

Health Equity Exchange

Campus Toolkit

Health Equity Exchange is an online forum facilitated by Health Equity Initiative to involve U.S. communities, and the organizations that work with them, in discussing ways to improve health equity.

HEI's Health Equity Exchange Campus Kit

Thank you for your interest in helping promote our Health Equity Exchange, so that together we will raise the influence of community voices on health equity. As most of us know, health disparities continue to undermine opportunities for economic and social development of too many communities in the United States. Health disparities are “differences that ought not to be”; they are diseases or health conditions that discriminate, and tend to be more common and/or more severe among vulnerable and underserved groups. Health disparities are linked to diverse factors, including socio-economic conditions; race; ethnicity; culture; social status; friendliness (or lack of) of clinical settings; housing; education; physical and social environment, etc. The influence and importance of each of these factors is likely to be community-specific, and vary from place to place. Health equity is a key goal to which we should all aspire. Health equity is the ability of every person to have the same chance to stay healthy and/or “to attain his/her full health potential (Centers for Disease Control and Prevention- CDC)” at times of disease and crisis – regardless of his/her race, gender, age, economic conditions, social status, environment, and other socially determined factors.

Yet, as “health equity” is a new and complex concept, it’s important that communities and professionals from different sectors become engaged in defining it in their own terms and establishing key priorities toward progress. Because of the many factors contributing to health disparities, such priorities are set to be different in different communities. [Health Equity Exchange](#) is a program of Health Equity Initiative (HEI) that aims to further the discussion on health equity. The Exchange provides a space where community members – and organizations working with them – can highlight their thoughts and feelings about health equity, and, more specifically, two main questions: “What does health equity means to you, your family, peers and community?” AND “What are the top 3 priorities to be addressed in your community in order to make progress toward health equity?” The comments already posted on the Exchange showcase a variety of needs and priorities that are community-specific. These and other comments are set to shape our and other organizations’ future programs and policies, and to support the need for a community-specific approach in connecting communities to opportunities in health.

About Health Equity Initiative (HEI)

Health Equity Initiative (HEI) is a non-profit organization dedicated to building community, capacity, and communication resources for health equity. HEI works to encourage community action and partnerships in support of health equity while building capacity of other organizations and

establishing a research-based roadmap towards progress. We work to help build better chances for better health among vulnerable and underserved populations.

How can you help?

We already have a number of comments on the Exchange, which showcase a diversity of opinions and priorities. We are confident that - with your participation - we will reach our goal of having 200 comments and ideas shared on the Health Equity Exchange by **October 15, 2012**.

To help reach this goal, HEI has developed this Health Equity Exchange Campus Kit, which includes easy-to-implement activities and tools. We hope that you will lend a hand with community outreach to help encourage community members to comment on the Exchange. We need and thank you all in advance for your help!

This kit contains suggested activities/campaigns to help drive a discussion on the Exchange within your own community. Your community does not just include your school! We encourage you to conduct outreach in your **libraries, supermarkets, community health and social centers, and other suitable locations in your neighborhood and around your school** to encourage people to join the conversation on health equity! The three student organizations/groups that generate the most responses by October 15, 2012 will receive a prize!

1st place receives \$200 dollar gift card to Best Buy or comparable store!


2nd place receives \$50 Gift Card to Best Buy or other comparable store AND a \$75 Gift Basket from Trader Joes (or comparable store)!

3rd place receives a \$75 Gift Basket from Trader Joes (or comparable store)!

Health Equity Exchange SHARE-A-THON

Join our Share-a-thon in April and September!

In order to maximize your chance to win, please do not miss the opportunity to participate and ask others to participate in our SHARE-A-THON (SHARE YOUR IDEAS ON HEALTH EQUITY ON HEI'S EXCHANGE) during the months of April (which is one of Health Equity Initiative's key activities during Minority Health Month!) and September 2012. During these two months (April and September only), we will support your efforts by encouraging people to participate via our social media and other activities!



Your “sharing” efforts will raise the volume and influence of community voices to identify key steps to make progress towards health equity in our communities!

Thank you for contributing to encouraging community action and partnerships for health equity!

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This Campus Kit – An Overview

Overall Goal

To reach 200 comments and ideas shared on the Health Equity Exchange by October 15, 2012.

Purpose of Kit

To provide student groups/campus organizations with activities and resources that will help them facilitate community outreach activities and ultimately encourage people to join the conversation on health equity.

Introduction

- To begin your Health Equity Exchange community outreach activities you will need to register by emailing oboahemaa@healthequityinitiative.org with your **school/organization name**, **location**, and **group affiliation**.
- HEI will reply with a registration code (i.e. HEI1234) that will be unique to your student group/campus organization and should be included as part of all comments shared with the help of your organization in order to receive credits toward receiving any of our 3 prizes. Once registered, community outreach activities can begin!
- This Campus Kit contains a list of activities and resources that can be used to help reach our goal of reaching at least 200 comments on the Exchange by October 15, 2012.
- This kit is a living document. Please send us your ideas for additional activities that worked well in your college/community!

Health Equity Initiative Thank You for Your Commitment and Help!

For more information, please contact:

Health Equity Initiative
305 Seventh Avenue, 11th floor
New York, NY 10001
www.healthequityinitiative.org

Contact Information:
info@healthequityinitiative.org
(646) 480-7690



Health Equity Exchange Community Outreach Suggested Activities

Sit Down to “Stand Up” for Health Equity!

Set up a table in a well-populated area on campus (e.g., lobby, cafeteria, etc.) or in your neighborhood (mall, library, community center, supermarket, etc.) to ask for comments from community members.

Items needed

Table/chairs, laptop with Internet connection, HEI Exchange Comment Forms, HEI Brochures, HEI Exchange Campus Cards, pens and paper

Instructions

1. Request permission to set up table in selected locations and determine requirement/limitation of tabling (i.e. how long you can table for, can you post signs, is it internet/WIFI accessible, etc.)
2. Once permission is received, schedule a date/time for tabling.
3. Post signs around campus/area to promote the event.
4. Collect/ prepare all HEI materials and items prior to the event. Test Internet connectivity in tabling location.
 - a. If you are not able to connect to the internet, please:
 - i. Ask if anyone in your group has access to/can bring a laptop with 3G/4G connection
5. Event day: arrive early to set up.
 - a. Post **HEI Flyers** and **HEI Brochures** on table as advertisement
 - b. Be active in searching for a wide variety of participants to post comments directly on the Exchange
 - c. Have people, on a separate document, log time of comment and username
 - d. Have a stack of **HEI Exchange Campus Cards** to give to those who wish to comment later from a personal computer.
6. Login and ask participants to log-in with their email and comment on the Exchange.
 - a. If needed, help participants to write their comments on the Exchange (and always use their email in doing so). Read back what you wrote to confirm with the participant before sending.
 - b. Make sure to ask people to include your student group unique code to receive credit toward awards
7. Once finished, complete the **Community Outreach Evaluation Form** and send to (info@healthequityinitiative.org) with information on your next planned activity.



Talking Point

“Hello, my name is _____. Do you have a moment to talk about your ideas on making sure every person has better chances for better health, as well as top priorities in your community?”

Spread the Word for Health Equity!

Post **HEI Exchange Flyers** around campus and distribute **HEI Exchange Campus Cards** into student and faculty mailboxes to encourage them to participate in community outreach activities and to sign on and comment.

Items needed

HEI Health Equity Exchange Campus Cards and HEI Exchange Flyers to post on bulletin/information boards

Instructions

1. Find out the requirements to be allowed to access student mailboxes and to post **HEI Flyers** on campus.
2. Modify **HEI Exchange Campus Cards** to your school's standards/guidelines and customize to your school spirit.
3. Have the allotted number of materials made/printed/created. Print materials from this kit or create your own!
 - a. Your school should have a free printing resource for student groups!
4. Distribute the materials around campus and in mailboxes.



Mobilize your Campus/ Community Organization for Health Equity!

Ask a faculty members and/or a club/student group leader to allow you to speak to students for a brief period of time (~10 minutes) to discuss HEI's Health Equity Exchange.

Items needed

A person to visit each class to discuss the Exchange, and/or distribute HEI Flyers, instructions for commenting on the Exchange, and HEI Exchange Campus Cards

Instructions

1. Gather a list of faculty members and clubs/student groups to contact.
2. Email or speak with faculty and group leaders directly to ask for an allotted time to present the Health Equity Exchange to their students/groups. Invite the faculty members themselves, as well, to comment on the Health Equity Exchange.
3. Take advantage of pre-existing opportunities (e.g., class time, club/student groups meetings, campus fairs, etc.)
4. On day of event, show **HEI YouTube Video** (link) as an introduction to HEI and the Exchange.
 - a. In case you are not sure if you can access the internet during your presentation, make sure to rehearse the presentation/key talking points from the You Tube resource well in advance from your meeting
5. Describe contest to students and distribute **HEI Exchange Campus Cards**, to students.
 - a. Make sure all participants have the organization's **Campus Code** so that their comments are correctly accredited to your institution, toward a potential prize for most comments generated by a single group/student organization
6. Before you leave, thank faculty member and group leaders and remind them, again, that their comments are also valued.
 - a. Give **HEI Certificate of Appreciation (after customizing it by adding your student group's name if you prefer)** to faculty and group leaders as a "thank you" for their participation.



Talking Point

At the beginning of your presentation, say: "Hello, everyone. My name is _____ and I am here to talk to you about Health Equity Exchange and what health equity means to you. Does anyone know what health equity is? If not, I will discuss a few ideas/definitions but please keep in mind that we are interested in your own definition and ideas."

Unite with Health Advocacy Groups for Health Equity!

Contact health-related community organizations, physicians/clinicians' offices and other professionals in the area and ask them to comment on the Exchange.

Items needed

HEI template email, HEI Exchange flyer and contact list for non-profits and professionals.

Instructions

1. Gather a list of health-related community organizations and professionals in the area (particularly those working in public health and/or in community development with vulnerable and underserved populations).
 - a. Try Google searches, idealist searches, or on your local health department website for health-related organizations near you
2. Use **HEI Template Email** to e-mail members asking them to comment on the Exchange, and to invite members of the communities they attend/serve to do the same. Make sure to ask if they have a bulletin board or if you could stop by to leave a few cards encouraging people to comment on the Exchange. Do not forget to ask email recipients to include your personalized student group code in all of their posts on the Exchange! We want to count their posts toward our award competition!
3. Include in email:

a. HEI Exchange

Flyers

4. Make sure the email is revised and thoroughly checked.
5. Designate a student or students who will send out the email, manage responses, and answer any and all inquiries that might come up.
6. Monitor all incoming comments on the Health Equity Exchange as a result of this outreach



“Like” or “Tweet” for Health Equity!

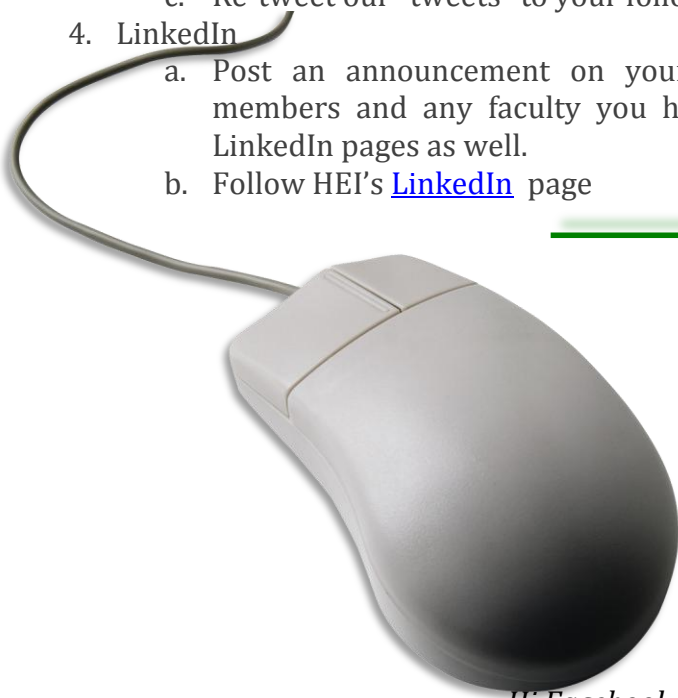
Publicize the Health Equity Exchange and encourage people to comment by using your Social Media accounts.

Items needed

Group and/or personal Facebook, Twitter, LinkedIn, and other accounts

Instructions

1. Facebook posting
 - a. “Like” [HEI on Facebook](#) “Health Equity Initiative”
 - b. Post and link to the [Exchange](#) on your personal or group’s Facebook page.
 - c. Encourage participation and include instructions on how to comment on the Exchange.
2. Create an event on Facebook for the Exchange
 - a. Set up a “due date” for sharing of comments by friends.
 - b. In the “Info” section for the event describe HEI’s mission, goal, and the purpose of the Exchange.
 - c. Invite Facebook friends to the event and ask them to spread the word to their friends.
3. Twitter
 - a. [Follow HEI](#) @HlthEquityInit and tweet the link to share comments on the Exchange.
 - b. Tweet the link for the Exchange on local health related nonprofits or community groups’ accounts.
 - c. Re-tweet our “tweets” to your followers.
4. LinkedIn
 - a. Post an announcement on your group LinkedIn pages. Also ask your members and any faculty you have a relationship with to post on their LinkedIn pages as well.
 - b. Follow HEI’s [LinkedIn](#) page



Sample Post

Hi Facebook/Twitter friends! Please “Like”/“Follow” Health Equity Initiative on Facebook/Twitter and do not forget to comment on [Health Equity Exchange](#)

Create your Own Campaign for Health Equity!

Get crafty! Devise your own promotional campaign for the Exchange!

Instructions

1. Think of captivating and creative ways of promoting a dialogue with community members about health equity.
2. After the activity is completed, send back "Community Outreach Activity Checklist" along with a summary of your experience with this activity, including lessons learned/ how successful you found it, to HEI Team (info@healthequityinitiative.org).
 - a. Include edits/alterations you would make if you were to repeat this activity
 - b. Some of the most successful unique campaigns will be featured in HEI's Newsletter "HEI NEWS"
3. In addition, share your unique program and its success (pictures welcome!) on [HEI's Facebook](#) page or send them to us for posting!



Instructions to Utilize this Campus Kit

Who is eligible to join? Any student on campus! This includes:

- a. Pre-existing campus groups and organizations (focus on health is not mandatory)
- b. Ad-hoc group of students who wish to mobilize to form a group to promote HEI's Health Equity Exchange
- c. Any individual student or professional who wishes to promote the HEI's Exchange
- d. Please note that awards are only group awards and are not intended for individuals

How to register your group with HEI:

1. Send an email to HEI Staff (info@healthequityinitiative.org) confirming your desire to join HEI's Community Outreach for the Health Equity Exchange program.
2. Devise a strategy, using suggested activities (located in the "Suggested Activities" section) or your own ideas, to generate traffic and comments for the Health Equity Exchange
3. HEI will issue a **Campus Code** to use when sharing comments on the Exchange to identify your group.
 - a. It would also be helpful to keep your own log of whom you referred to the Exchange to be included in your final report to HEI towards the award competition
4. Implement all planned activities, recording success of each activity and number of comments generated.
5. Submit all reports to Health Equity Initiative by October 15th, 2012.

Mailing Information:

Health Equity Initiative
info@healthequityinitiative.org
305 Seventh Avenue, 11th Floor
New York, NY 10001-6008
(646) 480- 7960

Email Information

info@healthequityinitiative.org

Important Information

- **Goal:** Generate the highest number of new comments on the Health Equity Exchange
- **Due Date:** October 15, 2012

HEI's Health Equity Exchange Questions and Answers/Talking Points for Users of This Kit

What is the Health Equity Exchange?

- An online discussion forum facilitated by Health Equity Initiative (HEI) that aims to involve U.S. communities, and the organizations that work with them, in discussing ways to improve health equity. The Exchange can be found at: <http://www.healthequityinitiative.org/hei/get-involved/health-equity-exchange>
- The Exchange seeks to secure community input on two main questions:
 - “What does health equity mean to you, your family, peers, and communities?”
 - “What are the top 3 priorities to be addressed in your community in order to make progress toward health equity?”

Every comment on the Exchange is valuable! Please take just a few minutes out of your day and share your views on health equity in your community!

Why does the Exchange matter?

- Health equity is a relatively new and complex concept. Currently, there is no community-driven/community-specific definition of health equity. We think that in order to make progress towards health equity we need to encourage people to define health equity in their own words as well as to identify key priorities in their communities, as these are likely to be different in different communities.
 - “Health Equity” means different things to different communities
 - “Health Equity” within a community can be linked to/affected by a variety of factors including:
 - Social support for behavioral and social change
 - Quality of health services
 - Access to culturally-competent and easy-to-understand information
 - Caring and friendly clinical settings
 - Supportive community and social environments
 - Adequate social and physical infrastructure
 - Transportations, parks, etc.
 - Cultural factors
 - Race, ethnicity, and other socially-determined factors
 - Etc.
- We want to hear from communities on what health equity means to them!
 - On the Exchange, community members are given the opportunity to identify key priorities toward health equity progress to be addressed in their own community!
 - The Exchange is one of HEI's building blocks/programs in involving communities across the U.S. and encouraging them to join across sectors, pooling resources and mobilizing for a common cause.
 - We are excited to join HEI in helping secure your opinion on the Exchange!

In order for the Exchange to effectively identify priorities toward health equity progress, comments from community members, like you, are needed!



How will the information collected on the Exchange be used?

- These and other comments will shape future programs and policies, and will support the need for a community-specific approach in connecting communities to opportunities in health.
- We want to reach at least 200 comments on the Exchange as soon as possible, so a report could be written and disseminated and your voice could be heard!

Fact Sheet

Why Health Equity Matters

Overview on Health Disparities/Health Equity

- Health disparities continue to undermine opportunities for economic and social development of too many communities in the United States.
- Health disparities are “difference that ought not be”
 - Diseases or health conditions that discriminate, and tend to be more common and/or more severe among vulnerable and underserved groups.
 - Linked to diverse factors that are often likely to be community-specific, including socio-economic conditions; race; ethnicity; culture; social status; friendliness of clinical settings; housing; existing services, information, transportations, employment opportunities, etc.
- Health equity is a key goal to which we should all aspire
 - Health equity is the ability of every person to have the same chance to stay healthy and/or “to attain his/her full health potential (CDC, 2012)” at times of disease and crisis – regardless of his/her race, gender, age, economic conditions, social status, environment, and other socially determined factors.

Why Health Equity Matters

Overall

- Health is a basic human right
- It is a key determinant of economic and social development
 - It has a positive impact on people’s life chances and opportunities
- Is influenced by and influences individual (e.g. stages in one’s life) and social transitions (e.g. demographic, economic changes)

Health Disparities At-A-Glance – United States

- United States ranks last on almost all measures of equity
 - No. 41 in infant mortality, one key indicator of community development - with death rates 2.4 times higher among African American than white babies
 - Almost at the bottom for quality of life at age 60
 - Children may suffer from direct biological consequences of health disparities since they are likely to experience developmental setbacks because they are sick or their parents are sick
- In the U.S. alone, combined costs of health inequities totaled \$1.24 trillion over a three-year period (including direct and indirect medical costs)
 - Between 2003 and 2006, 30.6 percent of direct medical care expenditures for African-Americans, Asians and Hispanics were excess costs due to health inequalities.



Health Equity Exchange

**Join us in the Discussion on Health Equity in
your Community.**

**Participate in Our Growing Movement in
Support of Health Equity!**

We Want to Hear from YOU!

Location_____

Date_____

Time_____

Health Equity Exchange is a program of Health Equity Initiative (HEI) to involve U.S. communities, and the organizations that work with them, in discussing ways to improve health equity. Come share your thoughts on the Health Equity Exchange

Student Group/Team_____

Contact:_____

Visit the Exchange at
www.healthequityinitiative.org

Post:

1. What does health equity mean to you?
2. What are the top priorities in your community?

Certificate of Appreciation

Presented to:

On this the ____ day of _____ in the year _____ for his/her
participation in the Health Equity Exchange Community Outreach Program.

Student Group/Team

Student Group/Team Leader Signature

HEi Health Equity Initiative

Health Equity Exchange
Sample Template Email

Dear _____,

My name is _____ from _____. I am writing to tell you about the [Health Equity Exchange](#), a program of Health Equity Initiative (HEI), which is supported by our campus-community outreach efforts. The Health Equity Exchange is an online forum facilitated by Health Equity Initiative to involve U.S. communities, and the organizations that work with them, in discussing ways to improve health equity. The goal is to reach at least 200 comments on the Exchange by October 15, 2012

Please register to see what others have to say and share your views on health equity on the [Health Equity Exchange](#). Also, please share this email with others in your family and/or community who may be interested in commenting. Your opinion is important to us!

Be sure to include your **city/community**, and **email address** as well as the following unique code, so our student group/team can be credited for this outreach _____.

Thank you for your cooperation,

Student's Name/Contact information/Affiliation

HEI Exchange Cards

Visit our *Health Equity Exchange* at

<http://www.healthequityinitiative.org/hei/get-involved/health-equity-exchange>

Health Equity Exchange is an online forum facilitated by Health Equity Initiative to involve U.S. Communities and organizations that work with them in discussing ways to improve health equity.

We want to hear from you!
Log onto the Exchange and answer

1. What does Health Equity mean to you?
2. What are the top 3 Priorities in your community?

HEi Health Equity Initiative

Visit our *Health Equity Exchange* at

<http://www.healthequityinitiative.org/hei/get-involved/health-equity-exchange> to

Health Equity Exchange is an online forum facilitated by Health Equity Initiative to involve U.S. Communities and organizations that work with them in discussing ways to improve health equity.

We want to hear from you!
Log onto the Exchange and answer

1. What does Health Equity mean to you?
2. What are the top priorities in your community?

HEi Health Equity Initiative

Community Outreach Activity Evaluation Form
HEALTH EQUITY EXCHANGE EXPERIENCE EVALUATION FORM

Campus: _____

Activity: _____

Student Name(s): _____

Date: _____

Dear Student,

Health Equity Initiative (HEI) would like to sincerely thank you for your participation on the Health Equity Exchange Community Outreach. Please take a few minutes to fill out this evaluation. Your honest and constructive feedback is vital in making improvements and maintaining the strengths of the activities. Again, thank you for your time and effort in helping us to reach at least 200 comments on the Health Equity Exchange by October 15, 2012. This form is to be completed by students/others who facilitate any activity in support of the Health Equity Exchange.

Please share your thoughts about the following:

1. Which activity did you facilitate? (i.e., tabling, social media, etc.)

2. What materials did you use to facilitate this community outreach activity (i.e., computer, HEI document, Draft email)

3. How many students/volunteers helped to facilitate the community outreach activity?

4. How many participants did you get to comment on the exchange?

Please select the following you agree with:

1. Do you understand the purpose of the Health Equity Exchange?

Yes

No

Not Sure

2. What do you think is the best way to use the information collected on the Exchange?

a) Shaping HEI's and other organization's programs

b) Informing policies

c) Giving voice to vulnerable and underserved communities

d) Informing policies and public discourse

e) Serving as proof-of-concept on the importance of a community-based approach to addressing health equity issues

f) All of the above

g) Other_____

3. Were you comfortable approaching volunteers to participate on the HEI Exchange?

Excellent Good Fair Poor

4. Would you recommend this activity to other campuses?

Excellent Good Fair Poor

5. Overall, how would you rate your experience at this site?

Excellent Good Fair Poor

6. What (if anything) do you have intention to do as a follow up to your participation in this activity and in order to help advance health equity in your community? Use short bullet points, please.

7. Do you have additional comments or suggestions for activities to be included in this kit?

Thank you again for your commitment. We value your feedback and appreciate your time and efforts in support of HEI's Health Equity Exchange!

**Do You Know that Where You Are
Born, Live or Work May Affect How
Healthy You Are?**

**We Want Your Opinion! Please Stop by and
Comment on the Health Equity Exchange!**

HEi Health Equity Initiative

You can have an impact!

Your contribution can touch communities in the United States and globally. For example, you can:

- Underwrite our technical assistance and capacity-building work, to create a multiplier effect by strengthening other organizations
- Create scholarships that allow qualifying organizations to benefit from our workshops and assessments or designate funds to support the work of your grantees and partners
- Support our research efforts to identify key determinants of success in achieving health equity milestones
- Fund our community engagement work and media resources, to give voice to groups that suffer from health inequities
- Expand our Health Equity Exchange, an online forum to involve U.S. communities, and organizations that work with them, in discussing ways to improve health equity
- Dedicate funds to support specific U.S. outreach activities.



Let us hear from you

We welcome the chance to explore common ground. We also invite you to attend our Health Equity Brown Bag Talks and sign up for HEI News, our e-newsletter. Visit our website for more information on our programs and events.



Get involved

If you and your organization recognize that health equity is a basic human right and a social justice issue and care about making progress toward it (in general, or a particular issue in a particular place), we invite you to join us. Get involved—with your talent, your ideas, your donations. HEI has a variety of funding vehicles and sponsorship opportunities. Contact us!

Health Equity Initiative
305 Seventh Avenue, 11th Floor
New York, NY 10001-6008
Phone: 646-480-7690
development@healthequityinitiative.org
www.healthequityinitiative.org

HEi Health Equity Initiative

BETTER CHANCES, BETTER HEALTH

Goal: Full health potential for everyone

Issue: Decades of growing public health crises and challenges, with shrinking resources to address them

Need: Make the most of available resources to change health and social behaviors

Introducing **Health Equity Initiative**, dedicated to building community, capacity, and communication resources for health equity, in the United States and globally



HEi Health Equity Initiative

Health INequity: a glimpse

- The United States ranks last on almost all measures of equity because it has the greatest disparity in the quality of care given to richer and poorer citizens.
- New York City's poorest residents are four times more likely to report poor overall health than the wealthiest.
- The U.S. ranks no. 41 in infant mortality—with death rates 2.4 times higher among African-American than white babies—and near the bottom in healthy life expectancy at age 60.
- Respiratory and diarrheal diseases together account for more than half of child deaths worldwide.
- 529,000 million women a year die in childbirth worldwide, and several million people are killed by epidemics and emerging disease outbreaks

Numbers like these are huge—and often preventable—cost for families, communities, and countries.

In the United States alone, health inequities totaled \$1.24 trillion in direct medical and indirect costs over a three-year period.

What we do

HEI helps other organizations succeed. We increase their effectiveness in serving vulnerable populations and developing sustainable health interventions in diverse settings.

We establish a road map for health equity. We assess relevant social and political factors, organizational capacities and training needs, and models for community participation in policy development and implementation.

We promote community ownership of priorities and progress. Our programs help communities define goals and progress indicators toward health equity. We encourage community members and professionals to join across sectors, pooling resources and mobilizing for a common cause.

HEI is an entrepreneurial organization that recognizes the importance of strategic synergies.



How we're different

A hybrid approach. We are a blend of traditionally separate worlds—a consulting agency in public health + a research- and programs-driven organization. We bring this integration to everything we do.

Expertise across disciplines and settings. HEI's staff, board, and advisory council bridge theory and practice in nonprofit, multilateral, government, academic, and corporate arenas.

Results. We understand that changing health and social behaviors and policies takes long, hard effort and a willingness to make mid-course corrections. Addressing health disparities across a lifespan requires cooperative and collaborative activity—the ability to listen as well as speak, to follow as well as lead.

We care strongly about health equity. That is HEI's single-minded focus: better chances, better health. We want to improve health outcomes, especially among ethnic minorities, underserved groups, and other vulnerable populations. And we are passionately committed to community empowerment as a core part of the solution.

