Glossary of Health Equity Fund Terms

Advocacy

- The act of promoting a cause, idea, or policy to influence people's opinions or actions on matters of public or private policy or concern. Many types of activities fall under the category of "advocacy" and are legally permissible for 501(c)(3) public charities to engage in, such as issue identification, research and analysis; public issue education; nonpartisan voter registration, education and mobilization; litigation; education of government agencies at all levels; participation in referenda and ballot initiatives; grassroots mobilization; and testimonies before government bodies ([Power Moves, p. 64](#)).

  Please note that while 501(c)3s can lobby and are encouraged to do so, Missouri Foundation for Health funds cannot be used for lobbying.

Base Building

- A set of strategies to support community members to be in relationship with one another, invest in each other's leadership, share common identity shaped by similar experiences, and strategize solutions ([The Praxis Project](#)).

Cross-Sector Coalition Building or Strengthening

- Bringing together related or unrelated groups to build trust and achieve a common purpose or goal.

Community Driven

- The work is propelled by those most negatively impacted by the issue. The work is done in collaboration with the impacted community to integrate input and share decision-making power.

Community Organizing

- A process of building relationships, leadership and power, typically among marginalized communities, and bringing that power and collective voice to bear on the issues that affect

those communities by engaging with relevant decision-makers. Community organizing can be one part of an overall advocacy or public policy campaign strategy, but it is distinguished by the fact that affected constituencies are the agents of change, rather than paid lobbyists who represent the interests of such constituencies' ([Power Moves, p. 64](#)).

Field or Sector-Wide Capacity Building (to engage in systems change)

- Going beyond an individual organization's efforts towards strengthening collective abilities, resources, relationships, and infrastructure across an entire field or sector. A collective readiness to respond to persistent challenges to health equity and to drive change efforts forward when momentum is present. This work typically looks like these activities: building grassroots organizational infrastructure; base-building; legal supports; media support; technological support and security infrastructure; power analyses; root cause analyses; systems mapping; grassroots capacity trainings; coaching or leadership development; skill-building; technical assistance; message development; data management; data analysis.

Health Equity

- Everyone has a fair and just opportunity to be as healthy as possible. To achieve health equity, obstacles to health, such as poverty, discrimination, and their consequences, including a lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care, must be removed.

Lobbying

- The act of taking a position or encouraging elected officials to take a position on pending legislation, appropriations, or ballot initiatives; drafting or proposing legislative ballot language; or engaging in partisan political activity, such as candidate endorsements or contributions.

Pilot Models to Create Long-Term Change

- Time-limited projects (typically up to 3 years) designed to test new ideas or approaches to solving a systemic problem or inequity. The goal is to learn what works to create more equitable outcomes and use those lessons to shift policies, practices, processes, structures, resource flows, power dynamics or components of a system that will change the way the system functions in a lasting and broader way.

Power Analysis

- A process of understanding where power (capacity, control, influence, and authority) sits within systems, communities, or social structures that impact individuals, groups, or communities.

Power-Building

- A process that helps community gain power and influence to advocate for change involving ecosystems of organizations that work together to implement campaigns and strategies. Power-building is based on the idea that power can be expanded through broad-based coalitions and movements(SSIR Framework for Undestanding Power 2023).

Root Cause Analysis

- A structured approach to identifying the underlying cause of a problem, issue, or failure.

Systems Change

- Systems change involves addressing the root causes that hold social problems in place. This intentional process focuses on disrupting the deeply embedded systems and structures that enable the status quo.

  Systems change can include structural changes and/or shifts in policy, resource flows, relationships, power dynamics, narratives, and/or mental models. To learn more, please read The Water of Systems Change or watch this video.

Systems Mapping

- A method to visually represent the relationships within a complex system to help understand how different parts of a system interact and influence one another.