Social Media Toolkit - Welcome!

Thank you for supporting the "Advancing Health Equity: A Guide to Reducing Bias in Healthcare."

In this toolkit, you will find messaging from the "Advancing Health Equity: A Guide to Reducing Bias in Healthcare" 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

Bias in healthcare delivery leads to worse patient care and patient outcomes. Advancing Health Equity: A Guide for Reducing Bias in Healthcare provides you an interactive bias training that teaches skills applicable to addressing enhanced public health guidelines and approaching the work of health equity.

The racial and ethnic makeup of the United States is constantly shifting, and more specifically, becoming more diverse. Such changes require a more health equity-focused workforce and health equity-minded leadership. Bias training plays an essential role in leadership development, and it's become imperative for all healthcare workers to recognize the foundational connection between biases and health care management and policy.

This course is designed to challenge your awareness, values, and actions on implicit and unconscious bias, and is intended to guide individuals hoping to contribute to this work in a healthcare context. The following core concepts form the basis of instruction and together offer an introductory perspective on this pressing topic: 1.) Community Orientation; 2.) Organizational Awareness; 3.) Professionalism; 4.) Accountability, Change Leadership, and Strategic Orientation.

An immersive 360-video experience allows you to engage in healthcare situations that center bias on multiple levels of our healthcare delivery systems. You will be prompted to consider multiple perspectives and roles, and use empathy to analyze bias and take action.
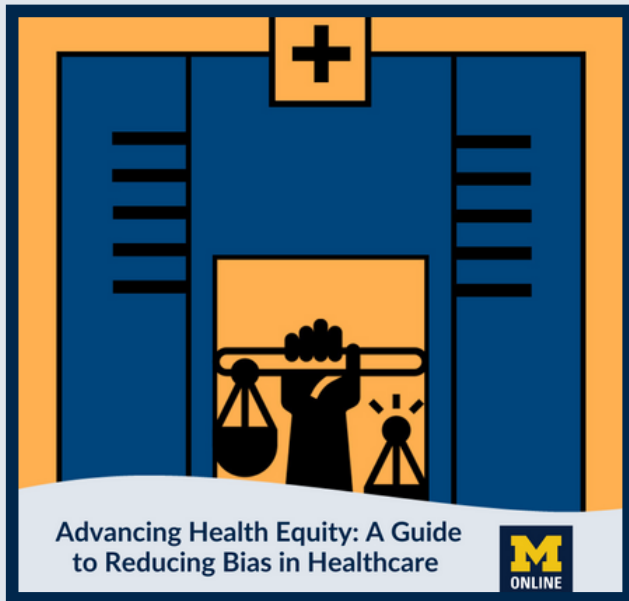
Course Image

Click on the image to download.

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Social Media Toolkit - Media Assets

Social Image

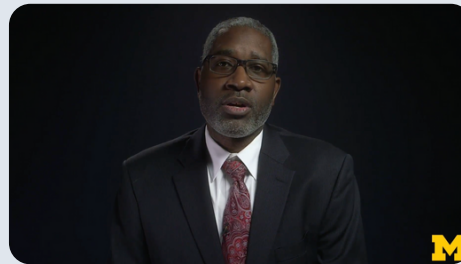*Advancing Health Equity: A Guide to Reducing Bias in Healthcare*

Click on the image to download.

Video File

Welcome Video

Virtual Experience Images

Click on the thumbnails to download the image or video.

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Social Media Toolkit - Social Copy

Learn how to approach health equity and take action in the "Advancing Health Equity: A Guide to Reducing Bias in Healthcare" online course. Get started at https://myumi.ch/96Pdb.

Recommended Content: Social Images

Bias training plays an essential role in leadership development. Join Ebbin Dotson from the University of Michigan School of public health to learn about implicit and unconscious bias in healthcare in the "Advancing Health Equity: A Guide to Reducing Bias in Healthcare" online course. Get started at https://myumi.ch/96Pdb.

Recommended Content: Welcome Video

Knowing how to recognize bias in healthcare is a crucial skill needed to provide quality service to all patients. Learn how to approach bias in a healthcare setting and engage in situations that center bias on multiple levels through an immersive 360 video in the "Advancing Health Equity: A Guide to Reducing Bias in Healthcare" online course.

Recommended Content: Virtual Reality Images

Copy the text to use for social post promotion.

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