HEALTH EQUITY DESIGN (HED)
DESIGN LAB
STRATEGY SESSION
AT THE
THE WOMEN’S
WEALTH &
HEALTH
EQUITY SUMMIT

JULY 17-18, 2017 | OXON HILL, MARYLAND
Dear Colleagues,

It is my sincere pleasure to welcome you to the Health Equity Design (HED) Lab Strategy Session. The session is a part of the Women’s Wealth and Health Equity Summit hosted by Allies for Reaching Community Health Equity (ARCHE), an initiative of the Center for Global Policy Solutions (CGPS).

The Women’s Wealth and Health Equity Summit will convene experts, practitioners, and advocates from around the country to address health and wealth inequities affecting women and families. Together, we will use an intersectional framework to examine the effects of these inequities, placing a particular focus on women of color and other disadvantaged groups.

In addition to your participation in the public sessions, we look forward to your work at the Health Equity Design Lab Strategy Session. These sessions, which are supported by the Robert Wood Johnson Foundation (RWJF), serve as the final meeting in a larger HED Lab process that seeks to build consensus on solutions for addressing gender-based wealth inequities and their resultant burdens (e.g., economic, housing and food insecurity, caregiver stress).

ARCHE’s HED Labs convene multidisciplinary groups of thought leaders and community stakeholders to build consensus and incubate the best ideas that promote equity in key policy and program areas ripe for intervention or innovation. The central focus of HED Labs is on changing policy, systems, practices and environments to affect the social determinants of health. The HED Lab process identifies best practices, recommendations, and innovative solutions that can be deployed by policymakers and the field at large to advance change, as well as to help drive research that addresses gaps in existing knowledge.

The vision for the Women’s Wealth and Health Equity Summit emerged from our last HED Lab convening, “Mind the Gaps: Gender Pay Equity and the Implications for Health Equity,” which brought together 25 experts and practitioners to explore how gender-based pay inequities impact the health and economic well-being of women, children and families. Through our discussions, it became clear that we needed to expand our analytical lens and include the wealth gap to better inform our understanding of the systemic nature of health and economic inequities.

Your participation in the online community and survey process leading up to the Summit has helped us hone in on key policy and program areas for intervention. During the days ahead, we welcome your input as we vet and refine solutions and concepts that emerged from the earlier meetings. Together, we will develop a slate of recommendations for consideration. We will leave with actionable ideas on how we can infuse these strategies into our work.
Recommendations emerging from this meeting will be unveiled on Wednesday morning to Summit participants, including a wider field of experts, practitioners, and advocates, who will then have the opportunity to respond and give feedback to the recommendations that emerge. Following the Summit, the ARCHE team will use this feedback to refine our recommendations and insights before releasing a report that frames and shares results from the Lab for others in the field.

Through the Strategy Session and Summit, we seek to build a shared language, framework, and policy agenda to address women’s pay and wealth inequities through a health equity lens. By expanding understanding of the impact of economic inequities on the health and well-being of children, families and communities, we can build more effective strategies, partnerships, and policies that promote health and financial security.

Thank you for taking part in this important work.

Sincerely,

Maya Rockeymoore, PhD
President and CEO
Center for Global Policy Solutions

Driving society toward inclusion www.healthequity.globalpolicysolutions.org
MEETING AGENDA
Eastern Shore 2 Room, Gaylord National Resort & Convention Center, 201 Waterfront St., Oxon Hill, MD 20745

Monday, July 17, 2017

8:30 - 9:00 am  Registration and Breakfast

9:00 - 9:10 am  Opening Remarks and Premiere of “Why Does the Gender Wealth Gap Matter for Health?” Video

Maya Rockeymoore, PhD, President & CEO, Center for Global Policy Solutions

9:10 - 9:30 am   Introductory Presentation

The session outlines the goals and objectives of the three-day event and intended outcomes, and summarizes key themes from the first two Health Equity Design (HED) Labs.

- Deepthi Welaratna, Founder & CEO, Thicket Labs

9:30 - 10:15 am   Women’s Pay, Wealth, and Health: Where We Stand Today

Pay is commonly understood to be a key driver of asset building for both wealth and health. This panel focuses on how the gender pay gap triggers a series of adverse impacts not only for women—who increasingly are heads of households—but for families and communities as well. Policy experts will discuss how women’s broader economic portfolios are a key determinant of the health and economic security of families and communities.

- Valerie Evering, Director of Training and Partnerships, Thicket Labs (moderator)
- Linda Goler Blount, MPH, President and CEO, Black Women’s Health Imperative
- Fatima Goss Graves, President and CEO, National Women’s Law Center
- Anna Mahathey, Graduate Research Assistant, Institute on Assets and Social Policy, Brandeis University
- Heather McCulloch, MSc, Director, Closing the Women’s Wealth Gap Initiative

10:30 - 11:00 am  Ice Breaker: Reverse Role Play

This tool will allow participants to understand both sides of a conflict.

11:05 - 12:00 pm  Building Policy Solutions

Participants will work in teams to explore and analyze change levers for advancing health and wealth equity.
MEETING AGENDA

Monday, July 17, 2017 - continued

12:00 - 12:45 pm Lunch

12:45 - 1:45 pm Building Policy Agendas

Participants will work in cross-disciplinary teams to design health and wealth equity agendas based on the most impactful change levers and frame the problem that the agenda solves for.

1:45 - 2:15 pm Report Outs

2:15 - 3:15 pm New Approaches to Community & Stakeholder Engagement

The standard tool kit (e.g., traditional media campaigns, partisan messaging, petitions) for community and stakeholder engagement is proving ineffective in the current political climate, which has been years in the making and driven by extensive investments in conservative messaging and framing. Compounded by the complex intersections of race, class, and gender, the lack of effective engagement strategies inhibits the advancement of a common policy agenda. This panel features communications experts discussing emerging practices and methods in framing, stakeholder engagement and persuasion.

- Deepthi Welaratna, Founder & CEO, Thicket Labs (moderator)
- Lori Dorfman, PhD, Director, Berkeley Media Studies Group
- Toniesha L. Taylor, PhD, Associate Professor, Prairie View A&M University
- Goyland Williams, Adjunct Professor of Public Speaking, New York City College of Technology

3:30 - 4:45 pm Stakeholder & Community Engagement I

A working session to refine agendas, identify data and research needs, and frame engagement strategies.

4:45 - 5:30 pm Report Outs

Participants can join breakout groups to discuss select promising solutions based on Community Solutions Presentations.

6:00 - 8:00 pm Dinner (optional) Join members of the ARCHE team at a nearby restaurant for an informal dinner and networking opportunity.
# AGENDA

**Tuesday, July 18, 2017**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 - 9:00 am</td>
<td>Breakfast</td>
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<tr>
<td>9:00 - 9:10 am</td>
<td>Opening Remarks&lt;br&gt;Judy Lubin, PhD, Director, Allies for Reaching Community Health Equity, Center for Global Policy Solutions</td>
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<tr>
<td>9:10 - 9:30 am</td>
<td>Presentation: Recap of Day One &amp; Preview of Day Two</td>
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<tr>
<td>9:30 - 10:00 am</td>
<td>Ice Breaker: Intentional Attention&lt;br&gt;This exercise will raise awareness of how attention changes outcomes.</td>
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<td>10:00 - 11:00 am</td>
<td>Breakout Groups Activity: Stakeholder &amp; Community Engagement II&lt;br&gt;Groups will use presentation deck template to outline needs around identifying key questions, conversation points, messages, stories, and data to engage key stakeholders in the policymaking process.</td>
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<td>11:00 - 12:00 pm</td>
<td>Presentations and Feedback Discussion</td>
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<td>12:00 - 12:45 pm</td>
<td>Informal Lunch</td>
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<tr>
<td>12:45 - 1:45 pm</td>
<td>Breakout Groups Activity: Pitch Decks and Presentations</td>
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<tr>
<td>1:45 - 2:15 pm</td>
<td>Reflections and Insights</td>
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<tr>
<td>2:15 - 2:30 pm</td>
<td>Wrap-Up</td>
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The public Women’s Wealth and Health Summit will begin at 3:00 pm following the close of the Health Equity Design Lab Strategy Session.
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SPEAKER BIOS

LINDA GOLER BLOUNT, MPH, President and CEO, Black Women’s Health Imperative

Linda Goler Blount joined the Black Women’s Health Imperative as president and chief executive officer in February 2014. She oversees the strategic direction for the Imperative and is responsible for moving the organization forward in its mission to achieve health equity and reproductive justice for Black women. Before joining the Imperative, she served as the vice president of programmatic impact for the United Way of Greater Atlanta, where she led the effort to eliminate inequalities in health, income, education, and housing through place- and population-based work.

Prior to that position, Ms. Blount was the first-ever national vice president of health disparities at the American Cancer Society. There, she was responsible for providing strategic vision and leadership to the Society and its 12 geographic divisions to reduce cancer incidence and mortality among underserved populations and to develop a nationwide health equity policy. With more than 25 years of experience in the public, for-profit and nonprofit sectors, her distinguished career includes successful tenures at The Coca-Cola Company, strategic business initiatives, and the U.S. Centers for Disease Control and Prevention, where she was expert scientist. A Michigan native, Ms. Blount holds a Master of Public Health degree in Epidemiology from the University of Michigan and a Bachelor of Science in Computer Engineering/Operations Research from Eastern Michigan University.

LORI DORFMAN, PhD, Director, Berkeley Media Studies Group

Dr. Lori Dorfman was Berkeley Media Studies Group’s first associate director in 1993 and became director in 1998. Today, she oversees BMSG’s research, media advocacy training, strategic consultation, and education for journalists and consults with programs across the U.S. on a variety of public health issues, helping them apply the principles of media advocacy. Her research examines media portrayals of public health issues, including children’s health, food and beverage marketing, nutrition, breastfeeding, violence, and alcohol, tobacco and other drugs.

Dr. Dorfman has co-authored the major texts on media advocacy: Media Advocacy and Public Health: Power for Prevention and News for a Change: An Advocate’s Guide to Working with the Media; she edited Reporting on Violence: A Handbook for Journalists, which encourages journalists to include a public health perspective in reporting on violence, and she led an interdisciplinary team that conducted workshops on violence reporting for newspapers and local TV news stations. She teaches a course on mass communication at the UC Berkeley School of Public Health. Dr. Dorfman co-chairs the Food Marketing Workgroup, a national coalition dedicated to eliminating harmful food marketing. She earned her doctorate in 1994 from the UC Berkeley School of Public Health, where she studied how television news frames health issues.
SPEAKER BIOS

VALERIE EVERING, Director of Training and Partnerships, Thicket Labs

Valerie Evering is the director of training and partnerships at Thicket Labs. She works closely with Thicket’s clients to facilitate training programs as well as contribute to outreach, communications, and event planning. Her experience in media production, education, and project management includes developing Chinese language curriculums for young learners and high school students, managing immersion education programs for international students in China, and managing production for short films and TV animation.

Ms. Evering graduated from Johns Hopkins University with a degree in international relations, specializing in East Asian studies, and she has a graduate certificate from the Johns Hopkins Nanjing Center in China. She was born and raised in New York City and is passionate about music, travel, and languages. She is fluent in Mandarin Chinese and is learning Italian.

FATIMA GOSS GRAVES, President and CEO, National Women’s Law Center

Fatima Goss Graves is president of the National Women’s Law Center. Ms. Goss Graves, who has served in numerous roles at NWLC for more than a decade, has spent her career fighting to advance opportunities for women and girls. She has a distinguished track record working across a broad set of issues central to women’s lives, including income security, health and reproductive rights, education access, and workplace fairness.


Ms. Goss Graves received her BA from UCLA in 1998 and her JD from Yale Law School in 2001. She began her career as a litigator at the law firm of Mayer Brown, LLP, after clerking for Diane P. Wood of the U.S. Court of Appeals for the Seventh Circuit. She currently serves as an advisor on the American Law Institute Project on Sexual and Gender-Based Misconduct on Campus. She was on the EEOC Select Task Force on the Study of Harassment in the Workplace and a Ford Foundation Public Voices Fellow.
JUDY LUBIN, PhD, Director, Allies for Reaching Community Health Equity (ARCHE)

Dr. Judy Lubin is director of Allies for Reaching Community Health Equity at the Center for Global Policy Solutions. She is also a researcher and adjunct professor in the Department of Sociology and Criminology at Howard University. As principal of Public Square Communications, Dr. Lubin has directed research, evaluation, and communication efforts for nonprofit and public-sector organizations including the U.S. Department of Health and Human Services Office on Women’s Health, American Lung Association, National Oceanic and Atmospheric Administration, Healthy Schools Network, Collaborative for Education Organizing, Leadership for Healthy Communities, American Medical Group Foundation, Joint Center for Political and Economic Studies, National Urban League, and GreatSchools. She is also the co-founder of Sociologists for Justice, an independent collective of more than 2,000 experts, researchers, and distinguished scholars organized in response to police violence against African Americans.

ANNA MAHATHEY, Research Assistant, Institute on Assets and Social Policy, Brandeis University

Anna Mahathey is a candidate in the dual Masters in Public Policy and Masters in Women’s, Gender, and Sexuality Studies program and research assistant at the Institute on Assets and Social Policy (IASP) at Brandeis University. She concentrates in poverty alleviation and is particularly interested in studying the ways that welfare policies and other policies targeted toward low-income people affect the various identities women hold, such as workers, mothers, and caregivers. At IASP, Ms. Mahathey is part of a team researching career pathways in health care.

Previously, Ms. Mahathey interned with the Government Affairs team at the Corporation for Enterprise Development, where she delved into policy issues around retirement, asset limits, affordable homeownership, and financial security at work. She also specialized in researching and writing about the women’s wealth gap.
HEATHER McCULLOCH, Director, MSc., Closing the Women’s Wealth Gap Initiative

Heather McCulloch is the founder and director of the Closing the Women’s Wealth Gap Initiative, a national network of more than 150 individuals and institutions working to advance policies and strategies to build wealth for low-income women and women of color (www.womenswealthgap.org). The initiative is supported by AARP, the Friedman Family Foundation, JPMorgan Chase & Co., and the Walter and Elise Haas Fund.

Ms. McCulloch is the founder of Asset Building Strategies, a consulting firm that advances policies and strategies to build the financial security of low-wealth individuals and families.

MAYA ROCKEYMOORE, PhD, President and CEO, Center for Global Policy Solutions

Dr. Maya Rockeymoore is president and CEO of Global Policy Solutions, LLC, a Washington, D.C.-based consulting firm, and president of the Center for Global Policy Solutions, a 501(c)(3) nonprofit organization dedicated to driving society toward inclusion. She provides vision, direction, and guidance to the Allies for Reaching Community Health Equity initiative.

Dr. Rockeymoore has previously served as the vice president of research and programs at the Congressional Black Caucus Foundation (CBCF), senior resident scholar for Health and Income Security at the National Urban League, chief Of staff to Congressman Charles Rangel (D-NY), professional staff on the House Ways and Means Committee, and as an adjunct professor at American University’s Women and Politics Institute among other positions.

Dr. Rockeymoore has presented and written extensively about health disparities, childhood obesity, health care reform, community-based approaches to health, HIV/AIDS, and Medicaid and Medicare policy. She is the co-author of the Action Strategies for Healthy Communities Toolkit and she has published articles in the American Journal of Preventive Medicine and the National Association of State Boards of Education’s State Education Standard, among other publications. A member of the National Academy of Social Insurance, Dr. Rockeymoore contributed to the development of its seminal study panel report, “Strengthening Medicare’s Role in Reducing Racial and Ethnic Health Disparities.”

Dr. Rockeymoore is a widely sought-after economic security expert. She has spoken extensively on jobs and the economy, the racial wealth gap, financial literacy, and Social Security.

She is the co-editor of Strengthening Community: Social Insurance in a Diverse America and the co-author of Plan for a New Future: The Impact of Social Security Reform on Communities of Color. Dr. Rockeymoore
SPEAKER BIOS

MAYA ROCKEYMOORE – Continued

has been invited to testify before Congress on income security matters and on February 23, 2009, she was among other nationally renowned economic and income security experts selected to attend the Obama Administration’s White House Fiscal Responsibility Summit.

Dr. Rockeymoore has been invited to speak before numerous organizations including the Centers for Disease Control and Prevention, Women Donors Network, Grantmakers in Aging, Drexel University, Columbia University, Congressional Democratic Caucus, Congressional Progressive Caucus, and the National Association of Black Journalists, among many other groups. She has been quoted in publications such as The New York Times and The Washington Post, and has been interviewed on NPR, Sirius XM radio, BET, CNN, and Al Jazeera English among many other media outlets. The recipient of many honors, she was named an Aspen Institute Henry Crown Fellow in 2004 and received Running Start’s 2007 Young Women to Watch Award. Dr. Rockeymoore holds a BA in political science and mass communications from Prairie View A&M University and an MA and PhD in political science, with an emphasis in public policy, from Purdue University.

TONIESHA L. TAYLOR, PhD, Associate Professor of Communications, Prairie View A&M University

Dr. Toniesha L. Taylor is an associate professor of communication in the Department of Languages and Communication at Prairie View A & M University. Her research focuses on African American, religion, intercultural, gender and digital Humanities. She cultivated her interests throughout her doctoral work at Bowling Green State University, where she completed her PhD in communication studies with a focus on rhetoric in 2009. Dr. Taylor’s research, conference presentations, and publications speak to her diverse interest. Her recent research and conference presentations have included discussions on womanist rhetoric as method and theory, practical social justice pedagogy for faculty and students, and digital humanities methods implications for activist recovery projects.

Her recent publications include “Saving Sound, Sounding Black and Voicing America: John Lomax and the Creation of the “American Voice” in Sounding Out! The Sound Studies Blog, June 8, 2015, and a co-authored essay with Amy E. Earhart titled “Pedagogies of Race: Digital Humanities in the Age of Ferguson” in Debates in Digital Humanities, 2016, edited by Lauren Klein and Matthew Gold. Dr. Taylor’s recent digital humanities projects include The Prairie View Women’s Oral History Project, which is designed to collect, preserve, curate, and display the oral histories of women who have had a 30-year or longer relationship with Prairie View A&M University.
SPEAKER BIOS

GOYLAND WILLIAMS, Professor of Public Speaking, New York City College of Technology

Goyland Williams serves as a contributor on the HBW Blog. He is a 2009 cum laude graduate of Texas State University in both philosophy and political science.

He is a professor of public speaking at New York City College of Technology. His research interests include black liberation theology, hip hop and performance, and critical theory.

DEEPTHI WELARATNA, Founder and CEO, Thicket Labs

Deepthi Welaratna leads the team at Thicket Labs. For the past 15 years, she’s helped build and launch products, movements, and ventures at the intersection of research, community, and technology. Her award-winning communications campaigns have engaged communities globally in understanding and reshaping complex policy issues that affect their lives. She started her career working on public health issues like education, violence prevention, and civic engagement for clients including The California Wellness Foundation, United Way of the Bay Area, and the California Secretary of State. More recently, she has conducted impact evaluations for public health programs in Haiti, New York, and New Zealand using a participatory design and systems methodology. She has worked in broadcast journalism at KQED in the Bay Area, and she has authored recent articles in the Stanford Social Innovation Review. After identifying a game-changing technology with the potential to radically improve strategic collaborations, Ms. Welaratna founded Thicket Labs to build technology solutions to help people solve complex social problems together.

Ms. Welaratna was born in the UK, raised in Silicon Valley, lived in France, and her family is from Sri Lanka. She received her MA in Media Studies from The New School in New York, where she currently makes her home.