

HEI Health Equity Initiative



HEI News

Quick Links



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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July/August, 2012



Greetings!

Hope you are all enjoying the last days of summer. Thank you again for following us and for your support and suggestions. We always enjoy hearing from you about ideas and feedback on our work and have appreciated the notes we received from many of you!

As I am writing this note, I feel I should keep it brief and let the work featured in this newsletter actually speak for us. A lot always happening at Health Equity Initiative thanks to the work and support of our staff, board of directors, volunteers, advisory council, and senior associates! Thanks to all for your commitment and hard work!

BTW, did you know that over the last decade awareness of health disparities among U.S. adults has only modestly increased from 54.5% to 59% while health disparities among disadvantaged groups have persisted and often increased? Our recently launched Sports for Health Equity campaign, a national program for which we are honored to partner with our celebrity ambassador, Essence Carson - WNBA All-Star, NY Liberty player, recording artist, writer and producer - seeks to change that, while promoting community action and partnerships for health equity! So, please enjoy learning about this new initiative (and do not forget to watch and share our video, starring Essence Carson!) as well as browsing around the different sections of this newsletter and get involved with our many programs and activities:

- [Mobilizing for Health Equity: Essence Carson and Health Equity Initiative Launch Sports for Health Equity; Health Equity](#)

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HEI Website**

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our mission!
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Exchange Student Challenge Award deadline extended, and HEI

**Exchange featured by Maney Publishing on special page
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We hope to see you (virtually or in person) at some of our upcoming online workshops or at the national conferences we are attending in the Fall (see section below on Upcoming Events)!

In the meantime, please write with news, feedback and suggestions at info@healthequityinitiative.org, and kindly consider fueling our mission and programs by making a contribution. For additional information on some ways your donation will be used to support our systematic and comprehensive approach to advancing health equity, please go to: <http://www.healthequityinitiative.org/hei/donate>

Thanks to all for following us!

Renata

Renata Schiavo, PhD, MA
Founding President and CEO

Mobilizing for Health Equity

Essence Carson and Health Equity Initiative launch *Sports for Health Equity*, a National Program

HEI is pleased to announce the launch of an educational campaign with the goal of raising awareness of health disparities in the U.S. Essence Carson, WNBA All-Star, New York Liberty player, recording artist, writer, and producer joins HEI to promote *Sports for Health Equity*, a national program designed to raise awareness of health disparities, and encourage community action and partnerships for health equity.

The centerpiece of Sports for Health Equity is a video featuring Essence Carson telling her personal story of how she became interested in health equity, and some of her priority action areas. To learn more about the program, watch the video, download more information, and make a pledge for health equity, visit our [Sports for Health Equity page](#).

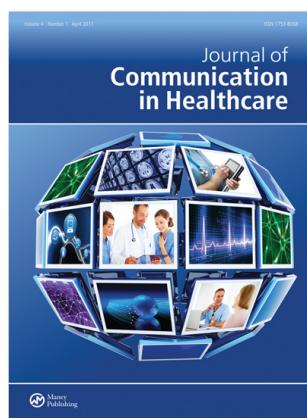


Health Equity Exchange's Student Challenge Award Deadline has been Extended till December 15, 2012!

Interested in helping Health Equity Initiative raise the influence of community voices on health equity, while winning gift certificates and some publicity for your student group/campus? Our Student Challenge Award Deadline for student groups that will help contribute the highest number of opinions to our Health Equity Exchange has now been extended till December 15, 2012! Additional information can be found within the Health Equity Exchange Campus Kit! We invite all to participate!

The Health Equity Exchange Campus Tool Kit is designed to enable college students and their groups to engage nearby communities to share their ideas on the [Health Equity Exchange](#), and help raise the influence of community voices on health equity. The kit contains suggested activities/campaigns to help drive a discussion on the Exchange within your own community. To learn more, download the [Health Equity Exchange Campus Kit](#). If you haven't already done so, visit the [Health Equity Exchange](#) and add your voice to the conversation!

HEI's Health Equity Exchange was featured by Maney Publishing on a special page dedicated to the Journal of Communication in Healthcare!



HEI's Health Equity Exchange was featured by Maney Publishing on a [page](#) celebrating the [Journal of Communication in Healthcare](#) as Journal of the Month (August 2012). The piece contains links to a presentation titled '[Raising the Influence of Community Voices on Health Equity: Introducing Health Equity Exchange](#)', as well as Dr. Schiavo's guest editorial '[Health equity and health communication: A new dawn?](#)' that previously appeared in the Journal of Communication in Healthcare (July 2011). We are honored to share this space with other experts in the field!

Recent Events

HEI successfully completes first set of online professional development workshops

This summer HEI successfully completed its first set of [Online Professional Development Workshops](#) as part of the New Directions in Public Health and Community Development series. Topics ranged from strategies for multi-sectoral partnerships, to health equity and health communication, to implementing the social determinants of health. The workshops were well attended by participants from a variety of countries, including Africa, Scotland, and Canada, who enjoyed cross-continental discussions of health equity applications via computer microphones and chat-style mechanisms. HEI is happy to see some repeat participants and is proud to see workshop quality often rated as "Excellent". The New Directions in Public Health and Community Development series continues into the fall with great topics that complement summer offerings . See the [Upcoming events](#)

section for more details.

Join Us for These Upcoming Events!

Announcing Fall 2012 Workshops in our *New Directions in Public Health and Community Development Series!*

Evaluating Outcomes of New Media-based Public Health Programs

Friday, September 19, 2012

12:00 pm-2:00 pm

Strategies for Successful Multi-sectoral Partnerships

Thursday, September 27, 2012

12:00 pm-2:00 pm

Tools for Health Equity Audit (HEA): The Experience of Lambeth, London

Thursday, November 29, 2012

12:00 pm-2:00 pm

Assessing Organizational Capacity via Health Equity-Related Assessment (HERA): An Introductory Workshop

Tuesday, December 4, 2012

12:00 pm-2:00 pm

Stay tuned for the announcement of additional workshops to be held this Fall! All participants who attend at least four [online workshops](#) in our New Directions in Public Health and Community Development series within a 6 month period (Summer and Fall 2012 or Fall 2012 and Spring 2013) will receive a *Certificate in Promoting Health Equity: Emerging Strategies and Tools*. In addition, eligible professionals can apply for Certified in Public Health (CPH) Continuing Education (CE) credits. HEI is a pre-approved provider of CPH CE credits by the [National Board of Public Health Examiners](#) (NBPHE). For more information, please email training@healthequityinitiative.org or call 646 480 7690 ext. 2.

Health Equity Initiative at APHA Annual Meeting 2012!

Please join us this October at the American Public Health Association (APHA) 140th Annual Meeting and Expo in San Francisco, CA for the following sessions:

Building public health capacity to address health disparity

Monday, October 29, 2012

10:30 am - 12:00 am

Building community-campus partnerships to prevent infant mortality: Lessons learned from building capacity in four U.S. cities

Monday, October 29, 2012

5:15 pm - 5:30 pm

Social media exposure and health behaviors

Tuesday, October 30, 2012

2:30 pm - 3:30 pm

Health Equity Initiative at the 2012 Summit on the Science of Eliminating Health Disparities!

The [2012 Summit on the Science of Eliminating Health Disparities](#), organized by the U.S. Department of Health and Human Services, will be held October 31 - November 12, 2012 at National Harbor, Maryland. Do join us at the following events (more details to follow once the Summit's online program will become available):

**Building Community-Campus Partnerships to Prevent Infant Mortality:
Lessons Learned from Building Capacity in Four U.S. Cities**

Schiavo, R.* Estrada-Portales, I,** Hoeppner, E*, and Ormaza, D.**

Poster Presentation

Poster Session 1

Thursday, November 1, 2012

10:30 am - 11:30 am

**Preconception health and peer-to-peer communication: Assessing
results of a national program for infant mortality prevention**

Schiavo, R.* Estrada-Portales, E.** and Hoeppner, E.*

Oral presentation

Session C Theme: Healthcare Disparities and Quality

Session Title: Is there effective, equitable care to reduce disparities in women and infant health and mortality?

Thursday, November 1, 2012

5:00 pm

**Raising the influence of community voices on health equity via an
integrated communication and community engagement approach**

Schiavo, R.* Boahemaa, O.,* Watts, B.* and Hoeppner, E.*

Poster Presentation

Poster Session 2

Friday, November 2, 2012

9:30 am - 10:30 am

* [Health Equity Initiative](#)

* ** [Office of Minority Health Resource Center, HHS Office of Minority Health](#)

NB Brandy Watts was a communication and social media intern at HEI during Fall 2012. Since then she has completed her MPH at [Long Island University](#).

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](#).

HEI Intern Reflection

Read about what HEI's Summer 2012 Development Intern has to say about her experience with our internship program:

An internship at Health Equity Initiative is an incredibly rewarding experience. I had the honor of completing my New York University Practicum course as the summer development intern. As a graduate student, pursuing a master's degree in public health, the experiences at HEI will be integral to a career in the health field. The mission of the organization in reducing health disparities, primarily in disadvantaged and underprivileged areas is very important to me. HEI demonstrates very creative ways in achieving their goals.

As an intern at HEI, your ideas are more than welcome, they are encouraged. Over the course of the summer semester, I worked on a variety of projects, from grant related research to developing fundraising kits. I would recommend HEI to any student interested in public health, primarily health disparities. Both Dr. Schiavo, Founding President and CEO, and Elena Hoeppner, Project Manager at HEI are two very great people to work with, as an intern, they were always available to answer all questions and explain all projects in depth.

The skills and knowledge gained from this internship are invaluable. They allowed me to utilize the theories learned in class and translate them to real situations and projects. Interning at HEI was a great eye-opener to the day to day processes and projects developed and worked on by a smaller, non-profit organization.

- *Ameet Narwal*

[**New York University, Master of Public Health Candidate**](#)
[**Health Equity Initiative Development Intern, Summer 2012**](#)

Feature Article: "Silence as a Risk Factor for Health Disparities"

HEI's favorite section of the article: *The article encourages people to think about what conversations they are not having that could help eliminate health disparities and improve their own health! In HEI's opinion, in order to break the "culture of silence", communities need to be engaged in the health equity discourse and aware of topics and risk factors that may have an impact on their health and the health of others, especially among disadvantaged groups. In fact, "there is power and freedom in knowing when to be silent and when silence is a risk factor for poor health and health disparities." Source: CDC.*

"Having been raised in the South by my grandmother, I was taught there were topics that were inappropriate to discuss in public. There often was a culture of silence around issues of sexuality, marital infidelity, homophobia and other forms of sexual difference, poverty, neglect and abuse, and specific health problems people were experiencing. It wasn't that people didn't talk about these matters; they just didn't regularly talk about them in public spaces. Instead, we whispered about them in safe, private spaces with people who shared our sensibilities. Any public talk that would expose, embarrass, alienate, or bring harm to a member of our family or close social network was avoided. While some of this

silence was meant to be protective, there were unintended negative health consequences that emerged." [Read More](#)

Feature Media: "Communication for Behavioral Impact (COMBI) Outbreak Response Toolkit"

Our feature media in this issue is a recently published interagency (UNICEF, FAO, WHO) 2-pieces toolkit, which was designed on the basis of experiences from direct application of the method of communication for behavioral impact (COMBI) in outbreak settings. The kit advocates for a multidisciplinary, multisectoral, and people-centered approach to communication interventions as they apply to the prevention and control of epidemic and emerging diseases. Health Equity Initiative was pleased to provide input on the monitoring and evaluation section of this toolkit.

[Click here](#) for the Communication for Behavioral Impact (COMBI) Toolkit for Behavioral and Social Communication in Outbreak Response.

[Click here](#) for the Communication for Behavioral Impact (COMBI) Field Workbook for COMBI Planning Steps in Outbreak Response.

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

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,



Health Equity Initiative is a federally recognized 501 (c) 3 nonprofit organization.

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