



ADVOCACY & COMMUNICATIONS COMMITTEE:

HEALTH EQUITY NETWORK IN THE AMERICAS

April 25, 2018
Webinar Meeting
1130 PT / 1330 ET / 1430 BA



AGENDA

- Introduction of Co-Chair – Michael Rodriguez
- Committee Member Introductions -Eugenia Tarzibachi
- Network Overview – Michael Rodriguez
- Preliminary Advocacy and Communications Plan – Eugenia Tarzibachi
- Committee Discussion and Feedback
- Next Steps
- Meeting Frequency / Next Meeting



**Committee
Membership**

Advocacy and Communications Committee Composition

12 confirmed;
seven pending

Ten Nations Represented:

- Argentina
- Brazil
- Canada
- Columbia
- Guyana
- Mexico
- Nicaragua
- Peru
- Spain
- United States

Three Sectors

- Government (6)
- Civil Society (9)
- Academia (4)



**Membership
Introductions**

**What:
ACTION!**

The Knowledge-Sharing and Action Network on Health Equity in the Americas -- a multisectoral network promoting health equity and equality in the Americas. A Network designed for ACTION.

Why?

Social injustice and health inequities permeate the Americas, leaving poor health and deadly health outcomes in their wake. Action is needed to leverage a coordinated, multidisciplinary, intersectoral and multinational network. With one focus, the promotion of evidence-based policy and programs that improve the social determinants of health and human rights, the Network works toward its vision of achieving health equity and equality in the Americas.

Who?

Members from:

- 26 countries represented across the Americas, also accompanied by experts from the United Kingdom and Spain.
- Civil society, academia, non-profit organizations, and government.

Focus

- Advancing pro-health equity policies across the Americas.
- Advocating to change policies that undermine health equity and well-being in the region.
- Monitoring progress of policies and impacts on promoting health equity and equality in the region.

**Action
Agenda**

- Inform the work of the Pan American Health Organization (PAHO) Independent Commission on Health Equity and Inequalities in the Americas by providing evidence on the areas of health equity work being studied by the Commission. Then, promote actions to drive positive change in policy and programming for implementation of the Commission's recommendations.
- Advocate for change: campaigns that fight to improve the social determinants of health and human rights, particularly taking into account gender and ethnic inequalities in health.
- Form intersectoral working groups and research teams to monitor impacts on health equity.
- Translate findings tailored for systems that work at national, regional, and local levels.

**Knowledge-Sharing
and Action
Network
on Health Equity
in the Americas**

**Partners,
in
progress**



Contact

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NETWORK OVERVIEW

Intersectoral Network focused on:

- Advancing pro-equity policies in the Americas
- Advocating to change policies that undermine health equity
- Monitoring policies that promote health equity



**Committee
Purpose / Roles**

Committee Roles

Advocacy and Communications Committee

Purpose: Provide direction and expertise for all Network Advocacy and Communications efforts while assisting with linking outreach activities with others throughout the region

1

RECOMMEND

Strategies to organize and manage communications, both internal and external

2

ADVISE

Network branding, online presence and development of outreach materials

3

COUNSEL

Advocacy campaigns to promote improved health equity policy

PRELIMINARY ADVOCACY & COMMUNICATIONS PLAN

General Communications

Branding the Network

Communications

Tools to

- Connect Members in Dialog
- Promote Network Activity
- Offer Resources for Health Equity Policy Building

Dissemination

Work with PAHO
Independent
Commission on
Health Equity and
Inequalities

- Disseminate Report Recommendations
 - October – November 2018

Advocacy

Campaigns
Responding to
targeted policy
needs

BRANDING THE NETWORK

NAME, TAGLINE

Health Equity Network of the Americas

Promoting Sustainable Policies and Other Actions for Well-Being

LOGO

- All-inclusive image depicting collaboration and policy work toward well-being for all populations
- Designer concepts / prototypes being developed

Timeframe: brand name, images, tagline completed by May 15, 2018

COMMUNICATIONS TOOLS

Connecting Members

- Website
- ListServes
- Email Messaging
- Webinar Series

Promote Network Activity

- Promotional tool kit
- Speaking engagements
- Promote project specific activities of the Network

Resources for Health Equity Policy Work

- Website Library
- Webinar Series
- Others to be determined

Timeframe: within next six months and ongoing

DISSEMINATION ACTIVITIES

PAHO INDEPENDENT COMMISSION ON HEALTH EQUITY AND INEQUALITIES IN THE AMERICAS

- Analyze and Translate Report Recommendations to Target Audiences
- Disseminate Report Recommendations
 - Through Network to targeted stakeholders

Timeframe: October – December 2018

ADVOCACY CAMPAIGNS

RESPONDING TO TARGETED POLICY NEEDS

- Needs identified by Network members
- Campaign plan developed according to policy needs, geographic reach, targeted stakeholders
- Building on energy of existing associations and their campaigns

Timeframe: Implement first campaign – first quarter 2019



**Discussion and
Feedback**

Creating Change Through Advocacy



NEXT STEPS

Subgroups Organized: General Communications; Dissemination; Advocacy

Meeting Frequency

Next Meeting



**THANK YOU FOR YOUR
EXPERTISE, TIME AND
EFFORTS FOR THE
HEALTH EQUITY NETWORK
IN THE AMERICAS**

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