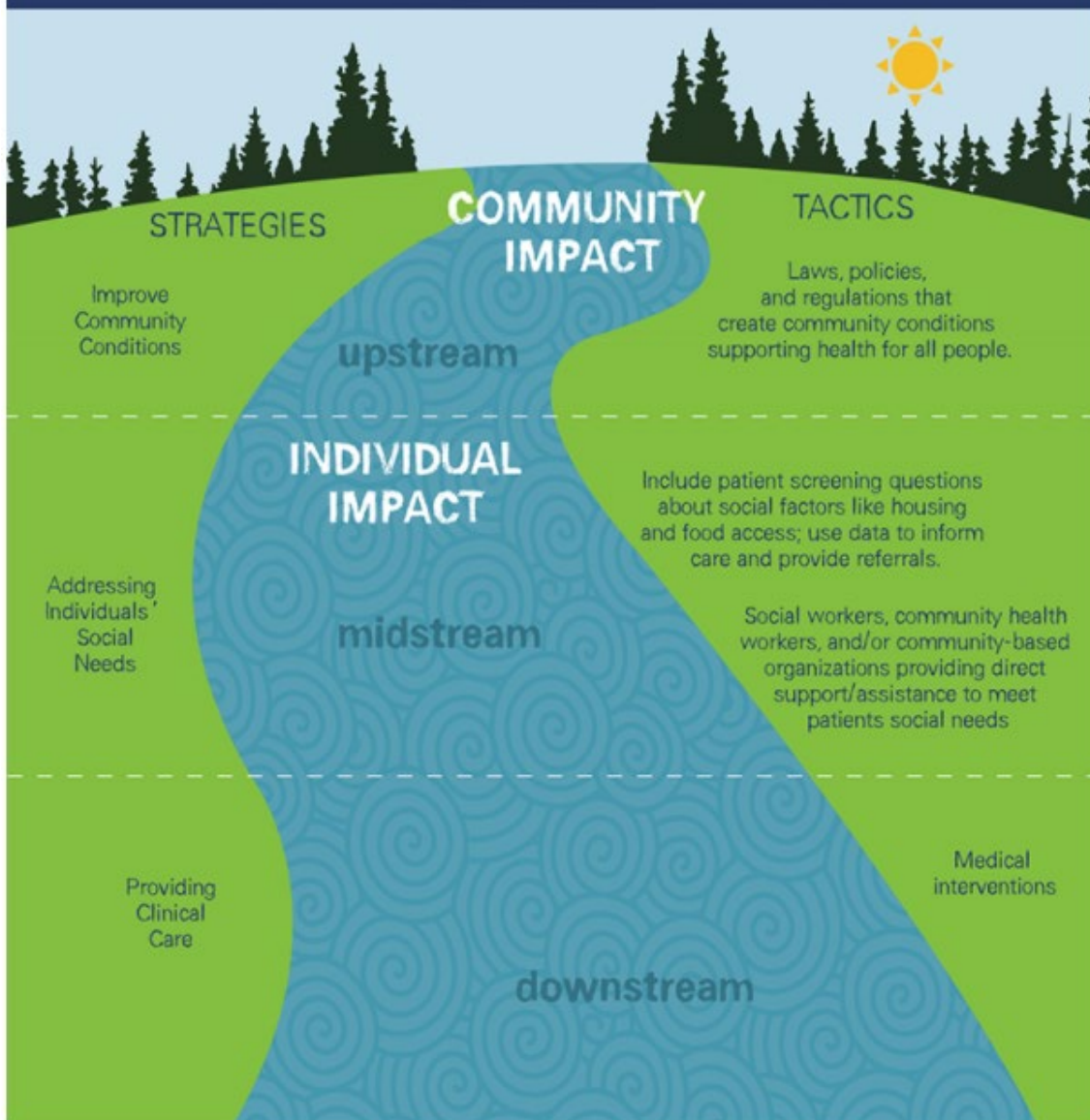


% cite housing costs as a significant source of stress



Stress in America 2020, American Psychological Association

# SOCIAL DETERMINANTS AND SOCIAL NEEDS: MOVING BEYOND MIDSTREAM



## The role of healthcare:

- Only explains 10–20% of health outcomes
- Can't change population health alone
- Should address individual patient social needs at midstream
- Needs to move upstream to have maximum sustainable impact

Castrucci & Auerbach, 2019

# Multisolving for Health, Economic Prosperity, and Democracy



**Bobby Milstein**  
*Director of System Strategy*





**“Dare to imagine that problems might be easier to solve together rather than one by one.”**

**– Elizabeth Sawin**

Sawin E. The Magic of “Multisolving.” Stanford Social Innovation Review [https://ssir.org/articles/entry/the\\_magic\\_of\\_multisolving](https://ssir.org/articles/entry/the_magic_of_multisolving)



# New Research on Health, Economics, and Democracy



Original Scholarship

Which Priorities for Health and Well-Being Stand Out After Accounting for Tangled Threats and Costs? Simulating Potential Intervention Portfolios in Large Urban Counties

BOBBY MILSTEIN\*<sup>1</sup> and JACK HOMER<sup>1,2</sup>

\*Rethink Health / Rippe

Policy Points:

- Interventions in a region should address those that have pervasive cross-impacts.
- Instead of focusing on a regional intervention designed to counter the inadequate social support virtually everywhere.
- Likewise, efforts to reduce improve routine care, important for most counties.

Context: Counties across the country face intertwined threats and costs that...

The Stew [BLOG]

Feb 6, 2020

Share Post:     



## Deciding Where To Invest Is Easier Than We Imagine: Portfolios Everywhere Ought to Prioritize an Equitable Economy and a Connected Society

Bobby Milstein, Director, System Strategy and Jack Homer, Senior Modeling Consultant | 02/07/2020

People are increasingly aware that it takes more than good health care for everyone to reach their full potential. Given the long list of interventions that could enhance health and well-being, decision-makers in counties across the country often struggle to figure out where to set priorities and how to get the most out of their investment portfolios.

Leaders commonly rely on complicated methods to assess county-wide strengths and weaknesses. They also turn to collaborative groups to determine which weaknesses to address first. Often, this approach leads counties to confront each problem individually as it commands attention, a piece-meal method that sometimes

**WHAT?** Efforts to *reduce poverty* and to *expand social inclusion* have **stronger**, more **diverse**, and **quicker** impacts on health and well-being than a dozen other interventions.

**WHY?** They are at the center of **tangled threats** that are **often treated separately**.

**SO WHAT?** Analytic methods and strategic investments can account for the way **seemingly separate threats are, in fact, connected**.

Blog: <https://www.rethinkhealth.org/Resource/deciding-where-to-invest-is-easier-than-we-imagine-portfolios-everywhere-ought-to-prioritize-an-inclusive-economy-and-a-connected-society/>

Article: <https://onlinelibrary.wiley.com/doi/epdf/10.1111/1468-0009.12448>

# Selected Threats and Metrics (County Health Rankings 2006–2015)

Vital Conditions	Selected Threats	County Health Metric
Basic Needs for Health & Safety	No health insurance	Uninsured age <65
	Inadequate routine care	Diabetic not monitored
	Unhealthy diet	Vegetable less than daily
	Physical inactivity	No exercise past month
	Obesity	Self-report BMI 30+
	Smoking	Smoke past month
	Addiction	Drug OD deaths per 100,000
	Violent crime	Violent crimes per 100,000
Lifelong Learning	Limited education	Not on-time HS graduation
Meaningful Work & Wealth	Poverty	Households below FPL
Humane Housing	Severe housing stress	Inadequate facilities or >50% cost
Thriving Environment	Air pollution	PM 2.5 mcg per cubic meter
Reliable Transportation	<i>No metric available in CHR*</i>	
Belonging & Civic Muscle	Inadequate social support	Lacking social-emotional support
Summary Measures	Fair-poor health	Self-report fair/poor health
	Acute illness/death	Years of potential life lost before age 75 per 100,000

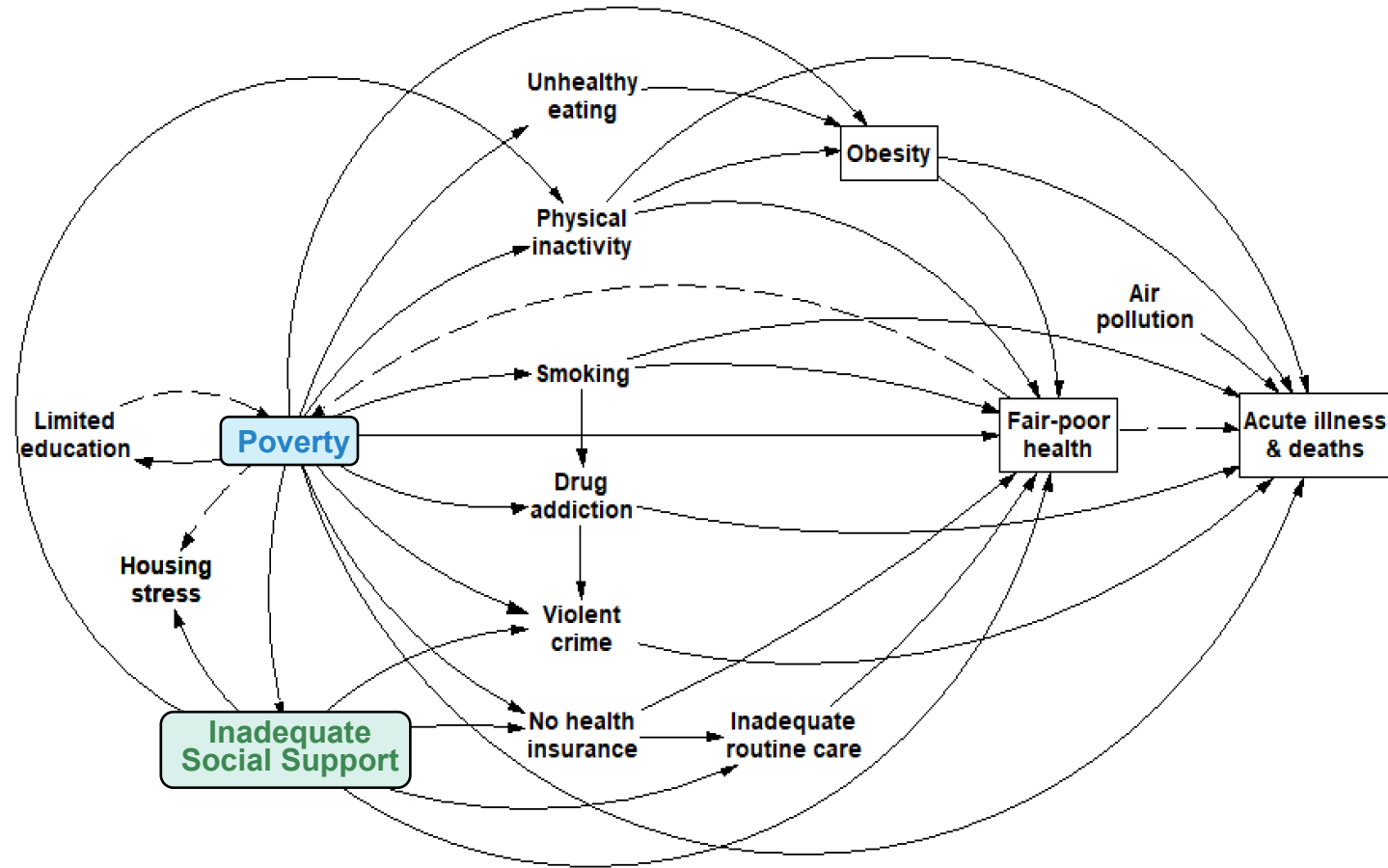
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# Cross-Impacts among Selected Threats

## Peer group of 39 urban counties

County, State	Population 2015	Hub city	County, State	Population 2015	Hub city
1 Alameda, CA	1,647,704	Oakland	21 King, WA	2,149,970	Seattle
2 Alexandria, VA	155,810	Alexandria	22 Maricopa, AZ	4,242,997	Phoenix
3 Allegheny, PA	1,225,365	Pittsburgh	23 Marion, IN	941,229	Indianapolis
4 Bexar, TX	1,928,680	San Antonio	24 Mecklenburg, NC	1,054,835	Charlotte
5 Cook, IL	5,203,499	Chicago	25 Monroe, NY	747,727	Rochester
6 Cuyahoga, OH	1,249,352	Cleveland	26 Multnomah, OR	799,766	Portland
7 Dallas, TX	2,574,984	Dallas	27 Orange, CA	3,172,532	Anaheim/Irvine
8 Davidson, TN	684,410	Nashville	28 Orange, FL	1,314,367	Orlando
9 Denver, CO	693,060	Denver	29 Pinellas, FL	960,730	Clearwater/St. Pete
10 Duval, FL	926,255	Jacksonville	30 Ramsey, MN	540,649	St. Paul
11 Erie, NY	921,046	Buffalo	31 Richmond, NY	476,015	Staten Island
12 Franklin, OH	1,264,518	Columbus	32 Riverside, CA	2,387,741	Riverside
13 Fulton, GA	1,023,336	Atlanta	33 Sacramento, CA	1,514,460	Sacramento
14 Hamilton, OH	809,099	Cincinnati	34 Salt Lake, UT	1,121,354	Salt Lake City
15 Harris, TX	4,589,928	Houston	35 San Francisco, CA	870,887	San Francisco
16 Hartford, CT	892,389	Hartford	36 Santa Clara, CA	1,919,402	San Jose
17 Hennepin, MN	1,232,483	Minneapolis	37 Tarrant, TX	2,016,872	Fort Worth
18 Hillsborough, FL	1,376,238	Tampa	38 Travis, TX	1,199,323	Austin
19 Jackson, MO	691,801	Kansas City	39 Virginia Beach, VA	452,602	Virginia Beach
20 Jefferson, AL	659,521	Birmingham			
			<b>Sum of the 39</b>	<b>57,632,936</b>	



**N=37 cross-impacts among 15 selected threats**  
**All run through poverty and inadequate social support**

Blog: <https://www.rethinkhealth.org/Resource/deciding-where-to-invest-is-easier-than-we-imagine-portfolios-everywhere-ought-to-prioritize-an-inclusive-economy-and-a-connected-society/>

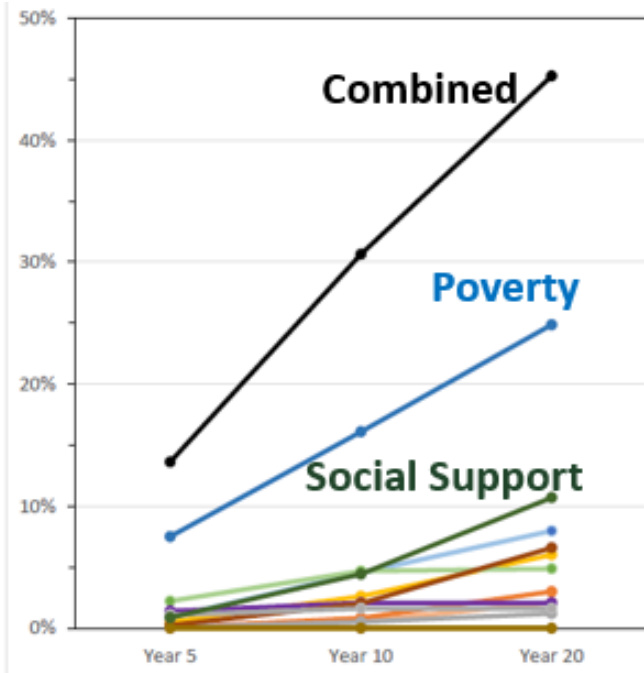
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# Relative Contribution of Each Intervention

Simulated percentage reductions over time  
12 intervention types and a combined portfolio, mean of 39 peer counties

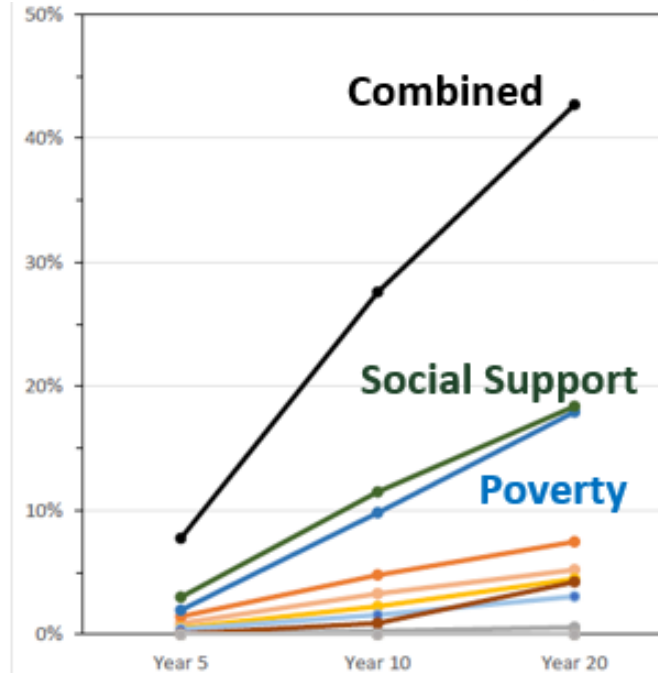
## Years of Life

1.7M more life-years



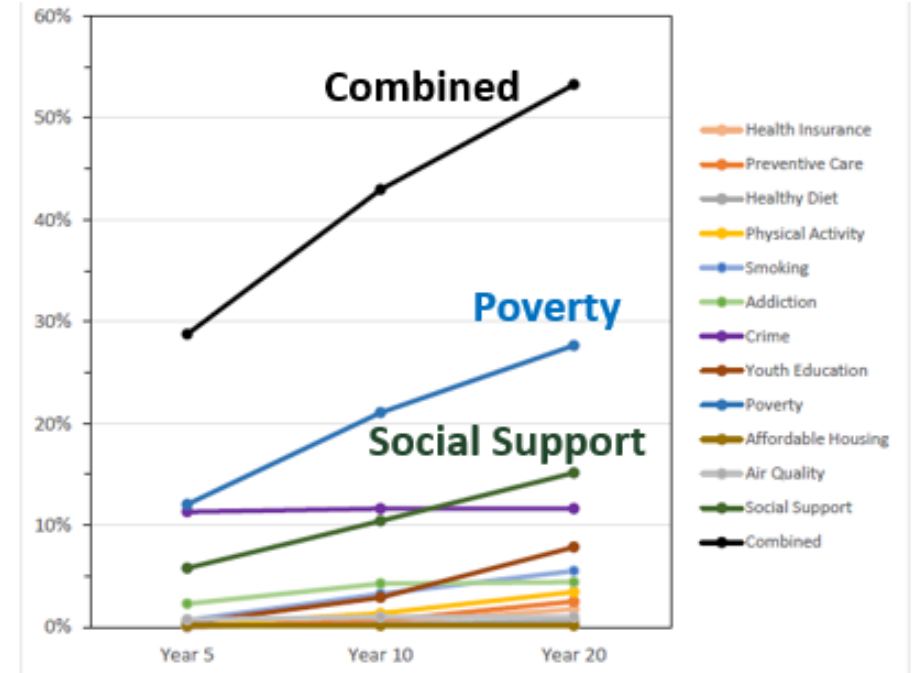
## Quality of Life

Better health for 2.7M people



## Cost of Urgent Services

\$269B lower annual spending



Blog: <https://www.rethinkhealth.org/Resource/deciding-where-to-invest-is-easier-than-we-imagine-portfolios-everywhere-ought-to-prioritize-an-inclusive-economy-and-a-connected-society/>  
Article: <https://onlinelibrary.wiley.com/doi/epdf/10.1111/1468-0009.12448>

# Practical Implications

- **Economic and social inclusion work together**, especially if people experience the dignity and value of their own work to create a thriving commonwealth.
- **Multisolving** initiatives could counter multiple threats and yield many co-benefits (e.g., **civic efforts to create an equitable economy**).

## Multisolving

A way of looking for solutions with co-benefits that advance multiple goals at once (e.g., environment, health, and economic justice).

[Six characteristics of multisolvers](#) (from [Climate Interactive's compilation of multisolving resources](#))

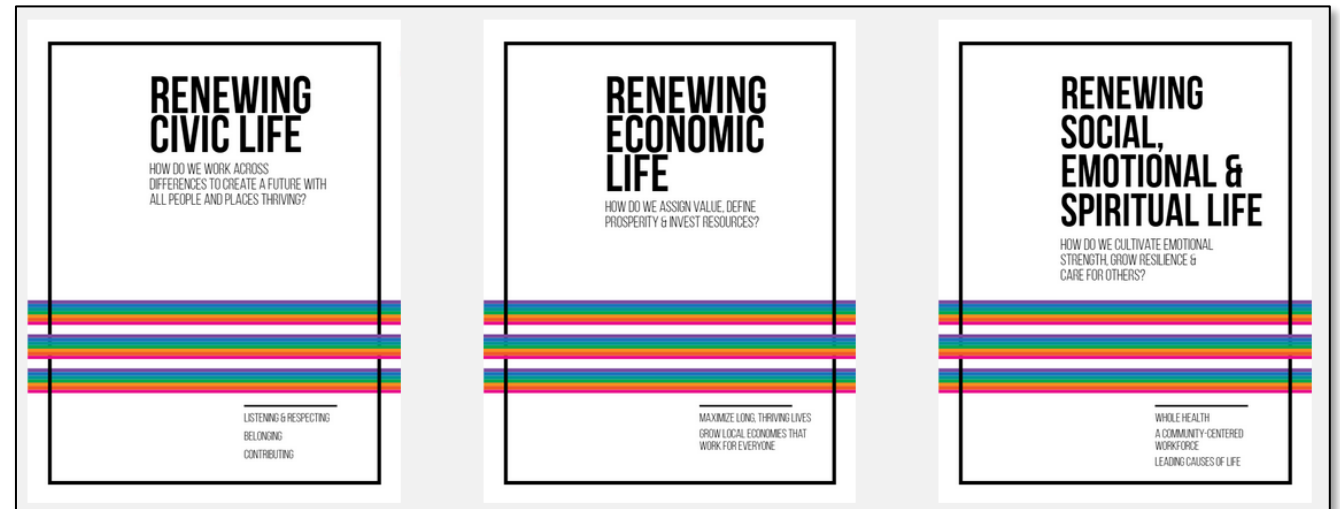
Sawin E. The Magic of "Multisolving." Stanford Social Innovation Review [https://ssir.org/articles/entry/the\\_magic\\_of\\_multisolving](https://ssir.org/articles/entry/the_magic_of_multisolving)

# Converting Loss into Renewal



## VITAL CONDITIONS

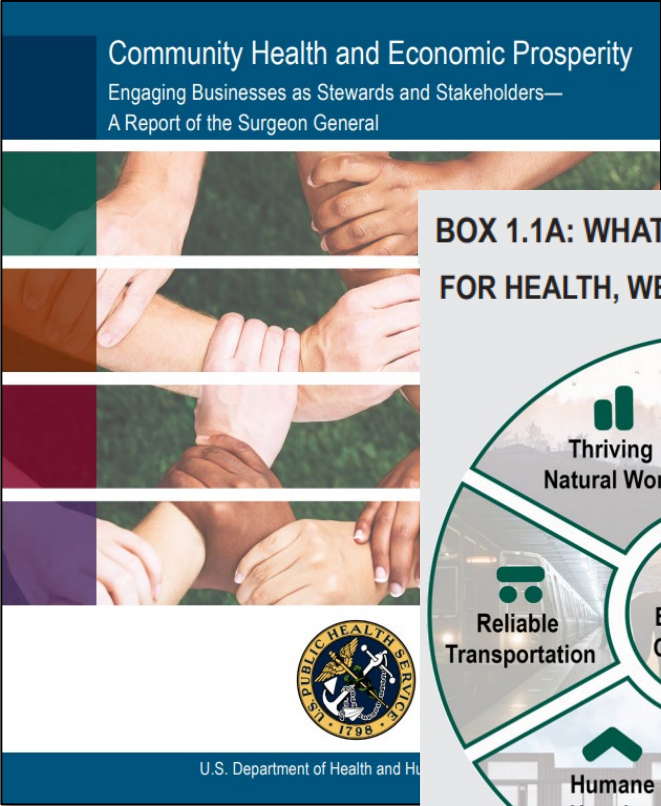
The *Thriving Together Springboard* shows how we can convert loss into renewal.



[Thriving Together: A Springboard for Equitable Recovery and Resilience in Communities Across America](#)

[National Civic Review: Paths to Renewal Winter 2021: Volume 109, Number 4 \(access code: TT21\)](#)

# New Resources for Multisolvers



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Surgeon General’s Report: Community Health and Economic Prosperity: Engaging Businesses as Stewards and Stakeholders  
Healthy Neighborhood Investments: A-Policy-Scan-and-Strategy-Map

# Spotlight: Equitable Economies Policy Library



**WIN  
NETWORK**  
WELL BEING IN THE NATION

## Policy Library

125+ policies spanning  
11 impact areas

## Delphi Survey

- Importance?
- Feasibility?
- Easy to implement?

- Drawn from BIPOC-led organizations
- Grounded in dialogues with people who are struggling or suffering in today's economy
- Informed by a collaborative landscape analysis of research, policies, and organizations

**You can contribute to the Delphi survey.**



# Cross-Sectors Health Partnerships for Equitable Recovery



**Ruth Thomas-Squance, PhD, MPH**  
*Senior Director of Field Building*



**Build Healthy  
Places Network**

# The Build Healthy Places Network

“We are the national center at the intersection of **community development and health**, leading a movement to accelerate investments and speed and spread solutions for building healthy and productive communities.”



Engage



Educate



Synthesize



## Race, Equity, Diversity, Inclusion

---

Recognize racial equity as a key driver of health and well-being

Acknowledge calls to recognize racism as a public health crisis

Intentionally embedded REDI lens at the core of cross-sector partnerships between community development and health

*diversity*

IS HAVING A SEAT AT THE TABLE.

*inclusion*

IS HAVING A VOICE. AND

*belonging*

IS HAVING THAT VOICE BE HEARD.

-LIZ FOSSLIN

# Social Determinants and Social Needs

**Interventions** →

**Interventions** →



# Community Economic Development & Healthcare Playbook



 Build Healthy  
Places Network

 n.ceda

# Partnership Strategies to Advance Economic Inclusion

---

- Training and career pathways
- Support for local entrepreneurs
- Health facility development and financing
- Healthy food access and food sovereignty
- Leveraging assets from health institutions

# Local Initiative Support Corporation (LISC), Kaiser Permanente, and Destination Crenshaw

*Los Angeles, California*

Local Initiative Support Corporation (LISC)

Kaiser Permanente

Destination Crenshaw, 1.3-mile-long outdoor art and culture initiative

Connect residents and businesses in south Los Angeles to the regional economy  
Creative Economic Development Council

**Strategy: support for local entrepreneurs**



# So Others Might Eat (SOME) and Unity Health Care

*Washington, D.C.*

SOME – a non-profit working with people experiencing homelessness

Unity Health Care

Offer adult learners training for living wage jobs historically marginalized communities

Co-locating housing, job training, and healthcare

**Strategy: training and career pathways to support economic mobility in historically marginalized groups**





# LISC and ProMedica

*Toledo, Ohio*

LISC

ProMedica – not-for-profit integrated health system

Creation of full-service grocery store owned by the health system

Layering Training and Financial Services housing, job training, and healthcare

**Strategy: healthy food access and food sovereignty**



# Community Development for All People and Nationwide Children's Hospital

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*Columbus, Ohio*

Community Development For All People – faith-based organization with asset-based vision of community development

Nationwide Children's Hospital

Healthy Neighborhoods, Healthy Families Realty Collaborative

Partnering on training and job placement

**Strategy: training and career pathways**



## Future Opportunities

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Innovation Districts are a potential framework for hospitals to have equitable economic impact – if equity is an explicitly desired outcome.

Healthcare providers can build community wealth and increasing levels of power for community members through their anchor activities.

Public health will shift priorities and programs to address inequities accelerated by the pandemic.

Increasing recognition that BIPOC workers hold front-line jobs, including healthcare; this recognition provides opportunities for advancing living wage over the long term.

## Stockdale Paradox

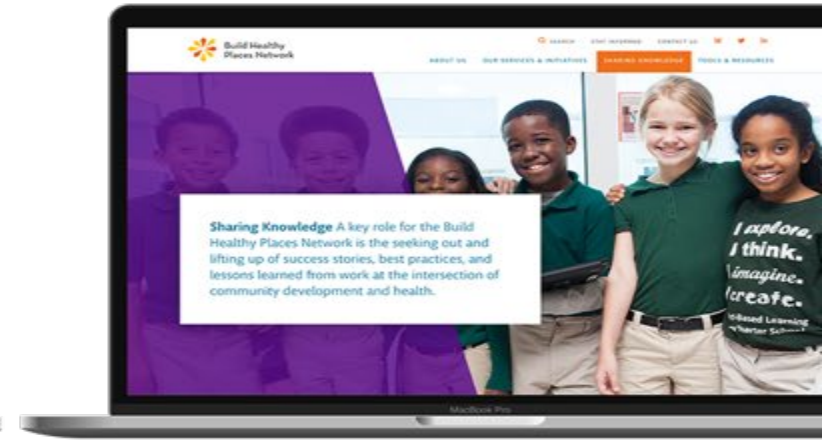
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“[We] must never confuse faith that we will prevail in the end, which [we] can never afford to lose, with the discipline to confront the most brutal facts of our current reality, whatever they might be.”

Admiral Jim Stockdale

# The Build Healthy Places Network Website

BuildHealthyPlaces.org



## Panel Discussion



**Jason Q. Purnell**  
*Vice President*  
BJC Healthcare



**Bobby Milstein**  
*Director*  
ReThink Health®



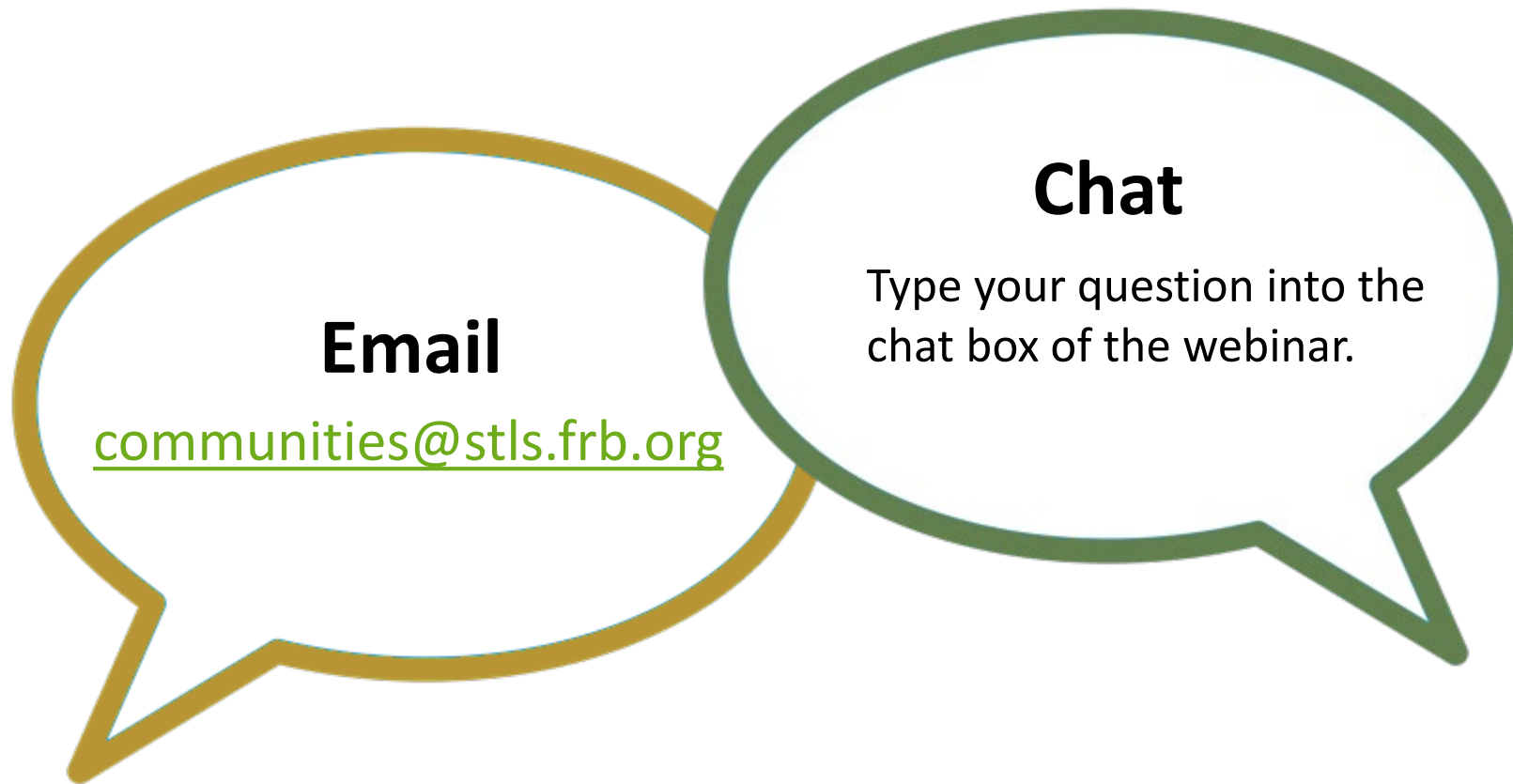
**Ruth Thomas-Squance**  
*Senior Director*  
Build Healthy Places  
Network



**Nishesh Chalise**  
*Director*  
Federal Reserve Bank of  
St. Louis

# Questions

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# Next Steps

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- All session materials are available on our website, and in the next few days, we will post an audio file of today's session.
- In connection with this session, you can find a variety of additional resources available at [www.fedcommunities.org](http://www.fedcommunities.org).
- If you have topical suggestions for future sessions, or any questions about this program, please feel free to contact us at [communities@stls.frb.org](mailto:communities@stls.frb.org).
- Information about future sessions will be posted on our website along with archived materials from past sessions: <https://bsr.stlouisfed.org/connectingcommunities>.