



East Point, Georgia: A Case Study of Community Engagement & Legal Epidemiology to Address Inequity

Population Health Innovation Lab

Monday, November 18, 2024



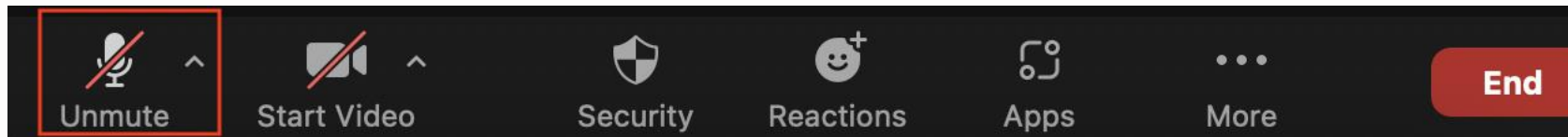
POPULATION HEALTH
INNOVATION LAB

A Program of the PUBLIC HEALTH INSTITUTE



This event is being recorded.

Please mute your microphone and video during the presentation.





Beyond Land Acknowledgment

The Population Health Innovation Lab team respectfully acknowledges that we live and operate on the unceded land of Indigenous peoples throughout the U.S.

Acknowledgment is the beginning. Acknowledgment—and the research required to do it with integrity—should be an invitation to deeper analysis, relationship, and action.

Learn more about how to go *beyond* land acknowledgments. Visit www.nativegov.org



Welcome



Christina Olson, MPH

she/her/hers

PHIL Collective Director,
Population Health Innovation Lab,
Public Health Institute



Kendra Piper, PhD, MPH

she/her/hers

Senior Research Scientist,
Population Health Innovation Lab,
Public Health Institute

A photograph of two women sitting on a couch in a living room, collaborating. The woman on the left is wearing a green sweater and glasses, smiling while looking at a laptop. The woman on the right is wearing a light blue shirt and glasses, looking at the laptop. A rainbow sticker is on the wall behind them. The image has a teal overlay.

The Population Health Innovation Lab provides innovative training, research, and technical assistance designed to catalyze and accelerate community efforts aimed at enhancing equity, well-being, and systems through cross-boundary collaboration.



PHIL Collective

The Population Health Innovation Lab Collective (PHIL Collective) provides communities and collaboratives working across sector with support, insights, and skill-building opportunities to more effectively address complex health challenges and change systems.

Current Offerings

- **Web Discussions:** Engage in interactive sessions with experts and peers on cross-sector collaboration topics.
- **Action-Oriented Workshops:** Participate in hands-on workshops to develop actionable strategies for community initiatives.
- **Learning Lab Experiences:** Collaborate over extended periods to tackle shared challenges and innovate around common goals.

Speakers



Divad Miles, DHA
East Point Health Equity
Community Advisory Board
Member

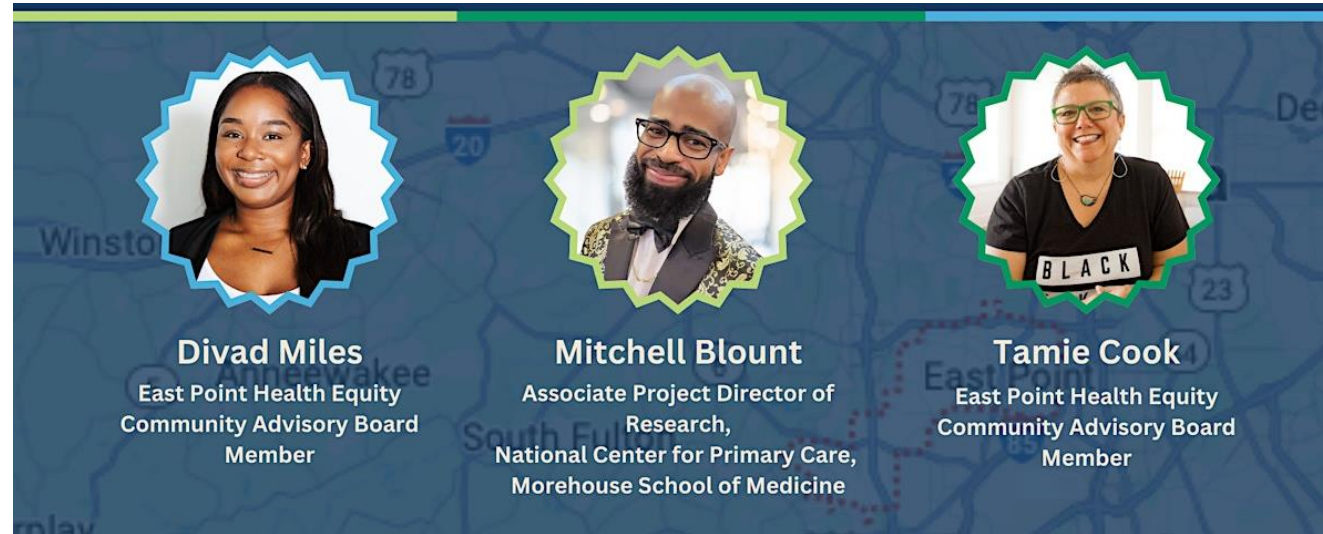


Mitchell Blount, MPH, PMP
Associate Project Director of
Research,
National Center for Primary Care,
Morehouse School of Medicine



Tamie Cook
East Point Health Equity
Community Advisory Board
Member

East Point, Georgia: A Case Study of Community Engagement & Legal Epidemiology to Address Inequity



Co-authors: **Mitchell A. Blount, MPH, PMP®**, Sushana Lamsal, MPH, Divad Miles, DHA, MSHI, Tamie Cook, Eniyah Baptiste, BSPH, Zakiyah Morris, BS, Malaka Nzinga, CHES, and Megan Douglas, JD

Conflicts of Interest and Funding Disclosure

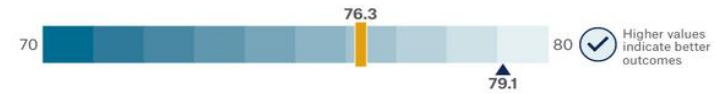
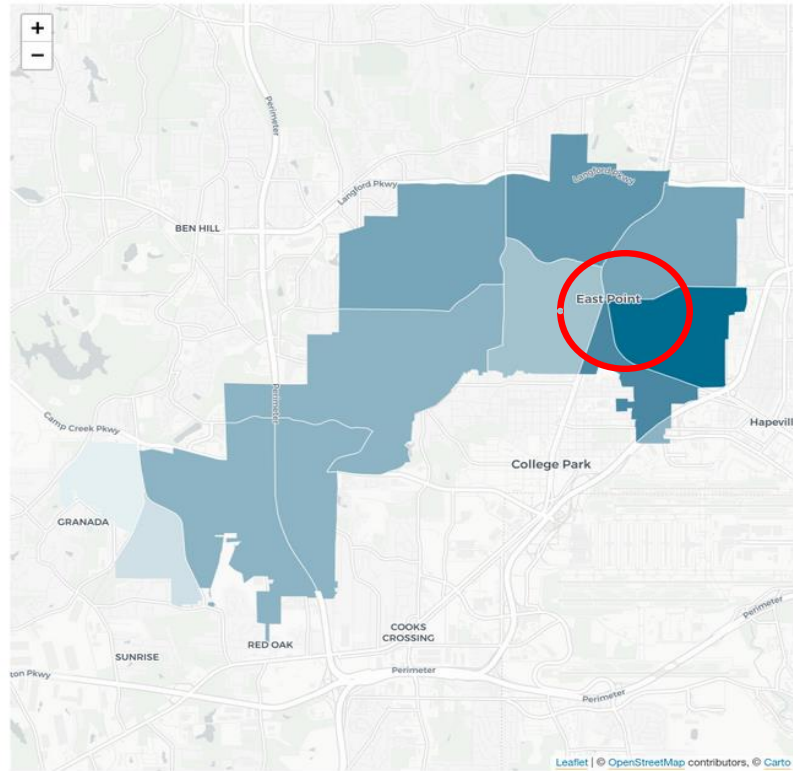
No conflicts of interest to disclose.

This project is supported by the Office of Minority Health of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$1,224,845 with 100 percent funded by OMH/OASH/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by OMH/OASH/HHS, or the U.S. Government. For more information, please visit [please visit https://www.minorityhealth.hhs.gov/](https://www.minorityhealth.hhs.gov/).

Award #: CPIMP211312

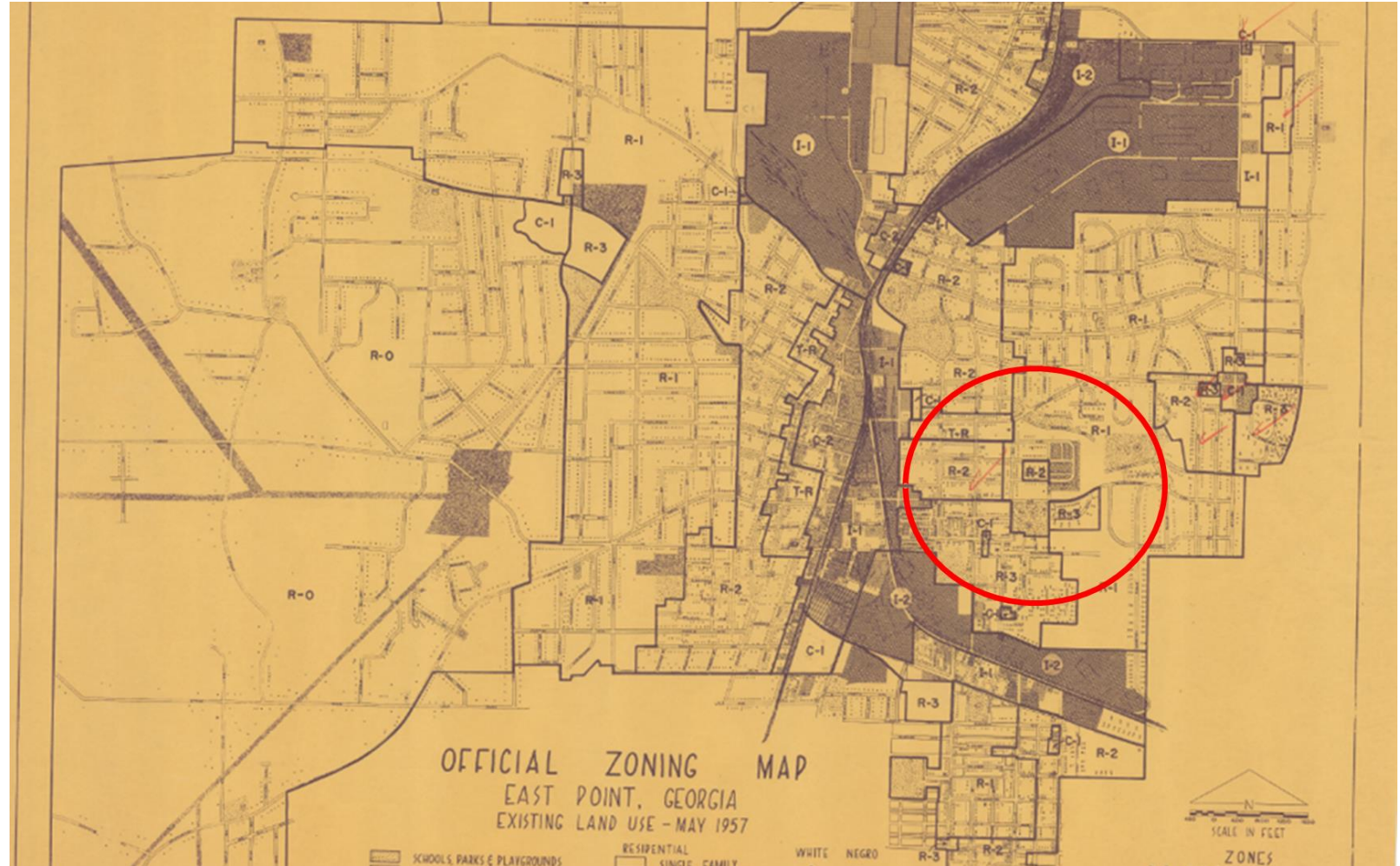
Life Expectancy in East Point, GA

Source: City Health Dashboard; Data from U.S. Small-area Life Expectancy Estimates Project (USALEEP), 2015, 6 Year Modeled Estimate



East Point had an average life expectancy at birth of 76.3, compared to an average of 79.1 across the Dashboard's cities.

■ City or census tract value
 ▲ Dashboard-City Average
 ✓ Present when value is better than Dashboard-City Average
 ✓ Better Outcomes



Approach & Methods

Community-based Participatory Research

- Literature Review
- Environmental Scan
- Policy Priority & Modification
- Legal Epidemiology
- Program Evaluation
- Dissemination
- Implementation & Sustainability



2019
City Council Adopts Equity Resolution

2020
Equitable Growth and Inclusion Strategic Plan

2021
City Agriculture Plan



★Community Engagement at EVERY STEP!★

Amplifying Community Voice: Creation of the East Point Health Equity Community Advisory Board (CAB)



EAST POINT HEALTH EQUITY COMMUNITY ADVISORY BOARD

Who Are We?
The East Point Health Equity Community Advisory Board is comprised of community leaders dedicated to fostering health equity in East Point, Georgia, through active community engagement and sustainable initiatives.

Our Mission is...
To actively champion for health equity in the City of East Point, Georgia through advocacy, education, and engagement to eradicate health disparities and improve optimal health and wellbeing for all residents.

Our Vision is...
A future in which the City of East Point, Ga is a thriving and equitable community where all residents have the resources and opportunities to prosper and reach their optimal health and wellbeing.

Our Accomplishments Include...

- ★ Addition of "Equity" to the East Point Comprehensive Plan from 0 to over 40 times + the inclusion of Health Equity definition
- ★ Hosting a yearly Health Equity Summit and Why Health Equity Matters: The East Point Edition Workshop
- ★ Hiring a Community Health Worker
- ★ Hosted a screening for "The Color of Care" as a Health Point Closing Activity

Our Priorities

- Advocacy**
Empowering youth and adult voices, driving change through advocacy
- Education**
Empowering community through health education and asset mapping
- Community Engagement**
Enhancing community awareness of health equity

We Need Your Help!

Do you live, work, or own a business in East Point, GA? **Apply Now. All ages are welcome!**

Do you have a desire to make a long-lasting impact on the East Point community?

Do you believe every one should have the opportunity to achieve their optimal health?

We want you!

<https://tally.so/r/3INOKK>

Make a difference in your community today!

For more information, contact our Community Health Worker
Zakiyah Morris
(404) 752-8642
zmorris@msm.edu

Frequently Asked Questions

Who Are We?
The East Point Health Equity Community Advisory Board (CAB) is comprised of community leaders and self-starters dedicated to fostering health equity in East Point, Georgia, through active community engagement and sustainable initiatives. The CAB was created in 2022 through the "Advancing Health Equity through Policy in the City of East Point, Georgia" project, conducted by Morehouse School of Medicine (MSM) and funded by the United States Department of Health and Human Services (HHS), Office of Minority Health (OMH).

What is Health Equity?
Health equity is the state in which everyone has a fair and just opportunity to attain their highest level of health. For the CAB, equity is achieved when life outcomes are not determined by skin color, education, ability, or wealth. This requires addressing non-medical factors that impact a person's health, called social determinants of health: law and policy, economic stability, education, health care access and quality, neighborhood environment, and more.

What is the Role of a CAB Member?
In general, CAB members will be expected to:

- Attend required meetings (no more than 3 absences)
- Commit at least 5 hours per month to participating in community engagement activities
- Participate in political advocacy
- Renew their commitment each year

Who Can Become a CAB Member?
Anyone can become a CAB member, regardless of age, race or ethnicity, and experience level!

What Are We Looking For in New CAB Members?
We are looking for individuals with:

- Motivation to impact the community
- Some lived and/or leadership experience (e.g. long-time resident, educator, faith leader, youth, youth leader, small business owner, etc.)
- Some knowledge or willingness to learn in the following areas: education, advocacy, policy, community development, and/or fundraising

Why Should You Be a CAB Member?
Members can:

- Promote their local business via the CAB
- Gain experience in community engagement and politics
- Speak directly with local government officials
- Make a long-lasting impact on the health of East Point residents



**EAST POINT
GEORGIA**

I.G.N.I.T.E.

INSPIRING GROWTH IN NEIGHBORHOODS
THROUGH INNOVATION AND TEAMWORK ENDEAVORS

Proposed Policy Issues (Pick one)



92% of housing supply
in revitalization zones

Policy

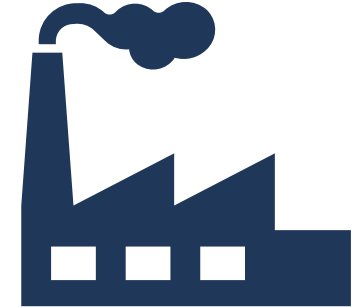
Inclusionary Zoning
Ordinance



91% live in a USDA-
designated Low-Income
Low-Access (LILA) census
tract

Policy

City Agriculture Ordinance



25% of residential land is
within 1,000 feet of at
least one industrial parcel

Policy

Community Benefit
Ordinance

Community Engagement – Lessons Learned & Key Findings

- Engage early, often
- Position community to lead & inform policy
- Resource appropriately
- Employ rapid response approaches



Comprehensive Planning and Equity



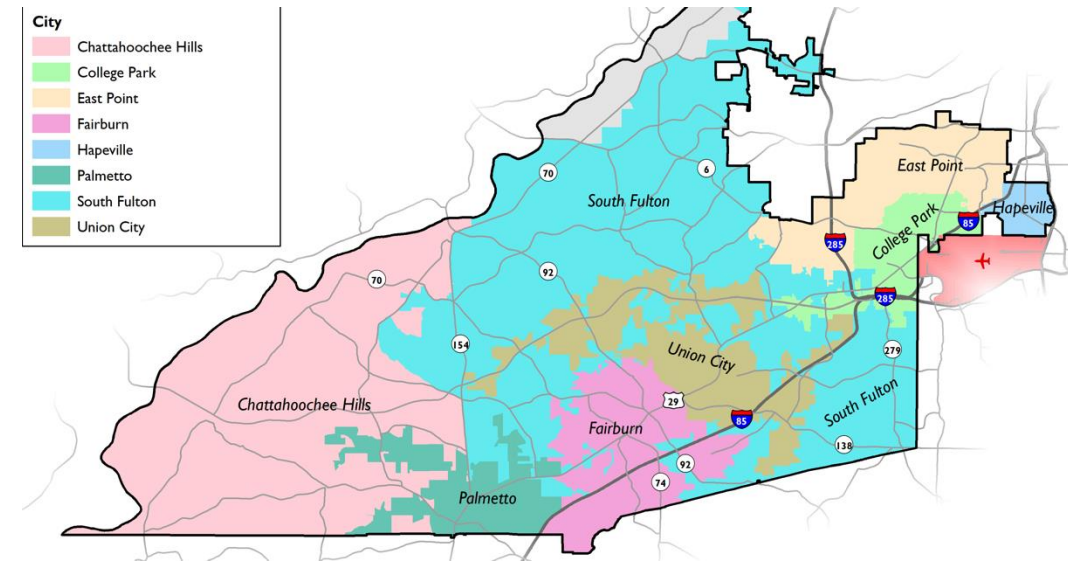
- Guide land use decisions, zoning code
- Racism associated with land use decisions has created impoverished communities and multi-generational racial and ethnic inequities in wealth, income, and health
- Address social determinants of health: housing, transportation, green spaces, land use, environmental justice
- Equity has not been included in comprehensive planning BUT is a trending topic for cities across the country

Legal Epidemiology

How are similarly situated jurisdictions integrating health equity into their comprehensive plans?

Adapted policy surveillance study

- Rapid results
- Targeted focus (primarily GA)
- 48 jurisdictions
- 12 high-level coding questions tailored for policy modification opportunity
- Duplicate coding for 4 jurisdictions



Coding Question	Frequency, n=48 (%)
Mentions “equity”	11 (23%)
Includes Equity Statement	4 (8%)
Includes socio-demographic characteristics of the population	14, % of income spent on housing (29%) – 42, median income (88%)
Describes health outcomes of the population	0 (0%)
Describes health inequities of the population	0 (0%)
Describes healthcare access	3 (6%)
Describes community engagement process	46 (96%)
Lists “health equity” as a community goal	1 (2%)

***4 questions related to specific policies not included in table

Integrating Health Equity into the 2022 Comprehensive Plan

East Point is committed to equity, inclusion, and social justice, and to dismantling the structural and systemic inequities that have negatively impacted the community.

"Equity is the fair and just inclusion into society in which all can participate, prosper and reach their full potential."
— East Point Equitable Growth and Inclusion Strategic Plan (2021)

Health equity is achieved when every person has the opportunity to live the healthiest life possible.

East Point has higher than average rates of diabetes, frequent mental distress, high blood pressure, and obesity. Compared to north Fulton County, East Point residents have shorter life expectancies by more than a decade.



	East Point, GA	Fulton County, GA
Population	34,957	1,060,000
Poverty Rate	25%	14.40%
Median Household Income	\$43,453	\$80,013
Median Property Value	\$139,800	\$357,500
% Black (non-Hispanic)	77.50%	43.80%
% White (non-Hispanic)	11.80%	39.30%
% White (Hispanic)	4.49%	4.79%

Poor health outcomes and health inequities are highly associated with social factors such as housing, access to healthy food, and environment/land use.

Housing	Land use/ Environmental Justice	Healthy Food Access
92% of housing supply in revitalization zones	20% of COEP residential land is within 1,000 feet of at least one industrial parcel	91% live in a USDA-designated Low-Income Low-Access (LILA) census tract

East Point is entering a period of unprecedented growth. Equitable policies and programs are needed to address past harms and to eliminate present and future harm to people of color, minority communities, seniors, people with disabilities, and the LGBTQ+ community.

In 2019, East Point adopted an Equity Resolution, which laid the foundation for integration of equity into all City programs, policies, and plans. Since then, East Point has adopted an Equitable Growth & Inclusion Strategic Plan and was the first City in metro Atlanta to adopt a City Agriculture Plan. In 2021, East Point partnered with Morehouse School of Medicine to advance health equity in East Point through collaborative policy efforts. This project identified opportunities to embed health equity in East Point's 2022 Comprehensive Plan.



Equity Statement

The below statement was crafted as part of important thought leadership and contributions from a range of community stakeholders and leaders. This work included the 2019 adoption of an Equity Resolution, the 2020-2021 development of an Equitable Growth & Inclusion Strategic Plan, and since 2021 a partnership with the Morehouse School of Medicine to advance health equity in East Point. This equity statement was workshopped with the city's Health Equity Community Advisory Board in August 2022 and recommended for inclusion in this plan by the City Council in January 2023.

"Equity is the fair and just inclusion into society in which all can participate, prosper and reach their full potential." (East Point Equitable Growth and Inclusion Strategic Plan, 2021). East Point is committed to equity, inclusion, social and environmental justice, and dismantling the structural and systemic racism that has negatively impacted our neighborhoods, environment, and health. Equitable policies and programs are needed to address past harms and to eliminate present and future harm to people of color, families, seniors, people with disabilities, people with mental health and substance use conditions, individuals identifying as LGBTQIA+, and other marginalized communities. Equity is achieved when life outcomes are not determined by skin color, education, ability, wealth, sexual orientation, or gender.

East Point will prioritize equity in terms of health and quality of life through policies that reinforce and promote access to healthy foods; safe and affordable housing; excellent education; resilient neighborhoods; and accessible, affordable, high-quality, comprehensive health care for its residents, employees, and visitors. Health and quality of life equity will be achieved when "every person has the opportunity to live the healthiest life possible." (Robert Wood Johnson Foundation, 2017).

Through local grassroots level advocacy work, engaged and responsive leadership, and collective commitment, East Point will continue to draw upon the strength, knowledge, and resilience of the community, acknowledging that equity is both the path and destination for the city. All of these efforts will support a strong local economy built on the strengths and assets of the community.

The Office of Equity, Inclusion and Empowerment (OEIE) will lead, coordinate, and report on the progress of efforts to embed equity throughout the city's policies, procedures, and practices. The diverse perspectives and experiences of East Point residents, employees, the business community, local government, and advocacy work by and for the community are what empowers us to shape the future of our city into one that provides just, equitable access to opportunities and resources needed to ensure all members of our community thrive.

Recommendations for integrating health equity into East Point's 2022 Comprehensive Plan

Goal: Embed health equity throughout the Comprehensive Plan and create the foundation for a set of health equity policies through the Zoning Re-write

- Add the following components
 - Equity Statement
 - Health Equity as a community goal
 - Health outcomes, health care and healthy food assets to community demographic
 - Summaries & findings from: City Agriculture Plan, Equitable Growth & Inclusion S Plan, East Point Community Needs Assessment survey
 - Acknowledge East Point equity-focused initiatives: the Healthy Point Initiative, the Housing committee, Local Food Ecosystem Commission, Advancing Health Equity City of East Point (partnership with Morehouse School of Medicine)
- Connect Comprehensive Plan goals, strategies, and tactics to health equity
 - Align health equity policy priorities (see below) with Future Development Goals
 - Incorporate health equity policy priorities into Community Work Program timeline

Health Equity Policy Priorities

The East Point Equitable Growth & Inclusion Strategic Plan and the City Agriculture Plan were developed using community- and equity-centered approaches. Both plans recommended the adoption of policies, programs, and practices that would advance equity. Adoption of the following policies would address existing health inequities in East Point:

- Impact Fees** provide a revenue source to support capital improvements. Under Georgia law, local governments may impose fees on developers to help finance the expansion of infrastructure systems through an impact fee system.
- Community Benefit Ordinances** are used as tools to prevent harmful development, planning decisions, by requiring developers to ensure the community "benefits" from their development.
- Inclusionary Zoning Ordinances** aim to improve housing opportunities for working individuals and families by including affordable housing options in zoning applications.
- Urban Agriculture Ordinances** are intended to encourage urban agriculture activities and remove barriers to urban agriculture in existing zoning code.

This resource was created by researchers associated with Morehouse School of Medicine and community partners through the project [Advancing Health Equity in the City of East Point](#). For information about the project or the content of this document, please contact the project Principal Investigator, Megan Douglas (mdouglas@msm.edu) or Policy Analyst, Emma Paris (eparis@msm.edu).

This project is supported by the Office of Minority Health of the U.S. Department of Health and Human Services as part of a financial assistance award totaling \$374,845 with 100 percent funded by OMH/OASH/HHS. The content of this report is not necessarily representative of the official views of, nor an endorsement, by OMH/OASH/HHS or the U.S. Government. For more information, please visit <https://www.minorityhealth.hhs.gov/>. Award CPMP21-00.



Equity in the East Point Comprehensive Plan

- 2023 (Final):
 - Mentions equity 50+x
 - Equity statement
 - Health outcomes and inequities tied to social determinants of health
- 2023 – Announced creation of the Office of Equity, Inclusion & Empowerment to implement and ***sustain*** the work



Summary: Role of the Community in Legal Epidemiology

- Selected issue of focus
- Informed research question
- Sensemaking of results + framing the issue
- Guided recommendations based on research findings (i.e., evidence-informed policy)
- Developed and led policy modification plan
 - Communication materials
 - Dissemination opportunities
- Held policymakers accountable to implement the policy

Is Legal Epi an Effective Tool for Advancing Community Policy Priorities?

Facilitators

- Alignment of legal epi outcomes with data needed to advance local policy
 - “others are doing it” + menu of options
- Community as subject matter experts
 - With appropriate mechanisms and relationships
 - Identification of opportunities to modify policy
 - Constituent voice is powerful
- Multi-disciplinary research teams
- Methods for rapid response
- Dissemination opportunities

Barriers

- Community as subject matter experts
 - Relationship-building and trust take time
 - Budget/resources for community engagement
 - Research language
 - (Mis)alignment of research goals with community priorities
- Research timeline
 - Even more challenging for evaluation studies
- Willingness/ability to adjust research strategy



Hosted by:

The Third Annual
East Point Health Equity Summit
 August 24, 2024 | 10AM – 4PM

In collaboration with: American Heart Association.

Sponsored by: MOREHOUSE SCHOOL OF MEDICINE EAST POINT CareSource

The Healthy Point and Morehouse School of Medicine Presents:

Why Health Equity Matters

Educational Session:
 Hosted by East Point Health Equity Community
 Advisory Board and Partnership for Southern Equity

April 24, 2024
 6:00 PM - 7:00 PM
 Jefferson Park Recreation Center

Private Screening
THE COLOR OF CARE

AWARDS
 for Healthy Point Initiative Participants

East Point City Hall
 From 10:00am-12:30pm

Please join us for award presentations, the screening, and a brief discussion.

SIGN UP FOR OUR PHOTOVOICE PROJECT

HELP US TELL THE STORY OF EAST POINT THROUGH PHOTOS AND INTERVIEWS



USE THE LINK OR QR CODE TO SIGN UP FOR A TIME WITH OUR COEP PHOTOGRAPHER TODAY!

<https://forms.office.com/r/aYULgSKLNt>

\$100 ELECTRONIC GIFT CARD PER ELIGIBLE PARTICIPANT

For more info: Eniyah Baptiste, ebaptiste@mmsm.edu

SINCLAIR GALLERY @ ARTSXCHANGE

ADVANCING HEALTH EQUITY IN THE CITY OF EAST POINT

PHOTOVOICE EXHIBIT

AUGUST 23RD - AUGUST 30TH

The East Point Health Equity Community Advisory Board presents a unique exhibit featuring a collection of photos captured by community members each telling a personal story of happiness, resilience, and the importance of health equity.

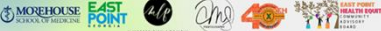


What is Photovoice?

Photovoice is a collective, predominantly visual research method wherein photographs, often taken by participants, are used to explore and address community needs, stimulate individual empowerment, and create a critical dialogue to advocate for community change. It is a part of the community-based participatory research spectrum of tools.

ARTSXCHANGE

2148 Newnan Street, East Point, Georgia 30344
Office and Gallery Hours: Tuesday-Saturday, 10am-6pm



"Storytelling is one of the most powerful tools we have. I know that's why y'all are doing photo voice. Storytelling is one of the most powerful tools we have from the ancestors. How did we teach and educate? We told stories."

Health Equity

Access to care and resources regardless of identity or background. Health equity was understood beyond medical care with concerns like housing, safety and mental health support.

Responsibility

Everyone doing their part to improve health and well-being, participants desired for individuals, communities, and organizations to work together to make sure everyone has what they need.

Accessibility

Making sure everyone can easily get the services and information they need. Participants identified cost, lack of information, and disabilities as barriers.

Identity

The different backgrounds of people in the community, like race, age, and gender informed participants experience in East Point. The desire for a more inclusive community required the acknowledgement of diverse identities and the socio-historical precedents that inform current dynamics.

Community Engagement

Getting people involved in local decisions and activities means that everyone knows what's happening and can participate, helping to create a stronger, healthier community.

Policy

Rules and guidelines that help improve the community, participants desired initiatives that prioritized citizens over money and politics.

Art

Like storytelling and photography, art is a way for people to share their experiences and connect with each other. It helps show the true character of the community and can inspire positive change.





HEALTHBEAT ATLANTA COMMUNITIES TOPICS ABOUT US

Pictures of health: Photos help East Point show community's challenges, but also joys

By Rebecca Grapevine | August 30, 2024, 2:29pm EDT

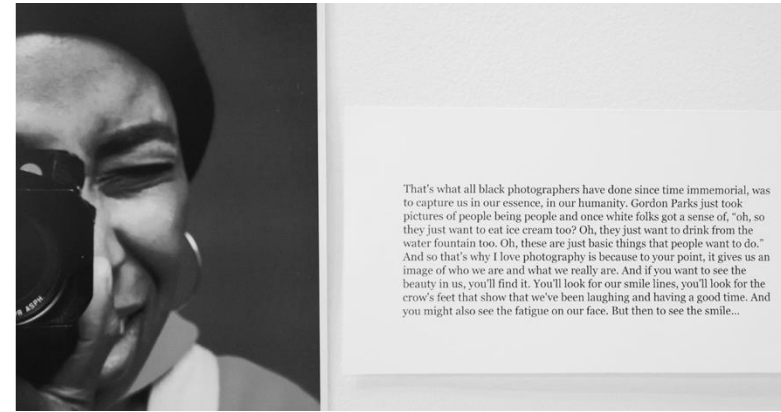
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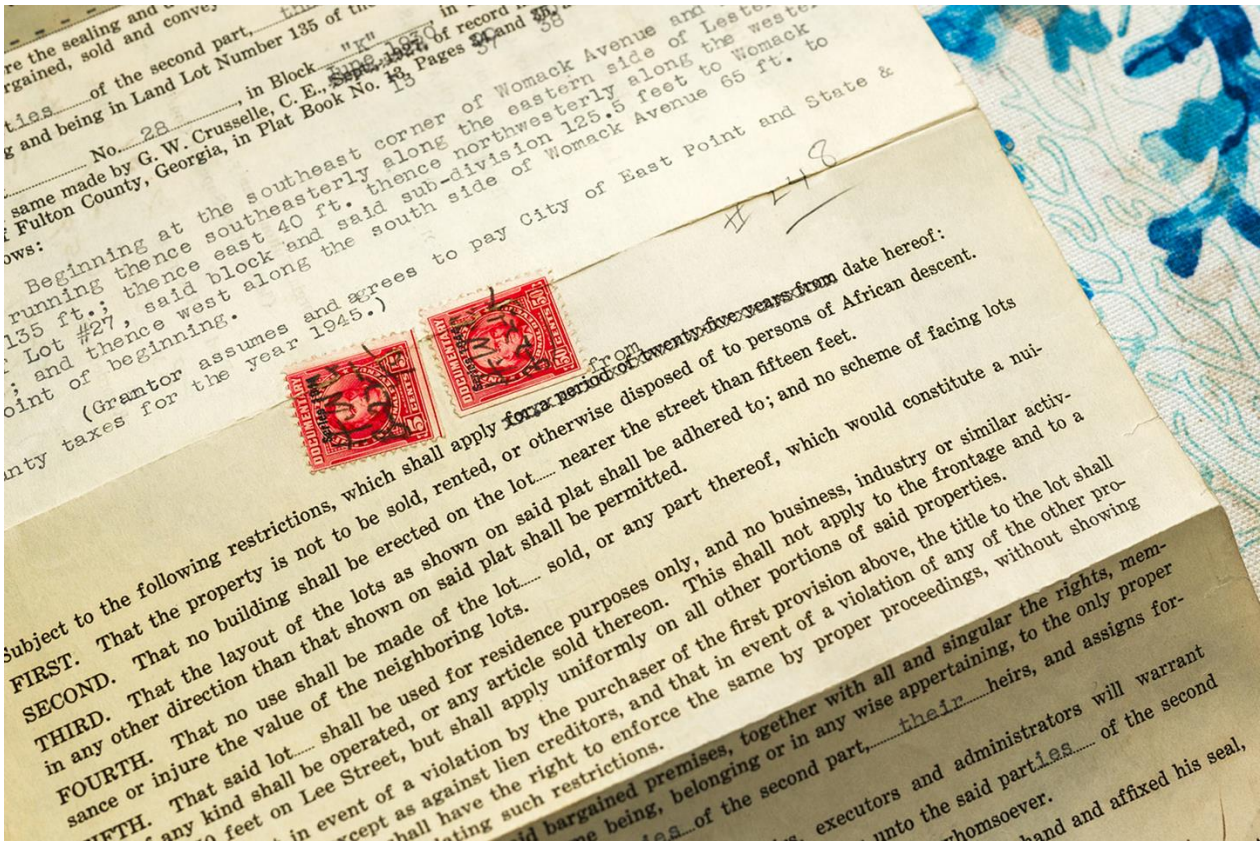
Become a Healthbeat sponsor

COVID-19 laid bare shortcomings of the public health system

With your support, we can continue to report on readiness for the next pandemic.

DONATE NOW





“One of the first steps is really getting people to see their value and their worth and signaling to them that they're valuable and that they're worthy of love and good health.”

-East Point resident, Photovoice participant



Photovoice Community Exhibitions

To Sustainability and Beyond...



**EAST POINT
HEALTH EQUITY**
COMMUNITY
ADVISORY
BOARD

2024 - 2026

STRATEGIC PLAN

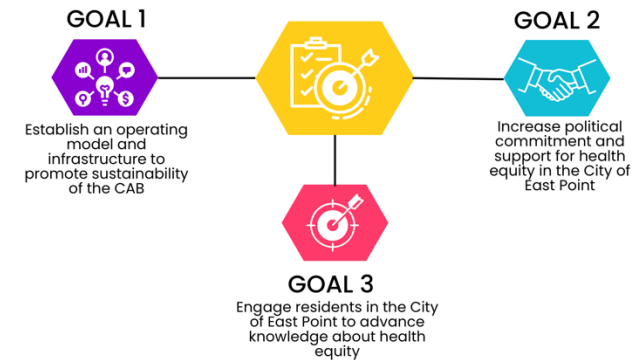
ABOUT US OUR VALUES

- 1  Be **accountable** to each other and to the community, while holding the city accountable to advancing health equity
- 2  Strive for **diversity** of thought and **inclusivity** in our membership
- 3  Be **committed** to health equity and to our community
- 4  Demonstrate **fairness** and **objectivity**
- 5  Promote **collaboration** among partners and with the community

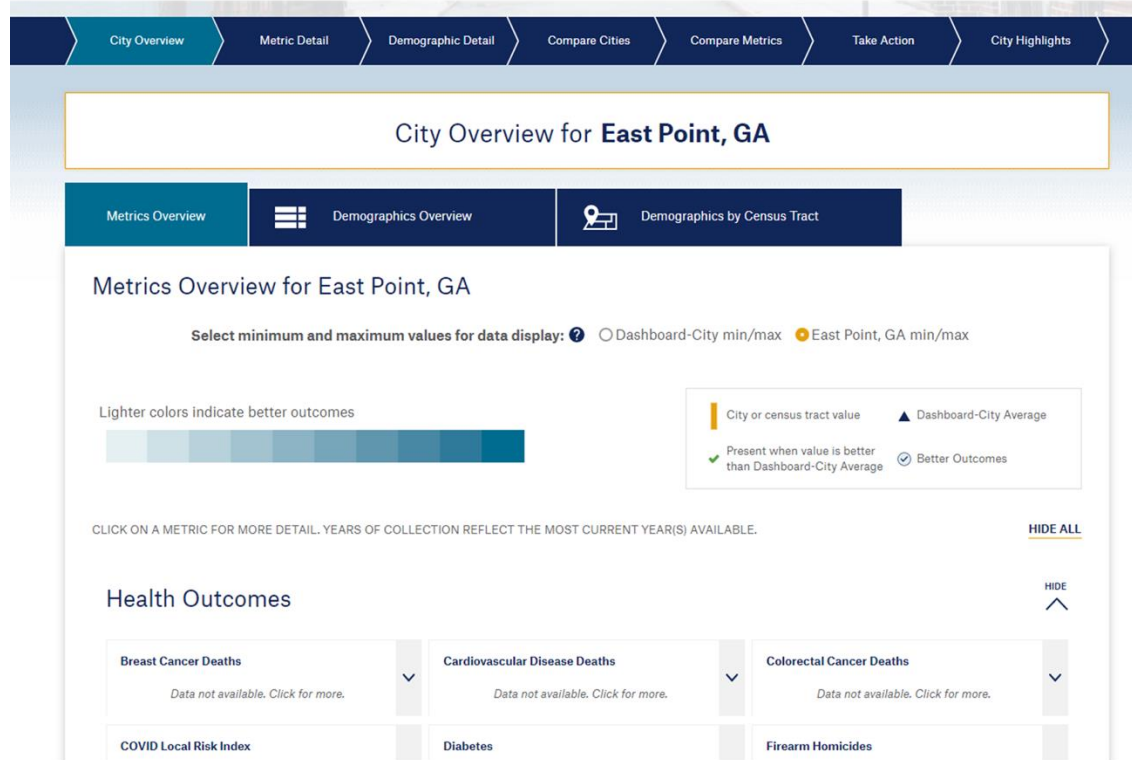
ABOUT US VISION AND MISSION



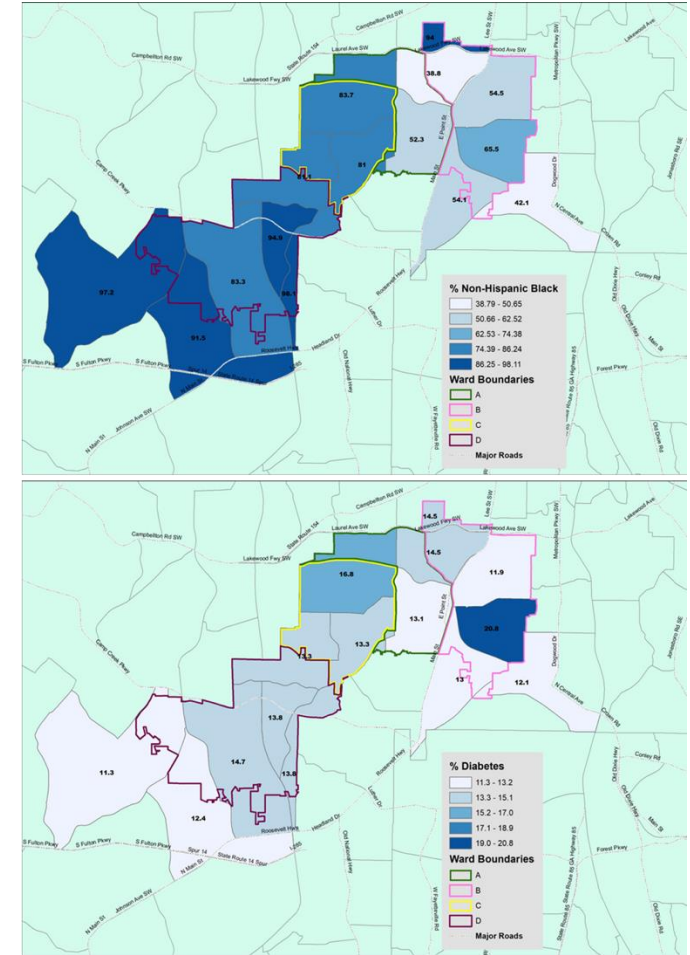
OUR STRATEGIC GOALS



Implementation + Sustainability



<https://www.cityhealthdashboard.com/>



Project Impact

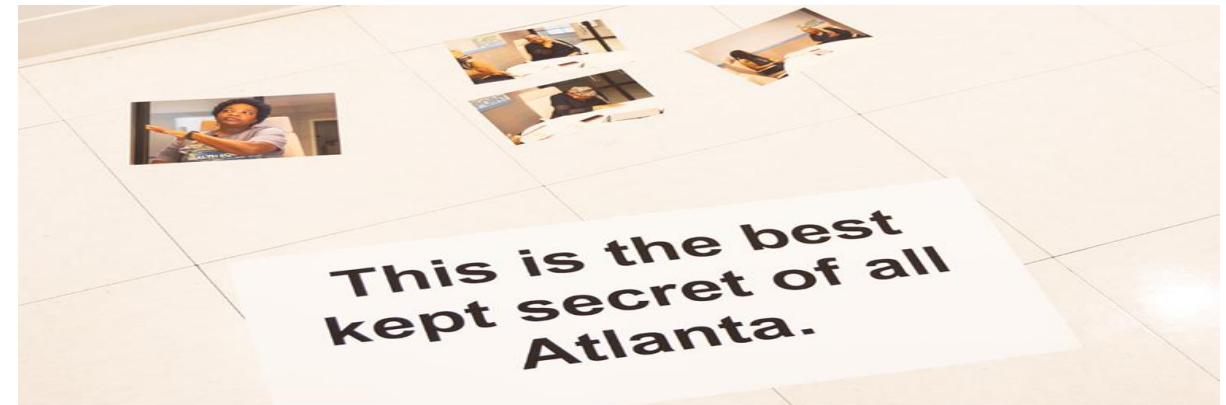
- Created the East Point Health Equity Community Advisory Board
- Informed modification of a policy to advance health equity, the East Point Comprehensive Plan update
- Engaged more than 1,500 East Point residents, policymakers, and community organizations about health outcomes, inequities, and health equity
- Catalyzed creation of the East Point Office of Equity, Inclusion, and Empowerment
- **Trained 1 East Point resident and 2 East Point staff as Community Health Workers**
 - CHW has attended over 80 events
- Disseminated in over 30 press and digital outlets, publications, presentations, and other media formats



Ms. Zakiyah Morris
East Point Resident
Community Health Worker
Health Equity Champion
MPH student

THANK YOU...

East Point Community Community Partners MSM Team





Questions?



POPULATION HEALTH INNOVATION LAB

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