

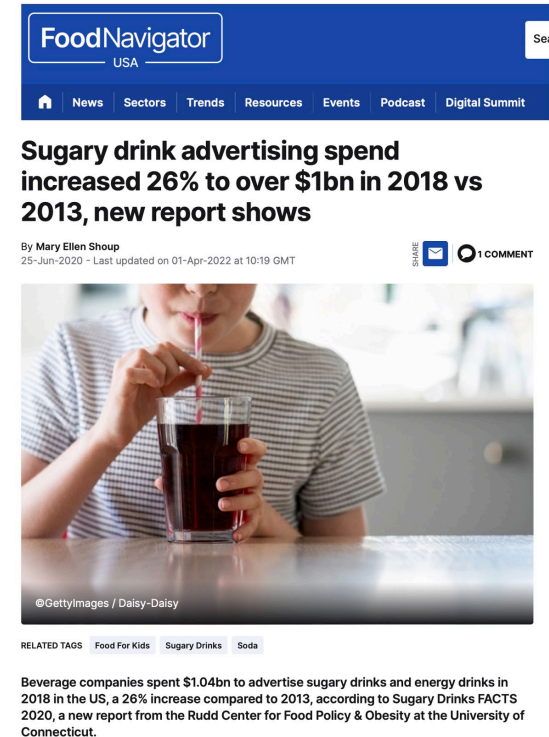
THE MAGNITUDE OF THE PROBLEM IS UNDERAPPRECIATED

Despite many successful initiatives and efforts by government and philanthropy, investments in support of health equity are outpaced by the actions of many, many other interests.

As one example, advertising alone for sweetened beverages exceeds \$1 Billion/year.

The sweetened beverage industry isn't seeking to contribute to health inequities, but they won't stop producing their products as long as they are making a profit.

Social analyses do not recognize that when collective power, whether in the form of imperialism or class domination, exploits weakness, it can never be dislodged unless power is raised against it . . . social justice cannot be resolved by moral and rational suasion alone, as the educator and social scientist usually believes. Conflict is inevitable, and in this conflict power must be challenged by power (Niebuhr, 1932, p. xv).



PROGRESS TOWARD HEALTH EQUITY REQUIRES THE DEVELOPMENT AND EXERCISE OF SOCIAL POWER

Source

What is the source through which power is exercised?

Organized Money or
Organized People

Alinsky

Organizations hold power to the extent that participants submit to the pursuit of a common goal or purpose

Galbraith

Nature

What is the understanding of how power works?

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Niebuhr

Instruments

What are the mechanisms through which power is expressed?

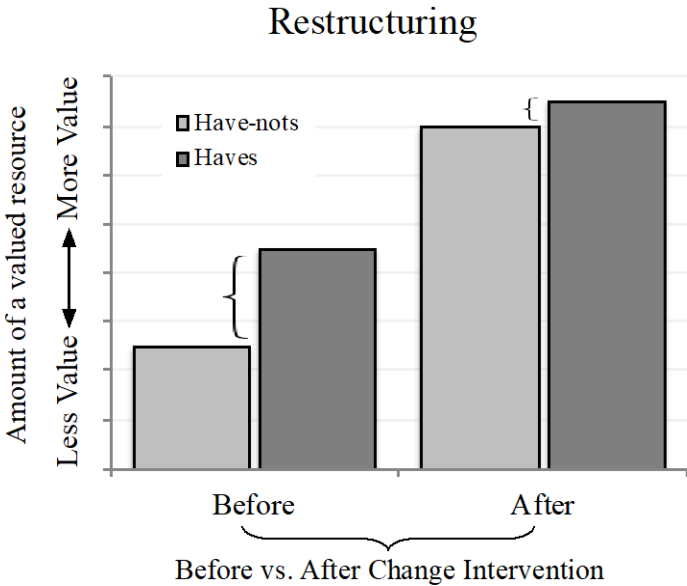
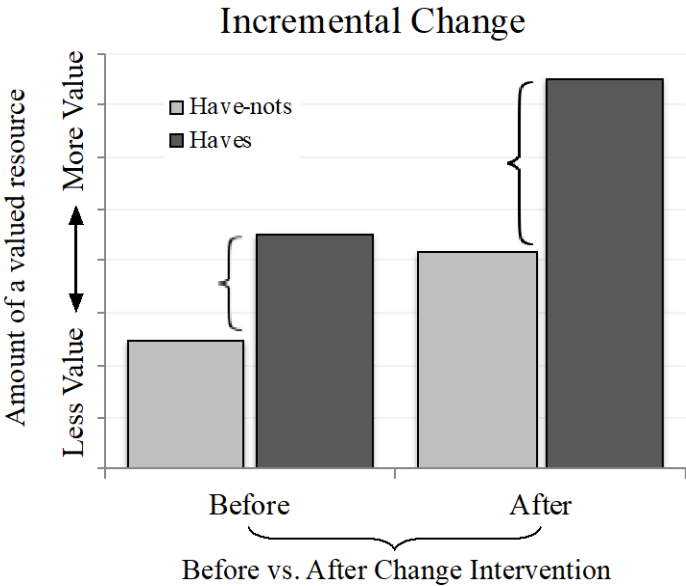
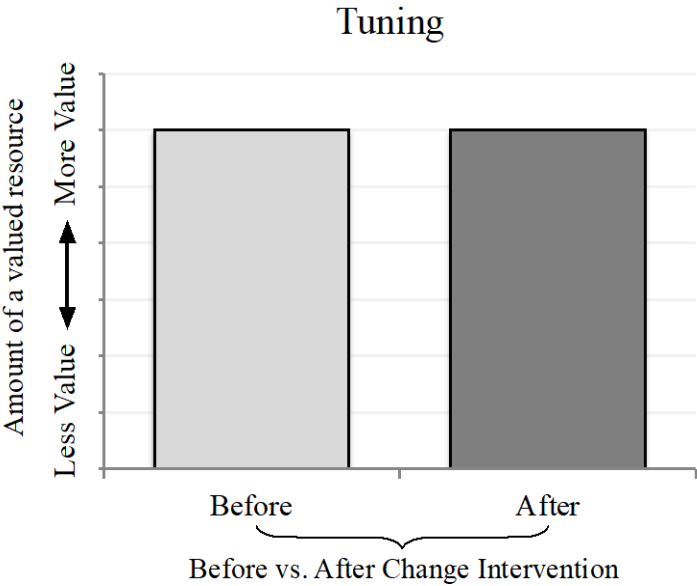
Reward / Punishment

Public debate

Shaping Ideology

This instrument of power works at unconscious levels to shape the behavior of individuals in society through ideologies, knowledge, customs and belief systems

HEALTH EQUITY WILL BE IMPROVED ONLY IF POWER EXERCISED RESULTS IN COMMUNITY CHANGE



METRICS FOR HEALTH EQUITY

“Community power is not a singular thing, attribute, or condition – it is a term representing a dynamic, relational quality within communities.”

Eric Olin Wright’s work is a relevant model to consider for metrics of communities. Wright emphasized the relative nature of poverty, and that absolute dollar amounts as an ‘index of poverty’ missed the *meaning* associated with differentials in income levels that translated into marginalization, ostracism, and diminished voice within the broader community.

