Social Media Toolkit - Welcome!

Thank you for supporting the "Addressing Racial Health Inequity in Healthcare" series!

In this toolkit, you will find messaging from the "Addressing Racial Health Inequity in Healthcare" series landing page, the series logo, downloads to promotional videos, a shortened link to the series description page, and sample social media posts that you are welcome to share through your channels.

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

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Social Media Toolkit - About

Course Description

Recent events have once again put a spotlight on 400+ years of racism that has deeply entrenched our everyday structures, notably healthcare delivery. There is a significant need to provide a deep skillset to learners who have significant potential to change this system towards equity. Reducing racial and ethnic health disparities is core to the mission of public health. The healthcare delivery system contributes to these disparities in unique and complex ways.

In this MOOC series, we will learn about the sociological contributions and historical backdrop of why racial inequities exist in healthcare. We will also critically analyze the various causes of racial inequities in healthcare. And lastly, we will go through approaches to achieving equity in healthcare.

Course Image

Click on the image to download.

Social Media Toolkit - Media Assets

Social Image

Addressing Racial Health Inequity in Healthcare

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Video Files

Addressing Racial Health Inequity in Healthcare Series Welcome

YouTube Link: https://youtu.be/nM0x83H6-5E

Racial / Ethnic Disparities in Healthcare: Myths Busted

YouTube Link: https://youtu.be/Pn2Ssxga1js

The Role of Public Health in Healthcare

YouTube Link: https://youtu.be/RwCTz__wx0s

Click on the thumbnails to download the image or video.

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Social Media Toolkit - Social Copy

Short URL: https://myumi.ch/R5YM1

Recommended Hashtags:
#RacialInequity
#HealthEquity

Reducing racial disparities in healthcare is critical to achieving equity.

Learn about the history of health discrimination in the U.S. and how it has perpetuated differential access to care in the "Addressing Racial Health Inequity in Healthcare" series.

Get started at https://myumi.ch/R5YM1.
Recommended Content: Social Image

There are several myths surrounding the presence of racial disparities in healthcare.

Dr. Minal Patel from the U-M School of Public Health debunks these myths through social and biological perspectives in the "Addressing Racial Health Inequity in Healthcare" series.

Get started at https://myumi.ch/R5YM1.
Recommended Content: 'Racial/Ethnic Disparities in Healthcare: Myths Busted' Video

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The U.S. population is becoming increasingly diverse, and healthcare entities must prioritize giving quality and equitable healthcare to all.

Learn about the historical causes for this disparity with Dr. Minal Patel from the U-M School of Public Health, in the "Addressing Racial Health Inequity in Healthcare" series.

Get started at https://myumi.ch/R5YM1.
Recommended Content: 'Adressing Racial Health Inequity in Healthcare Series Welcome' Video

Adopting a public health perspective in healthcare means examining the nutritional, social, and behavioral factors that lead to healthcare disparities.

Explore this perspective in the "Addressing Racial Health Inequity in Healthcare" series.

Get started at https://myumi.ch/R5YM1.
Recommended Content: 'The Role of Public Health in Healthcare' Video

Copy the text to use for social post promotion.

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