



# HEALTH EQUITY ZONES INITIATIVE

Community Advisory Council  
Wednesday, February 15, 2023

# Meeting Outcomes

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Awareness of outreach tools and upcoming efforts

Key decision point on nomination form

Key decision point on proposed review and scoring process and rubric

Discuss final selection and CAC in-person meeting

# Community Agreements

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- Assume positive intent.
- Acknowledge and accept impact.
- Be aware of the space you take up.
- Engage in dialogue – not debate.
- Hold yourself and others accountable for demonstrating cultural humility.
- Be open, transparent, and willing to make mistakes.
- Embrace the power of humble listening.
- Create trusting and brave spaces – where a little bit of discomfort is okay.
- Commit to having conversations that matter by speaking up to bridge divides.
- Define terms – don't assume that everyone knows specialty acronyms or terms.

# Relationship Building

In the chat, please answer the following:

- Name
- Pronouns
- Where are you calling in from?
- What is something that brings you joy?

# Outreach Toolkit

- **Included in Outreach Toolkit on 2/10/23**
  - Flyer
  - Frequently Asked Questions sheet
  - Email Template
  - Toolkit Guide
- **Social Media**
  - Facebook, Instagram, Twitter
- **Translations**



The flyer features a header with the words "listen", "collaborate", "lead", "change", "support", and "community" arranged around a central graphic of hands. The main text asks for nominations for Health Equity Zones, provides the nomination period (February 28 to April 9, 2023), and includes a QR code and contact information for the Washington State Department of Health.

**listen**  
**collaborate**  
**lead**  
**change**  
**support**  
**community**

**What would you do with \$200,000 to address health priorities in your community?**

We know that people who face health barriers often bring the best solutions. **Nominate your community to be one of Washington's Health Equity Zones!**

The nomination form will be available from **February 28, 2023 - April 9, 2023**

To fill out the nomination form, go to <https://waportal.org/partners/home/health-equity-zones-hez-initiative>



**Washington State Department of Health**

Have questions? Need more information?  
Email [healthequityzones@doh.wa.gov](mailto:healthequityzones@doh.wa.gov)

# Health Equity Zones Nomination Form

# Community Workgroup Survey on Zone Size

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## How do you define community?

- Shared geographic area or neighborhood
- Nearby towns where I access services
- Collective group with common interests, experiences, and/or history
- Community is a feeling and set of relationships

## How would you describe the size of your community?

- Rural/suburban area
- A community within a community
- By population or demographics
- Regions
- Area with a connection to shared history or other factors
- Spread out – multiple towns sharing resources

## How would you tell someone where your community is located?

- Counties/towns/cities that are nearby or within the area I live
- Neighborhood/zip code/school boundaries
- Landmarks
- Highways
- Using GIS as tool

Decision on nomination form and sign-on letter template

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# Zone Selection Timeline

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# Zone Selection Process Flow

Decision on process flow and timeline

# Scoring Rubric

Health Equity Zones  
Nomination Form Scoring Rubric

Point Scale
(0) No Score = Criteria Not Met At All
(1) Incomplete = Criteria Partially Met
(2) Average = Criteria Met
(3) Above Average = Criteria Exceeded

Scoring Category	Points
<p><b>Community support</b></p> <ul style="list-style-type: none"> <li>Engaged the community in the decision to be nominated as a <u>zone</u></li> <li>Approach to engaging the community demonstrates intentional outreach to those most impacted by inequity (see zone selection priorities)</li> <li>Nomination submission includes Community Support Sign-on Letter</li> <li>Community Support Sign-on Letter illustrates broad reaching support from community members, organizations, and institutions</li> </ul>	3
<p><b>Prioritizes <u>equity</u></b></p> <ul style="list-style-type: none"> <li>Interest in community nomination is rooted in advancing health equity or the ability for all community members to <u>thrive</u></li> <li>Expected impact to the community includes both immediate and long-term <u>benefits</u></li> <li>Description of impact provides specific examples of how this initiative will promote health and/or remove obstacles to health</li> <li>Demonstrates a visionary perspective to create systems change for future generations</li> </ul>	3
<p><b>Envisions <u>collaboration</u></b></p> <ul style="list-style-type: none"> <li>Describes existing partnerships in the community, including coalitions, collaboratives, grassroots formations, and/or community councils and working groups</li> <li>Provides examples of new partnerships that would be beneficial if selected as a zone</li> <li>Shows the ability to envision a Community Collaborative of community members and organizations working together to improve the health of their community</li> <li>Description of collaboration is not focused on the needs or goals of a single organization or institution</li> </ul>	3
<p><b>Centers community</b></p> <ul style="list-style-type: none"> <li>Describes the community being nominated, including key characteristics, strengths, and <u>challenges</u></li> <li>Description of the community centers the experiences of those most impacted by inequity (see zone selection priorities)</li> <li>Recognizes the role of historical and contemporary injustices in present-day <u>inequities</u></li> <li>Highlights the experiences of community members by using stories, examples, and/or data</li> </ul>	3
<b>Total Points</b>	12



**10 Minute Break**

Decision on scoring rubric

# Final Zone Selection



# What could final zone selection look like?

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- May in-person CAC meeting
- Data profiles
- Proposed considerations for decision-making beyond scoring rubric and data profiles:
  - Community readiness/feasibility (ex: ability to execute project plans)
  - Demonstrated need (ex: history of community being under resourced, lack of systemic support)
  - Ability to identify areas of support
  - Potential impact on community
- Interviews – if a decision cannot be made using the considerations above, CAC may invite 2 nominees per zone for an interview

# Next Steps & Announcements

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- CAC meetings:
  - March: training on how to use scoring tools, conflict of interest
  - April: preparing for May in-person meeting, supporting scoring process
  - May: in-person meeting to make final selection
- Complete survey to determine location of in-person meeting **\*hold May 31 & June 1 on your calendars\***
- Share materials in Outreach Toolkit with your communities to announce nomination process launch on February 28!

# Planning for another in-person meeting!

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**Save the Date: May 31, 2023 - June 1, 2023**

## **Meeting Outcomes:**

- Relationship building
- Selection of zones

## **Logistics:**

- One night of lodging will be provided
- Members will be provided travel reimbursement for those traveling by car
  - If you plan to travel by train or plane, tickets will need to be purchased by DOH
- Fill out statewide vendor registration and non-employee travel authorization forms (if you haven't already submitted them – staff can confirm if you have)
- Hybrid option will be available

## **Group Feedback (please complete poll):**

- Location (SeaTac, Pasco, Wenatchee, Yakima, Ellensburg)
- Accessibility support



DOH 141-084

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