

This document includes three informational statements about Roots of Health Inequity as well as accreditation statements mandated by the Centers for Disease Control and Prevention. Use this content to promote the Roots of Health Inequity.

Statement 1 describes “Unit 1: Where Do We Start?” (through which participants can earn Continuing Education credits) including its target audience, required materials, prerequisites, and next steps for using the course.

Statement 2 offers a short, general summary of the Roots of Health Inequity web course.

Statement 3 offers a longer, general summary of the Roots of Health Inequity web course, including language about what participants can expect from the course material.

The **Accreditation Statement** section describes the Continuing Education accreditation statements required by the CDC whenever “Unit 1: Where Do We Start?” is promoted as an accredited activity.

The **Social Media** section offers suggestions for Facebook, LinkedIn, and Twitter content.

Roots of Health Inequity: A Web-Based Course for the Public Health Workforce

"The Roots of Health Inequity: Where Do We Start?" is a multimedia educational activity in which participants are asked to assess the relationship between internal capacity building and authentic community engagement, reflect on the impact of political pressures, and explore possibilities for acting on the root causes of health inequities. In this unit, learners view videos, listen to audio recordings, use interactive maps, and read selections from articles and books. Then, learners are expected to type responses to specific discussion questions.

TARGET AUDIENCE: Administrators, CHES certified health educators, epidemiologists, nurse practitioners, health educators, program managers, registered nurses, public health professionals, public health students.

REQUIRED MATERIALS: Computer, internet connection, Flash media plug-in, Adobe Acrobat Reader.

OPTIONAL MATERIALS: Printer.

PREREQUISITES: Interest in the topic, familiarity with public health practice, basic computer and web literacy.

Go to rootsofhealthinequity.org to learn more about how to register and participate. For more information, including guidance documents about how your organization can use the course, please contact rootsofhealthinequity@naccho.org.

172 words

Roots of Health Inequity: A Web-Based Course for the Public Health Workforce

The *Roots of Health Inequity* is an online learning collaborative and web-based course designed for the public health workforce. The site offers a starting place for those who want to address systemic differences in health and wellness. Based on a social justice framework,

the course introduces public health practitioners to concepts and strategies for taking action in everyday practice.

Go to rootsofhealthinequity.org to learn more about how to register and participate. For more information, including guidance documents about how your organization can use the course, please contact rootsofhealthinequity@naccho.org.

100 words

Roots of Health Inequity: A Web-Based Course for the Public Health Workforce

The [Roots of Health Inequity](https://rootsofhealthinequity.org) is an online learning collaborative and web-based course designed for the public health workforce. The interactive site includes [five units](#) and features a rich source of case studies, readings, presentations, video, audio, and group-directed discussions. [Continuing Education](#) (CE) credits are offered for the first unit "Where Do We Start?"

The site offers a starting place for those who want to address systemic differences in health and wellness. Based on a social justice framework, the course is an introduction to ground public health practitioners in concepts and strategies for taking action in everyday practice.

Participants can also expect to:

- Build a community of peers dedicated to addressing health equity;
- Strategize more effective ways to act on the root causes of health inequity; and
- Lay the foundation for an organizational culture committed to tackling health inequities.

Go to rootsofhealthinequity.org to learn more about how to register and participate. For more information, including guidance documents about how your organization can use the course, please contact rootsofhealthinequity@naccho.org.

180 words

Accreditation Statements

Continuing Nursing Education (CNE)

The Centers for Disease Control and Prevention is accredited as a provider of Continuing Nursing Education by the American Nurses Credentialing Center's Commission on Accreditation.

This activity provides 2.4 contact hours.

Continuing Education Contact Hours in Health Education (CECH)

Sponsored by the Centers for Disease Control and Prevention, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designed for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) to receive up to 2.5 total Category I continuing education contact hours. Maximum advanced level continuing education contact hours available are 0. CDC provider number GA0082.

IACET Continuing Education Units (CEU)

The CDC has been approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102. The CDC is authorized by IACET to offer 0.2 ANSI/IACET CEU's for this program.

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Social Media Content

Facebook and LinkedIn

Roots of Health Inequity: A Web-Based Course for the Public Health Workforce

The National Association of County and City Health Officials is pleased offer Roots of Health Inequity, an online learning collaborative and course for the public health workforce. Roots of Health Inequity introduces concepts and strategies for taking action on health inequities. Watch this video to learn more about using Roots of Health Inequity to inspire passion, self-reflection, and action and go to rootsofhealthinequity.org to register and participate.

[Link to Roots of Health Inequity promotional video:
<http://www.youtube.com/watch?v=niGtt8JTmD4>]

Twitter

Note: #healthequity is the hashtag commonly used to discuss health equity issues.

- Inspire passion, self-reflection, and action for #healthequity. Use Roots of Health Inequity, an online course. [Use the Bit.ly service to shorten the Roots of Health Inequity promotional video URL: <http://www.youtube.com/watch?v=niGtt8JTmD4>].
- Where do we start? How can we tackle health inequity? Hear what public health leaders and educators have to say: [Use the Bit.ly service to shorten the Roots of Health Inequity promotional video URL: <http://www.youtube.com/watch?v=niGtt8JTmD4>].
#healthequity
- How can you inspire passion, self-reflection, and action on health inequities? Learn how: [Use the Bit.ly service to shorten the Roots of Health Inequity promotional video URL: <http://www.youtube.com/watch?v=niGtt8JTmD4>]. #healthequity
- Roots of Health Inequity is a groundbreaking course about #healthequity and social justice. Don't miss it. rootsofhealthinequity.org
- What is the public health legacy of the 2007-08 economic crises? Economist Richard Wolff explains: [Use the Bit.ly service to shorten the link to the popular "How Class Works" presentation: <http://www.youtube.com/watch?v=niGtt8JTmD4>]. #healthequity

- Explore the link between health and social justice and discuss public health's future at rootsofhealthinequity.org. #healthequity
- West Harlem's fight against pollution exposes links between asthma and social injustice. Learn more: [Use the Bit.ly service to shorten the link to the popular "Polluting Sites in Northern Manhattan" interactive presentation: <http://www.rootsofhealthinequity.org/polluting-sites-in-manhattan.php>]. #healthequity
- The pattern of air polluting sites sprinkled across Manhattan tells a tale of deep-rooted injustice. Learn more [Use the Bit.ly service to shorten the link to the popular "Polluting Sites in Northern Manhattan" interactive presentation: <http://www.rootsofhealthinequity.org/polluting-sites-in-manhattan.php>]. #healthequity