

Social Media Toolkit - Welcome!

Interactive Menu

Thank you for your support of “The Influence of Social Determinants on Health” series!

Welcome

In this toolkit, you will find messaging from “The Influence of Social Determinants on Health” series landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

About Page

Media Assets

Social Copy

Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

Course Description

Why are some groups healthier than others, and how do these differences emerge and persist over a lifetime? How do social policies on housing, transportation, and employment relate to health and health inequalities? This specialization will examine social, behavioral, economic, political, and structural factors that contribute to health inequalities, and suggest innovative ways to reduce disparities in health to achieve health equity. You will learn,

- How to use conceptual models to understand health disparities in the U.S. and internationally.
- How to access and use high-quality data sources to present statistics that illustrate the social-environmental-health issues within a community.
- How population science identifies the main sources of these disparities, and how public health can inform policy efforts to address these disparities.
- Gain skills in community health needs assessments and identifying evidence-based interventions.

Projects in each course within the specialization will focus on developing presentations that can be used to educate a wide variety of stakeholders (community, business, local government, healthcare, etc.) about the social determinants of health and their relationship to health in our communities to progress toward health equity.

Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Images



Quote Card



Video Files



Defining Health Disparities
YouTube link: <https://youtu.be/Wv69rw6Wk4s>



Social Determinants of Health
YouTube link: <https://youtu.be/GerUEBu19nl>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/erMv2>

Recommended Hashtags:

#PublicHealth

#Epidemiology

#Health

#BehavioralHealth

Learn interdisciplinary skills to improve health equity in your community in “The Influence of Social Determinants on Health” series. Get started at <https://myumi.ch/erMv2>.

Recommended Content: Social Images or Quote Card

Improve health equity in your community and join “The Influence of Social Determinants on Health” series.

This three-course series from the University of Michigan School of Public Health examines social, behavioral, economic, political, and structural factors that contribute to health inequalities, and suggest innovative ways to reduce disparities in health to achieve health equity.

Enroll now at <https://myumi.ch/erMv2>.

Recommended Content: Social Images or Quote Card

When do differences in health become disparities?

Health disparities are defined as differences in health affecting marginalized groups. Learn from faculty and experts in the University of Michigan School of Public Health as they examine the role of race, ethnicity, gender, and class in influencing health from an intersectionality perspective.

Enroll now at <https://myumi.ch/erMv2>.

Recommended Content: Defining Health Disparities

“The Influence of Social Determinants of Health” three-course series is designed to introduce issues related to health that consider behavioral, psychological, and structural factors in population health beyond the healthcare system.

Learn from University of Michigan School of Public Health faculty and experts at <https://myumi.ch/erMv2>.

Recommended Content: Social Determinants of Health

Copy the text to use for social post promotion.