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
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

Why?
Social injustice and health inequalities 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.
- 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.

Contact
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UCLA Professor of Family Medicine and Community Health Sciences
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Committee Purpose / 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

<table>
<thead>
<tr>
<th>NAME, TAGLINE</th>
<th>LOGO</th>
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<tbody>
<tr>
<td>Health Equity Network of the Americas</td>
<td>• All-inclusive image depicting collaboration and policy work toward well-being for all populations</td>
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<tr>
<td><em>Promoting Sustainable Policies and Other Actions for Well-Being</em></td>
<td>• Designer concepts / prototypes being developed</td>
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**Timeframe:** brand name, images, tagline completed by May 15, 2018
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
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
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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