

A four-hour documentary series & public impact campaign

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

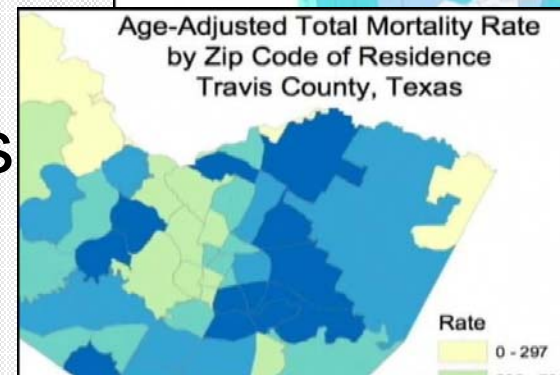
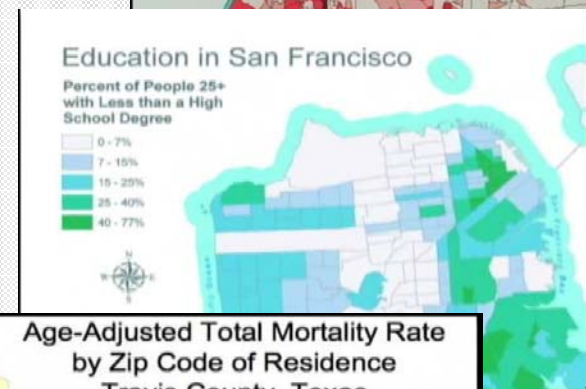
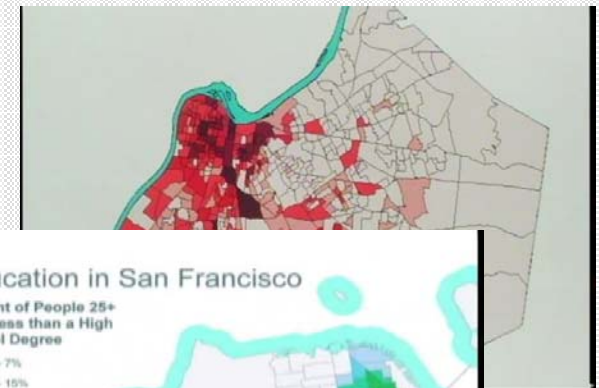
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Director of Outreach
California Newsreel

UNNATURAL CAUSES: Is Inequality Making us Sick?

- A 7-part series that explores the root causes of the nation's alarming socio-economic and racial inequities in health—and searches for solutions.
- DVD release: Feb 2008
- PBS broadcast: March/April 2008

Episode One: *Sick of It!* (wt) 60 min

- Health and longevity are correlated with socio-economic status,
- There is a health gradient in the U.S.
- People of color face an additional burden, and
- Solutions lie in making this an urgent public policy matter



The 30 Minute Stories:

- ***Place Matters*** (wt) The impact of neighborhood environments on health
- ***Becoming American*** (wt) The Latino paradox
- ***When the Bough Breaks*** (wt) Pre-term births in African American women
- ***Bad Sugar*** (wt) Historical trauma, poverty and diabetes in Native American communities
- ***More than a Paycheck*** (wt) Impact of unemployment in a white, blue-collar semi-rural community
- ***Specks on a Map*** (wt) The affects of US policy and globalization in the Pacific Islands

Public Impact Campaign:

- Sound the alarm
- 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 tool to:

- **Educate.** Inform constituents and others about the extent, root causes and possible solutions to health inequities
- **Organize & Mobilize.** Reach out and build alliances with other stakeholders; get constituents involved, connected and eager for change
- **Advocate.** Bring constituencies together to advocate with government officials and the press for policy changes

Campaign Support Tools

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

Over 90 Outreach Partners to date

- American Public Health Assoc. *
 - Asian & Pacific Islander American Health Forum
 - Atlanta Neighborhood Development Partnership *
 - The Congressional Black Caucus Health Braintrust
 - Families USA *
 - Joint Center for Political and Economic Studies Health Policy Institute*
 - Kaiser Permanente
 - March of Dimes
 - NACDD
 - NACCHO*
 - National Council of Churches
 - Northwest Federation of Community Organizations
 - Opportunity Agenda*
 - The Praxis Project*
 - San Francisco State University
 - SEIU
 - SOPHE
 - Summit Health Institute for Research and Education
 - West Harlem Environmental Action
- * = Strategic Partner / Outreach Steering Committee

Host a screening

- Step 1: Determine your motivation and capacity
- Step 2: Define your audience
- Step 3: Set Your Goals

Use screenings to:

- **Take a leadership role in valuing health equity** Identify potential changes in the practices and culture of your agency or organization -- *NACDD*
- **Reframe the debate** Rupture the discourse of behavior / risk / “vulnerable populations” with a new emphasis on policies and institutional practices that help or harm population health -- *NACCHO*
- **Research and investigate** community conditions that create health inequities and opportunities for change -- *MacArthur Research Network on Socioeconomic Status and Health*
- **Build strategic alliances across silos** and reach out to “non-health” organizations—labor, business, housing, racial justice, etc. -- *SEIU*

Use screenings to: (con't)

- **Develop coherent policy menus and strategies** especially those related to land use, family supports, wages, affordable housing, education, tax structure, and child development -- The Joint Center Health Policy Institute Place Matters Initiatives
- **Demand greater participation and democratic accountability** in the government and corporate decision making process -- US RWJF Commission to Build a Healthier America
- **Mobilize constituencies and communities** to advocate for healthy social policies -- Harvard Center for Society and Health
- **Dialogue with journalists and bloggers** on coverage of health issues to focus on policies and inequitable social conditions -- The Praxis Project
- **Inject consideration of health impacts into debate over social policies**
Insist on use of Health Impact Assessments (HIAs) to evaluate development projects and other initiatives -- SFDPH

Join Us & Get Involved!

- APHA presents *Unnatural Causes: Policies for Health Equity*
12:30, Rm. 152A
- Visit www.unnaturalcauses.org
and sign up for the campaign
- Pick up the handouts

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