

Tobacco Prevention and Education Program: *Building Equitable Community Partnerships* Guidance and Resources

Building community partnerships is a long-term investment. It is okay to start where you are when engaging community partners! Partnerships grow and develop positively when there is alignment on core values that support authentic and accountable relationships. If you don't have strong working relationships yet, start by building them.

The CDC has proposed a set of five core values, which serve as a starting point for building and strengthening partnerships:

1. Seek to Understand, Acknowledge, Shift and Share Power to Communities
2. Commit to Centering Community
3. Practice Accountability and Transparency to Foster Trust
4. Recognize Harms, (Re)Build and Heal
5. Promote Mutual Benefit and Natural Strengths

To learn more about these core values, review the resource [Recommendations for Strengthening Partnerships Between Health Departments and Community-Based Organizations](#), from the CDC Foundation.

The following are example activities of community engagement and partnership building that may be included in your workplan to advance your policy and health systems strategies:

- Participate in Regional Health Equity Coalition policy committees.
- Engage and financially compensate community to co-develop, facilitate, and/or participate in assessment activities program planning, budgeting and policy development to ensure cultural and linguistic appropriateness.

- Reach out to your Community Programs Liaison to learn more about how to budget for community partner compensation.
- Partner with other county and tribal TPEP to engage community partners in commercial tobacco prevention in multi-county or regional activities (*for example: co-develop community engagement strategies and share best practices, toolkits, resources, etc.*)
- Develop shared strategies with county Alcohol and Drug Prevention Education Program (ADPEP) and build shared ownership for strategies with community partners.
- Collaborate with Maternal and Child Health partners to develop a closed loop referral process to ensure quit resources for pregnant or parenting women accessing services.
- Identify shared tobacco prevention and cessation strategies with CCOs, including those that connect to Community Health Improvement Plan (CHIP) priorities.
- Provide networking opportunities for LPHAs, CBOs, and other community partners.
- Connect with your Community Programs Liaison for any support.

Resources and Tools:

| Resource | Description |
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| Organizational Equity Resources | |
| <u>Building an Organizational Response to Health Disparities – Plan, Do, Study, Act model</u> | A tool to help identify, prioritize, and take action on health inequities in your community |
| <u>Why Place and Race Matter – PolicyLink</u> | A resource to describing the relationship between environmental social determinants of health and health inequities across different communities |
| <u>Promoting Health Equity in 3D – Met Group</u> | A framework to shift public health work towards becoming community-driven through holistic approaches and equitable community engagement |
| <u>Equity Centered Policy Change Model (English)</u> | A visual resource describing an equitable, community engaged policy process in English |

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| Equity Centered Policy Change Model (Spanish) | A visual resource describing an equitable, community engaged policy process in Spanish |
| Public Health and Equity Resource Navigator (PHERN) | PHERN, or the Public Health and Equity Resource Navigator, aims to help changemakers navigate 1,000+ resources focused on ending the pandemic, advancing equity, and building a resilient, robust, sustainable public health system for the future. |
| What is Health Equity – APHA Video | A four minute "That's Public Health" episode on Health equity and the social determinants of health. |
| Tobacco Specific Equity Resources | |
| Smokefree Oregon Resource Portal | The Smokefree Oregon resource portal has trainings and technical assistance resources around |
| Planning Together: Next Steps for Building Relationships in Commercial Tobacco Prevention | A slide deck reviewing strategies for starting conversations with new partners, what is participatory action planning, and exploring creative ways to engage with partners |
| The Long Game: Building Relationships in Tobacco Prevention and Control | A recorded webinar exploring partnership development, the spectrum of participation, and the equity centered policy change model |
| Health Equity in Tobacco Control - CDC | CDC best practices to center health equity in tobacco prevention and control |
| Pointing out Inequity Curated Talking Points on Tobacco-related Health Disparities | A guide to understand the disproportionate impact of commercial tobacco on different communities |
| Topic and Population Specific Resources | |
| The Rural Information Hub | A place to learn organizing and coalition building skills specific to rural communities. |
| Reclaiming Native Truth – Guide for Allies | Guide for understanding and reversing false narratives about native communities |

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| The African American Tobacco Control Leadership Council | <p>A resource to learn more about the impact of commercial tobacco specifically on African American/Black communities and best practices on engaging this population.</p> |
| Guide to Health and Housing Equity | <p>Guide examining how structural racism across many sectors led to neighborhood segregation in America; establish the connection between housing, health outcomes and health equity; describe the insufficient housing options for low-income communities; and provide steps that the public health community can take to promote healthy and equitable housing.</p> |
| <p>Social Determinants of Health Resources</p> | |
| Advancing Health Equity - SDH | <p>Simple one page guide on the Social Determinants of Health and the consequences of health inequity.</p> |
| Oregon's State Health Assessment: Social Determinants of Health (pdf) | <p>This document provides examples and descriptions on various social factors that affect health outcomes in community.</p> |

You can get this document in other languages, large print, braille or a format you prefer free of charge. Contact the Health Promotion and Chronic Disease Prevention Section at HPCDP.Community@dhsosha.state.or.us or 971-673-0984. We accept all relay calls.

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