Health, Equity, and the Digital Divide

Katie Heidorn, MPA
Executive Director, Insure the Uninsured Project (ITUP)
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?

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

The future of health care and health care innovation is grounded in technology and connectivity.
2:05 – 2:25 p.m.
• Becoming an Anchor Institution: How, What, and Why?
  • John Windhausen Jr., J.D. (he/him), Executive Director, Schools, Health, & Libraries Broadband Coalition (SHLB)
  • Q+A to Follow Presentation

2:25 – 2:35 p.m.
• CA State Public Comment/Engagement Opportunities
  • Katie Heidorn, M.P.A. (she/her), Executive Director, ITUP
  • Q+A to Follow Presentation

2:35 – 2:55 p.m.
• What is the Role of the Health Sector on the Middle Mile Advisory Committee?
  • Leticia Alejandrez, M.A. (she/her), Director of Telehealth and Human Service, California Emerging Technology Fund (CETF)
  • Marissa Canche (she/her), Broadband Adoption Manager, CETF
  • Discussion and Questions Throughout Presentation
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](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
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
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

- Attend the Middle Mile Advisory Council and Give Public Comment
- Attend the CA Broadband Council and Give Public Comment
- Contact Local Broadband Consortia
- Track and Engage in the Stakeholder Process for the State Digital Equity Plan
Learn More

ITUP Broadband for Health Basics Fact Sheet:  

Anchor Institutions Fact Sheet:  

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:  

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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