[Overview of the HERA Initiative]

[insert date]
Family Health Services Division

Maternal, Paternal, Child and Adolescent Health (MPCAH) Unit

Home Visiting

Adolescent Health

Perinatal Services & Education

build blocks COLLABORATIVE

BEST BABIES ZONE

HERA HEALTH EQUITY & RESOURCE ADVOCATES
Health Equity

We believe...everyone in Alameda County, no matter where you live, how much money you make, or the color of your skin, should have access to the same opportunities to lead a healthy, fulfilling and productive life.
Together, with community partners, residents, and staff and clients, we work on projects that aims to ensure all children have the best start in life.

**Guiding Frameworks**

**BARHII / Socio-Ecological model**: Addressing root causes and structural issues

**Life Course**: Critical time periods and cumulative impact

**Our Approach**

- Innovation
- Collaboration
- Community Voice
- Investment in Early life
- Small Wins, BIG change

**Current Projects:**

[Building Blocks Collaborative](#)

[Best Babies Zone](#)

[HERA Health Equity & Resource Advocates](#)
Our History

• HERA evolved out of the Alameda County Prosperity Project
• Two year funded RWJF grant

Prosperity through...

**Policy**
Responsible Banking policies leverage local government banking relationships to expand access to financial products, small business loans and other services in underserved communities.

**Education**
The Savvy Consumer Toolkit uses popular education techniques to increase resident capacity to navigate the landscape of predatory products while still meeting family needs.

**Practice**
Integrating the Savvy Consumer Toolkit, other financial tools, and policy activities into existing health programs, especially home-visits to new families, will improve health outcomes.
Goal of HERA

Grow a unit in MPCAHL that engages staff and clients in developing solutions to the social factors that impact the health of families receiving our home visiting services
Current Focus

• Tailoring resources for MPCAH staff to address financial issues with clients
• Advocating for and adapting low cost financial alternatives for MPCAH clients to access
• Engaging MPCAH staff in addressing housing issues that impact their clients
• Developing a clear path for home visitors to communicate about systemic/policy-related issues impacting the clients they serve
Accomplishments...

• Facilitating an Interagency collaboration to address housing/homelessness
• Developing strategies with staff on how to better partner with various housing bodies and organizations
• Engaging staff to develop a new small dollar loan pilot program
• Capturing a health equity baseline across home visiting programs
• Creating communication tools to highlight health equity work staff are doing
Evaluation
Results Based Accountability (RBA)

RBA Questions: Knowledge Measures

1. Health Equity
How staff define health equity and how staff practice health equity in their programmatic work (qualitative coding)

2. Housing Advocacy
% of home visiting staff that report a knowledge increase in housing resources*

3. Financial Health
% of home visiting staff that report a knowledge increase in financial tools*
Building Blocks: We each have a role