



Fall 2014  
News and Upcoming Events  
[www.healthequityinitiative.org](http://www.healthequityinitiative.org)

## *Become a Member!*

Take action today and become a HEI member! In addition to the free resources available to everyone, HEI membership - whether for individuals or organizations - will give you immediate access to great [member benefits](#) as well as opportunities to connect with community leaders and professionals from multiple sectors, which will help your work in support of health equity.



Here are **three good reasons** why you should become a member today:

- 1) Gain access to special rates on essential professional development and educational opportunities by HEI and its partners
- 2) Build your network and get professional or community support as you work on advancing health equity in your professions, and communities
- 3) Become a health equity champion and contribute to build a social movement for health equity

Don't wait! [Join us](#) today to help bridge silos and build ONE community for health equity!

## *In Our Members' Own Words...*

(Comments are posted in alphabetical order by the member's first name)

**Friso van Reesema, MPH, CPH**  
**Director, Care Management, Emmi Solutions**

### **Why did you join HEI?**

I joined HEI to support its awareness and capacity building role in promoting health equity across multiple stakeholders in support of underserved individuals and communities. As a public health professional and a specialist in health communications and engagement, it's my goal to advance health equity with stakeholders that engage those individuals and communities in health access, quality and decisions. With





the Initiative, I hope to drive health literacy and numeracy across the country in areas such as chronic low back pain, advanced care planning and prevention/wellness.

**How does your work or area of interest help or may help advance health equity?**

By co-Chairing the Public Policy Committee with my Master of Public Health training, we aim to develop resources on policy implications and issues and further build the case for health equity on a local and federal level. I believe in health equity for the greater of society and am proud to participate in the Health Equity Initiative in this time of increasing access for underserved populations in the health system.

**Make-A-Wish Metro New York and Western New York**

**Statement are by Pat Clemency, President and CEO,  
Make-A-Wish Metro New York and Western New York**

**Why did your organization join HEI?**

In our daily efforts to deliver our mission of granting the wishes of children with life-threatening medical conditions, we are reminded that illnesses do not discriminate. Children get sick whether they are rich or poor and regardless of religion or ethnicity. It is our vision to reach each and every eligible child in our communities and make his or her most heartfelt dream come true. We are committed to making a difference in the lives and health of all eligible children, providing all of them with access to a wish experience. With that, teaming up with an organization like HEI that is committed to advancing health equity, is a natural fit in alignment with our values and vision. We share a commitment to excellence, inclusiveness and



dedication to competently serving all medically eligible children in our diverse communities bringing hope, strength and joy to children and their families when they need it most.

**How does your work or area of interest help or may help advance health equity?**

By granting the wish of every medically eligible child, regardless of socio-economic background, religion or ethnicity, we support the efforts of HEI to advance health equity. It is our belief that having a wish granted can be a game-changer. In a national wish impact study conducted by Make-A-Wish America and the TCC group we learned that 97% of wish families observed increases in their child's emotional health; 74% of wish parents observed that the wish marked a turning point in their child's response to treatment; and 96% of parents said that the wish strengthened their families. These

results strengthen our resolve to ensure that every medically eligible child has the opportunity to experience the powerful impact of a wish. We appreciate and depend on community partnerships such as the one with HEI that allow us to connect with all members of our diverse communities in order to fulfill our vision of granting the wish of every eligible child. It is our firm belief that this important work and effort contribute to the advancement to health equity in our communities.

[Make-A-Wish](#) is an organizational member of HEI.

**Upal Basu Roy, PhD, MS, MPH**  
**NRSA Fellow/Project Leader at The Solution Lab, Inc**

### **Why did you join HEI?**

Being a public health professional, I am extremely interested in health disparities. I feel that being a part of Health Equity Initiative provides a voice and momentum to the cause of diminishing health disparities.



### **How does your work or area of interest help or may help advance health equity?**

I have worked with immigrant communities in NYC, to increase awareness about healthy lifestyles and health services that are available. I just finished a project where we evaluated a breast cancer screening awareness program in the borough of Queens, NYC.

## ***HEI Launches Take Action on Health Equity: A School Poster Contest!***

HEI launches *Take Action on Health Equity: A School Poster Contest!* Participating U.S. high school students are eligible to earn community service credits for their work in support of Health Equity Initiative.



Students from other countries are also encouraged to enter the contest and submit their poster in the English language.

We invite all high school students in our or your network to participate!

[Read more!](#)

## *Spread the Word!*

We invite you to spread the word about our poster contest with your networks and children's schools!

- **Deadline: December 20th, 2014**
- Eligible to receive 5 hours/each group member of community service credit
- Receive additional hours of community service credit if selected as a finalist
- Chance to display your work on HEI's media platforms
- Certificate award for all winners
- Submit your poster as a scanned or PDF file to [postercontest@healthequityinitiative.org](mailto:postercontest@healthequityinitiative.org)

## *Save the Date!*

### **Monthly HEI Members and Team Call!**

Participate in our next monthly call on Tuesday, Nov. 18 from 1:00 to 2:00 pm (EST).



### **Happy Hour!**

On Thursday, December 11, 2014 6:30pm to 9pm EST - HEI is delighted to host a Happy Hour in NYC for our members, associates, and broader community. More details to follow! Save the date!

## *HEI At Upcoming Meetings*

Join us at the following sessions at these upcoming meetings in which HEI team and/or members participate as presenters, moderators, or organizers! Don't miss an opportunity for a quick hello or to learn about some of our work.



### **American Public Health Association (APHA)**

New Orleans, Louisiana, Nov. 15-18, 2014

#### [Communicating Risk and Promoting Disease Mitigation Measures in Epidemics and Emerging Disease Settings](#)

Tuesday, November 18, 2014

#### [APHA Film Festival, The Waiting Room. Film Screening and Discussion.](#)

Monday, Nov. 17, 2014

## **Technology, Knowledge and Society**

Berkeley, CA, February 23-24, 2015

*Raising the Influence of Community Voices on Health Equity: Lessons Learned from the Health Equity Exchange*

Paper accepted for presentation - Date/Time TBD

## *Shopping for the holidays, birthdays, or just for yourself?*



Support HEI's efforts to bridge silos and build ONE community for health equity at no extra cost for you! This holiday season give a gift that gives back to Health Equity Initiative at no extra cost to you by shopping on Amazon via Fundinco or Amazon Smiles!

- **Shop on Amazon via [Fundinco](#)** - 3% of your purchase amount will be donated to Health Equity Initiative
- **Shop on Amazon via [Amazon Smiles](#)** - 0.5% of the price of your eligible purchase will be donated to Health Equity Initiative

For other opportunities to support Health Equity Initiative's work, visit our [donate](#) page!

## *Resources: Recent Publications by HEI Team and Members*

[Epigenome: Biosensor of Cumulative Exposure to Chemical and Nonchemical Stressors Related to Environmental Justice](#)

Authored by: Dr. Ken Olden, HEI Advisory Council Member



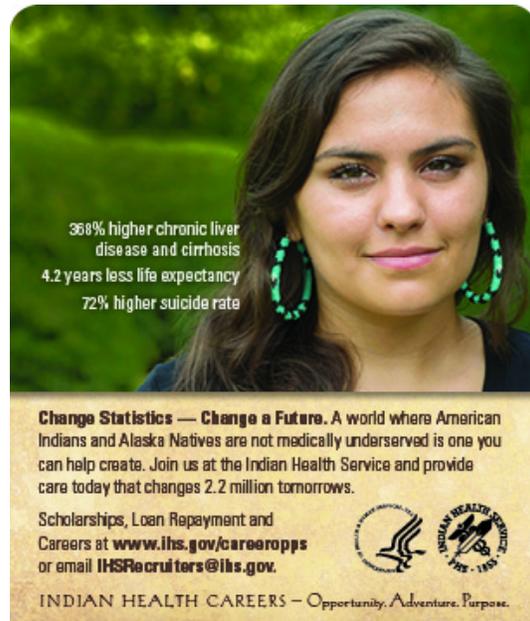
[Nothing About Us Without Us](#)

[Reflecting on Community and Patient Engagement and Other Health Communication Topics](#)

Both authored by: Dr. Renata Schiavo, HEI Founding President

## Resources: New PSA by the Indian Health Service!

To download a copy [click here!](#)



## We Want to Feature Our Members' News!

Are you a HEI member? If yes, please let us know about your recent news (e.g., new positions, publications, presentations, media appearances, or others), so we can consider them for inclusion in our upcoming newsletters! Please submit your news for our Winter Newsletter (February 2015) by completing this [google form!](#)



## HEI Launches Member List-Serv! Join Today!

HEI recently launched a List-serv for updates and discussion regarding HEI's member activities! This group will give members and volunteers a chance to share relevant health equity-related resources regarding their work and organizations and to receive information on Health Equity Initiative's member activities and committees. We posted there our report on the October 21, 2014 HEI Member and Team Monthly call. Don't miss out and join by [clicking here!](#)



## *Become a Partner!*

Sponsoring Health Equity Initiative is an opportunity for your organization to expand its range! Our community is diverse and committed to working across sectors. We reach 10,000 people via our mailing list and social media. Basic sponsorship benefits include free organizational membership, your logo on our website and newsletter, three complementary individual memberships to donate to your partners and clients, and the opportunity to offer an online or in-person workshop. We customize sponsorship opportunities to meet the needs of our partners.



Click [here](#) to learn more and become a partner today!

## *Thanks for joining the conversation at recent HEI events!*

Thank you to all who attended recent events in our *Bridging Silos, Building One Community for Health Equity* series! Joining the conversation is the first step toward advancing progress via multisectoral solutions! Visit our [Facebook page](#) for additional photos from these events, and much more!



## *Thank you to our 2014 event co-sponsors!*

Click on the logo to visit the organization's website. Click [here](#) for a full list of partners



COONEY  
WATERS



*Bridging Silos, Building ONE  
Community for Health Equity!*  
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*Try it FREE today.*

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