

## **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

# *Unnatural Causes*

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*“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

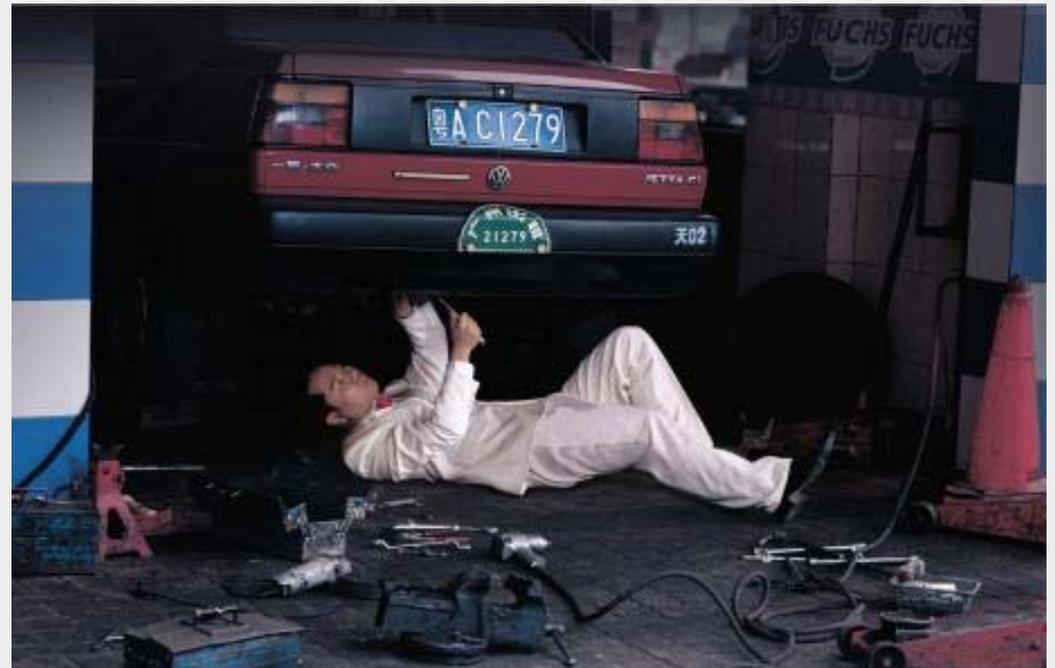
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- Seven-part documentary series on PBS
- DVD release
- Companion Web site and other support tools
- Ambitious Outreach and Public Impact Campaign

...in a national dialogue to help reframe our debate over health and what we as a society can—and should—do to tackle our health inequities.

# HEALTH CARE...

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# Health depends on more than our meds, our genes or behaviors...

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- Improving the conditions in which we are born, live and work can have a profound affect on our health and well-being

# A New Story?

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*“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.”*

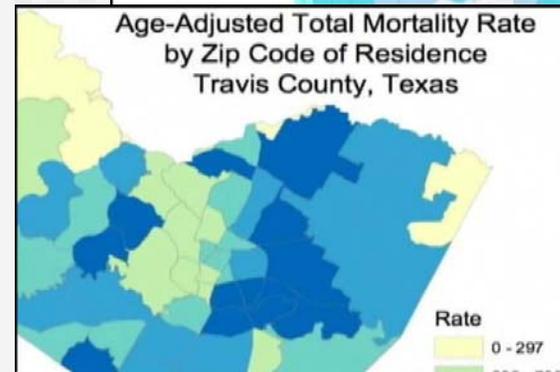
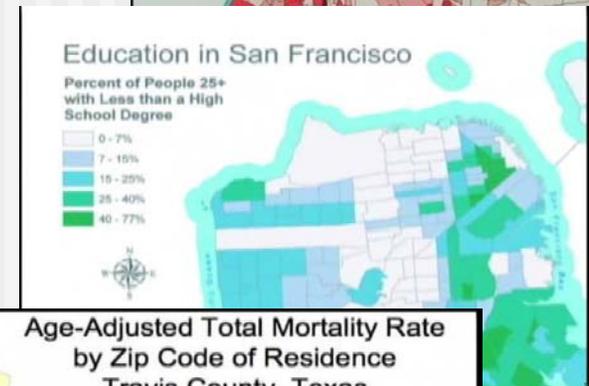
**DAVID WILLIAMS**

**Norman Professor of Public Health, Harvard University**

# Episode One: *Sick of It!* (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*<sub>(wt)</sub> 25 min.

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## 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



# *More Than a Paycheck* (wt) 25 min.

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



# *When the Bough Breaks*<sub>(wt)</sub> 25 min.

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



# *Specks on a Map*<sub>(wt)</sub> 25 min.

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



# *Bad Sugar* (wt) 25 min.

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## Native American communities

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



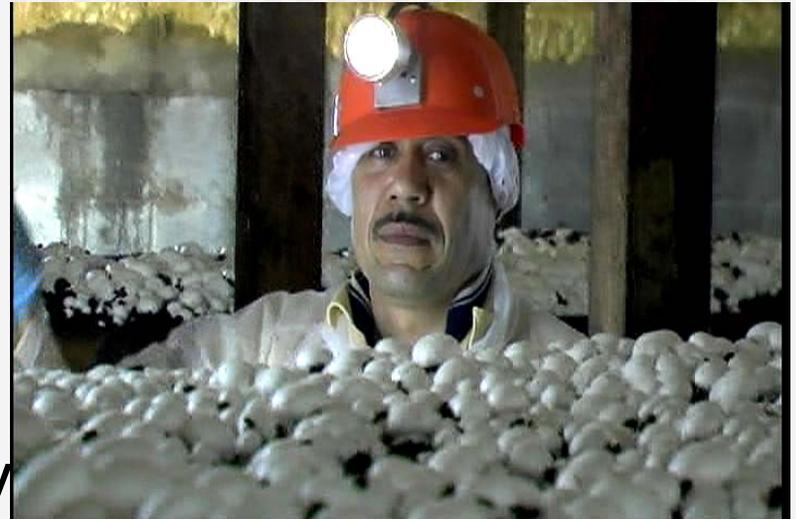
# *Is America Making Us Sick?* (wt)

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## 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

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- DVD release: Late Fall 2007
- Web site launch: February 2008  
(temporary site now up:  
[www.unnaturalcauses.org](http://www.unnaturalcauses.org))
- PBS broadcast: Spring 2008

# CAMPAIGN GOALS:

## Moving Upstream

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- 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 Broad-Based, Multi-Tiered Effort

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

# Campaign Support Tools

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- Community Planning 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](http://www.unnaturalcauses.org))

# How to Get Involved...

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- Pick up forms in back of the room
- Visit [www.unnaturalcauses.org](http://www.unnaturalcauses.org)
- Talk to me,  
or our Director of Outreach  
Rachel Poulain, MPH  
rp@newsreel.org

# Over 80 Outreach Partners to date

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- American Public Health Association \*
  - Asian & Pacific Islander American Health Forum
  - Atlanta Neighborhood Development Partnership
  - The Congressional Black Caucus Health Braintrust
  - Families USA
  - Joint Center Health Policy Institute\*
  - Kaiser Permanente
  - MacArthur Network
  - March of Dimes
  - National Association of Chronic Disease Directors
  - National Association of County and City Health Officials\*
  - National Council of Churches
  - National Policy Alliance
  - Northwest Federation of Community Organizations
  - Opportunity Agenda\*
  - PolicyLink
  - The Praxis Project\*
  - SEIU
  - Summit Health Institute for Research and Education
  - West Harlem Environmental Action
- \* = Strategic Partner / Outreach Steering Committee

# A Tool to:

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## ■ Educate

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

## ■ Organize

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

## ■ Advocate

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

# NACCHO

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- Screening at 2007 Convention Kick-off of Health Equity Campaign
- 100 Town-Hall Meetings Nationwide
- Internal Trainings at 1000 local public health departments

# MAJOR FUNDERS

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- National Minority Consortia (of public television)
- The Ford Foundation
- The California Endowment
- John D. and Catherine T. MacArthur Foundation
- W.K. Kellogg Foundation
- Joint Ctr for Political and Economic Studies
- Nathan Cummings Foundation
- Kaiser Permanente
- Annie E. Casey Foundation

# CALIFORNIA NEWSREEL

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# 10 Tips for Better Health

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- Don't smoke. If you can, stop. If you can't, cut down.
- Stay on a balanced diet with plenty of fruit and vegetables.
- Make sure you stay physically active and exercise at least 3 times a week.
- Manage stress by, for example, talking things through and taking time to slow down, or planning relaxing get-aways.
- If you drink alcohol, do so in moderation.
- Cover up in the sun, and protect children from sunburn.
- Make sure you practice safer sex.
- Don't forget regular check ups with your family doctor and get screenings for cancer.
- Be safe on the roads: Follow the highway code and wear your seatbelt.
- Learn the first-aid ABC: airways, breathing, circulation.

# What Your Doctor Didn't Tell You

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- Don't be poor. If you can, stop. If you can't, try not to be poor for long.
- Live near good supermarkets and affordable fresh produce stores
- Live in a safe leafy neighborhood with parks and green space nearby.
- Work in a rewarding and respected job with good compensation, benefits, and control over your work.
- If you work, don't lose your job or get laid off.
- Take family vacations and all the benefits you are entitled to.
- Make sure you have wealthy parents.
- Don't live in damp, low-quality housing, next to a busy road or near a polluting factory.
- Be sure to own a car, so you don't have to rely on under-funded public transportation.
- Learn how to fill in the complex housing benefit application forms before you become homeless and destitute.