

Engaging Allies in the Culture of Health Movement
Communicating Health Equity and the Social Determinants of Health
Stakeholder Meeting #5

October 28, 2019
Keck Center of the National Academies
500 5th Street NW, Keck Room 100
Washington, DC
20002

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

The objectives of this meeting are:

- Explore the use and understanding of the terms “health equity” and “the social determinants of health.”
- Identify the challenges and opportunities in messaging the terms “health equity” and “the social determinants of health” from the perspective of various community stakeholders.
- Explore strategies, tools, and resources for community collaboration and engagement including engaging those with lived experience, partner organizations, the business community, funders, policy/decision-makers, and others.
- Discuss the value of sharing power and how shared decision-making helps achieve health equity and can lead to systemic progress.
- Provide guiding principles, best practices, and actionable steps to effectively develop messaging and communication around health equity and the social determinants of health.

The meeting planning committee includes:

- **Nicole Bronzan**, Senior Communications Officer, Robert Wood Johnson Foundation
- **Patrick DeLeon**, Distinguished Professor, Uniformed Services University of the Health Sciences
- **Angela Diaz**, Professor, Adolescent Health Center, Icahn School of Medicine at Mount Sinai
- **Janet Firshein**, Principal, Burness
- **Amy Dearfield Hannah**, Community Resource Network Coordinator, Williamson Health & Wellness Center
- **Jennifer Hudson**, Development Director, Williamson Health & Wellness Center
- **Otho Kerr**, Partner, Encourage Capital
- **Jeff Niederdeppe**, Associate Professor, Department of Communication, Cornell University
- **Karen Remley**, Senior Fellow, de Beaumont Foundation
- **Anna Ricklin**, Urban Planner/Health in All Policies Manager, Fairfax County Health Department
- **Antonia Villarruel**, Professor and Dean of Nursing, University of Pennsylvania, School of Nursing
- **Christina Zuniga**, Partnership Manager, Magnolia Community Initiative

October 28	Keck Room 100	Open Session
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7:30 am	Networking Breakfast
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WELCOME AND INTRODUCTION TO THE NAM CULTURE OF HEALTH PROGRAM

8:00 am	Welcome remarks
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Speakers:

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

Michael McGinnis, Leonard D. Schaeffer Executive Officer, National Academy of Medicine

Suzanne Cross, Senior Program Manager, Columbia Gorge Health Council

8:30 am	Culture of Health Program: Consensus study updates
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[Vibrant and Health Kids: Aligning Science, Practice, and Policy to Advance Health Equity](#)

Amy Geller, Senior Program Officer, Board on Population Health

[The Promise of Adolescence: Realizing Opportunity for All Youth](#)

Emily Backes, Program Officer, Board on Children, Youth, and Families

[Integrating Social Care into the Delivery of Health Care: Moving Upstream to Improve the Nation's Health](#)

Abigail Mitchell, Senior Program Officer, Board on Health Care Services

KEYNOTE SESSION

9:00 am	Communications and its purpose
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Objective: Set the stage for the day's conversation, providing a macro-level explanation of communications and its purpose; highlight the importance of effectively communicating and developing strategic messages that resonate across different audiences.

Moderator:

Shirley Franklin, Former Two-Term Mayor of Atlanta

Speaker:

Edward Maibach, Director, Center for Climate Change Communication at George Mason University

10:00 am	Networking break
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SESSION 1

10:30 am

Explore our shared understanding of the terms “health equity” and the “social determinants of health”

Objective: Explore the use and understanding of the terms “health equity” and “the social determinants of health;” identify the challenges and opportunities in messaging these terms from the perspective of various community stakeholders.

Facilitator:

Julie Sweetland, VP for Strategy and Innovation, The FrameWorks Institute

Speakers:

Sam Joo, Director, Magnolia Community Initiative

Jeniffer Richardson, Vice President, Family Initiatives, United Way of San Antonio Bexar County

Table discussion questions:

1. How do you communicate about your efforts to address the social determinants of health and health equity?
2. Is there clarity and uniformity on the definitions of health equity and the social determinants of health? Do you feel comfortable using the definitions as presented in the Communities in Action report? If not, why not?
3. How do these terms resonate with you and members of your community?
4. Are there risks and benefits in having a completely shared definition and understanding?
5. What words, if any, do you use to describe health equity and the social determinants of health in your local contexts?

11:45 am

Working Lunch

Activity: Participants to develop a 30 second to 1 minute storyline about health equity and/or one or more of the social determinants of health.

Facilitator:

Ann Merchant, Deputy Executive Director, Office of Communications at the National Academies

SESSION 2

1:00 pm

Engaging our audience – What does it mean? Why does it matter? Who are we engaging? How do we engage them?

Objective: Explore strategies, tools, and resources for community collaboration & engagement including engaging those with lived experience, partner organizations, businesses, funders, policy/decision-makers, and others. Discuss the value of sharing power and how shared decision-making helps achieve health equity and can lead to systemic progress.

Moderator:

Rachelle Reeder, Director of Strategy and Evaluation, Ad Council

Speakers:

Kasisomayajula “Vish” Viswanath, Professor of Health Communication, Harvard School of Public Health

Mohammed Naeem, Associate, More in Common

Makani Themba, Chief Strategist, Higher Ground Change Strategies

2:35 pm Networking break

SESSION 3

3:05 pm Guiding principles and best practices for crafting messages

Objective: Provide guiding principles, best practices, and actionable steps to effectively develop messaging and communication around health equity and the social determinants of health.

Speaker:

Annie Neimand, Research Director, Center for Public Interest Communications, University of Florida

CONCLUSION

4:35 pm Reflections for end of day

Objective: Facilitate a conversation among participants about key themes from the discussions and identify the aspects that participants will carry forward in their work.

Facilitator:

Jennifer Hudson, Development Director, Williamson Health & Wellness Center

5:20 pm Closing remarks

Speaker:

Jeff Niederdeppe, Associate Professor, Department of Communication, Cornell University

5:30 pm Adjourn to reception

RECEPTION

KECK CENTER ATRIUM

5:30 – 7:30 pm Reception

Objective: Celebrate the conclusion of the community-level work to draft plans to advance health equity, tour the Young Leaders Visualize Health Equity Art Gallery, and enjoy an improv troupe performance.