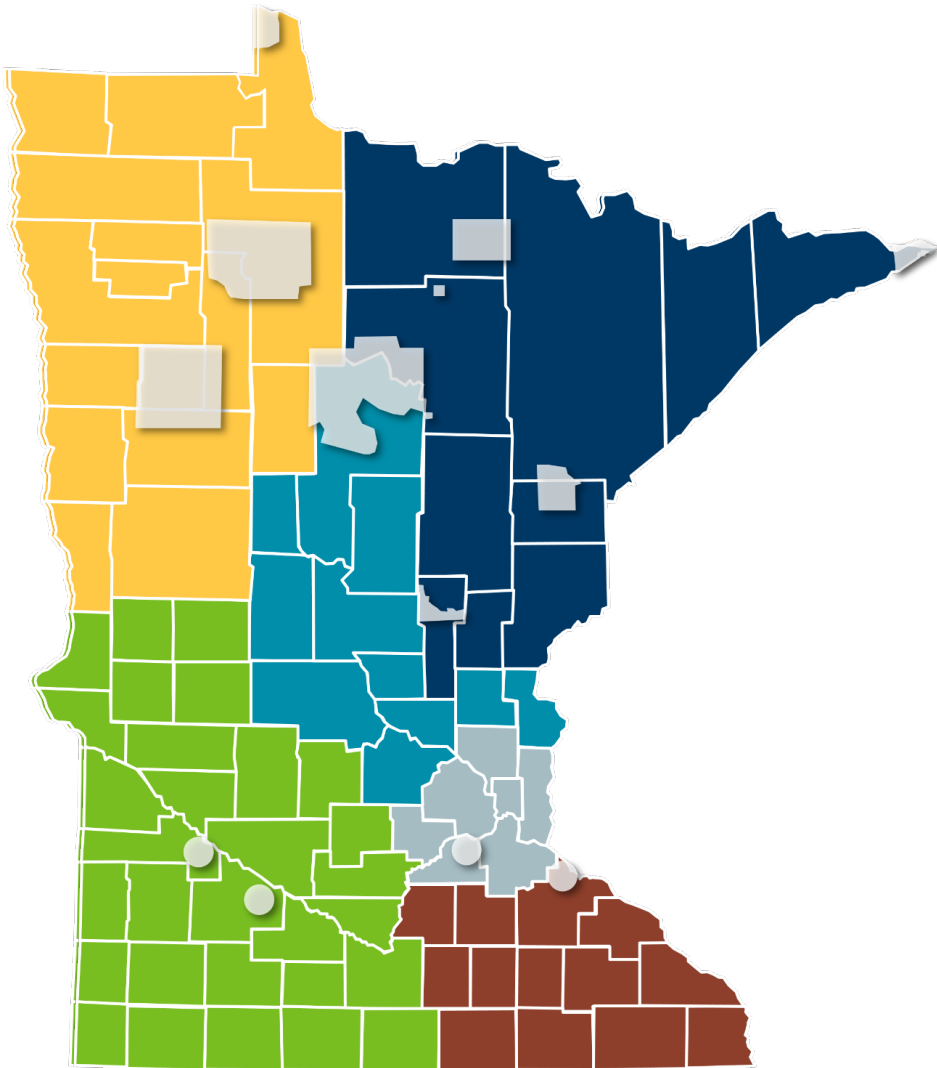


MN Health Equity Networks | Equity and Communications

Welcome!



What are the Minnesota Health Equity Networks?



- The Minnesota Health Equity Networks are an evolving community of support for Local Public Health, Tribal Public Health, and community organizations to address longstanding and emerging health equity issues.
- Include six regions & coordinators
 - Colleen McKinney, Northeast Network Coordinator
 - Mary Mitchell, Northwest Network Coordinator
 - Lil Pinero, Metro Network Coordinator
 - Lyndsey Reece, Southeast Network Coordinator
 - Anna Snyder, Southwest Network Coordinator
 - Fatuma Youb, Central Network Coordinator

Minnesota Health Equity Networks

CONNECT

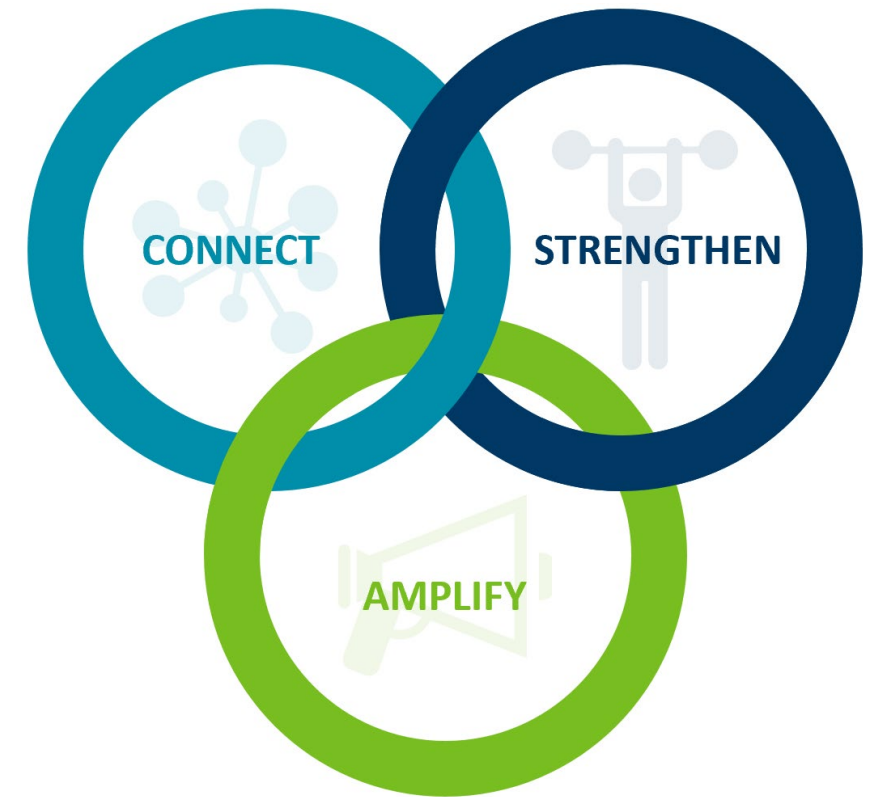
The networks act as a hub—connecting and strengthening relationships of local public health, Tribal public health, community organizations, and others advancing health equity.

STRENGTHEN

We strengthen our communities' capacity to work on health inequities and advance health equity through training, technical assistance, and skills development.

AMPLIFY

We amplify the interconnected work of communities and public health systems. We support the local and Tribal public health systems to prioritize community solutions and engage with communities.



What is Health Equity?

Health equity is achieved when systems truly support all people and communities to have the opportunity to be as healthy as possible no matter who they are or where they live. This requires understanding the social inequities that impact health in each region, and actively working on those inequities.

Every region, community, and Tribal nation experience different inequities and require different solutions.

Reflection

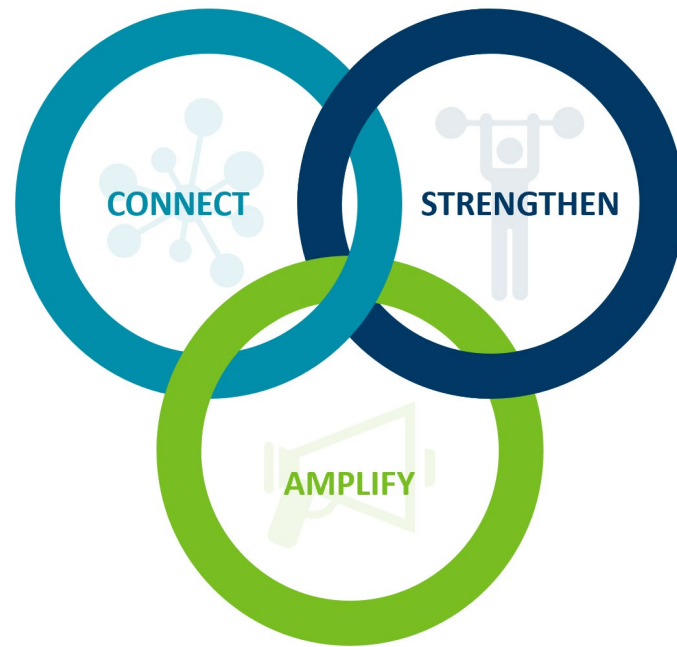
**When I think about communicating
about health equity with my
(community, county, staff) I feel...**

Narrative in Communications

- A narrative is a powerful tool to connect with your audience, convey your message, and inspire action.
- The narrative are the pieces or parts that make up the story that share values, a central idea or belief, all of which guide behavior and influence how we move in the world
- Narrative can be intentional and become subconscious, framing how we tell our stories, address problems, view the world around us and assess the people and systems within it.

What is our narrative?

- Health Equity & Communication looks different in each region and community
- Each community has their own strengths, needs and solutions around communications and the way they talk about equity issues... some not saying the phrase “health equity”



Creating our narrative

- The networks use a relational approach
- Part of what we do is we set the grounding narratives
 - Foundational Frameworks
 - Health Equity Definition
 - Alignment with the Health Equity Bureau – Connect, Strengthen, Amplify
 - Land Acknowledgment
 - Accessibility

Network's Communication Methods

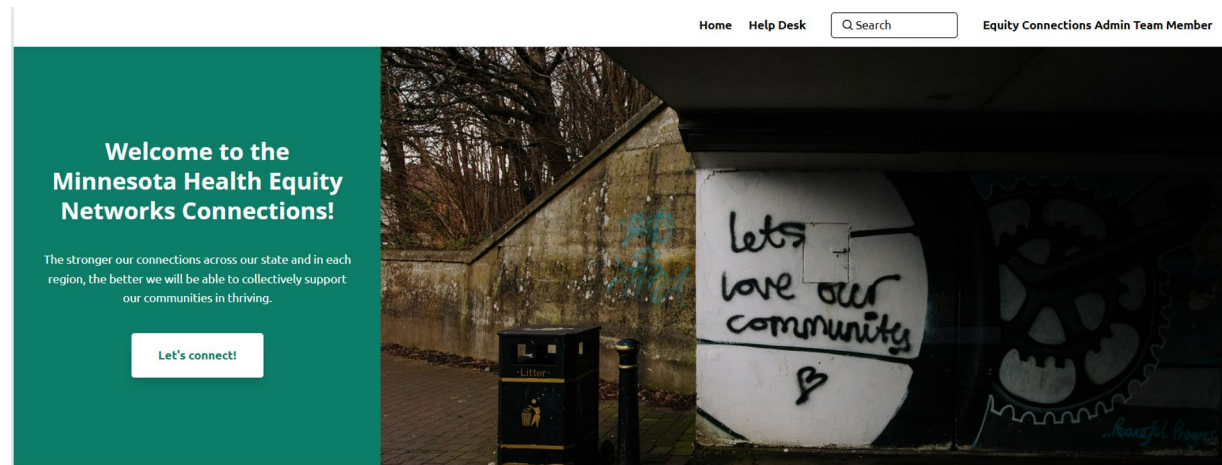
- The types of relational approaches that the networks use within communications include:
 - Spotlights
 - Social media
 - Health Equity Network Connections Page
 - Newsletter
 - Gatherings
 - Trainings

Examples:



Connecting to meet mental, physical, and emotional needs

Network member spotlight with Mora Public Library



Highlights of Network Communication

- Equity centered communications
 - Focus on meeting need of each community request
 - Promotes relationships and community engagement
- Inclusive equity methods
 - Accessibility in person and virtual space
 - Listening to the people and creating content based on what they want
- Digital platforms
 - Inclusive, accessible images
 - Clear, equitable communication
 - Spotlight the work throughout the state

- What is a part of your narrative?
- What are some challenges you have met in equitable communication techniques?
- What are some solutions that may work in your community?

Questions?

Thank you!

Lyndsey Reece and Lil Pinero

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[Minnesota Health Equity Networks - MN Dept. of Health \(state.mn.us\)](https://state.mn.us)