

# HEi Health Equity Initiative



## HEI News

### Quick Links



March/April, 2012

### Our Mission

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

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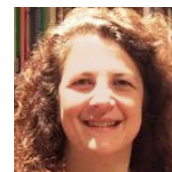
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### Establishing Health Equity as a Key Determinant of Socio-Economic Development



As I am writing this piece, I realize that we are leaving out so many other recent events and accomplishments! Things are moving fast at Health Equity Initiative as we have been fortunate to count on the support and advice of so many of our partners and followers. As always, I want to start by thanking you all for your good wishes, ideas, and contributions!

As many of you already know, HEI's work is inspired by our focus on the social determinants of health (whether it's in general, or in reference to a particular health issue in a particular place). For those of you who work in unrelated sectors, that means "the conditions in which people are born, live, work or age (WHO, 2012)" including but not limited to the health system. They have to do with perceived or actual levels of power in one's community, and jobs, transportation, education, housing, social support, information, literacy levels, etc. They shape socio-economic opportunities but also everyone's chance to lead a healthy life and/or being able to adequately cope with disease and crisis. Programs and policies that positively address them significantly contribute to the development of vibrant, and self-sustaining communities, and seek to connect people with socio-economic opportunities! This is the work that our colleagues from the community development, grantmaking, and private sectors often do! Kudos to you all and thank you for the progress you have been fueling and/or inspiring in so many communities!

Yet people's ability to connect to socio-economic opportunities is strongly linked to health equity. As most of us know, ill health contributes to poverty and minimizes the impact of socio-economic opportunities. Think for example of the death of a family's bread winner, or the time spent by family members to connect elderly people

**Marie-Noelle Vieu, MD, DLSHTM, FFPH**

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with health services in absence of adequate transportation, or the impact on unemployment or work loss days of asthma and other respiratory conditions that are also influenced by where public housing is sited... or....The list of health markers for community development is actually endless, and unequivocally establishes health as a key determinant of socio-economic development, which should be considered by community development interventions just as the social determinants of health should be considered and addressed by public health and healthcare interventions.

This is why we want to join the call-to-action of other organizations and stakeholders in encouraging multi-sectoral partnerships among the community development, healthcare and public health sectors, so that we can all work together to create healthy, vibrant and self-sustaining communities. HEI is strongly committed to this agenda and looks forward to partnering with many organizations to implement it, so please stay tuned! We also hope that you will all consider becoming effective voices for health equity within your professional and personal communities, and will strive to establish multi-sectoral partnerships, pooling resources and mobilizing across sectors. We want to hear about your experiences! Please consider contributing your ideas to our Health Equity Exchange, drop us an email at [info@healthequityinitiative.org](mailto:info@healthequityinitiative.org), or participate in our upcoming events and professional development workshops! We look forward to connecting with you all in the upcoming months!

In the meantime, we are pleased to present you with the March/April 2012 issue of HEI news, which includes the following sections and resources:

- [Mobilizing for Health Equity: HEI Launches Health Equity Exchange Campus Kit and April SHARE-A-THON](#)
- [Health Equity Initiative Welcomes Essence Carson as Its Celebrity Ambassador!](#)
- [HEI on Facebook!](#)
- [Recent Events: Feb 27 Health Equity Brown Bag Talk; HEI Co-Sponsors CHMP's Screenings of "The Line"](#)
- [Upcoming Events: May 9 and May 23 Professional Development Workshops Focus on Evaluation Trends and Tools](#)
- [2012 Sponsorship and Other Grant-Making Opportunities!](#)
- [Meet HEI Team: Alka Mansukhani](#)
- [Feature Article: "Whites Outlive Blacks in the U.S., study suggests"](#)
- [Feature Media: "Health - My Right"](#)
- [Sponsors Corner: Sponsorship Opportunities!](#)

Enjoy and please write to us with ideas, suggestions, or just to say hello!

Renata

Renata Schiavo, PhD, MA  
Founding President and CEO

#### Mobilizing for Health Equity

**HEI Launches Health Equity Exchange Campus Kit and April SHARE-A-THON**

In coincidence with [National Minority Health Month](#), Health Equity Initiative (HEI), launched its Health Equity Exchange Campus Kit, which is designed to enable college students and their groups to engage nearby communities on sharing their ideas on the Exchange, as well as joining across sectors, pooling resources and mobilizing for a common cause. 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. Information collected on the Exchange will inform future programs and policies. The launch of the kit also coincides with the organization's first SHARE-A-THON (SHARE YOUR IDEAS ON HEALTH EQUITY ON HEI'S EXCHANGE) during the month of April. The kit provides students with opportunities for community-campus interactions and includes suggested activities and resources for community outreach. To read more [click here](#).

To download a free copy of the Health Equity Exchange Campus Kit please [click here](#). Student organizations/groups who will generate the highest number of responses by October 15, 2012 will receive a prize!

***Help Us Raise the Influence of Community Voices on Health Equity! Support the Health Equity Exchange Campus-Community Outreach!***

We ask that you please consider supporting this effort. Your contribution of \$25, \$50, \$100 will help HEI: (1) provide students and their groups with additional resources and/or support to increase public engagement on health equity and encourage vulnerable and under-served communities to share their opinion on the Exchange; and (2) expand on the Exchange's current online capability/features to include tools more specifically designed for low literacy populations! Your donation will count towards our goal of raising \$25,000 for this program in 2012. Please [click here](#) to donate.

A heartfelt thank you from all of us at Health Equity Initiative for considering our request for support. We look forward to implementing our Health Equity Exchange programs and resources at a campus near you!

**Health Equity Initiative Welcomes Essence Carson as Its Celebrity Ambassador**

**March 22, 2012.** Described by Euroleague Women as "an explosive scorer" and "one of the most musically gifted basketball players in the world", [Essence Carson](#), WNBA All Star, NY Liberty player, recording artist, writer and producer, joins Health Equity Initiative as a celebrity ambassador to encourage community action and partnerships for health equity. A native of Paterson, New Jersey, Essence currently plays with the NY Liberty as their guard-forward, and during the 2012 off-season, for Spain's Rivas Ecopolis, which is the number 3 team in that country. A graduate of Rosa Parks School for Fine and Performing Arts in New Jersey, Carson is a talented musician and music producer who plays the piano, drums, and bass. She recently debuted as a hip-hop artist under the name Pr3pe (pronounced "Preppy"). Past accomplishments include the 2004 U.S. Women's Junior World Championship, gold medalist at the 2005 FIBA Under-19 World Championship, gold medalist at the 2006 USA FIBA America's Under-20 Championship, Defensive Player of the Year for three consecutive seasons in the Big East Conference (only the second female player in

history receiving this honor). [Read more...](#)

***Curious to see what health equity means to Essence?***

Q: What does health equity mean to you?

A: "It is known that many in low-socioeconomic communities have less access to adequate and affordable health care..."

Q: What are the top 3 priorities?

A: "My priorities in addressing low-socioeconomic communities' health inequalities would begin with educating at a grassroots level. Many of our first generation immigrants and even elderly natives lack the proper knowledge and understanding of the many prevalent health issues in our community...." [Read more on Essence's Blog...](#) or see her full posts on our [Health Equity Exchange](#)



**HEI on Facebook**

Health Equity Initiative is now on facebook! "Like us" today to get regular updates on articles and upcoming events pertaining to health equity, information and media on our past events as well as to show your support for our mission to build community, capacity and communication resources for health equity!

Like us on Facebook 

**Recent Events**

**HEI's February 27th Health Equity Brown Bag Talk focused on "Health Equity: Strategies from Low-Income Countries"**

**New York, NY, February 27, 2012.** HEI held its second Health Equity Brown Bag Talk, which focused on "Health Equity: Strategies from Low-Income Countries" and featured Dr. Alyssa Sharkey, Health Specialist, [UNICEF](#), and Beth Breslauer, Manager, Memberships and Advisory Services, [GBCHealth](#) as the Talk's presenters.

The topic was selected by HEI's staff to demonstrate that vulnerable and underserved populations all share some common characteristics - whether it is a history of low socio-economics or stigma or social discrimination - and therefore, to discuss experiences from low-income countries that





may be relevant both domestically and internationally. More than 40 participants from different sectors - including professionals from Bronx Health Link, Long Island University, New School, New York University, New Yorkers for Accessible Health Coverage, Population Council, Urban Health Plan, and UNICEF - attended the event. We had a packed house!!! Thank you all for participating!

Dr. Sharkey opened the discussion by describing the juxtaposition of the global trend of decreasing infant mortality rates and the expanding gap in health outcomes and income inequalities. She argued that an equity-focused approach to improve health outcomes has a greater return on investment. In discussing UNICEF's approach/framework for lowering infant mortality in developing countries, she highlighted the importance community-level action, including training strategies to equip community members to serve as community health workers and deliver essential services in their own communities.

Ms. Breslauer presented on several case studies from low-income countries (e.g., Kenya), which rely on public-private partnerships (PPPs) and/or workplace programs as key strategies to engage communities around health issues. All case studies showcased the importance of a community-centered approach in developing multi-sectoral partnerships to address complex health issues, and prioritize public interest. Examples of some of GBCHealth's work on PPPs are featured in their recent report on [Building Partnerships that Work: Practical Learning on Partnering in mHealth](#), which was also distributed at the *Talk*.



Prompted by the two brief presentations, the conversation focused on pros and cons and best practices as they relate to the following topics on community engagement and intervention sustainability:

- Task-shifting as a way to involve community health workers in a variety of clinical and community-based interventions and to increase cultural competence of relevant programs
- Public-private partnerships as a strategy to address community health issues
- Challenges with volunteer recruitment and retention in low-income settings
- Key factors in program sustainability vis-a-vis potential changes in funding priorities among corporate sponsors and foundations.

Thank you to all colleagues who shared their professional or organizational experience on these topics! Stay tuned for upcoming events in this series!

#### **About Health Equity Brown Bag Talks Series**

Health Equity Brown Bag Talks, a program of Health Equity Initiative, is an interactive series featuring presentations and HEI-moderated

conversations with professionals from the public, non profit, private, health care, and community development sectors who work on health equity issues. The Brown Bag Talks provide an avenue for participants to discuss their key programs as well as opportunities for and challenges to community involvement on health equity-related topics. They are a unique forum where participants examine/ debate central themes in the movement for health equity as well as share best practices, strategies and interventions within their own sectors. The series supports HEI's on-going efforts to encourage community members and professionals to join across sectors, pooling resources and mobilizing for a common cause.

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### HEI Co-Sponsors Hunter College's CHMP Screening of "The Line"

**New York, NY. February 23, 2012.** Health Equity Initiative co-sponsored the last Spring 2012 event in the [Envision Health: Film and New Media Series](#) organized by Hunter's College Center for Health, Media, Policy ([CHMP](#)). The series is also co-sponsored by the [CUNY School of Public Health at Hunter College](#) and [Health Professions Education Center at Hunter College](#).

The screening - and related community-based discussion -featured [The Line](#), a 24 minute documentary about a young woman - the filmmaker- who is raped. Not a "perfect victim," the filmmaker confronts her attacker, recording the conversation with a hidden camera. The documentary also features sex workers, survivors and activists discussing justice, accountability and today's "rape culture."

CHMP's ENVISION HEALTH: FILM & NEW MEDIA SERIES links filmmaking to social change by leveraging the power of media to engage a diverse group of people and communities in NYC in crucial conversations that can advance the health of the public and healthy public policies.

### Join Us for These Upcoming Events!

#### Upcoming Professional Development Workshops

Is "accountability" a key word in your organization? Do you find yourself having to conduct increasingly complex outcome analyses to showcase progress and results to your donors, partners, and others? Do you feel that you may not be aware of recent Monitoring and Evaluation (M&E) trends that emphasize behavioral, social and organizational results? If your answer is "yes!" to any of these questions, our May 2012 workshops are designed for you! Register to learn about recent assessment-related trends and tools, and to become fluent in the complex language of research and evaluation!

HEI's workshop topics all include/address implications and strategies for health equity. All workshops in this series takes place at Health Equity Initiative, 305 Seventh Ave, 11th floor New York, NY 10001. [Map](#) HEI's is a pre-approved provider of Certified in Public Health (CPH) CE credits by the National Board of Public Health Examiners (NBPHE).

[Research and Evaluation 101: Tools for Nonprofit Health Organizations](#)

Wednesday, May 9, 2012  
9:30 AM - 5:00 PM  
New York, NY

[Using Logic Models to Assess the Impact of Your Public Health Programs](#)

Wednesday, May 23, 2012  
9:30 AM - 5:00 PM  
New York, NY

To register, please [click here.](#)

For additional information on these workshops as well as other events in our Professional Development Workshop series, please [click here](#), email [training@healthequityinitiative.org](mailto:training@healthequityinitiative.org), or call 646.480-7960 ext 2.

**Scholarships (covering the workshop fee only ) are available for qualifying nonprofit and community organizations with an annual budget below \$1,000,000.**

**2012 Sponsorship and Other Grant-making Opportunities!**

Sponsoring Health Equity Initiative's events and monthly e-newsletter provides an excellent opportunity for your organization to expand its reach to the public health, health communication, global health, nonprofit, healthcare and academic sectors both in the U.S. and internationally. Our event publicity efforts and e-newsletter distribution reach approximately 10,000 professionals via our e-mailing list and social media promotion. HEI welcomes contributions for its events and activities from a variety of organizations (e.g. foundations, universities, etc.) and corporate sponsors (e.g., publishers, agencies, etc.) with an interest in the fields of health equity, public health, health communication, global health, and sustainable community development.

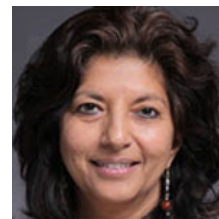
With its entrepreneurial approach, communication savvy, and commitment to outcome evaluation, HEI knows how to make things happen. We are committed to making sponsorship benefits work for you. Depending on funding levels and priorities, we can customize a package that includes a mix of the benefits [listed here](#)

To support our scholarship fund or learn about other grant-making opportunities, please click [here](#).

**Meet HEI Team**

**Alka Mansukhani, Board of Directors  
(Treasurer)**

As an academic, I devote most of my time to research and teaching at the NYU School of Medicine, but I have always wanted to communicate scientific findings and ideas with a wider audience, and forge a connection with health and wellness. I have helped to steer and build programs for not-for-profit organizations working for a cancer cure. With my South Asian heritage and during my frequent travels in India, I have witnessed the effects of lack of basic healthcare on many communities. This has instilled in me the desire to be involved more directly in public health. Joining the board of HEI is an



wonderful opportunity to contribute to the mission of this special organization to improve the health of underserved populations. I look forward to the exchange of ideas and learning more about capacity- and resource-building. I am honored to participate with HEI in its unique mission to build capacity of other organizations and to create a social movement for health equity.

### Feature Article: "Whites Outlive Blacks in the U.S., study suggests"

**HEI's favorite section of the article:** *The study shows that the reason that in some areas "there are small disparities in life expectancy is because white populations are doing as poorly as black populations, and the goal in these states should be to raise health equity for all groups."*

In the United States, white males live about seven years longer on average than black men, and white women live more than five years longer than their black counterparts, new research suggests. The results indicate that the United States still needs to improve the health of African-Americans, the researchers add. [Read more...](#)

### Feature Media: "Health - My Right"

**HEI's favorite section of the film:** *It's great to see young people discuss health equity within the framework that "all human beings are born equal and free in dignity and rights." Also, the video highlights that health equity is intrinsically connected not only to the provision of health care services, but most importantly to creating a social, economic, and physical environment that supports positive health outcomes.*

Some may find the overly staged acting of this film a turn-off (we felt that too!) but we encourage you to watch the film in its entirety (only 6 minutes); the message is worth it! It's also great to see young people elaborate on the concept of health equity!



Three students discuss and discover the meaning of Human Rights in the context of Health, following the stories of vulnerable individuals facing various health challenges. They also identify the role of international human rights instruments to help realize the right to health for all people around the world. (World Health Organization, Dec. 10, 2008)

[Click here](#) to view this video!

### Sponsor's Corner

Interested in expanding your outreach to the public health, health care, nonprofit, grantmaking, academic, and global health community? This section could be dedicated to you!

Support HEI's newsletter and feature your publications, news, and programs that fit with HEI's mission within this section (in addition to the inclusion of your logo and/or link to your website). Reach 10,000+ professionals who may be interested in your organization through our monthly distribution and social media promotion of this eNewsletter. Other newsletter sponsorship



opportunities are also available and are commensurate with funding levels. For additional information, email to: [development@healthequityinitiative.org](mailto:development@healthequityinitiative.org)

*Organizations previously featured in this space included [Jossey-Bass](#), an imprint of Wiley and [UNICEF Communication for Development unit](#).*

*The content of this section (Sponsor's Corner) of HEI News is provided by the featured sponsor. HEI reserves the right to review and edit all submissions. HEI does not publish information or news about commercial products and/or services with the exception of peer-reviewed journals and books from like-minded publishers. Information to be considered for inclusion in this section includes news and publications on the sponsor's programs, research efforts, events, and activities.*

Sincerely,

**HEi** Health Equity Initiative

Health Equity Initiative

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