Talking about Health in All Policies

Wednesday, October 2, 2013
11:00 AM to 12:15 PM Pacific
2:00 PM to 3:15 PM Eastern

Welcome and thank you for joining our Web Forum!

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Recording and Slides will be available at www.Discourse4Health.org
Q&A Feature

Please submit questions via the **Q&A** Feature

Please send your questions to **All Panelists**
Polling Feature

Please

1. Choose your answer, then
2. Click Submit
POLL #1

Are you attending this Web Forum:

a. Individually
b. In a group of 2-5 people
c. In a group of 6-10 people
d. In a group of more than 10 people
Dr. Linda Rudolph works at the Public Health Institute on Health in All Policies, Climate Change and Health, and Healthy Communities. She previously served as Deputy Director, California Department of Public Health, Center for Chronic Disease Prevention and Health Promotion; in that role, she served as the founding chair of the California Health in All Policies Task Force and the California Climate Action Team Public Health Work Group.

Dr. Rudolph has also worked as the Health Officer and Director of Public Health for the City of Berkeley, and the Chief Medical Officer for Medi-Cal Managed Care. Dr. Rudolph received her MD from the University of California, San Francisco, and an MPH from UC Berkeley. She sees climate change as the most significant public health challenge of the 21st century.

Websites:  www.climatehealthconnect.org and www.phi.org
Objectives

• Identify the key components of developing an effective message;

• Shift your communications lens from individuals to the social determinants of health; and

• Develop answers to difficult questions about Health in All Policies.
What is Health in All Policies?

- Health in All Policies is a collaborative approach to improving the health of all people by incorporating health considerations into decision-making across sectors and policy areas.
ZIP CODE 95219 Life Expectancy 73 < 88 ZIP CODE 92657 Life Expectancy

health happens here
“Climate change is the biggest global health threat of the 21st century... The impacts will be felt all around the world – and not just in some distant future but in our lifetimes and those of our children.”

The Lancet
To download Health in All Policies: A Guide for State and Local Governments, visit one of these websites:
http://www.apha.org/hiap
http://www.phi.org/resources/?resource=hiapguide

For more information, write to hiap@phi.org
Health in All Policies

- Decision-makers are informed about the health, equity, and sustainability consequences of policy options during policy development process
- Policy outcomes reflect those consequences

Talking About Health in All Policies
Introducing our presenters:

Lori Dorfman

Ingrid Daffner Krasnow

Julia Caplan
Lori Dorfman, DrPH, directs Berkeley Media Studies Group (BMSG), a project of the Public Health Institute. BMSG works with community groups and public health professionals so they can be strong voices for establishing healthier communities. Dr. Dorfman oversees BMSG’s research, media advocacy training and strategic consultation for advocates, and education for journalists. Find Dr. Dorfman’s publications on www.bmsg.org.

Websites: http://bmsg.org and www.phi.org
Ingrid Daffner Krasnow provides media advocacy training and technical assistance to public health advocates nationwide. Since joining BMSG in 2008, she has helped develop strategic media advocacy plans for BMSG clients working on issues ranging from nutrition and physical activity to intimate partner violence to language access in the health care system. Her research interests include framing of women's health issues in the media and improving health communication to support non-native English speakers.

Websites:  [http://bmsg.org](http://bmsg.org) and [www.phi.org](http://www.phi.org)
Julia Caplan, MPP, MPH  
Program Director  
Health in All Policies Task Force  
Public Health Institute

Julia Caplan is the program director for the Health in All Policies Task Force, a collaboration between the Public Health Institute, the California Department of Public Health, and the California Strategic Growth Council.

Ms. Caplan has twenty years’ experience in community building, social change, management, and public policy leadership. She has worked to support youth leadership, reproductive rights, economic security for seniors, and protections for consumers of financial products. Ms. Caplan was a fellow in the Women’s Policy Institute in 2009-2010, and holds masters’ degrees in public policy and public health from the University of California, Berkeley.

Websites:  www.sgc.ca.gov/hiap and www.phi.org
POLL #3

What would you find most useful for supporting (or creating) your intersectoral (i.e., Health in All Policies) efforts?

Please select all that apply

a. Training on Health in All Policies
b. Hearing about other states and localities that have intersectoral efforts
c. Speaking with other states and localities that have intersectoral efforts
d. Creating a community of practice on Health in All Policies
e. Information about specific intersectoral policy areas for action (e.g. food, transportation, justice, etc.)
f. Guidance on funding sources
g. Tools and strategies for engaging non-health entities
h. Other (Please type your answer into Q&A)
Thank you to our presenters:

Lori Dorfman

Ingrid Daffner Krasnow

Julia Caplan
And the Dialogue4Health Staff!

Star
Tiffany

Joanna
Hathaway
To download Health in All Policies: A Guide for State and Local Governments, visit one of these websites:
http://www.apha.org/hiap
http://www.phi.org/resources/?resource=hiapguide

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