

## Council On Black Health

# Action Plan

June 2024 – June 2026

### Our Approach

The Council on Black Health uses an **assets-based** approach in all of our work, doubling down on the power and ingenuity of Black communities to create change together. We need to focus on **root causes** by changing the policies, systems, and environments that are producing poor health outcomes. And because no single organization can achieve complex systems change alone, the Council also consistently approaches its work through the lens of **partnerships** and **collective action**.

We are leveraging **Results-Based Accountability (RBA)** methodology<sup>1</sup> to measure progress toward advancing the **Black Health Bill of Rights**,

which advocates, educates, and promotes solidarity and respect while underscoring the dignity of every individual and every family in our communities. RBA begins with the end in mind and is focused on the human experience, which means the goal is always focused on improving a condition of people's well-being. The end result to which we are working is: **All Black people and communities in the U.S. have optimal health.**<sup>2</sup>

To achieve this result, the Council has identified **key indicators** of Black health and well-being that are grounded in the Black Health Bill of Rights and that we can track over time to assess whether and to what extent we are meeting our goals to “turn the curve” on health equity and well-being overall.

1. RBA is designed to assess a social problem that is greater than any single organization. It is a “disciplined way of thinking” and taking action that can be used to improve the quality of life of a population. Clear Impact. (2018, August 17). *Results-Based Accountability – Overview and Guide*. Clear Impact. <https://clearimpact.com/results-based-accountability/>

2. The Council on Black Health asserts that the Black Health Bill of Rights is relevant to people of the African Diaspora worldwide and we recognize our interconnectedness as humans across the globe. Our current mission and activities, however, are focused on Black communities living in the United States.

# The Council on Black Health

## Action Plan (June 2024— June 2026)

We have identified four priority strategies that will guide our projects and activities through June 2026. All are grounded in the seven articles of the Black Health Bill of Rights and each aligns with one or more steps outlined in the RBA process. For the full analysis and articulation of critical frameworks, see our **White Paper & Action Plan**.

| STRATEGY   | ALIGNMENT WITH RBA  |
|--|---|
| <p><b>1. Normalize “reimagined” Black health through storytelling.</b> We will partner with other organizations and lead efforts to shape the national narrative on Black health, using an assets-based frame and increasing the visibility and saliency of Black well-being for our collective futures.</p>   | <p>This strategy is aligned with RBA’s approach to <b>begin with the end in mind</b>, or establishing a vision for the conditions of well-being that we desire to see and experience.</p> |
| <p><b>2. Understand positive and negative policies impacting Black health and fight for accountability (for positive policies) or justice (for negative policies).</b> We will analyze how structural racism impacts the social determinants of health and identify the policies that have the greatest potential to turn the curve on our well-being. We will organize and advocate to change these policies in order to reshape the opportunities and choices available for Black communities to engage in health-promoting behaviors.</p> | <p>This strategy is aligned with RBA’s Turn the Curve Thinking steps 1 (“<b>How are we doing?</b>”) and 2 (“<b>What is the story behind the curve?</b>”).</p>                             |
| <p><b>3. Implement a Council on Black Health chapter model</b> using results-based accountability as the framework for initiating strong chapters within communities that will be equipped to serve as strategic partners for the Council’s work.</p>  | <p>These strategies are aligned with RBA’s Turn the Curve Thinking step 3, “<b>Who are the partners who have a role to play in turning the curve?</b>”</p>                                |
| <p><b>4. Develop and train Black leaders of all ages and experience levels.</b> We will invest in our greatest asset — our people — and use an intergenerational approach to develop young leaders and tap into the wisdom of elders. We need Black leaders in every sector and industry in order to provide vision, direction, and accountability for structural equity and systems change.</p>   |   |

This two-year action plan lays the groundwork for the Council on Black Health to gather the information and people power to answer the final two questions in RBA’s Turn the Curve Thinking, steps 4 (“What works to turn the curve?”) and 5 (“What is our action plan to turn the curve?”).

# Call to Action

Turning the curve to improve Black health and well-being is bigger than any single organization. The Council on Black Health calls on our community of Black researchers, Black organizations, Black leaders, Black community members, and everyone who believes that health equity for Black Americans is an achievable goal.

- **Where do you fit in the plan?** The Council needs ideas, energy, and support from many different people whose talents, lived experience, and expertise will make our projects even more effective. Here is a menu of actions for individuals and organizations ready to take action:
  - Join the Council as a member.
  - Become an institutional partner.
  - Join or start a local chapter.
  - Sign on your organization to endorse the Black Health Bill of Rights.
  - Donate to the Council on Black Health; recurring donations are especially impactful as they sustain our longer-term work.
  - Request mentorship or working group members for research projects.
  - Join our email list to receive updates and opportunities to get involved.
  - Browse our resource library and use the frameworks, data, articles, and educational webinars in your own work and advocacy.
- **Data:** Policy analysts within the government need data to make the case for change. Collaborate with the Council to ensure nuanced data that accurately describes Black communities so we can make more informed policy funding decisions.
- **Stories:** Making the case for change is most effective when we can pair theory and data with stories from real people. Organizers, advocates, and people who work directly with patients, constituents, or participants are well-positioned to share stories and observations about how systems are impacting Black people and families. Reach out to the Council to help identify stories that can be shared with decision-makers to help them understand how their programs and policies are working (or not working) for our communities.
- **Accountability:** Request to meet with public officials and funding agencies and ask what they are doing to improve outcomes for Black communities. Public officials are accountable to taxpayers, and this is a lesser-used but powerful avenue to demand responsive policies from our government. Connect with the Council for support in planning for a meeting with elected or appointed officials.

# Where does the Council fit in YOUR plans?

Reciprocity and collective action are tenets of our work. We invite you to let us know how we can support your work.

**We can achieve more together than we can alone.**

*“The Council is reimagining Black Health and holding ourselves — and more importantly, our systems — accountable to achieving optimal health for Black communities,”* says our Executive Director, **Dr. Melicia Whitt-Glover.** *“We believe that when systems and institutions work for us, they will work.”*