



# NJ SOPHE'S ADVOCACY STRIDES & ACTION ITEMS

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# NJ SOPHE Advocacy Committee



Key activities of the advocacy committee include:



Meeting with legislators and key decision makers about public health policies



Creating advocacy materials that represent our positions on important public health issues



Educating our members about public health policies



Advocating not only for public health, but for public health professionals as well



Supporting our members to be better public health advocates

# NJ SOPHE Advocacy Activities



## Current Initiatives:

- Position Brief: Advocating for funding/investment in public health
- Stricter regulations for face masks in public
- Mandating statewide contact tracing program
- Sub-committee focusing on racial justice & health equity



# Public Health Position Brief



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**Objective:** Explain why it is critical to support the public health system as it rebuilds from the COVID-19 response, but also to strengthen it before the next pandemic hits and avoid the dire situation we are facing today.

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This brief will advocate for annual funding to pay for such essential activities as disease surveillance, epidemiology, lab capacity, emergency preparedness and response, policy development and support, health communication tactics, etc.

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# What We Heard From You



“...supporting the infrastructure in times of crisis and in "fair weather" times. Public health can often be on the chopping block when other more "pressing" response efforts come up. Respect for the profession (especially health education) should be included. This will require a better understanding of what public health does.”

“We need to have a coordinated effort with other public health professionals. In addition we need to include the social determinants of health especially with health disparities.”

“There should be an emphasis and a commitment on providing **health equity action items to address the impact of racism and implicit & explicit biases amongst healthcare and public health systems that disproportionately affect communities of color.** Furthermore, investing in a public health workforce that reflects the communities that are being served and collaborating with multiple sectors (i.e. education, transportation, environment, criminal justice, recreations, etc.) is a first step towards reducing health inequities.”

“Use ROI type language. Discuss how expensive it has become to manage this pandemic, in dollars as well as in lives lost. Discuss how a stronger public health investment would save money. We need to demonstrate how public health connects us all and the financial and economic aspects can do that.”

“Public health needs to utilize advanced technology to better predict, prepare for, and track disease outbreaks. We need to be clear that there is no such thing as "public health in NJ" when it comes to outbreaks like this. We need better coordination with other states and federal leadership.”

“Highlight all the other things public health departments do on top of handling a global pandemic, with such small staffs. We are always the first on the chopping block, and we need to keep reminding the public of how we are the "silent" work force. We are doing the bare minimum of what is essential from the environmental health perspective so we can focus on COVID, but issues didn't just stop because there is a pandemic!”

# Racial Justice, Health Equity & COVID



“And as the drastic racial disparities in COVID-19 death rates show, when a **Black person dies of COVID-19, they have also and equally been killed by systemic racism** as a determinant of health — a cause of death that speaks to structural problems far beyond violence.”

-Communicate Health

“At the end of the day, **racism is the original sin** here. Racism attacks people’s physical and mental health. It’s an ongoing **public health crisis** that needs our attention now.”

– Georges Benjamin, APHA

# NJ SOPHE: Racial Justice & Health Equity Sub-Committee



NJ SOPHE is committed to work towards advancing racial justice and health equity through:



Expanding the understanding and dialogue of what creates health and what creates inequities



Focusing on primary prevention to address the cultural and social conditions in which hate, and violence develop



Supporting strategies and policies to reduce race-based inequities related to transportation, housing, education, criminal justice, economic development, access to healthcare, food access, planning, and zoning

# An Exercise: Starting with Understanding



WHAT DO YOU SEEK TO  
UNDERSTAND MORE  
COMPLETELY?



WHAT DO YOU WISH WAS  
BETTER UNDERSTOOD?



*“Actually, we’re just getting started.”*

**WHAT YOU CAN DO:  
LEARN, SUPPORT, ACT**

# Learn – Understand History of Racism, White Privilege & Health Equity



## Understand Systemic Racism

- Listen: [1619](#) podcast by New York Times
- Listen: [Uncivil](#) podcast by Gimlet Media
- Watch: [Color Brave or Color Blind](#) (TedTalk)
- Watch: [13th](#) (A documentary on racial inequality in criminal justice)
- Read: [The New Jim Crow](#)
- Read: [How to Be an Antiracist](#)
- Read: [So You Want To Talk About Race](#)

## Understand White Privilege

- Read: [Me And White Supremacy](#)
- Read: [White Privilege: Unpacking the Invisible Knapsack](#)
- Watch: [Life of Privilege Explained in a \\$100 Race](#)
- Read: [White Fragility](#) (book)
- Read: [White Debt](#) (article)
- Listen: [Seeing White](#) (Podcast)

## Learn about Health Equity

- Read: [The Broken Ladder: How Inequality Affects the Way We Think, Live and Die](#)
- Read: [Well: What We Need to Talk About When We Talk About Health](#)

Access the full list of anti-racism resources that these suggestions were accessed from [here](#)

# Learn – Talking to Kids about Race & Racism



## Watch:

- [How to talk to kids about race](#) (animation)
- [Why we need to Talk to Children about Race and Difference](#) (TEDTalk)

## Read:

- [How to Teach Your Kids to Fight Hate: An Age-by-Age Guide](#) (Article)
- [‘Raising White Kids’ Author On How White Parents Can Talk About Race](#) (Article)
- [Talking to Kids About Race](#) (Article)

## Share:

- [Standing Up To Racism - A CNN/Sesame Street Town Hall For Kids and Families](#) (Video)
- [Kids books to build resilience in kids of color; encourage inclusivity & anti-racism](#) (Books)

## Listen:

- [How to Talk to White Kids about Race & Racism](#) (Podcast)

## Use these Toolkits:

- [How to Talk to Kids About Race and Racism](#) (Parent Toolkit)
- [Talking about Race](#) (Website & Toolkit)

# Support – Donate to Social Justice Organizations



## Racial Justice

- [Color of Change](#)
- [My Brother's Keeper Alliance \(program of the Obama Foundation\)](#)

## Criminal Justice Reform

- [Equal Justice Initiative](#)
- [The Marshall Project](#)

## Voting Equality

- [Fair Fight](#)

## Mental health access

- [Loveland Foundation](#)

## Reproductive Justice

- [Sister Song Women of Color Reproductive Justice Collective](#)

## Food justice

- [Civil Eats](#)

## Independent Media

- [Unicorn Riot](#)

# Support Black Businesses



The *Washington Post* [reported](#) that the **number of working Black business owners in the US plummeted more than 40%** during the pandemic...a far steeper drop than other racial groups experienced.”

## Shop:

- [WeBuyBlack](#)
- [The Black Wallet](#)
- [Official Black Wall Street](#)

## Eat:

- [Black-owned restaurants in NJ](#)

## Bank:

- [38 Black Owned Banks And Credit Unions](#)

Access the full list of action items for equality that these suggestions were accessed from [here](#)

# Act: Support Social Justice in NJ



## New Jersey Institute for Social Justice (NJISJ)

do social justice. NEW JERSEY INSTITUTE FOR SOCIAL JUSTICE

ABOUT OUR WORK MEDIA ROOM DONATE TAKE ACTION

Social Justice Needs YOU. Take Action Now!

### ACTION FOR YOUTH JUSTICE REFORM

New Jersey needs to invest in building up our kids, not incarcerating them. Learn more and take action to support NJ's youth. #150yearsisenough

Add Your Voice

### ACTION TO PROTECT NJ'S YOUTH FROM COVID-19

With visitation currently suspended, incarcerated youth are separated from their families at a frightening and unsettling time. This is a time to work together to protect our children.

Add Your Voice

### ACTION TO CREATE NJ REPARATIVE JUSTICE TASK FORCE

400 years after slavery began in America, New Jersey still suffers from extreme racial injustice. Learn more and take action for racial justice. #400NoMore

Add Your Voice

### ACTION TO CREATE A DIVERSE WORKFORCE IN NJ

Let's not make NJ wait any longer for equitable job creation.

Add Your Voice

# ACT: Make Calls to Legislators



[5calls.org](https://5calls.org)

Your location: **Cranford**

[CHANGE LOCATION](#)

## What's important to you?

- Stop the Militarization of Local Police
- Demand Congress Provide \$4B in Election Assistance Funding
- Urge Congress to Pass Additional Coronavirus Relief Measures
- Demand the Federal Government Support the United States Postal Service
- Urge Congress to Act on the Climate Change Crisis
- Demand Congress Act to Improve Distribution of PPE

## SUPPORT HR 1: END CORRUPTION AND DEFEND VOTING RIGHTS - PASSED HOUSE, NEEDS SENATE VOTE

**UPDATE (06/27/19):** The House passed H.R. 1 with a 234-193 vote in March, but Senate Majority Leader Mitch McConnell has refused to allow a vote on the legislation. Now that the Supreme Court's conservative justices have ruled that [federal courts cannot act to prevent partisan gerrymandering](#), it is more critical than ever to protect representative democracy legislatively. Urge your senators to demand a vote on HR 1 and protect our right to vote.



**Cory Booker (D-NJ)**

**202-224-3224**

[Or call a local office](#)

Hi, my name is **[NAME]**, and I'm calling from Cranford.

I'm calling to express my support for HR 1, the For the People Act, and to urge Senator Cory Booker to demand Majority Leader McConnell bring the legislation to a floor vote.

Addressing corruption, protecting voting rights, and reforming campaign finance should be bipartisan priorities to make our democracy better for all Americans, regardless of their political affiliation.

Thank you for your time and attention.

**IF LEAVING A VOICEMAIL:** Please leave your full street address to ensure your call is tallied.

Select your call result to show the next representative:

[UNAVAILABLE](#)

[VOICEMAIL](#)

[CONTACT](#)

[SKIP](#)

# ACT: Support Police Reform in NJ



[#8cantwait](#)

## #8CANTWAIT

TAKE ACTION RIGHT NOW.

Data proves that together these eight policies can decrease police violence by 72%.

<b>BAN CHOKEHOLDS &amp; STRANGLEHOLDS</b> 	<b>REQUIRE DE-ESCALATION</b> 	<b>REQUIRE WARNING BEFORE SHOOTING</b> 	<b>EXHAUST ALL OTHER MEANS BEFORE SHOOTING</b> 
<b>DUTY TO INTERVENE</b> 	<b>BAN SHOOTING AT MOVING VEHICLES</b> 	<b>REQUIRE USE OF FORCE CONTINUUM</b> 	<b>REQUIRE COMPREHENSIVE REPORTING</b> 

See how many policies your city has enacted and take action now.

NEWARK, NJ

**NEWARK, NJ**  
Mayor Ras Baraka

- Requires De-escalation
- Bans Chokeholds and Strangleholds
- Duty to Intervene
- Requires Warning Before Shooting
- Ban Shooting at Moving Vehicles
- Requires Comprehensive Reporting
- Requires Exhausting Other Means Before Shooting
- Has Use of Force Continuum

Contact your mayor or sheriff right now to let them know: eight can't wait.

**Mayor Ras Baraka**

Call: 973-733-6400  
Tweet: <https://twitter.com/rasjbaraka>

# ACT: Speak Up



- We must **commit to having intentional conversations** with the people in our lives and in our newsfeeds who might be on the fence, conflicted, or misinformed about the severity or legitimacy of COVID and systemic racism
- If we don't push back, even to those we love or don't want to upset, we're **enabling them to spread potentially harmful, inaccurate, and dangerous information**
- Remember, **success isn't necessarily changing someone's mind, "winning", or shutting them up** - it's encouraging the person to keep talking to you and opening up to your perspective little by little

# ACT: Talking to Close Friends & Family



- **Preparing**
  - Think through some of your stories and data that may be relevant to the conversation
  - Have a plan in place if get upset or overwhelmed: pause the conversation, breathe, express your emotions, etc.
- **Starting the conversation**
  - Consider your delivery - if you're responding to a facebook post, try a direct message, or a text message, or even a phone call
  - Ask for consent - "I saw your Facebook post about (xyz) and want to talk to you about it. Is this a good time?"
- **During the conversation**
  - Turn to curiosity over judgment. Try to get to the emotional root and move the person into/towards action, not be right.
  - Seek empathy and connection, not distancing yourself from the other person.
  - Avoid "why" questions that can make people feel defensive. Try: "what made you feel that way"; "how did that happen"; "will you tell me more about that"

Source: [SURJ \(more tips on how to respond to specific comments about racial justice\)](#)

# ACT: Tips for Responding on Social Media



- Respond in a way that doesn't suggest that the other person is foolish, naive, or gullible
  - So rather than saying, 'How can you believe this crap?,' better to say, 'I have heard others talk about that as well. And I agree, these days there's so much information out there, it can be hard to know what to believe.'"
- Don't make it personal – keep it professional
  - "As a health educator, it's part of my job to provide accurate information. Here is some data/information that might be helpful..."
- Be brief
  - You don't have to debate all night—that's not productive for anyone
  - Just make a couple points and drop it, but don't let it go unchallenged

# ACT: Your Voice Matters



## 3 things you can accomplish by speaking up (even if you “lose” the battle)

- **Others see you push back.** They’ll get accurate information and see you calmly, maturely responding
- **Seeing you speak up erodes the bystander effect**
  - It inspires and emboldens other people to push back too
  - If they didn’t know what to say before, they can copy/paste what you said and use that
- **Speaking up normalizes factual information and contributes to the exposure effect**
  - The more a person is exposed to an idea, the more it becomes familiar and credible, no matter what the idea is
  - It won’t happen overnight or because of one person, and they’ll think it was their idea when it happens, but it can happen

# Join these efforts



1. Join the Conversation and Share Your Thoughts:
  - NJ SOPHE [Advocacy Alerts Forum](#)
  - NJ SOPHE [LinkedIn](#)
  - NJ SOPHE [Instagram](#)
2. Get involved in message development
  - Public Health position brief
  - communications for masking and contact tracing
3. Help shape our racial justice & health equity efforts