



Sports for Health Equity Shoot-a-thon

Why a shoot-a-thon?

Did you know that less privileged children are more likely to experience poor health compared to more privileged children? For example, did you know that African American babies die 2.4 times more frequently under one year of age than non-Hispanic whites, and that in many communities also babies from Hispanic families experience higher infant mortality rates? Or that poor, disadvantaged children living in inner cities have higher chances of being hospitalized or die because of asthma? And these are just a few examples! Most people in the U.S. are not aware of these differences in health status or the fact they are often based on income, social status, race, the place where people live or work, and/or access to good services, jobs, and information, which are all examples of major factors in achieving better health for all. This one-day event will raise awareness of health disparities (differences in health outcomes and/or diseases or health conditions that discriminate and are more common or severe among disadvantaged groups) within your school, while promoting healthy behaviors by using sport as an educational tool.

What is a shoot-a-thon?

For those new to the idea of a shoot-a-thon, it's simple: students get advance pledges for each potential basket they can make in 2 minutes on the day of the shoot-a-thon and teachers/ parents keep count of all of the students' baskets. Forty percent of the money raised will go directly to your school, so that it can continue to provide scholarships to less privileged children/young people, and the 60% will support HEi programs to build and sustain a global community dedicated to create better chances for better health within disadvantaged communities. To inspire students and discuss health equity with them while also playing some basketball, WNBA All-Star and New York Liberty player, Essence Carson, also HEi's celebrity ambassador, will visit the schools that makes the most baskets.

You can also organize a shoot-a-thon in your school **without raising any funds for your school and HEi** as long as you use some of HEi's resources and/or other materials of your choice to talk about health equity within your school (See our Resources section at <http://www.healthequityinitiative.org/hej/resources/>). Either ways we will provide a 12-hours credit toward community service hours to each of a maximum of 10 students/school who will organize a shoot-a-thon and send us a 2-page report on the event. Key lessons learned from the event as well as key topics and questions discussed by students during the event also need to be highlighted. The report needs to be signed by all participant students as well as a teacher and a representative of the office of students' activities/internships. Send us pictures too and make sure to send also your permission to post them!

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



Instructions to Organize a Shoot-a-thon at Your School

PRIOR TO THE SHOOT-A-THON DAY:

- **Identify a day for a school- or grade-wide Shoot-a-Thon Day:** Date to be determined by your school. Schedule gym time for each class.
- **Review our fact sheet on *Why Health Equity Matters* and use it as a first learning block for a student group project on health disparities** to be presented in each classroom on the day before or after the shoot-a-thon. Sample projects may include: Research the most common health disparities in your city or state; review health problems that most affect different ethnic (e.g., African Americans, Hispanics, Asian-Americans, etc.) or vulnerable (e.g. children, elderly, people with disabilities, etc.) groups; focus on a specific health problem (e.g. infant mortality, obesity, healthy aging, diabetes, heart disease, etc.) and research how this affects different ethnic or age groups that live in your city, and what are the main social factors that contribute to it; or others you, your teachers and students in your group may think of. Use a graphic format to illustrate what you learned and, if you like, share your posters with us at Health Equity Initiative by emailing it to info@healthequityinitiative.org. Each year we will post the best 20 student posters or other graphic illustrations on our website and You Tube channel

PRIOR TO THE SHOOT-A-THON DAY (IF THIS IS ALSO A FUNDRAISING EVENT TO BENEFIT YOUR SCHOOL AND HEI):

- **Collect your pledges (only if this is also for fundraising purposes):** Describe the cause and ask your friends, family, neighbors, members of community clubs, and local businesses, etc., for pledges. Share the link to the pledge website (which we will be providing to your teachers) via Facebook, Twitter, other social media, and email so that people can make pledges online. If pledgers would like to make a pledge by check, please collect all checks via the attached pledge form and give them to a teacher to mail them all together to: Health Equity Initiative, Sports for Health Equity at (add name of your school), 99 Madison Avenue, Suite 5017, New York, NY 10014. Checks should be made to *Health Equity Initiative*. There is no limit on the number of pledges and the amount of each pledge you can get! **Total pledges for each student should be collected by designated teacher/parent/coach** (in other words, each students will give their pledge sheet and pledge to a designated teacher/coach/parent)
- **There are two ways to pledge:** Sponsors can pledge according to the potential number of baskets they believe a student might make in 2 minutes (example, \$1/basket) or sponsors can pledge a fixed amount. Students should let sponsors know their estimate for the number of baskets they can make per minute. Students: Remember you represent your school and Health Equity Initiative. Your best behavior and manners will get you your pledges!
 - Collect pledges via the attached pledge form and/or share the link provided by your teachers. Teachers will be sending the pledge form and materials also to your parents and others within your communities.



DAY OF THE SHOOT-A-THON:

Your teacher will tell you the time for your class to participate. You will have two minutes on the floor to shoot from the designated spots. Your teacher/parent will count the number of baskets made and write it down on a log.

- **Coaches/Teachers/Parents/Internship Directors:** Keep track of the number of baskets each student makes in 1 minute and log the total number of baskets made on their log sheets for each class.

AFTER THE SHOOT-A-THON:

- **Teachers/coaches:** Tally up the total number of baskets made by all students in the school and report the number and school name via <http://www.healthequityinitiative.org/hei/about/contact-us/>.
- **If this is not a fundraising event,** please send us the report on the event as highlighted on page 1
- **If this is also a fundraising event,** a portion (40%) of the pledges will be returned to the school. Please provide a name and address to send the school's check to. Please also send us the above report on the event.
- **Either ways, student organizers will each receive 12 hours of community service credits (up to a maximum of 10 students per school)**

IF THIS IS A FUNDRAISING EVENT THE SHOOT-A-THON GOALS ARE AS FOLLOWS:

- Each schools' fundraising goal is a minimum of \$5,000, yet the sky is the limit 😊

For more information on our Sports for Health Equity Campaign, please contact Health Equity initiative with any questions at <http://www.healthequityinitiative.org/hei/about/contact-us/>.

FACT SHEET

Sports for Health Equity



Building Awareness and Encouraging Community Action to Address Health Disparities

Issue:

- Health disparities (diseases or health conditions that discriminate and are either more common or more severe among disadvantaged groups) continue to undermine opportunities for social and economic development of too many U.S. communities
- Disparities are linked to several factors, including socio-economic conditions, race, ethnicity and culture, as well as having access to health care services, a built environment that supports physical activity, neighborhoods with accessible and affordable nutritious food, health information that's culturally appropriate and accurately reflects literacy levels, and caring and friendly clinical settings. In other words, the place where you work, live, or get care can affect your health!
- Communities with greater disparities experience higher rates of infant mortality, higher incidence of several diseases and health conditions, and lower life expectancy
- Over one decade only a modest increase in awareness levels of health disparities (from 54.5% to 59%) among U.S. adults – and this includes the groups that are most affected by such disparities
- Community engagement is key to devising community-specific solutions and/or to influence future health-related programs and policies – and this first requires increased awareness and participation in a national dialogue by communities and different sectors across the U.S.

Sport for Health Equity Goals:

- Increased public/community awareness and understanding of health equity
- Increased community action and emphasis on partnerships across different sectors

Sport for Health Equity Objectives:

- Raise awareness of health equity as an important issue that limits vulnerable and underserved populations' ability to connect to socioeconomic opportunities
- Increase understanding of the many factors that contribute to health disparities
- Encourage community action and multi-sectoral partnerships to devise sustainable community-specific solutions
- Raise influence of community voices on health equity
- Encourage healthy behaviors by increasing social support for long-term sustainability

Main Program Elements:

- Focus on sports as a key community building activity
 - Supports healthy lifestyles
 - Grounded on key principles of teamwork, unity, and focus
 - Brings together people from different ethnicities, socio-economic background, ages, etc. – just as we need to do for health equity!
 - Provides people with a sense of community belonging – especially important for the most disadvantaged!
- Program's celebrity spokesperson: Essence Carson, WNBA All Star, NY Liberty Player,

Core activities:

- National media awareness campaign
- Educational video starring Essence Carson on HEI's website, You Tube, etc. <http://www.healthequityinitiative.org/hei/what-we-do/sports-for-health-equity>
- Pledge for Health Equity: Electronic Pledge on the Health Equity Initiative website: <http://www.healthequityinitiative.org/hei/what-we-do/sports-for-health-equity>
- National Shoot-a-thon Program
 - Targeted to middle and high school children
 - Designed to raise awareness of health disparities, encourage community action/healthy lifestyle
 - Led by PE teachers, team coaches, PTA volunteers, students
- Health Equity Talks with Essence Carson
 - Virtual or community-based town hall meetings including community members, local businesses, public health, healthcare, community development professionals, others



For additional information: Visit: <http://www.healthequityinitiative.org/hei/what-we-do/sports-for-health-equity> or email info@healthequityinitiative.org by using the subject line: **Sport for Health Equity: Request for Information**

FACT SHEET

Why Health Equity Matters



What is Health Equity?

Health Equity is providing every person with the same opportunity to stay healthy and/or effectively cope with disease or health-related emergencies – regardless of their race, gender, age, economic conditions, social status, environment, and other socially determined factors¹.

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 “differences that ought not be²”
 - Diseases or health conditions that discriminate, and tend to be more common and/or more severe among vulnerable and underserved groups
 - Differences in health outcomes
 - Linked to diverse factors that are always likely to be community-specific, including socioeconomic conditions, race, ethnicity, culture, social status, friendliness of clinical settings, housing, access to services, and information, transportation, employment opportunities, etc.
- Health equity is a key goal to which we should all aspire

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 and economic changes)

Health Disparities at-a-glance: A Few Examples – United States

- In the U.S. alone, combined costs (direct and indirect costs) of health inequities totaled \$1.24 trillion over a three-year period³
 - Between 2003 and 2006, 30.6 percent of direct medical care expenditures for African-Americans, Asians and Hispanics were excess costs due to health inequalities³
- United States:
 - Ranks last on almost all measures of equity because it has the greatest disparity in the quality of care based on socioeconomic status
 - Ranks no. 41 in infant mortality⁴, a key community development indicator- with death rates 2.4 times higher among African Americans than non-Hispanic whites⁵; in many communities (e.g., Bronx, NYC), infant mortality rates are also higher among Hispanics⁶
 - Is near the bottom among developed countries for healthy life expectancy at age 60⁷
- “Children from minority groups continue to suffer from direct biological consequences of health disparities since they are likely to experience developmental setbacks because they are sick, or their parents are sick⁸”
 - Impact on childhood education with long-term consequences on productivity, job security, etc.
 - With minority groups steadily becoming the majority of the US population (non-Hispanic whites projected to be only 47% of US population by 2050⁹), this has important implications for the US future

1 Adapted from CDC, 2011; 2 Robinson, 2009; 3 Joint Center for Political and Economic Studies, 2009; 4 World Health Organization, 2011; 5 US DHHS Office of Minority Health, 2009; 6 NYC Department of Health, 2011; 7 Commonwealth Fund National Scorecard on U.S. Health System Performance, 2011; 8 Jennifer Ng'andu, National Council of La Raza; 9 Pew Research Center, 2008



Shoot-A-Thon Pledge Sheet

Please use this log to keep track of all pledges (if this is also a fundraising event) made by check. Forty percent of the proceeds will go to support your school's scholarship fund; the remaining amount will support Health Equity Initiative's programs. Thank you for helping create better chances for better health among disadvantaged groups!

Student's Name: _____

School: _____

Sponsor's Name	Pledge Amount	I would like to learn more about Health Equity Initiative's events. Contact information:
1		
2		
3		
4		
5		
6		
7		
8		
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10		
11		
12		
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15		
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17		
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19		

20

Total Amount Collected: _____

Please make checks payable to: Health Equity Initiative.

Shoot-A-Thon Basket Log



Please use this log to keep track of all baskets made by students in the entire school.

School: _____

Shoot-a-thon Date: _____

Class	Number of Baskets Made
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	

Grand Total Number Baskets Made: _____

Email the grand total of baskets made and the school's name to Health Equity Initiative: info@healthequityinitiative.org.

