

Baking Equity into Multi-Sector Initiatives

Patty Velasquez
Program Manager,
Colorado Family Resource Center
Association

Sarah Hernandez
Office of Health Equity Deputy Director,
Colorado Department of Public Health &
Environment

Welcome!

Type in the chat box: *What motivates you to address equity in your work?*



Background & Context setting

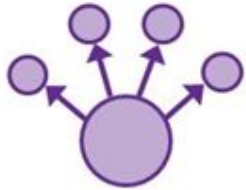
Background

- *Calling All Sectors* initiative
(Pew Research Center)
- Core Team members:
 - Department of Transportation
 - Colorado Housing and Financing Authority
 - Family Resource Center Association
 - Department of Public Health and Environment
- Focus: Institutionalizing equity across sectors
 - Authentic community engagement



Community Engagement Spectrum

Inform



Provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions

Flyers/brochures

Consult



Obtain public feedback on analysis, alternatives and/or decisions

Focus groups/survey questionnaires

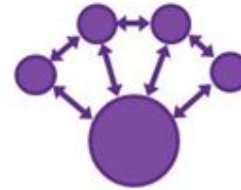
Involve



Work directly with community throughout the process to ensure that concerns and aspirations are consistently understood and considered

Advisory committees

Collaborate



Partner with community in each aspect of the decision, including the development of alternatives and the identification of the preferred solution

Community based participatory research

Empower



Place final decision making in the hands of the community

Participatory budgeting

The Six Bases of Social Power

(French & Raven, 1959)



- Legitimate: Title or rank
- Expert: Skills & knowledge
- Referent: Reciprocity & mutual respect
- Reward: Ability to give or take away rewards
- Coercive: Ability to punish
- Informational: Ability to control & share information

Power of prepositions

- Power over ...
- Power to ...
- Power with ...
- Power within ...





Colorado Equity Alliance

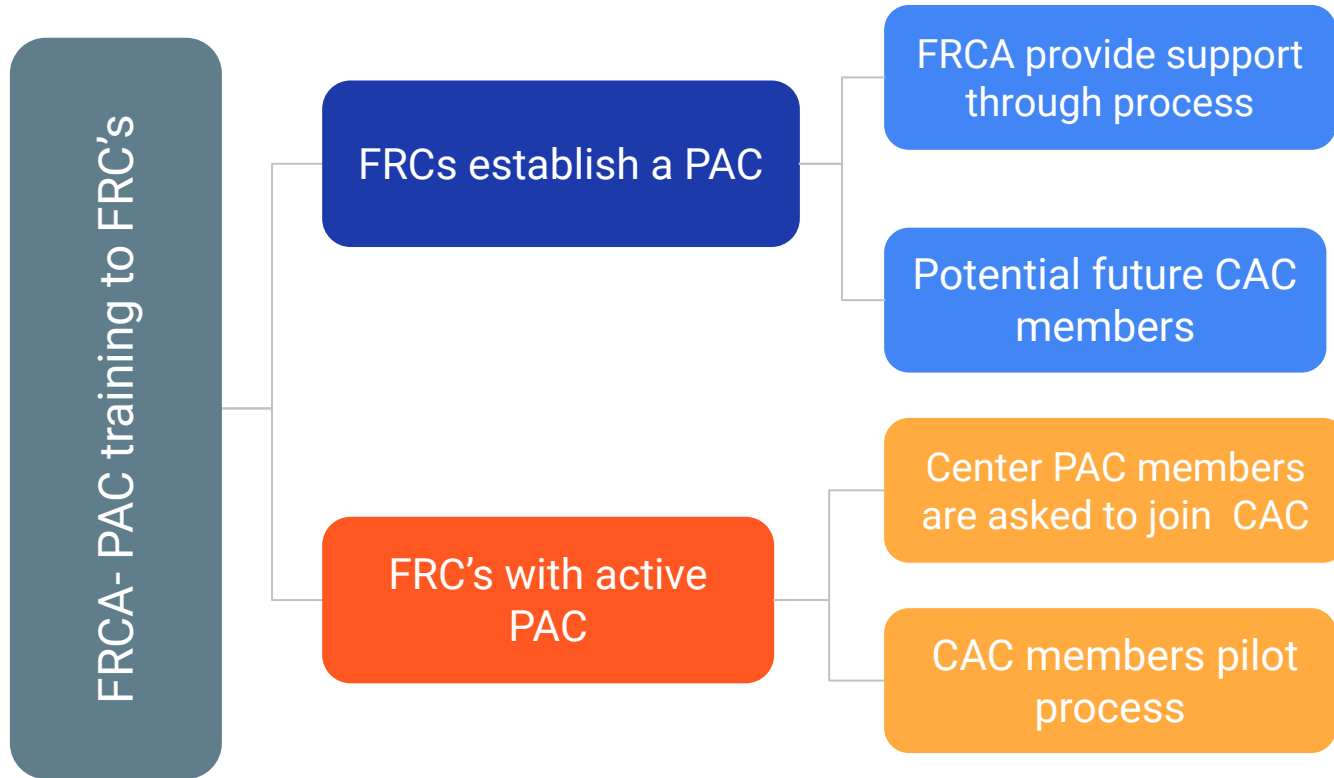
- Across all state agencies + community partners
- Focuses on systems & policy change
- Examples:
 - Community Participation Principles
 - Equitable Hiring Guide
 - Creating a Culture of Belonging (retention guide)
 - Executive Order on Equity, Diversity and Inclusion

<https://sites.google.com/state.co.us/colorado-equity-alliance/home>

Statewide Community Advisory Committee

- Increase community voice
- Promote community-based leadership
- Increase parent/participant engagement
- Increase community voice in state decision making
- Increase cross-sector engagement with community partner/members in cross sector activities





FRC=Family Resource Center
FRCA=Family Resource Center Association

PAC=Parent Advisory Committee
CAC=Community advisory committee

National Family Support Network

Developing and Sustaining Effective Parent Advisory Committees Training

- Identify the benefits and challenges of parent leadership development
- Learn the key steps and timeline to create and sustain a Parent Advisory Committee
- Action planning for developing or strengthening a Parent Advisory Committee



Tying it all together

- Parent Advisory Council + Equity Alliance members
- Parent Advisory Council + Colorado “Core” team
- Encouraging state agencies to carefully consider developing a Community Advisory Board
- Thinking about state boards and commissions differently



Q + A



Are there examples in your state/city of power sharing between community and government?



Are there examples in your state/city of power sharing between community and government?

If not, why not? What barriers prevent these partnerships?



What is your state doing to limit extractive practices, e.g. always extracting what you need from community? Transactional vs transformational.



Thank you

cdphe_healthequity@state.co.us

pvelasquez@cofamilycenters.org



Family Resource Center Association