

Social Media Toolkit - Welcome!

Thank you for supporting the “Structural Racism: Causes of Health Inequities in the U.S.” course.

In this toolkit, you will find messaging from the “Structural Racism: Causes of Health Inequities in the U.S.” 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.

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

Racial health disparities - differences in health outcomes based on race - are rampant in the U.S., and many incorrectly assume these are due to differences in behavior or genetics. To understand these differences, and ultimately identify solutions to eliminate these disparities, we need to dig deeper and look at the root causes. We need to examine how our socio-political institutions have racial inequities embedded within their policies and practices. We need to re-examine history to learn how and why race was created and how it was used to advance the interests of whites. We need to examine how state violence is selectively used to reinforce racial inequities.

Learners in this course will be guided through these examinations in order to gain a deeper understanding of why health disparities exist in the U.S. and what will be necessary to eliminate these disparities. Answering questions pertaining to course materials will give learners the opportunity to self-reflect in an effort to deepen their thinking about health inequities.

Additionally, course assignments will give learners the opportunity to practice advocacy skills through the creation of writing products intended to convince decision-makers to change their perspective. To fix the problem we need to accurately diagnose it, and this course will help learners diagnose the root causes of the problem.

Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Image



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Video Files

How was Race, Racism, and White Supremacy Codified Into Law with Paul J. Fleming, PhD, MPH



Full Video: <https://youtu.be/FPx6Fu1MGhQ>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/7eDkE>

Recommended Hashtags:

#StructuralRacism

#RacialHealthDisparities

Understand the root causes of racial health disparities in the “Structural Racism: Causes of Health Inequities in the U.S.” online course. Explore the history of race and how current institutions have racial inequities embedded within their policies and practices.

Enroll now at <https://myumi.ch/7eDkE>.

Recommended Content: Social Images

Disparities in healthcare based on race reflect a deeper structural issue in the United States. Unpack the history of race, racism, and white supremacy to understand why health disparities exist, and the steps needed to eliminate them in the “Structural Racism: Causes of Health Inequities in the U.S.” online course.

Learn more at <https://myumi.ch/7eDkE>.

Recommended Content: How was Race, Racism, and White Supremacy Codified Into Law? Video

Copy the text to use for social post promotion.

