



Health Equity Solutions: An Introduction

Social Enterprise Accelerator Knowledge Sharing Session 1

Health Equity Solutions

Vision

For every Connecticut resident to attain optimal health regardless of race, ethnicity, or socioeconomic status.

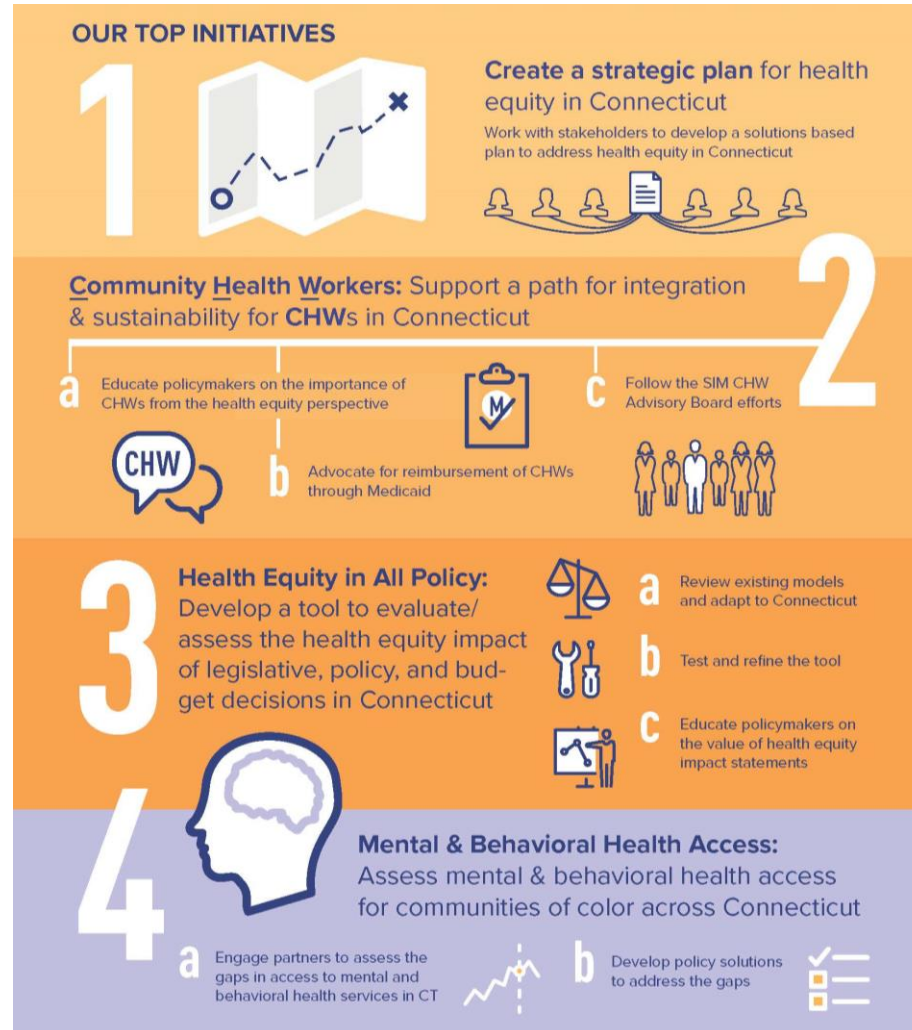
Mission

To promote policies, programs, and practices that result in equitable health care access, delivery, and health outcomes for all people in Connecticut

The HES Approach

Education
Awareness
Policy/advocacy
Partnerships
Coalitions
Planning

HESCT.ORG



WORKING WITH OTHERS TO SUPPORT

1

Health Insurance Literacy:
Increase health insurance literacy in the state (especially among marketplace consumers)



2



Cultural Competence:
Advance cultural competence training for health professionals
Support Commission on Health Equity legislation for cultural competence training for dental hygienists

3



Medicaid: Protect the program from cuts in eligibility, services, and access
Work with the Medicaid Strategy group



3

**HEALTH
EQUITY
SOLUTIONS**

Staff



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Problem

Many organizations lack expertise in discussing and addressing inequity and bias, especially racial inequity, and systemic bias.

Many organizations are looking to take actions that promote racial equity in health outcomes but lack the proper tools to identify and address racial inequity related to health and health care outcomes.

Many organizations unknowingly have existing policies, practices, and procedures that foster racial inequity

Policymakers at the local and state level often contend with crafting policies that are equitable.

The HES Solution (HES Training & Consulting Services)



WORKSHOP, MEETING PLANNING
& FACILITATION



TRAINING



STRATEGIC AND ORGANIZATIONAL
EQUITY ASSESSMENT & ADVISING

Target Markets

- Local and State Policymakers
- Direct Healthcare Providers
- Secondary and Higher Educational Settings
- Community Based Service Providers



HES Competition

- Re-Center (Hartford, CT)
- CEIO – Co Creating Effective & Inclusive Organizations (New Haven, CT)
- Thought Partner Solutions (CT)
- Leading Culture Solutions (CT)
- National Conference for Community and Justice (Windsor, CT)
- Race Forward (Offices in Oakland, CA & NYC, NY)
- Manatt, Bailit, and other policy consulting firms

HES Unique Advantages



Nonprofit



Grounded in
Community Voice



Strong Community
Partner Relationships



Strong Brand
Recognition



Talented and
Knowledgeable Staff



Developed Curriculum
Library



Highly Adaptative,
Flexible & Responsive

Marketing & Sales Approach



Website



Cross-marketing at our
Workshops



Print and Downloadable
Materials



Events & Conference
Sponsorships



Community & Partners
Newsletter



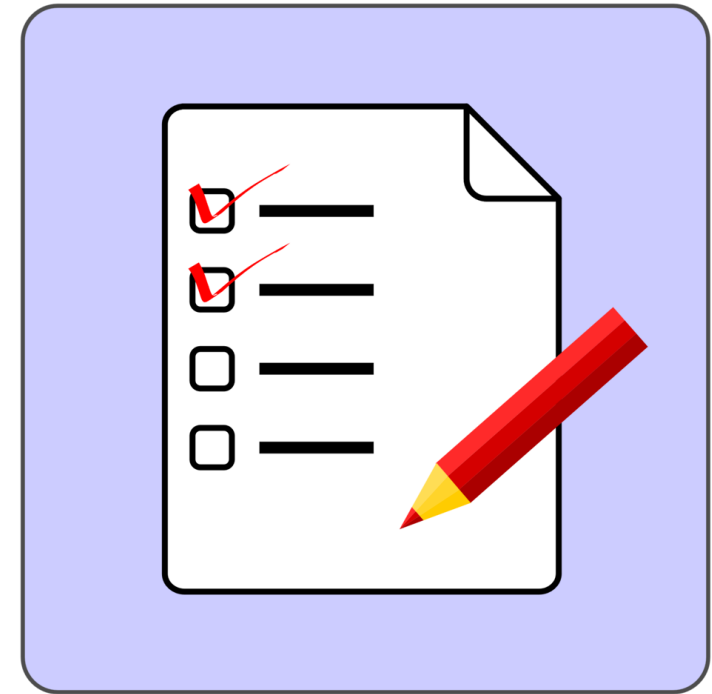
Social Media

What Are We Doing While We Build?

- Community Health Care Association of New York (CHCANYS)
 - Policy consulting/identification of key areas for policy focus
 - Work with the Justice, Diversity, Equity & Inclusion (JEDI) work group on health equity recommendations

PROUDCT (SAMHSA and DMHAS funded grant)

- Focus group facilitation and data dissemination
- Commission on Women, Children, Seniors and Equal Opportunity(CWCSEO)
 - Policy consultation and an equity training



Next Action Steps

- Continue to cross-market at our current workshops, trainings, and consulting projects
- Complete business plan
- Finish the website improvement plan
- Finalize the advertisement material
- Fast pitch presentations
- Implement business plan



Questions?

A Very Big Thank You!



Hartford Foundation
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