

# You're Invited to Join... NACCHO's Health Equity Campaign

*Dear Colleague,*

With support from The California Endowment, NACCHO's Health Equity Campaign will launch at NACCHO's annual conference in Columbus, OH on July 11. As part of the launch, we will screen the opening episode of the upcoming documentary series for PBS: *Unnatural Causes: Is Inequality Making Us Sick?* The campaign invites you to convene "town hall" meetings in your communities to foster local discussion about what can and should be done to eliminate health inequities.

NACCHO is committed to using the series as a tool to help effect a paradigm shift among the public, health

professionals, and policymakers—one that links social and economic justice to health equity. Specifically, *Unnatural Causes* is a tool to:

- educate about the extent and root causes of health inequities
- build alliances within and across sectors to promote health equity.

This exciting film, focusing on the root causes of inequities in the distribution of disease, will be a powerful tool to support our work as we strive for a more equitable and just society where everyone has the same chance for a healthy life. Along with California Newsreel, the producers of the series, NACCHO will help you plan community dialogues that can best advance

your department's goals by providing a free toolkit, discussion guidelines, and handouts. In addition, NACCHO will provide a DVD copy of the series to the first 100 organizations that sign up.

Please complete the form below to indicate your interest in becoming a partner by committing to convene at least one event in this effort to educate and organize the public and the public health community. (Partners' names will appear on NACCHO's Web site so information can be shared.) These events can be conducted any time once the DVDs become available.

If you have any questions, please contact Ashley Bowen at [abowen@naccho.org](mailto:abowen@naccho.org) or Richard Hofrichter at [rhofrichter@naccho.org](mailto:rhofrichter@naccho.org).

## *Unnatural Causes: Is Inequality Making Us Sick?*

### A Four-Hour Series & Public Impact Campaign

To become a partner, please complete this form and return it to:

Ashley Bowen, MA  
 National Association of County and City Health Officials  
 1100 17th St. NW, 2nd Floor  
 Washington, DC 20036  
[abowen@naccho.org](mailto:abowen@naccho.org)

Date \_\_\_\_\_

Health Dept. / Organization \_\_\_\_\_ Web Site \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_ E-mail \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Web Site Post (Please provide a short paragraph (75 words or less) describing the work of your organization and how you might use the series internally and externally.)