

A seven-part documentary series & public impact campaign

www.unnaturalcauses.org

Produced by California Newsreel with Vital Pictures
Presented on PBS by the National Minority Consortia of Public Television
Impact Campaign in association with the Joint Center Health Policy Institute

Unnatural Causes

“Evidence is rarely if ever sufficient by itself to catalyze political action. In political terms, what might be at least as crucial as the evidence itself is the ‘story’ in which it is embedded.”

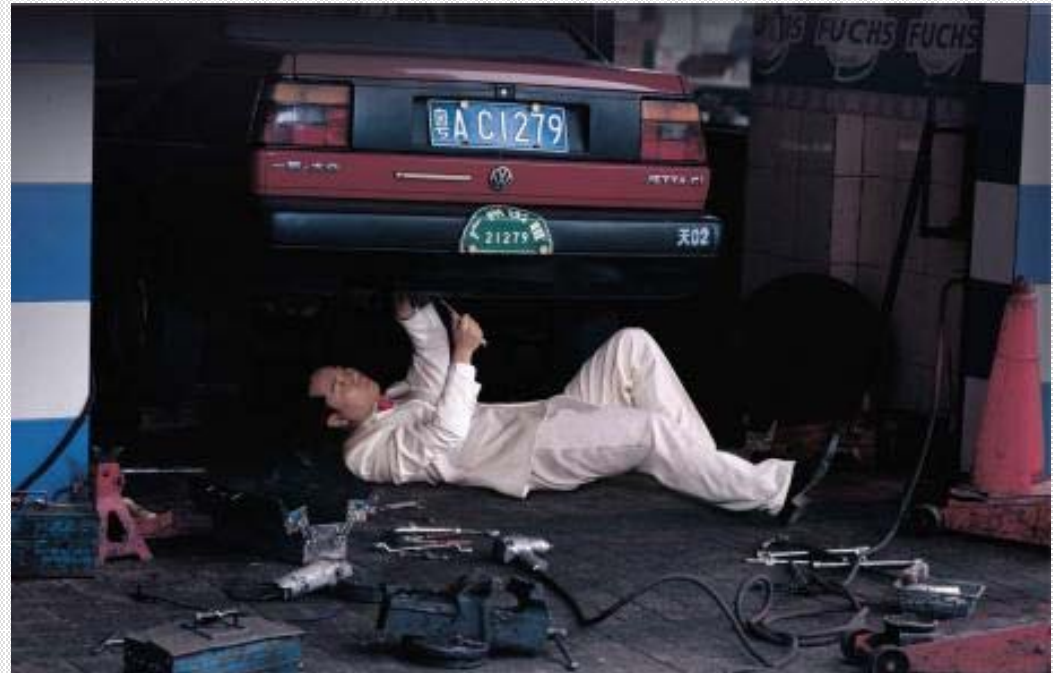
- WHO Commission on the Social Determinants of Health

Unnatural Causes brings together

- Seven-part documentary series on PBS
- DVD release
- Companion Web site and other support tools
- Ambitious Outreach and Public Impact Campaign

...to help reframe the nation's debate over health and what we as a society can—and should—do to tackle our health inequities.

HEALTH CARE...



REFRAMING THE DEBATE

Society Matters

- Health depends on more than our meds, our genes or behaviors...
- Improving the conditions in which we are born, live and work can have a profound affect on our health and well-being

A New Health Story?

“Increasing opportunities, providing living wage jobs, investing in our schools, improving housing, integrating neighborhoods, giving employees more control over their work lives—these are as much health strategies as diet, smoking and exercise.”

DAVID R. WILLIAMS

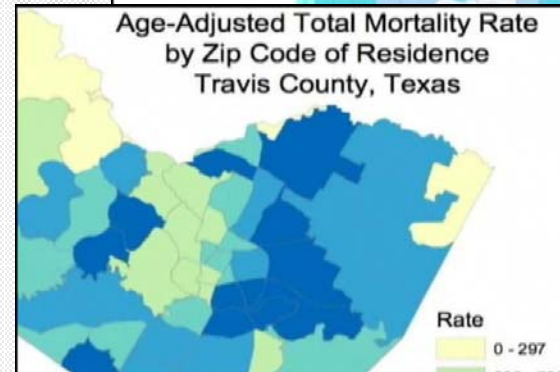
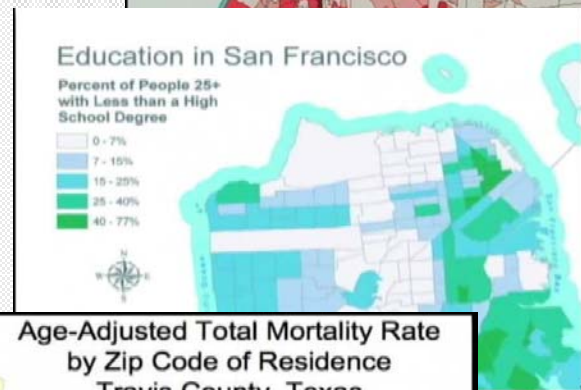
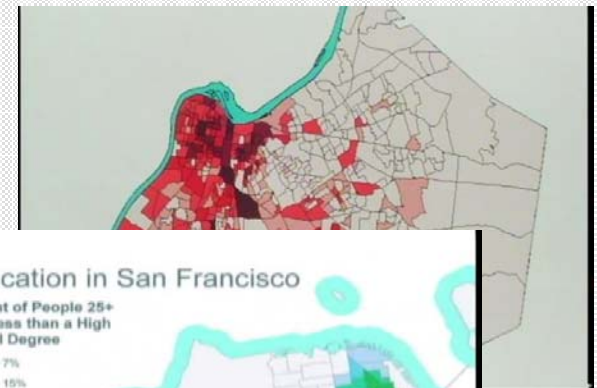
Norman Professor of Public Health, Harvard University

Episode One:

In Sickness and In Wealth (wt) 60 min

Sets out the big picture:

- Health and longevity are correlated with class status
- Racism imposes an additional risk burden
- Solutions lie in making this an urgent public policy matter



Place Matters (wt) 25 min.

A story of two neighborhoods

- The impact of built space and the social environment
- Choices we make are constrained by choices we have
- Not a natural thing; policies count



Not Just a Paycheck (wt) 25 min.

- Unemployment, job insecurity and health
- Policies that make a difference
- YoYo vs. WITT societies



When the Bough Breaks (wt) 25 min.

- Persistence of high African American poor birth outcomes
- Added burden of chronic stress of racism over the life course



*Collateral Damage*_(wt) 25 min.

- Marshall Islands and Pacific Islanders
- Impact of globalization, uneven development and military policy on poverty, hope and health



Bad Sugar (wt) 25 min.

Native American communities

- Poverty, oppression and futurelessness as risk factors
- Community self-determination as a health promoter



Becoming American (wt)

The Latino Paradox

- New Latino immigrants are healthier than average Americans, though poorer
- Longer they live here, the worse their relative health becomes

Role of: hope, social inclusion, economic mobility



SCHEDULE

- DVD release: March 2008
- Web site launch: February 2008
(temporary site now up:
www.unnaturalcauses.org)
- PBS broadcast: Begins March 27, 2008

CAMPAIGN GOALS

Moving Upstream: New Prescriptions

- Sound the alarm
- Communicate hopeful solutions
- Help introduce the importance of social policies (jobs, labor policy, housing, community development, racial justice, education) into discussions of health
- Inject health consequences into debates over social and economic policies
- Health inequities are a societal problem (“we”), not a special interest (“they”) —and can be addressed!

A Broad-Based, Multi-Tiered Effort

- Press Relations
- Interactive Companion Web Site
- Educational Dissemination
- Outreach Screenings, Forums, Briefings & Public Dialogues
 - Public Health
 - Non-health sectors
 - Govt. officials
 - Community-based organizations

A Tool to:

■ Educate

- Raise awareness of the extent and root causes of health inequities and demonstrate that we as a society can make different policy choices

■ Organize

- Reach out to and build alliances with other stakeholder groups and connect people to health equity initiatives

■ Advocate

- Bring mobilized constituencies together to educate public officials and advocate for health equity

Screening Possibilities

- Staff trainings / Leadership development
- Cross-sectoral dialogs
- Civic / labor / business organizations
- Campus-Community Partnerships
- Community Dialogs / Town-Hall Meetings
- Conferences
- Policy Forums
- Contact your PBS station outreach director

NACCHO

- 2007 Convention Screening and Kick-off of Health Equity Campaign
- 100 Town-Hall Meetings Nationwide
- Internal Trainings at local public health departments

Campaign Support Tools

- Community Planning “Tool-Kit”
- Discussion Guides
- Handouts and Fact Sheets
- Viral Marketing: “Myth-buster” video clips
- Engagement Tools (e.g. “Community Stress Test”)
- “Getting-Connected” Data Base
- Press Kits
- Companion Web site:
(www.unnaturalcauses.org)

UNNATURAL CAUSES

Is Inequality Making Us Sick?

A four-hour documentary series exploring racial and socioeconomic inequities in health

Flash animation providing overview of key points



Ends with option to learn more about national crisis

PBS SERIES

About the series
Watch Video Clips
Check TV Listings
Buy the DVD / Book

ACTION CENTER

Download Toolkit
What You Can Do
Connect Up!
Calendar of Events

CASE STUDIES



INTER-ACTIVITIES



EXPLORE HEALTH EQUITY



ASK THE EXPERTS



TELL A FRIEND



For Educators

Press Area

Take Our Quiz

Handouts

Background

National Partners

Produced by California Newsreel
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Presented by the National Minority
Consortia of Public Television

Public Impact Campaign with the
Joint Center Health Policy Institute

Thanks to our Strategic Outreach Partners

- Joint Center Health Policy Institute
- The Praxis Project
- Nat'l Assoc. of County and City Health Officials (NACCHO)
- Opportunity Agenda
- American Public Health Assoc. (APHA)

And our more than 85 Outreach Partners!

Thanks to our Funders

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- The Ford Foundation
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- Joint Ctr for Political and Economic Studies
- Nathan Cummings Foundation
- Kaiser Permanente
- Annie E. Casey Foundation

CALIFORNIA NEWSREEL

500 Third Street, #505

San Francisco, CA 94103

415-284-7800

www.newsreel.org

Rachel Poulain

Director of Outreach

rp@newsreel.org