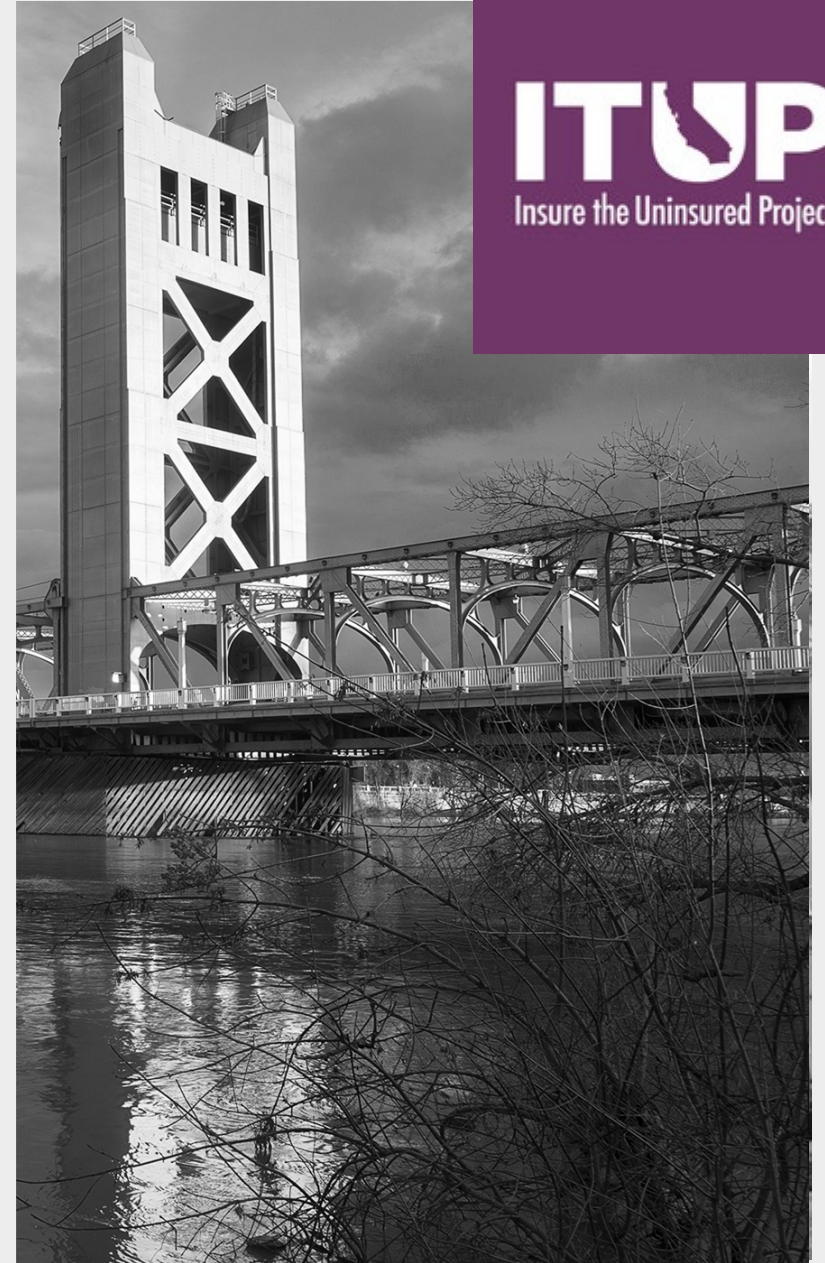


# Health, Equity, and the Digital Divide

Katie Heidorn, MPA

Executive Director, Insure the Uninsured Project (ITUP)



# ITUP Mission & Vision



## Mission

ITUP's **mission** is to promote innovative and workable policy solutions that expand health care access and improve the health of all Californians. ITUP implements its mission through policy-focused research and broad-based stakeholder engagement.

## Vision

ITUP **believes** that all Californians should have a fair opportunity to live their healthiest lives.

## Values

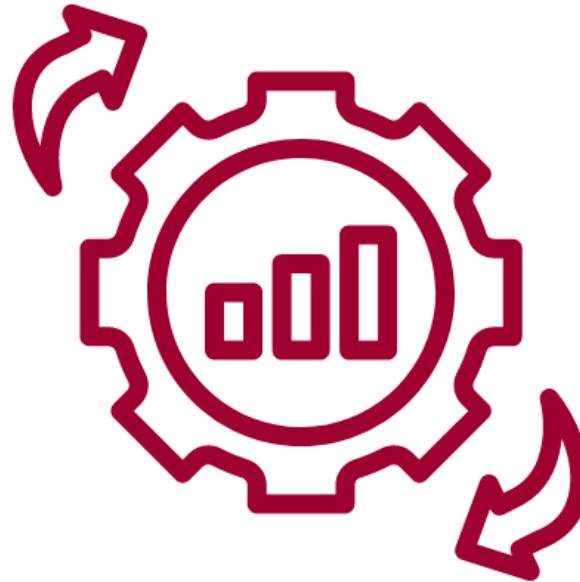
ITUP seeks a **health system** that is: universal, equitable, accessible, effective, and affordable.

# The Future of Health: Policy Priority Areas

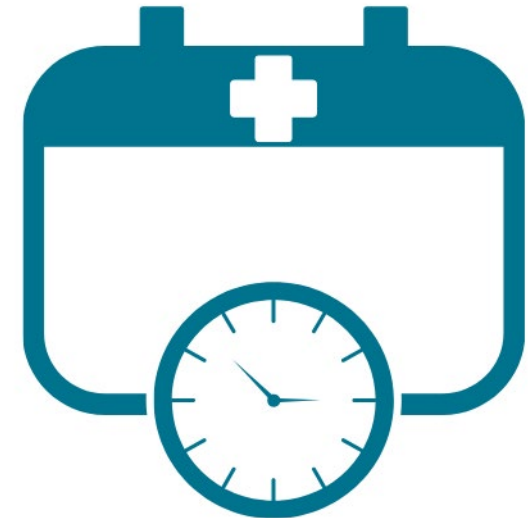
## Coverage and Access



## Delivery System Transformation



## Technology and Data



# ITUP Broadband Convening Goals



## Inform

- Bridge the Knowledge Gap: Health Care and Broadband
- Connectivity + Virtual Care = Better Health Outcomes

## Identify

- Health Sector Engagement Opportunities
- State, Local, National Levels

## Activate

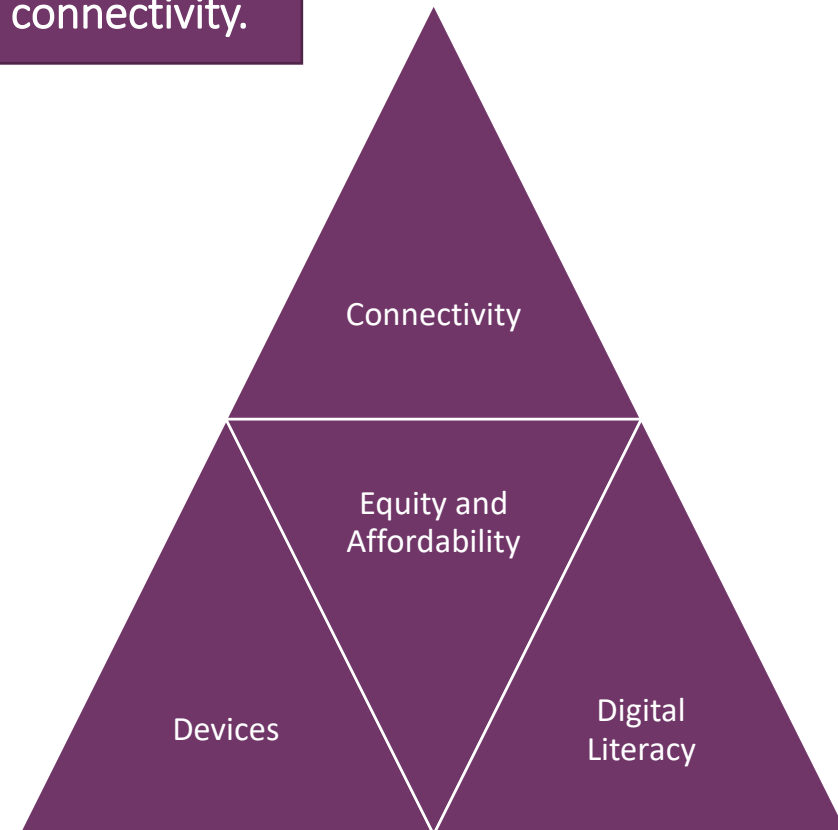
- Engage in Local, State, and National Stakeholder Processes/Meetings
- Apply for and Receive Funding

# Why Focus on Broadband?



The future of health care and health care innovation is grounded in technology and connectivity.

**Our Goal:** To Achieve the Potential of  
Telehealth/Virtual Care, Data Exchange,  
Health Access, Equity



# Health Stakeholder Engagement Goals and Strategies



- Reality: Infrastructure = Long Process
- Last-Mile and Middle-Mile Engagement Needed at Local and State Levels
- Digital Equity and Digital Literacy
- Strategies to Ensure it Meets the Needs of Health Care
- Health-Specific Roundtables or Stakeholder Subgroups
  - Call for Engagement From State Health Agency and Departments
  - Leveraging Broadband Funding for Health

# Agenda



**4:05 – 4:30 p.m.**

- **Becoming an Anchor Institution: How, What, and Why?**
  - Amy Cortina, M.A. (she/her), Senior Vice President, Strategic Partnerships, UNITE-LA
  - Co-Convener of LA DEAL, LA's Broadband Regional Consortia
  - Q+A to Follow Presentation

**4:30 – 4:55 p.m.**

- **Digital Equity and Inclusion Initiative and How to Get Involved**
  - Shayna Englin, M.P.P. (she/her), Director, California Community Foundation
  - Q+A to Follow Presentation

**4:55 – 5:00 p.m.**

- **ITUP Closing Remarks: CA State Public Comment/Engagement Opportunities**
  - Katie Heidorn, M.P.A. (she/her), Executive Director, ITUP

# Upcoming Engagement Opportunity: Middle-Mile Advisory Committee



Meets the Third Friday of Every Month

- July 22, 2022, 10:00 a.m.- 11:30 a.m.
- <https://us06web.zoom.us/j/86792000768>

- Meeting [Agenda](#)
  - Welcome/Opening Comments
  - Executive Report Out
  - Project Approach Updates
  - Public Comment



**Middle-Mile Broadband Initiative**

# Upcoming Engagement Opportunity: California Broadband Council



## California Broadband Council Meeting

- July 29, 2022, 9:30 a.m. – 11:30 a.m.
- <https://us06web.zoom.us/j/83999730119>
- Existing [CA State Broadband Action Plan](#)
- [Agenda](#) Highlights
  - State Digital Equity Plan—Update
  - Expected CA Funding: \$4 Million in Fall 2022
  - <https://broadbandusa.ntia.doc.gov/resources/grant-programs/digital-equity-programs>



# Engagement Opportunity: What to include in Public Comment



MMAC Public Comment Link (select MMAC):

- <https://middle-mile-broadband-initiative.cdt.ca.gov/pages/public-comment>

CA Broadband Council Public Comment Link (select Broadband Council):

- <https://broadbandcouncil.ca.gov/broadband-council-public-comment-form/>

Suggested Content for Public Comment:

- General: Name/Email, Your Organization and Who You Serve
- Tell your story: Why Broadband and Middle/Last mile Investments are Important to Those You Serve
- Ask: Please Include Health and Human Services Stakeholders in the State Digital Equity Plan and MMAC processes, Including in Public Comment, Community/Organization Outreach Conversations, and Mapping



# Call to Action



- Connect with LA DEAL to Become an Anchor Institution for Broadband in Your Community
- Get Involved with the Digital Equity and Inclusion Efforts with CCF and others at the State and Local Levels
- Attend the Middle Mile Advisory Council and Give Public Comment
- Attend the CA Broadband Council and Give Public Comment
- Track and Engage in the Stakeholder Process for the State Digital Equity Plan

# Learn More



**ITUP Broadband for Health Basics Fact Sheet:**

<https://www.itup.org/wp-content/uploads/2021/05/Broadband-and-Health-Basics-FINAL-V1.pdf>

**Anchor Institutions Fact Sheet:**

[https://www.shlb.org/uploads/Policy/Infrastructure/SHLB\\_ToAndThrough\\_Overview.pdf](https://www.shlb.org/uploads/Policy/Infrastructure/SHLB_ToAndThrough_Overview.pdf)

**ITUP LA Health Collaborative: Addressing Broadband as a Social Driver of Health:**

<https://www.itup.org/events/la-health-collaborative-may-5-2022/>

**CCF Broadband 101 Fact Sheet:**

<https://www.calfund.org/wp-content/uploads/CCF-Digital-Equity-Initiative-Glossary-of-Terms-FINAL-2.3.22.pdf>

**ILSR Digital Equity Fact Sheets:**

<https://ilsr.org/exploring-digital-equity-fact-sheets/>

**California Community Foundation Digital Equity Initiative Resources:**

<https://www.calfund.org/digital-equity-initiative/#resources>

# Thank you!

**Contact: Katie Heidorn**

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[www.itup.org](http://www.itup.org)

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