



Working together to promote health equity and well-being for Latin American communities

WEDNESDAY, APRIL 25, 2018: 11:30-12:30 AM PDT

Advocacy and Communications Committee Meeting

ATTENDED:

Carlos Caceres, University Cayetano Heredia
Ana Clara Camarotti, Instituto Investigaciones Gino Germani
Gonzalo Clerici, Salud Mental del Municipio de Quilmes
Anne Dubois, Dubois Betourne & Associates / UCLA Blum Center
Andrea Leiva, UCLA Blum Center
Paulina Pacheco, ONIS
Amy Ritterbusch, PARCES
Michael Rodriguez, UCLA Blum Center
Eugenia Tarzibachi, PAHO

UNABLE TO ATTEND:

Leonel Arguello, Project Concern International
Cindy Blackstock, The Caring Society
Rudolph Cummings, CARICOM
Gerry Eijekmans, PAHO/WHO - Mexico
Jonatan Konofino, Centro de Estudios de Estado y Sociedad

NOTE: For additional details, the April Committee meeting recording, presentation and these notes can be found at <https://blumcenter.ucla.edu/xowiki/summit#MeetingsoftheNetwork>

Welcome - Michael Rodriguez, UCLA Blum Center

Introduction of Co-Chair – Eugenia Tarzabachi

1. Network Overview – Michael Rodriguez, UCLA Blum Center

- One of the primary purposes of the Network is to inform and influence decision makers who would then implement pro-equity policies and then monitor policies that help to promote health equity. The Network will be working closely with PAHO Commission for Equity and Health Inequalities in the Americas to promote recommendations from the Commission. The report is scheduled to be released in September 2018.
- For other details, please see the Fact Sheets that can be found here [Spanish](#) [English](#).

2. Committee Purpose/Roles

This committee's purpose is to promote the advocacy and communications goals of the Network. In this regard, the Committee will:

- a. Recommend: Strategies to organize and manage communications, both internal and external
- b. Advise: Network branding, online presence and development of outreach materials
- c. Counsel: Advocacy campaigns to promote improved health equity policy

3. Preliminary Advocacy & Communications Plan

We are organizing this committee to serve into three working groups as shown below and in more detail in this meeting's pptx, available here [Spanish](#) [English](#)

- a. General Communications: Both internal and external to include branding, and other communications tools to promote the work of the Network. To be handled in house by Blum Center staff.
- b. Dissemination: As our first charge, we will work with PAHO Independent Commission on Health Equity and Inequalities to translate report recommendations to target audiences and disseminate report recommendations in step with PAHO.
 1. Timeframe: October – November 2018
- c. Advocacy:
 - a. This subgroup will oversee advocacy campaigns responding to targeted policy needs identified by members and building on the energy of existing associations and their campaigns.
 - i. Timeframe: Implement first campaign – first quarter 2019
 - i. For example, Argentina is discussing the issue of legalizing abortion, a country in Latin America where women's reproductive rights are restricted. We will be prioritizing and working on campaigns that will allow us to spread a message and establish a position. We will identify this among ourselves in the network, and in particular, committee members.

4. Discussion and Feedback

- Michael Rodriguez – Research from the UCLA Blum Center and along with comments from Network members will inform the focus of the campaigns that the Network will support. All programs of the Network will be evaluated so that, as we disseminate/collect information we will have a way of measuring the effectiveness of our work.
- The Network's model is to work through existing campaigns and movements that result in implementation of new policies and practices.
- Committee members (Ana Clara Camarotti and Carlos Caceres) expressed interest in focusing the committee's work, whether it is around the PAHO Commission's report dissemination or gender equality or race/ethnicity.
- Eugenia reiterated that the general focus areas for the Network will be gender equality as well as race/ethnicity/indigenous populations. These two areas alone are very complex and involve intersectoral issues.

5. Next Steps

Action Items: Committee members were asked to identify which working group they serve: 1) Dissemination or 2) Advocacy you would like be part of by May 4th and email HealthEquidadNetwork@mednet.ucla.edu with your preference.

Dissemination working group: This working group will advise on and support activities, channels and tools that promote research findings, health equity policy news and other emerging information related to health equity. Its first order of business will be to work on disseminating the report and recommendations from PAHO Commission on Health Equity and Inequalities in the Americas on health equity best policies and practices.

Advocacy working group: This working group will advise on and support advocacy campaign planning and implementation; the campaigns will target policy needs identified by members and building on the energy associations and their campaigns.

6. Next Meeting: Please respond to the Doodle poll to set regular monthly meetings on Thursdays. Doodle poll link to be sent out soon.