

# National Minority Health Month 2015 Highlights



30 Years of Advancing Health Equity | The Heckler Report: A Force for Ending Health Disparities in America

1985 • • • 1990 • • • 1995 • • • 2000 • • • 2005 • • • 2010 • • • 2015

National Minority Health Month | April 2015



Presented by Lydia Sermons  
May 28, 2015

## 2015 Theme and Logo



- This year's National Minority Health Month theme, "30 Years of Advancing Health Equity; The Heckler Report: A Force for Ending Health Disparities in America," commemorates the 30<sup>th</sup> anniversary of the *Report of the Secretary's Task Force on Black and Minority Health*, and HHS efforts and milestone accomplishments in response to the *Heckler Report* findings.
- Published in 1985, the *Heckler Report* was the first comprehensive federal study of the health status of racial and ethnic minorities, and elevated minority health onto the national stage.
- One of the most significant outcomes of the report, the Office of Minority Health, was created a year later in 1986.

# Highlights

- Health Equity Summit
- 8 Blogs across HHS Leadership
- Message from the HHS Secretary
- Microsite and Events Calendar



30 Years of Advancing Health Equity | The Heckler Report: A Force for Ending Health Disparities in America

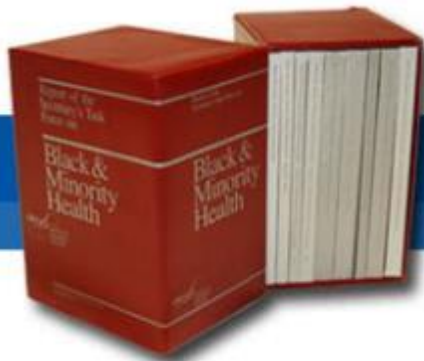
1985 • • • • 1990 • • • • 1995 • • • • 2000 • • • • 2005 • • • • 2010 • • • • 2015

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## Highlights

- 8 major events
- 2,000 media hits and social media interactions
- 23 million+ reached through social media



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## Signature Event – Health Equity Summit, April 27, Capitol Hill

- Served as the kick off to our year-long celebration of the 30<sup>th</sup> anniversary of the *Heckler Report*
- Speakers and guests included: HHS Secretary Sylvia Burwell, Former HHS Secretaries Margaret Heckler and Dr. Louis Sullivan, former Congressman Louis Stokes, former Surgeon General Dr. David Satcher, and Dr. Gracia
- Attended: 225
- Online participation: 607





# Signature Event – Health Equity Summit, April 27, Capitol Hill

*"Knowledge is power, but it is not virtue."*  
-Hon. Ambassador Margaret M. Heckler

*"It's our turn now—to stand up for those who have gone without; to pave the path to better opportunities."*  
- HHS Secretary Sylvia Burwell

*"We are at a punctuation point in the history of public health with the passage of the ACA."*  
-Dr. J. Nadine Gracia

*"To eliminate health disparities we need leaders who care enough, know enough, have courage to do what's needed."*  
-Former Surgeon General Dr. David Satcher

*"It is [up] to each one of us to take upon ourselves the responsibility of addressing [disparities]. It's not simply the government, federal or state or local, it's the private sector, it's our associations, our professional groups, as well as our individual responsibilities."*  
-Former HHS Secretary Dr. Louis Sullivan

*"We've made a lot of progress. But it took a lot of people to bring us where we are today."*  
-Former Congressman Louis Stokes



**APHA @PublicHealth**  
We'll be watching! MT  
@MinorityHealth Join us for  
**#NMHM15Summit** by following the  
LIVE stream Monday from 1-4 pm ET.

**AMHPS @AssocMinHealth**  
Great to be with real life changers:  
Fmr Rep. Stokes, Fmr. Sec. Sullivan, &  
Mr. Lancaster **#NMHM15Summit**

[Trendsmap DC @TrendsDC Apr 27 Washington, DC #nmhm15summit](#)  
is now trending in [#DC](#)



## Other Events

- NIHB Tribal Public Health Summit
- National Action Network Conference
- NABJ Conference on Health, Health Policy and Health Inequities
- National Health IT Collaborative White House Briefing
- 100<sup>th</sup> Anniversary of Negro Health Week (CDC)
- White House Council on Women and Girls Health Equity Listening Session and Roundtable, hosted in conjunction with the Black Women's Health Imperative
- White House Council on Women and Girls Conference on Aging



Left: 100<sup>th</sup> Anniversary of Negro Health Week Celebration in Atlanta, GA



Right: White House NMHM Roundtable



Above: OMH Directors and staff at the 100<sup>th</sup> Anniversary of Negro Health Week Celebration in Atlanta, GA

## Media

- 255 media “hits”
- Almost \$600,000 in advertising value
- National and regional media
- Including *American Urban Radio Network*, *Public Health Newswire (APHA)*, *The Hill*, *Baltimore Times*, *WUSA Channel 9*, and *Heart and Soul* magazine

THE HILL

THE BALTIMORE TIMES

THE HUFFINGTON POST

 AMERICAN URBAN  
RADIO NETWORKS

 APHA  
AMERICAN PUBLIC HEALTH ASSOCIATION  
*Enabling Research For Health*

heart&soul



## Social Media

- **Overall Reach: 23M+**
  - Bilingual, 458 total contributors, Reach of 4.2M.
  - Partners included: SAMHSA, OAH, FDA, HHS Regions 2, 3 and 6, CDC, NHLBI, WHIEEH, Men’s Health Network, National Urban League, LATISM, Asian & Pacific Islander American Health Forum
- **Health Equity Thunderclap – April 30**
  - Call to Action: “I commit to promoting better health and access to quality health care in my community.”
  - 247 participants, 1.2M reach



[@healthfinder](https://healthfinder.gov) Apr 8  
Thanks [@MinorityHealth](https://twitter.com/MinorityHealth) for hosting today's [#NMHM15Storm](https://twitter.com/MinorityHealth). We enjoyed the conversation!



# Microsite

- Events Calendar
- Blog
- Tools for Partners
- Logo and Graphics
- Content and Guidelines for Social Media
- Access to *Heckler Report*

Total hits: 20,524



# NMHM Print/Online Ads



# Blogs

8 blogs authored by:

- Dr. J. Nadine Gracia
- HHS Secretary Sylvia Burwell
- National Coordinator for Health IT and ONC Director Dr. Karen DeSalvo
- CDC Office of Minority Health Director Dr. Leandris Liburd
- FDA Office of Minority Health Director Dr. Jonca Bull
- Acting NIMHD Director Dr. Yvonne Maddox
- HRSA Office of Health Equity Director Michelle Allender-Smith
- SAMHSA Office of Behavior Health Equity Director Dr. Larke Huang





# National Minority Health Month Across the Country



A participant getting a health screening at an Arkansas Minority Barber & Beauty Shop Health Initiative event

- State and regional events
- Regional media coverage
- Statements and declarations from Rep. Elijah Cummings; Rep. Frank Pallone, Jr.; State of Mississippi; Iowa Governor Terry Branstad; Congressional Asian Pacific American Caucus, among others



Minority Health Month at the Somali Community Self Management Agency in Salt Lake City, Utah



Virginia's 100 Congregations for Million Hearts Event in Richmond, VA



Michigan DHHS's exhibit traced the history (1898 to present) that led to the recognition of National Minority Health Month.



Maryland DHMH employees participating in the 1 Mile Walk for Wellness.





Thank you to all for your participation and partnership in making National Minority Health Month and the kick-off the 30<sup>th</sup> Anniversary of the *Heckler Report* commemoration a huge success!



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