

BUILDING A HEALTHIER MICHIGAN



State Alliance of Michigan YMCAs

www.michiganymca.org

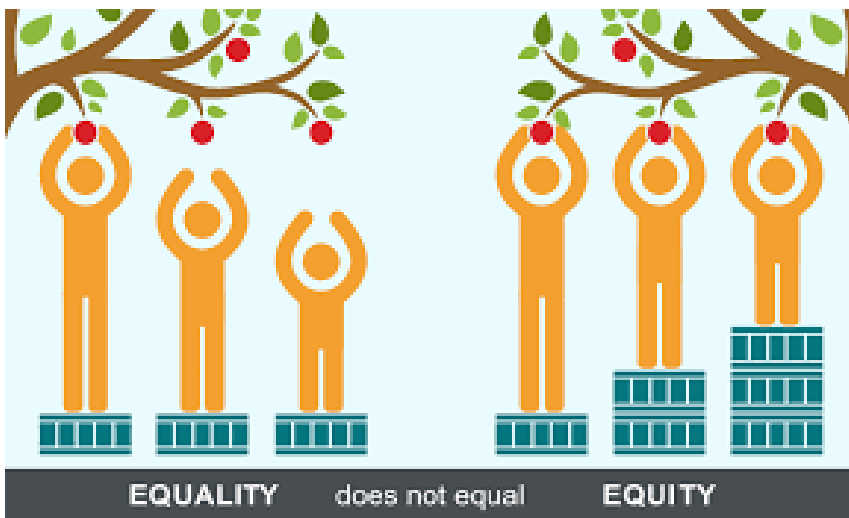
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THE LATEST INFORMATION ON EVIDENCE-BASED PROGRAMS AND PARTNERSHIPS

SUPPORTING ALL LEVELS OF NEED

What it means to advance health equity is to ensure everyone has opportunities to attain his or her full health potential and no one is disadvantaged from achieving this potential because of his or her social position or other socially determined circumstances. Y-USA utilizes a four-pillar approach to health equity work: Principles, Programs, Partnerships and Policy. Ys that work within all four pillars will likely see the greatest levels of success bridging gaps in health equity. The following information comes from the 'Guide to Healthy Equity: Principles.'



Principles are often demonstrated in operations and include factors such as facilities access, improved information and communications, the presence of dedicated and inclusive staff, and established mechanisms for engaging relevant groups. Principles provide the foundation for any action plan for addressing health equity issues.

In order to address some of the factors in Principles (such as mechanisms for engaging relevant groups) you have to establish a foundation of information—what does your community need? You will determine this by engaging with the community, a process that involves several tasks.

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GOOD READS

Switch: How To Change Things When Change Is Hard: Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle, say the authors, is a conflict that's built into our brains. Our minds are ruled by two different systems—the rational mind and the emotional mind—that compete for control. This tension can doom a change effort—but if it is overcome, change can come quickly.

Gung Ho!: Turn On The People In Any Organization Here is an invaluable management tool that outlines foolproof ways to increase productivity by fostering excellent morale in the workplace. The three core ideas of *Gung Ho!* are surprisingly simple: worthwhile work guided by goals and values; putting workers in control of their production; and cheering one another on.

Other good reads:

- Good to Great
- Forces For Good
- Made To Stick
- Start With Why

Building Trust: Ys already engaging in health equity work have found they needed to focus every day on strengthening trust by working side-by-side with neighbors, partners, and community leaders to move their communities forward. It is not a simple or fast process, and long-term commitment to building trust is necessary. Ys and other organizations cannot assume they have the trust of the entire community.

Listening First: It is important to listen from the perspective of a learner, and refrain from acting as the expert by prescribing solutions. By actively listening, leaders and staff of our organizations can learn about community members and facilitate discussions in a way that allows community members to also learn about themselves.

Your community is multifaceted. Each culture that makes up your community has unique foods, words, traditions, values, music, dances, and more. Understanding the diverse cultural origins of your community will help engage them effectively, and help realize that different groups may have different needs and they may respond differently to your Y's marketing, environment, and program offerings. The following factors should be explored and understood when working with individuals, families, and groups that experience inequities:

- What is the history of the community?
- What languages are spoken?
- How will home/work life affect participation at the Y?

In the most basic terms: engage community stakeholders in conversation. Consider hosting a meeting and inviting leading community organizations (religious groups, chambers of commerce, businesses, nonprofits, and service organizations) as well as trusted parents/caregivers and Y members. These are community experts who will be interested in helping engage their constituents in a program that teaches and inspires a healthier lifestyle.

Read more about this topic in the guide on yexchange, search 'Advancing Work in Health Equity.'

UPCOMING EVENTS

- **Michigan Diabetes Prevention Network Meeting**
Tuesday, July 25 12-3pm at the Michigan Public Health Institute
2436 Woodlake Circle Suite 300 Okemos, MI 48864
- **AthenaNet Technical Support Training**
Join Y-USA staff for an in-person training opportunity from 9am to 3pm on July 26 at the Downtown Lansing YMCA. Invitations will be emailed out soon; space will be limited.
- **Mini Regional Training Event: Midwest Region**
Lifestyle Coach Training - July 26 & 27 (Fort Wayne, IN)
Lifestyle Coach Training - August TBD (Grand Rapids, MI)
EnhanceFitness Instructor Training - August 4 & 5 (Portage, MI)
- **Grand Rapids Regional Training Event info coming soon!**
Looking for a specific training? Get your requests in now for the September/October event in the greater Grand Rapids area.

UPDATES

LIVESTRONG at the YMCA
Be on the lookout for a request for application to become a LIVESTRONG at the YMCA program provider. Sources at Y-USA say that an on-boarding opportunity will be made available in mid-July. Check yexchange.org/livestrong or 'Hot Facts' for updates.

EARLY CHILDHOOD AND AFTERSCHOOL INNOVATION GRANT

Is your Y doing high quality, innovative work with youth and staff? YMCA of the USA soon will be selecting 18 Y associations to receive grant funding to explore innovative program practices in Early Childhood and Afterschool. The grant will focus innovations related to nature, STEM, newcomer families, community service, supporting children with special needs, staffing strategies and community partnerships. For details, contact Jackie Thurnau at 312-419-3833.

WELCOMING WEEK

Join the movement to create more welcoming communities across the country by hosting an event to build bridges between immigrants and their receiving communities during National Welcoming Week, Sept. 15-24. Visit Exchange to learn more and register your event to secure your free event kit, which will include a banner and posters. Supplies are limited so register today!