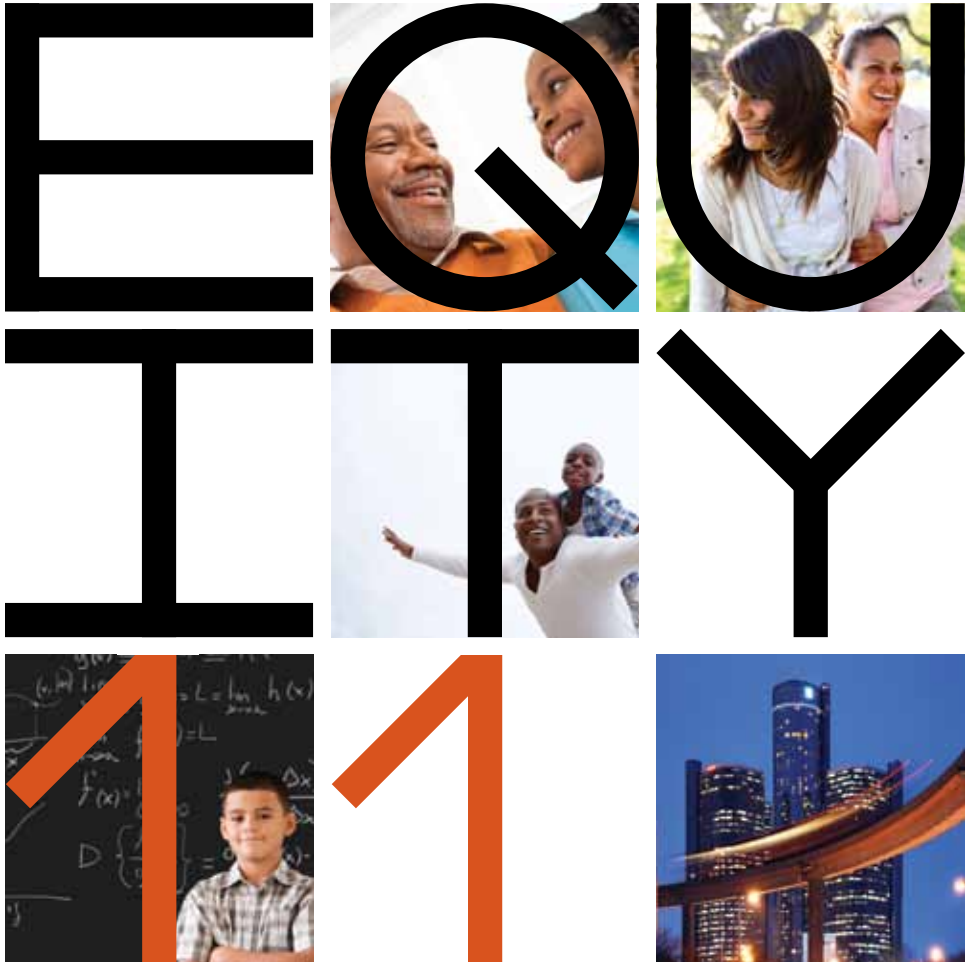
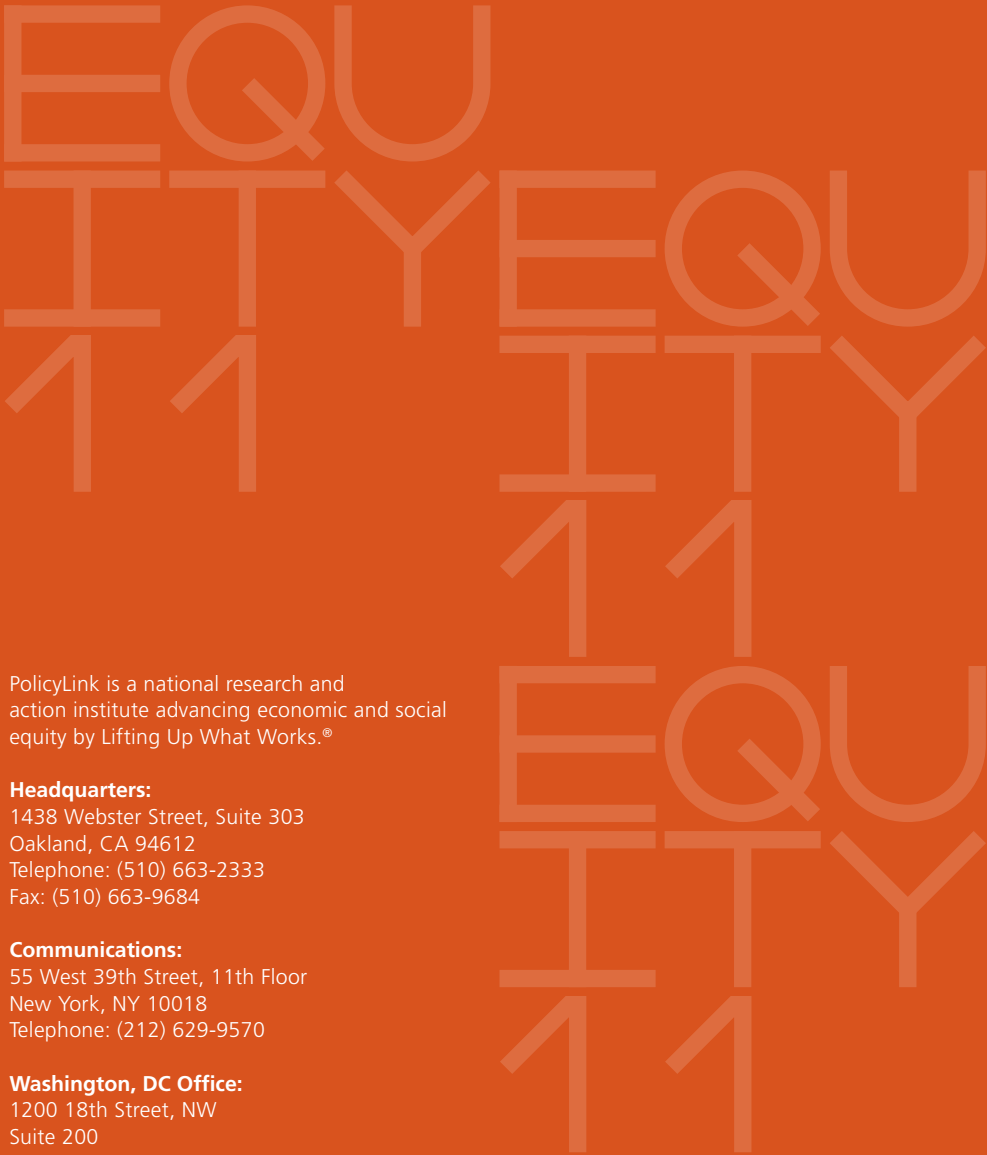


Equity Summit 2011

Healthy Communities,
Strong Regions,
A Prosperous America

November 8–11, 2011
Detroit, Michigan
www.policylink.org/Summit





PolicyLink is a national research and action institute advancing economic and social equity by Lifting Up What Works.®

Headquarters:

1438 Webster Street, Suite 303
Oakland, CA 94612
Telephone: (510) 663-2333
Fax: (510) 663-9684

Communications:

55 West 39th Street, 11th Floor
New York, NY 10018
Telephone: (212) 629-9570

Washington, DC Office:

1200 18th Street, NW
Suite 200
Washington, DC 20036
Telephone: (202) 906-8034

Los Angeles Office:

1000 North Alameda Street, 2nd Floor
Los Angeles, CA 90012
Telephone: (213) 620-9479

www.policylink.org

Dear Colleague,

Please join PolicyLink and hundreds of diverse, committed, dynamic equity advocates for an important gathering aimed at securing a positive future for the nation: **Equity Summit 2011: Healthy Communities, Strong Regions, A Prosperous America.**

This fourth national PolicyLink Summit, to be held November 8–11 in Detroit, will provide an opportunity for activists, scholars, organizers, advocates, community builders, and policymakers to engage in compelling discussions on issues of race, place, poverty, economic growth, and social justice. Participants will learn about exciting innovations from around the country and the globe that are transforming distressed communities into communities of opportunity. They will explore strategies to secure good jobs, good schools, decent housing, healthy foods, and transportation choices for all; and develop action agendas that can help everyone to thrive.

America stands on a precipice. Unprecedented economic challenges are testing our leaders and making it hard to reach consensus on the strategies that are needed to invest in our future. At the same time the country is approaching a historic demographic shift, when no single racial or ethnic group will hold the majority. And the 2012 election is bearing down. The way forward is uncertain, but it needn't be. There is no better time to craft an agenda focused on equity: just and fair inclusion for all.

And there is no better place to do it than in Detroit. Our host city once stood as a proud beacon of the American dream. Just as the city's economy has tumbled, so have the economic prospects of millions of Americans.

Detroit is an emblem of strength and resilience. Equity 2011 takes inspiration from the optimism, creativity, and sweat of the many people working to create a re-energized, equitable city and region.

We look forward to seeing you there.



Angela Glover Blackwell
Founder and CEO



Judith Bell
President

For their generous support of Equity Summit 2011,
we thank:

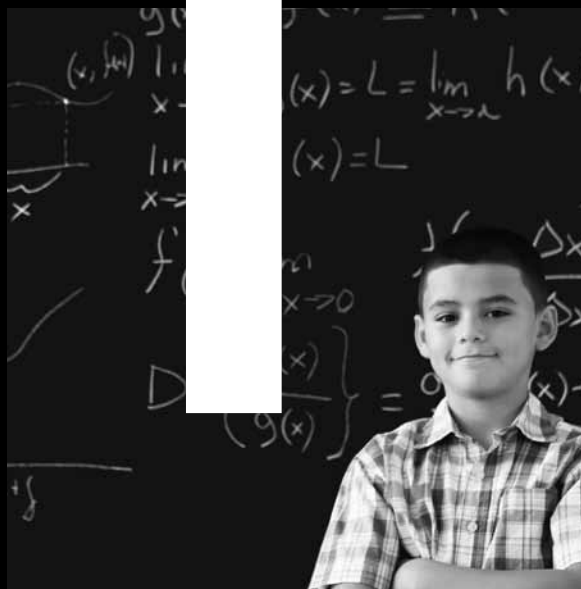
Partners

Ford Foundation
JP Morgan Chase
The Kresge Foundation
W.K. Kellogg Foundation

Sponsors

The Annie E. Casey Foundation
Citi
Convergence Partnership
Living Cities
Marguerite Casey Foundation
McKnight Foundation
Northwest Health Foundation
The Rockefeller Foundation
The San Francisco Foundation
The Skillman Foundation
Tides Foundation
The Raymond John Wean Foundation
Whatcom Community Foundation

Partner and sponsor list as of August 2011.



The Summit Experience

Equity Summit 2011 gathers the best minds, the most influential innovators, and the most effective local, state, and national leaders in the equity movement to chart an inclusive policy agenda at a pivotal moment for our nation. Don't miss this opportunity to discover ideas you can apply in your community, to share your knowledge with advocates and organizers from across the country and the globe, and to add your voice to a crucial conversation about equity and the American future.

The Summit offers a rich array of forums and activities to inspire game-changing thinking and action:

- **Plenaries** bring together Summit participants for analysis and debate about the forces transforming our country—and the opportunities they present for a broad-based equity movement.
- **Workshops** showcase promising models and cutting-edge approaches for creating healthier, more equitable communities.
- **Equity Institutes** and **Mobile Workshops** offer valuable training and eye-opening site visits to strengthen effectiveness in advocacy, organizing, and leadership.
- **Caucuses** and **Delegations** present opportunities to forge relationships, build networks, and strategize for collective action.
- **Special events** build camaraderie and renew friendships to support and sustain all of us in the work ahead.

This brochure gives you just a sample of the sessions at the Summit. Please visit www.policylink.org/Summit for updated information and to register online.

EQUITY



EQUITY



EQUITY

Pre-summit

Summit, Day 1

Summit, Day 2

Post-summit

Tuesday, November 8

8:00 am – 6:00 pm
Registration and Check-in

1:00 pm – 4:00 pm
Equity Institutes and Mobile Workshops

4:00 pm – 5:30 pm
Caucuses and Delegations

Wednesday, November 9

6:30 am – 7:30 am
Wake Up with Physical Activity

7:30 am – 8:30 am
Grab & Go Breakfast

8:30 am – 10:00 am
Welcome Plenary
*America's Tomorrow:
Equity as a Superior Growth Model*

10:15 am – 11:45 am
Workshop Series 1
*A Changing America:
Context and Trends for Equity*

12:00 pm – 1:30 pm
Luncheon Plenary
*A World of Change:
Lessons from Across the Globe*

1:45 pm – 3:15 pm
Workshop Series 2
*Lifting Up What Works:
Advancing Policy Change*

3:30 pm – 5:00 pm
Workshop Series 3
*Lifting Up what Works:
Advancing Policy Change (Continued)*

5:00 pm – 6:45 pm
Caucuses, Exhibits

7:00 pm – 9:00 pm
Reception
Taste of Detroit

Thursday, November 10

6:30 am – 7:30 am
Wake Up with Physical Activity

7:30 am – 8:30 am
Grab & Go Breakfast

8:30 am – 10:15 am
Breakfast Plenary
Bring It On: Politics, Power, and Equity

10:30 am – 11:45 am
Workshop Series 4
*Making it Work:
Effective Strategies and Tactics for
Implementation*

12:00 pm – 1:15 pm
Networking Lunch

1:30 pm – 2:45 pm
Workshop Series 5
*Moving to Action:
Setting an Inclusive Agenda*

3:00 pm – 4:00 pm
Closing Town Hall

Friday, November 11

7:00 am – 8:00 am
Wake Up with Physical Activity

8:00 am – 9:00 am
Continental Breakfast

9:00 am – 12:00 pm
Caucuses and Workgroups

Watch for exciting additions to the Summit program: special guests, video screenings, and evening festivities. For program updates and other information, visit:

www.policylink.org/Summit

Workshops

Workshop sessions dive deeply into a wide range of issues, models, and approaches, allowing participants both to focus on a particular topic of interest and to explore linkages across issues and disciplines. There are more than 50 workshops, organized into five workshop series:

| Series 1 | Series 2 and 3 | Series 4 | Series 5 |
|---|---|--|---|
| <p>A Changing America: Context and Trends for Equity</p> <p>Unprecedented demographic and economic shifts are colliding with new patterns of urban, suburban, and rural development to alter the landscape for advancing equity and bringing urgency to efforts to build opportunity-rich communities. The workshops in this series illuminate the changing context for the equity movement and set the stage for the four workshop series that follow. Hear the latest thinking and cutting-edge research on the changing face of America and the opportunities it presents for policy, advocacy, and the future of the nation.</p> | <p>Lifting Up What Works: Advancing Policy Change</p> <p>Exciting initiatives and policies around the country demonstrate that equity truly is the superior growth model. The workshops in this series examine strategies and models for building stronger, more inclusive neighborhoods, cities, and regions. Learn how local, state, and federal innovations are putting people to work, expanding access to healthy food, engaging communities in democratic processes, developing local leadership, empowering young adults, and changing the odds for vulnerable communities.</p> | <p>Making It Work: Effective Strategies and Tactics for Implementation</p> <p>Whether you're new to the equity movement or a veteran, this series will sharpen your skills and strengthen your ability to work effectively in today's changing demographic, political, and media environments. The workshops in this series explore the essentials of successful policy campaigns, including research, setting goals, building alliances, communications, leadership development, and evaluation. Learn how to build upon issue-oriented campaigns to advance and sustain a movement.</p> | <p>Moving to Action: Setting an Inclusive Agenda</p> <p>Share strategies, tactics, and lessons presented at the Summit to develop a broad, inclusive agenda for transforming vulnerable communities. The workshops in the series are venues to identify policy levers to achieve equitable outcomes at the local, state, and national levels, and to establish linkages across fields and disciplines. Take part in vital conversations about achieving comprehensive change and building an equity platform for the 2012 elections.</p> |

(partial list of sessions)

**A Prosperous America:
Creating an Inclusive Economy**

Economic recovery and growth depend on public investment—spending that creates pathways to success for everyone, meaningful employment for those who have been left behind, and infrastructure that promotes healthy, sustainable communities. What are the economic engines of the future? What pathways can benefit low-income communities and communities of color? Learn how to make the case for equitable public investment and economic development that expands opportunities while improving communities.

**Strong Regions:
Advances in Regional Equity**

Now, more than ever, advocates, activists, and policymakers recognize that long-term community change is borne from regional policy decisions. Learn how regional equity plays out in metropolitan areas, to influence investments in transportation, affordable housing, environmental justice, economic development, and more. Join leaders in the field as they analyze recent successes and setbacks in regional equity and address the question: What collaborations and organizational infrastructure make regions strong?

**Healthy Communities:
The Impact of Place, Race, and Poverty**

Where you live affects your health. Neighborhood conditions, including access to parks, playgrounds, healthy food stores, public transportation, and jobs, influence the risk of disease and early death, and lie at the root of our nation's health disparities. Hear about groundbreaking work in vulnerable communities to improve health and reduce disparities through place-based interventions, healthy food access, transportation investments, land use reform, and more.

**The Changing Face of America:
Demographic Change and the New Policy Agenda**

The nation is growing more diverse much faster than anyone predicted, a shift that promises to reshape the political, economic, and social landscape of communities and regions. Join a timely discussion that dissects the findings of the 2010 Census and their implications for elections, local power shifts, and democratic processes.

**Communities of Opportunity:
Innovations in Place-Based Development**

Collaborative, comprehensive efforts to transform vulnerable communities are showing exciting results—better education and health outcomes for children, more good local job opportunities, revitalized communities. Learn about the partnerships, resources, and creativity of local, state, and national leaders working across issue areas and funding silos to create communities of opportunity.

**Holding Ground:
Equity in an Era of Cutbacks**

Funding cuts at all levels of government and public sector layoffs threaten to turn back the clock on equity—but they don't have to. Hear effective strategies to maintain hard-won gains of previous decades and to analyze budget proposals for equitable outcomes, without pitting important issues or groups against one another. Explore opportunities for policy advocacy that not only hold ground on equity during budget crises, but also advance it.

The Future of Detroit
Our host city is more than the Big Three. Detroit and the region have the potential to demonstrate how equity can lead to prosperity. Local leaders will describe a vision for the future, grounded in the city's rich, entrepreneurial history. Learn about grassroots movements, philanthropic initiatives, and government reforms that are creating a framework for equitable, sustainable growth.

(partial list of sessions)

**Preparing the New Economy:
Workforce Development and Growth**

Jobs, jobs, jobs—it's the mantra of economic recovery. But revitalization strategies will succeed only if we invest in the workforce education and training needs of low-income communities and communities of color, whose talents as employees and business owners are key to sustained growth. Explore effective models for moving disadvantaged people from poverty to prosperity, and learn how to harness federal, state, and local policies and practices to ensure inclusive hiring and contracting.

**Our Country: Challenges and
Opportunities in an Immigrant Nation**

Full inclusion of immigrants in our society requires developing and sustaining partnerships across racial and ethnic lines. Draw on the experience of local leaders working with and across communities to advance equity in education, the economy, the built environment, and other realms. Learn how cities and regions can create inclusive economies and what national and local organizations are doing to advance immigration reform and the rights of immigrants.

The Future of Housing

Housing is a linchpin of opportunity, yet its future is uncertain in the wake of the foreclosure crisis and the real estate downturn. Join an engaging discussion with experts in public housing, tenants rights, and low-income homeownership to assess the state of the field and envision the next generation of equitable housing policy and practice.

From Food Desert to Food Oasis

We all need access to affordable, healthy food to thrive. The lack of such access in many low-income communities and communities of color has sparked a nationwide movement to address food justice, food security, and food sovereignty. Learn about the latest food-system innovations, and hear how corner stores, urban agriculture, and other

enterprises are enriching food landscapes that were previously barren.

**Planning Healthy Communities:
Equity, Systems Change, and the Built Environment**

The very strength of the movement to create healthy communities—multidisciplinary collaboration involving many people representing a broad range of interests and expertise—also makes the work complex. Join a diverse panel of healthy communities activists and leaders to cut through the thicket. Explore ways to identify desired outcomes, communicate progress, and demonstrate success. Learn about planning processes, research, and advocacy strategies that can advance health equity and improve outcomes through a focus on the built environment.

**Gateway to Community Change:
Improving the Odds for Boys
and Men of Color**

The crisis facing boys and men of color has emerged not only as an urgent issue for equity advocates, but also as a window to the needs of vulnerable neighborhoods. Many initiatives to improve the health and success of boys and men of color are part of more comprehensive community-building strategies. Hear about specific policy levers, system changes, and broad-based coalitions that are aiming to improve health, education, and employment outcomes for boys and men of color.

**Tackling Poverty and Pollution: New
Directions in Environmental Justice**

The environmental justice movement has made enormous strides in challenging the disproportionate pollution burden on communities of color and low-income people. Now advocates are moving beyond a responsive focus on harm, leading proactive campaigns to ensure that environmental policies benefit these communities. Learn about innovative strategies to build successful alliances, develop foresighted agendas, and secure policy wins.

(partial list of sessions)

Equitable Strategies for Job Creation and Economic Growth

Where will new economic growth come from? How can equitable strategies and a commitment to sustainability be woven into the creation of jobs and business opportunities? This session looks beyond the recession and high unemployment to consider how equity advocates can and must shape the economic future. Learn about opportunities and challenges in a variety of growth sectors, including manufacturing, health care, and green industries.

Building Assets and Wealth for All: New Developments in Policy and Practice

Building wealth and preserving assets are central to the American Dream. Yet the Great Recession wiped out the wealth gains made by people of color over the past two decades, resulting in the largest racial wealth gap since the federal government started tracking such data 25 years ago. Learn how diverse groups are fighting the trend: mobilizing at the local, state, and national levels to articulate a research agenda, influencing policy, and promoting innovative wealth-creation and retention initiatives that can benefit low-income communities and communities of color.

On Common Ground: Linking Opportunity Landscapes Across Rural and Urban America

One-fifth of the U.S. population lives in rural or tribal communities. Join a panel of experts to examine how shifts in demographics, land use patterns, and technology are blurring traditional boundaries between urban, suburban, and rural communities—and what that means for the equity agenda and strategies for change. Learn how rural residents and advocates are working to improve local conditions by forging connections to broader opportunities within regions, including economic development, job creation, and transportation.

More than a Song: Arts and Culture in Community Economic Development

Arts and culture are more than frills—they are the lifeblood of thriving, empowered, opportunity-rich communities. Join a hands-on session to explore the central role of arts and culture in advancing policies that promote and sustain community transformation. Participants will consider how to integrate arts and culture into advocacy efforts.

Stories of Scale and Success: Healthy Food Financing Initiative

The Pennsylvania Fresh Food Financing Initiative demonstrates that investing in healthy food retail in underserved communities improves healthy food access, creates jobs, spurs community investment, and builds public will. The federal Healthy Food Financing Initiative marks an important step toward replicating this innovative model in other cities and states. Already, \$45 million has been released for the federal initiative. Learn what you can do to advocate for additional local and national funding so more communities benefit. Hear about the partnerships, research, and advocacy that brought this initiative to a national scale.

Equity is Good for Business: Social Innovation, Shared Value, and Equity Approaches to Maximizing Profits

Several Fortune 500 companies and many small businesses are using equity approaches to grow and sustain their bottom line. Recognizing that successful businesses and social equity are interdependent, firms are supporting the needs of workers, communities, and the environment to gain a competitive advantage across many sectors. Hear about the latest equity-driven business practices and models, and join a conversation about the best approaches to realize equity goals while maximizing profits.

(partial list of sessions)

You Are Here: Mapping for Advocacy and Community Change

Mapping is a powerful tool for analyzing data, communicating your message, and engaging your community. Find out how to cut through the glut of maps and mapping tools to choose the technology that best serves your cause. And hear from advocates using maps to inform and shape their advocacy and communities.

Invisible Communities: Overcoming the Legacy of Disinvestment in Unincorporated America

Millions of people—most of them African American or Latino and low-income—live in pockets of unincorporated land, often without the most basic services for health and safety, such as clean water, sewage lines, and sidewalks. Hear how community leaders are working to overcome entrenched racial, economic, and political barriers to empower local residents and bring much-needed infrastructure investment to these neglected communities.

Sustainable Communities: New Voices Defining Livability

The new federal focus on coordinated regional planning presents an opportunity and a challenge to regional equity advocates. Now is the moment to mobilize diverse groups to shape the long-term plans that will direct millions of dollars of investment in housing, land use, economic and workforce development, transportation, and infrastructure. Explore how Sustainable Communities Regional Consortia around the country are engaging a diversity of perspectives while working to make sure that the communities with the greatest economic needs benefit.

The Power of Health Impact Assessments

Health impact assessments marry research, advocacy, and capacity building to promote policies and programs that maximize health in the broadest sense. Hear how communities have used this tool to focus local planning and development agendas on the needs of low-income and working communities, with an emphasis on improving access to jobs, transportation, affordable housing, and other opportunities. Learn how to apply this tool in your community.

Reflecting America: Creating Leaders for the 21st Century

What kind of leadership can propel and sustain the equity movement as America moves toward becoming a nation with a majority of people of color, in a world of rapid economic and political change? Who will be the leaders to reflect and connect to new constituencies? Join an incisive conversation about race, class, gender, age, and leadership development in the 21st century. Reflect on the challenges and the value of cultivating different leadership styles and skills, organizing multi-ethnic coalitions, and engaging youth.

@Equity: Advocacy and Innovation in Social Media

Hear great examples of campaigns that successfully used online advocacy tools and tactics to push social justice agendas. Presenters explain how they strategically used technology to mobilize their base, reach beyond the choir, target legislators, attract media attention, and fundraise to win—and offer practical guidance on how you can do this too.

(partial list of sessions)

The Future of Labor, The Future of America

In the face of staggering job losses in the industrial and service sectors, layoffs in the public sector, and record high unemployment in the building and construction trades, millions of American workers are struggling to keep their families from falling into poverty, and many labor unions are under political attack. Hear what unions and their allies are doing to defend the rights of workers while keeping economic development projects and public services intact. And learn how proactive labor-community coalitions are defining the terms of economic recovery in cities and regions.

Straight Talk: Race, Racism, and the Changing Media

There can be no effective advocacy without compelling communications. Draw on the experiences of some of the leading communications experts in the advocacy world to learn how to talk about race and equity, and how to use equity principles to frame messages that seize the high ground without ceding to an opposition. Learn how to integrate communications professionals from the start of campaigns, and how to navigate the rapidly changing media landscape.

Our Voice, Our Choice: An Equity Platform for 2012

Building an equity platform for communities across the country and organizing around it could well shape the message of next year's elections at the local, state, and national levels. Join a discussion about policy victories we can build upon to push equity and inclusion onto the country's political agenda, and about strategies to deal with the considerable challenges ahead.

All Aboard:

Advocacy for Equitable Transportation

Federal transportation policies and spending can play a major role in advancing opportunity in disinvested neighborhoods. That's why diverse groups and constituencies in communities across the country have joined to push for just, inclusive, and equitable local and federal transportation policy. Learn how equity-focused coalitions are working to create affordable transportation options for all; expand access to jobs and workforce development opportunities in the transportation sector; promote healthy, safe, inclusive communities; and encourage fair and transparent transportation investments.

Tuesday, November 8

Equity Institutes

Join a diverse group of community leaders and advocates from across the country for an enlightening afternoon of peer exchange and skills building. These free training sessions explore concepts related to equity and strategies to achieve it. Space is extremely limited; pre-registration is required. Please visit www.policylink.org/Summit to sign up.

Here is a preliminary list of institutes under consideration:

- Regional Equity and Coalition Building
- Advocating for Change: Policy Advocacy 101
- Why Place and Race Matter
- Capitol Steps: Local, State, and Federal Legislative Lobbying
- The Power of Storytelling and Advocacy
- The Way Forward: Training Equity Leaders for New Challenges

Mobile Workshops

On these site visits, you will meet Detroiters that are inspiring community change and working to transform Detroit into a model for an inclusive, sustainable recovery. Please visit www.policylink.org/Summit for details and to sign up.

Friday, November 11

Caucuses and Workgroups

The Summit is intended to kick-start discussion, inspire new thinking, build relationships and networks, and spur action. We invite you to continue the momentum by meeting with colleagues, peers, or your delegation to plan how to continue your conversations and to strategize ways to implement ideas for advancing equity in your communities. Groups interested in this option should contact Amber Washington at 510-663-4338 or amber@policylink.org to reserve a room and discuss logistics.

Logistics & Registration

Equity Summit 2011: Healthy Communities, Strong Regions, A Prosperous America

will be held at:

**Detroit Marriott
at the GM Renaissance Center**
400 Renaissance Drive
Detroit, Michigan 48243

Hotel/Travel

The Detroit Marriott at the Renaissance Center is the host hotel for Equity Summit 2011. PolicyLink has reserved a block of rooms at a discounted rate of \$135/night. Please make your reservations online (www.Marriott.com) or call: (800) 352-0831.

Registration fees

Registration includes costs for all activities during the pre-Summit Equity Institutes Tuesday, November 8, and all activities during the Summit on Wednesday, November 9 and Thursday, November 10. This includes access to the plenaries, workshops, as well as meals, and an evening reception.

If four people register with you, you'll receive a fifth registration for free!

**Nonprofit
(with revenue \$2 million or greater) /
For-profit /
Government /
Foundation:**
\$350 (per person)

**Nonprofit
(with revenue less than \$2 million):**
\$275 (per person)

Student / Individual:
\$250

To register online, go to www.policylink.org/Summit.

For questions about registration, please contact Amber Washington at (510) 663-4338 or amber@policylink.org.



PolicyLink
1438 Webster Street, Suite 303
Oakland CA 94612

Equity Summit 2011

Healthy Communities,
Strong Regions,
A Prosperous America

Join Us!

November 8–11, 2011
Detroit, Michigan
www.policylink.org/Summit

PRSRТ STD
U.S. Postage
PAID
Oakland, CA 946
Permit #549
