



# NAM Culture of Health Program Webinar Series

Messaging to Advance Health Equity in Public Policy

June 12, 2019  
3:00 - 4:30 pm ET



# About the Culture of Health Program

*MISSION: Identify strategies to create and sustain conditions that support equitable good health for all those living in America.*

## GOALS:

1 LEAD: Build a solid knowledge base

2 TRANSLATE: Bridge science to action

3 ENGAGE: Strengthen capacity

4 SUSTAIN: Transform culture and create a shared value system



What do we mean by a culture of health, social determinants of health, and health equity?

**Culture of health:** Placing well-being at the center of every aspect of our lives

**Social determinants of health:** A person's health is impacted by multiple factors including the Social Determinants of Health (SDOH):

- Education
- Employment
- Housing
- Transportation
- Social environment



**Health equity:** Everyone has a fair shot at living the healthiest life possible



# Webinar Objectives

- Highlight successful strategies for messaging and communicating health equity in public policy.
- Provide an example of a successful communications campaign that effectively utilized evidence-based strategies to engage key stakeholders to advance health equity in public policy.
- Identify current research gaps around effective messaging and communication for health equity.

# Presenter Biographies



Lubna Ahmed, MPH, Director of Environmental Health, WE ACT for Environmental Justice



John Dreyzehner, MD, MPH, Former Commissioner, Tennessee Department of Health



Jennifer Messenger, Executive Vice President, Metropolitan Group



Benjamin Schmauss, MPH, MS, Government Relations Director for Nevada, American Heart Association