



MESSAGING TO ADVANCE HEALTH EQUITY IN PUBLIC POLICY
NAM Culture of Health Program Webinar Series

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

Zoom link to join the webinar: <https://nasem.zoom.us/j/188013205>
Telephone-only option to join the webinar: +1-646-558-8656

The NAM Culture of Health Program is a multiyear collaborative effort to identify strategies to create and sustain conditions that support equitable good health for all Americans. To achieve this mission, the program has four aims:

- **LEAD:** Identify a set of consensus study topics that build upon one another, leading to a solid knowledge base that can inform a set of actions and partnerships to advance health equity
- **TRANSLATE:** Bridge science to action for impact on health equity and optimal health for all
- **ENGAGE:** Strengthen capacity in communities to continue to advance progress in achieving optimal health for all and inform legal, policy, and system reform
- **SUSTAIN:** Transform culture in the United States to sustain progress made and to accelerate progress in areas that still have significant health disparities

During the second webinar of the Culture of Health Program, experts will provide research-based tips and techniques for advancing health equity in public policy. A case study will illustrate how value based messaging has proven effective in creating common ground while unifying communities and decision makers to create needed change. A community representative from WE ACT for Environmental Justice in Harlem, NY will provide insights and reactions to the webinar presentations to elevate the community voice.

The objectives of the webinar are to:

- 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.

Agenda

3:00 pm Introduction to the Culture of Health Program

Ivory Clarke, Co-Director, the Culture of Health Program, the National Academy of Medicine

3:05 pm Current findings and successful strategies to message health equity

Objective: Highlight successful strategies for messaging and communicating health equity in public policy.

Speaker: Jennifer Messenger Heilbronner, Executive Vice President, Metropolitan Group

3:20 pm Case study: Messaging campaign to advance health equity

Objective: 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.

Speaker: Ben Schmauss, Government Relations Director for Nevada, American Heart Association

3:35 pm Reaction from the community perspective

Objective: Provide a reaction to the webinar presentations from a community perspective

Reactor: Lubna Ahmed, Director of Environmental Health, WE ACT for Environmental Justice

3:45 pm Moderated Discussion and Audience Question and Answer

Moderator: John Dreyzehner, Former Commissioner, Tennessee Department of Health

Format: 15 minutes of moderated discussion; 25 minutes of Q&A

4:25 pm Wrap Up and Closing Remarks

Mariana Zindel, Research Associate, National Academy of Medicine

4:30pm Adjourn