Housekeeping Notes

Audio
• Audio will be broadcast through your computer.
  – For assistance, chat to the Chairperson (AMCHP) or contact ktaft@amchp.org.

Recording
• A recording of today’s webinar will be available within a few days.

Q&A
• Q&A will be held after the presentations.
• Submit your questions at any time via the chat box.

Survey
• Please complete the post-webinar survey. Your feedback is very valuable to us!
Strengthening Public Health and Community Partnerships to Reduce Disparities in Child Health & Development

Using the Raising of America Documentary
Rachel Poulain, MPH
Director of Public Engagement & Associate Producer, California Newsreel

Video Clip: Opening Preview
Audio will be broadcast via computers only

Public Health and Community Partnerships
Marilyn Metzler, MPH, RN
Division of Violence Prevention, U.S. Centers for Disease Control and Prevention

Kate Hess Pace, MPA
Center for Health Organizing, PICO National Network

Calondra D. Tibbs, MPH
National Association of County and City Health Officials

Kate Taft, MPH
Association of Maternal & Child Health Programs

Questions & Answers Session

Moderator: Piia Hanson, MSPH, Association of Maternal & Child Health Programs
Using Documentary for a More Just, Equitable and Healthy Society
The success of a documentary film will ultimately be measured by how effectively it can be used to intervene in public debate and advance the efforts of organizations that have long worked to advance health equity and social justice.
The Raising of America
2015 Video Release and National PBS Broadcast TBD

• A Documentary Series
  How a strong start for all our kids leads not only to better individual outcomes, but also a healthier, more prosperous and equitable America.

• A National Public Engagement Campaign
  To change the conversation about what we as a society can—and should—do to ensure every infant a strong start.

• A Companion Website
  With interactives, discussion guides, action toolkits and other resources
THE DOCUMENTARY SERIES

Signature Episode
• THE RAISING OF AMERICA: Early Childhood and the Future of Our Nation

Supporting Episodes
• ONCE UPON A TIME: When Childcare for All Wasn’t Just a Fairytale *
• ARE WE CRAZY ABOUT OUR KIDS? The Cost/Benefit Equation *
• WOUNDED PLACES: Confronting Childhood PTSD in America’s Shell-Shocked Cities *
• DNA IS NOT DESTINY: How the Outside Gets Under the Skin

* Now available on DVD!
The Public Engagement Campaign

- **400+ Partners** at the national, regional and local levels
- **Launch events** designed to kick off the Campaign – large audiences, diverse co-sponsoring organizations, a panel of experts to follow the Signature episode
- **Screening events** Three of the supporting episodes are now available on DVD!
- **FAQs and more** on our temporary website www.raisingofamerica.org

*Let us tap into our full potential as a nation*
Using vs. Watching

- **Advance dialogue** within child health and development circles
- **Build cross-sectoral alliances** with stakeholders from other sectors (e.g. racial justice, business, the religious community, affordable housing and community development, corrections, regional equity, etc.)
- **Spotlight** promising practices, innovative projects and progressive initiatives
- **Engage community voices**—across the board
- **Hold elected officials accountable** to families with young children

The invitation is to take ownership of the film

The challenge is to create a strategy that fits
<table>
<thead>
<tr>
<th>Conventional Story</th>
<th>The Emerging Story</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Infants don’t remember</td>
<td>• The period of our most complex and formative learning</td>
</tr>
<tr>
<td>• A child’s success / failure is a result of parental choices</td>
<td>• Growing inequities constrain or enhance what parents can do</td>
</tr>
<tr>
<td>• Being a parent is hard work</td>
<td>• Our bootstrap ideology rationalizes and naturalizes our ‘fend-for-yourself’ family policies</td>
</tr>
<tr>
<td>• Parenting programs can help build skills</td>
<td>• All policies are child development policies</td>
</tr>
</tbody>
</table>
Audiences & Messages

- **The ‘choir’**
  - Address internalized frames
  - Work-life balance, what’s that?
  - Working *with* or working *for*?

- **Dormant allies**
  - Using the lens of the child to advance health equity and build alliances
  - Improving child outcomes benefits ALL of us

- **Opposition**
  - Let us *act* rather than *react*

“We’ve turned public problems into private problems.”
—john powell, UC Berkeley Haas Institute
Why have we, as a nation, made it so hard for our children to thrive?

How can we do better?

- or -

Consider these facts →
‘It is easier to build strong children than repair broken men.’
—Frederick Douglass
The Raising of America: Strengthening Public Health and Community Partnerships to Support Early Childhood and Health across the Life Course

Marilyn Metzler, RN MPH (ctr)
Senior Analyst, Health Equity
Division of Violence Prevention
Centers for Disease Control and Prevention

December 1, 2014

The findings and conclusions in this presentation are those of the author and do not necessarily represent official views of the Centers for Disease Control and Prevention (CDC).
Healthy Heartland/PICO Network

Overview

• Six midwestern states, plus National network

• Combines tools of faith-based community organizing with the latest in policy innovations

• Racial equity at the center of our strategy

• State based approaches drive engagement & action

• Sharing best practices and inspiring each other across state lines
Healthy Heartland/PICO Network
Community Organizing

• Everyday people engaged in action to improve their lives and communities

• Empowers communities to shape decision-making

• Powerlessness makes us sick

• Organizing opportunities strengthen civic engagement, strengthening our democracy
Healthy Heartland/PICO Network

Raising of America

- *Unnatural Causes* was a critical tool in previously engaging communities

- *Raising* advances new narrative on interrelationship of early childhood, poverty, race and health

- Shared screenings deepen relationships between community organizers and public health institutions

- Aligned agendas are more powerful

- Hope for those most impacted
Vision: Health, equity and security for all people in our communities through public health policies and services

Mission: To be a leader, partner, catalyst and voice for local health departments in order to ensure conditions that promote health and equity, combat disease, and improve the quality and length of all lives
NACCHO Raising of America Activities

**Promotion**
- Annual Meeting
- Newsletters
- Social Media

**Dissemination**
- 200+ Local Health Departments

**User Guide**
- Includes Discussion Questions for Local Health Departments

**Webinar**
- Partner Webinar Series

**RoA Screening**
- National Partner Launch Event with AMCHP
MISSION

Support state MCH programs and provide national leadership on issues affecting women and children.
Helping states use the documentary

- Promote through newsletters, social media, websites, conference events, etc.
- Disseminate full documentary to all states, territories
- Develop and disseminate a screening tip sheet
  - Including examples for how to engage partners and policymakers
- 2015 DC/National Partner Launch Event (with NACCHO)

Questions

To submit your question or comment, type it in the chat box at the lower left-hand side of your screen.
Thank You!