The Praxis Project is a national non-profit organization that works in partnership with national, regional, state, and local partners to achieve health equity and justice for all communities.

Our mission is to build healthy communities by transforming the power relationships and structures that affect our lives and communities.

Praxis supports policy advocacy and local organizing as part of a comprehensive strategy for change.
The Theory of Change:

1. **Build Community Power**
2. **Increased Agency to Shape Policies, Systems & Practices**
3. **Basebuilding Organizing is Intrinsically Valued and Directly Supported**
4. **Positive Change Across Social Determinants of Health Equity**
5. **More Just Society**

Positive change across social determinants of health equity is supported through increased agency to shape policies, systems, and practices, leading to basebuilding organizing that is intrinsically valued and directly supported, resulting in building community power and a more just society.
Why Engage with Community to Improve Health?
Diverse Leadership Shaped New Strategy

Previous Strategy
Public Health Perfect/Political Bad
*Failed 30 times*

- 2 cents/ounce
- Dedicated Tax (66%)
- Retail tax – felt at the register
- Focused on raising prices to curb demand/consumption
- “Success” if price of soda increased resulting in decreased purchase

Berkeley Strategy
Political Perfect/Public Health Good
*Passed*

- 1 cent/ounce
- General Fund Tax (50%) – Panel of experts
- Excise tax paid by distributors
- Focused on generating revenue to address complex roots of diseases caused by overconsumption of sugar water
- “Success” defined by increased community knowledge, and behavior changes of those receiving benefits of investment
TAXPAYER VICTORY: COOK COUNTY SODA TAX REPEALED

With the repeal of the Cook County sweetened beverage tax, taxpayers remind elected officials who they represent.

On Oct. 11, the Cook County Board of Commissioners voted to repeal the notorious sweetened beverage tax. Fifteen of the 17 commissioners voted in favor of the repeal, providing enough support to thwart a possible veto of the ordinance. Shoppers will no longer have to pay the penny-per-ounce tax starting Dec. 1.
Barriers to Community Engagement – Tempe, AZ
Engaging Community for Action

Barrio Mickey Mouse
Tempe, Arizona

Image Source: http://peoplesguidetomaricopa2.blogspot.com/2012/12/mickey-mouse-neighborhood.html
Sun Devil Stadium
From Barrio de Arriba to ASU Law School—Main Tempe
To El Barrio de Abajo
Land Use Planning Language

- Adaptive Reuse
- Adverse Impact
- Pocket parks
- Transportation overlay
- Specific area plan
- Strategic area plan
- Comprehensive Plan
- Zoning
Feeling Welcome
Los Vecinos de Northwest Tempe

Our response:

- **Lack of agency…**
  - Build trusting relationships between advocates and community.
  - Build trusting relationships between city staff and community.

- **Made to feel “not smart”…**
  - Host a series of meetings where city staff and advocates walked the residents through bigger picture, and narrowing down to the details.

- **Feel like an outsider…**
  - Monthly meetings for Los Vecinos to reconnect with one another, advocates, and city staff.
  - Charrette organizers came to LosVecinos meetings to present information and get feedback.
  - Build confidence of group. Over time, they started to participate in other meetings/convenings.
Thank you!

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Resources:
- Communities Building Power for Health: http://bit.ly/PraxisCBPH