

BETHLEHEM HEALTH BUREAU

HEALTH EQUITY PLAN





The Bethlehem Health Bureau utilized the model outlined in CDC's "Paving the Road to Health Equity." Health equity is when everyone has the opportunity to be as healthy as possible.

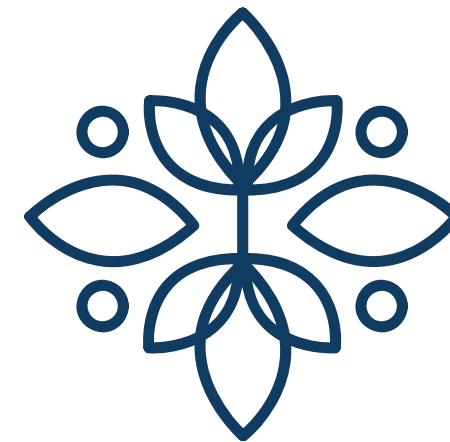
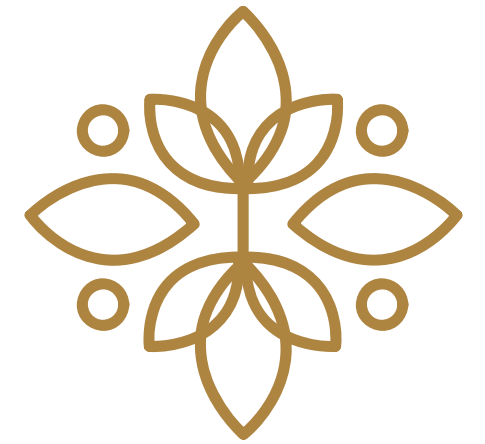
Health equity is incorporated into the Health Bureau's strategic plan in an effort to institutionalize such work throughout the organization.

The Bethlehem Health Bureau also established a Community Health Advisory Committee to support the Health Bureau in attaining its goals around health equity.

Vision

A FRESH NEW LOOK

Presentations are communication tools that can be used as demonstrations, lectures, reports, and more.



Health Equity

KEY COMPONENTS



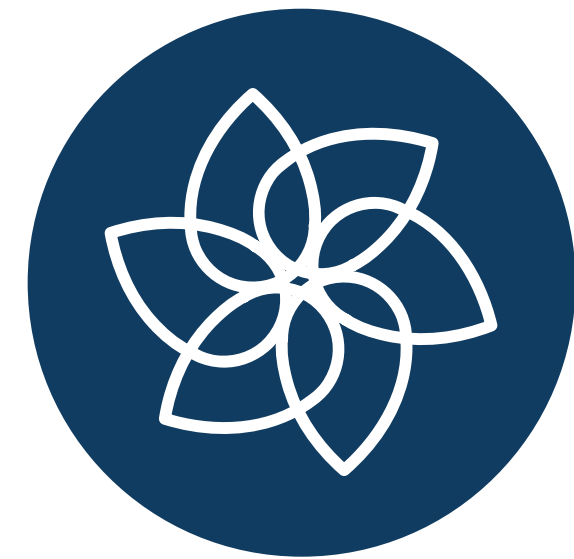
Programs



Infrastructure



Data/Measurement



Policy

Key Components

PROGRAMS

- Social determinants of health screening
- Neighborhood level interventions
- Mobile medical van
- Integration into all grants and programs
- Feedback from community members

DATA/MEASUREMENT

- Collect and disaggregate data
- Utilize GIS
- Community health needs assessment
- Evaluation of efforts

INFRASTRUCTURE

- Workforce development
- Community partnerships
- Job descriptions
- Recruit and retain diverse staff

POLICY

- Health in All Policies
- Internal policy review
- Advocate



PROGRAMS

Programs

OBJECTIVE 1: TO INCORPORATE A SOCIAL DETERMINANTS OF HEALTH SCREENING TOOL INTO HOME VISITING AND CLINICAL PROGRAMS TO DETERMINE CLIENTS' UNMET SOCIAL NEEDS BY MARCH 2022.

Action Steps:

1. Transition to EPIC electronic health record system and utilize the social determinants of health template.
2. Create a documentation and referral process.
3. Document results of referrals.

Programs

OBJECTIVE 2: IDENTIFY ONE DISTRESSED NEIGHBORHOOD IN BETHLEHEM AND IMPLEMENT A NEIGHBORHOOD LEVEL INTERVENTION AIMED AT IMPROVING THE HEALTH AND SAFETY OF THE COMMUNITY BY DECEMBER 31, 2022.

Action Steps:

1. Choose a distressed area for a neighborhood level intervention.
2. Conduct an assessment of the needs of the neighborhood from both the City and the residents.
3. Create an action plan with short and long-term tasks.
4. Create a small work group to execute the action plan.
5. Collaborate with other city departments to provide needed services.



Programs

OBJECTIVE 3: PURCHASE A MOBILE MEDICAL VAN TO IMPROVE ACCESS TO CARE AND PROVIDE SERVICES TO VULNERABLE POPULATIONS BY DECEMBER 31, 2022.

Action Steps:

1. Work with purchasing to identify the specs for the van.
2. Procure the van and develop a plan for storage and maintenance.
3. Analyze clinical health data to identify certain geographic areas of the city in need of services.
4. Utilize the van for family planning services at the high schools.



Programs

OBJECTIVE 4: INCORPORATE HEALTH EQUITY INTO ALL OF THE HEALTH BUREAU'S GRANT WORK STATEMENTS BY DECEMBER 31, 2024.

Action Steps:

1. Review current grant work statements and revise as necessary to include health equity language into the deliverables.



Programs

OBJECTIVE 5: DEVELOP AND IMPLEMENT HEALTH EDUCATION MATERIALS THAT ARE APPROPRIATE TO CULTURE, AGE, LANGUAGE, GENDER, SOCIOECONOMIC STATUS, RACE/ETHNICITY, AND SEXUAL ORIENTATION.

Action Steps:

1. Utilize the Community Health Advisory Committee to review materials and provide feedback.
2. Utilize CANVA software design tool to create all marketing materials.
3. Translate all materials into Spanish.



INFRASTRUCTURE



Infrastructure

OBJECTIVE 1: HOLD A MINIMUM OF 3 HEALTH EQUITY TRAININGS WITH STAFF AS PART OF WORKFORCE DEVELOPMENT BY DECEMBER 31, 2022.

Action Steps:

1. Incorporate health equity trainings into the Health Bureau's work force development plan.
2. Evaluate the effectiveness of health equity trainings.



Infrastructure

OBJECTIVE 2: ESTABLISH MULTI-SECTOR COLLABORATIONS AND RELATIONSHIPS WITH DIVERSE ORGANIZATIONS IN AN EFFORT TO ADVANCE HEALTH EQUITY IN BETHLEHEM BY DECEMBER 31, 2022.

Action Steps:

1. Review current partnerships to determine if any gaps exist.
2. Reach out and engage other organizations involved in health equity work.



Infrastructure

OBJECTIVE 2: INCORPORATE HEALTH EQUITY INTO ALL JOB DESCRIPTIONS BY DECEMBER 31, 2022.

Action Steps:

1. Contact Human Resources about revising job descriptions.
2. Revise current job descriptions to reflect health equity work.
3. Incorporate health equity training on orientation checklist for new hires.



Infrastructure

OBJECTIVE 4: RECRUIT AND RETAIN STAFF FROM MULTI-DISCIPLINARY BACKGROUNDS WHO ARE COMMITTED TO ACHIEVING HEALTH EQUITY.

Action Steps:

- 1.



DATA/MEASUREMENT





Data and Measurement

OBJECTIVE 1: IDENTIFY KEY INDICATORS ACROSS EACH PROGRAM TO COLLECT AND TRACK POTENTIAL INEQUITIES BY DECEMBER 31, 2022.

Action Steps:

1. Determine client data that should be collected based on each program area.
2. Review current data collection forms to ensure that all necessary demographic data is being collected and revise as necessary.



Data and Measurement

OBJECTIVE 2: UTILIZE GIS TO MAP DATA ON HEALTH DISPARITIES AND INEQUITY BY JUNE 30, 2022.

Action Steps:

1. Complete GIS training for all Health Bureau staff.
2. Create a health equity dashboard.

Data and Measurement

OBJECTIVE 3: CONDUCT A COMMUNITY HEALTH NEEDS ASSESSMENT THAT INCLUDES INDICATORS INTENDED TO MONITOR DIFFERENCES IN HEALTH ACROSS POPULATIONS BY DECEMBER 31, 2022.

Action Steps:

1. Invite diverse multi-sector partners to participate in the community health needs assessment process.
2. Review data from the previous community health needs assessment and determine additional health equity data points of focus.
3. Include additional health equity measures in the community health needs assessment and measure progress.



POLICY



Policy

OBJECTIVE 1: CONDUCT A SYSTEMATIC REVIEW OF INTERNAL POLICIES AND PROCEDURES TO IDENTIFY PRIORITY AREAS OF FOCUS FOR IMPROVING HEALTH EQUITY WITHIN THE BETHLEHEM HEALTH BUREAU BY DECEMBER 31, 2022.

Action Steps:

1. Convene a small group of Health Bureau employees and complete the BARHII's assessment tool.
2. Create a plan to address gaps identified in the assessment tool.



Policy

OBJECTIVE 2: INTEGRATE HEALTH IN ALL POLICIES
ACROSS THE CITY OF BETHLEHEM DEPARTMENTS BY
DECEMBER 31, 2023.

Action Steps:

- 1.



Policy

OBJECTIVE 3: ADVOCATE FOR A MINIMUM OF ONE LOCAL OR STATEWIDE POLICY THAT IMPACTS HEALTH EQUITY BY DECEMBER 31, 2022.

Action Steps:

1. Work with the PA Public Health Policy Coalition to advocate for statewide laws that impact health equity.