

# BRIDGING FOR HEALTH

Improving Community Health Through  
Innovations in Financing

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## Health Equity Module

*Three Cases for a Health Equity Mindset*

Directions: Read the three cases below and choose the one that you think will be the most compelling rationale for your community coalition partners.

### 1. The pragmatic case

A health equity mindset leads to better outcomes – the programs and initiatives that are delivered as a part of your efforts are more likely to have a positive impact on the sub-populations that have the greatest need for improvement. Why? Often efforts are designed for the general population without accounting for the unique circumstances or needs of sub-groups. With almost every health-related issue in a community, there are sub-groups where the issue is more acute than others. A health equity mindset helps planners and organizers recognize this fact, discover the deeper issues, and design programming that is better suited to meet the unique needs and opportunities in those sub-groups. Health equity makes sense because it helps ensure that programs work.

### 2. The business case

A health equity mindset leads to a better return on investment of time and financial resources. Resources are limited and when a community strives to make large-scale, community-wide improvements in health there is no shortage of ideas for how to spend those resources. A health equity mindset drives the need to data and deep understanding before those decisions are made. Why? They inherently recognize that not all groups have the same health status – some sub-groups are already near or at the target for population health. Resources can be focused on the sub-groups with the greatest need. That helps ensure that every dollar spent and hour invested results in an impact that will yield meaningful returns.

### 3. The values case

A health equity mindset represents the right thing to do address systemic disadvantage. Communities are made up of groups of people that do not have the same opportunities or challenges. Many of the differences are due to historical, structural or cultural factors. These factors need to be considered when planning and designing population health initiatives because they represent an opportunity for the community to address and hopefully begin to resolve some of these disadvantages to improve the lives of those in sub-groups facing disparities. A health equity mindset reflects the best of your shared values as a community.