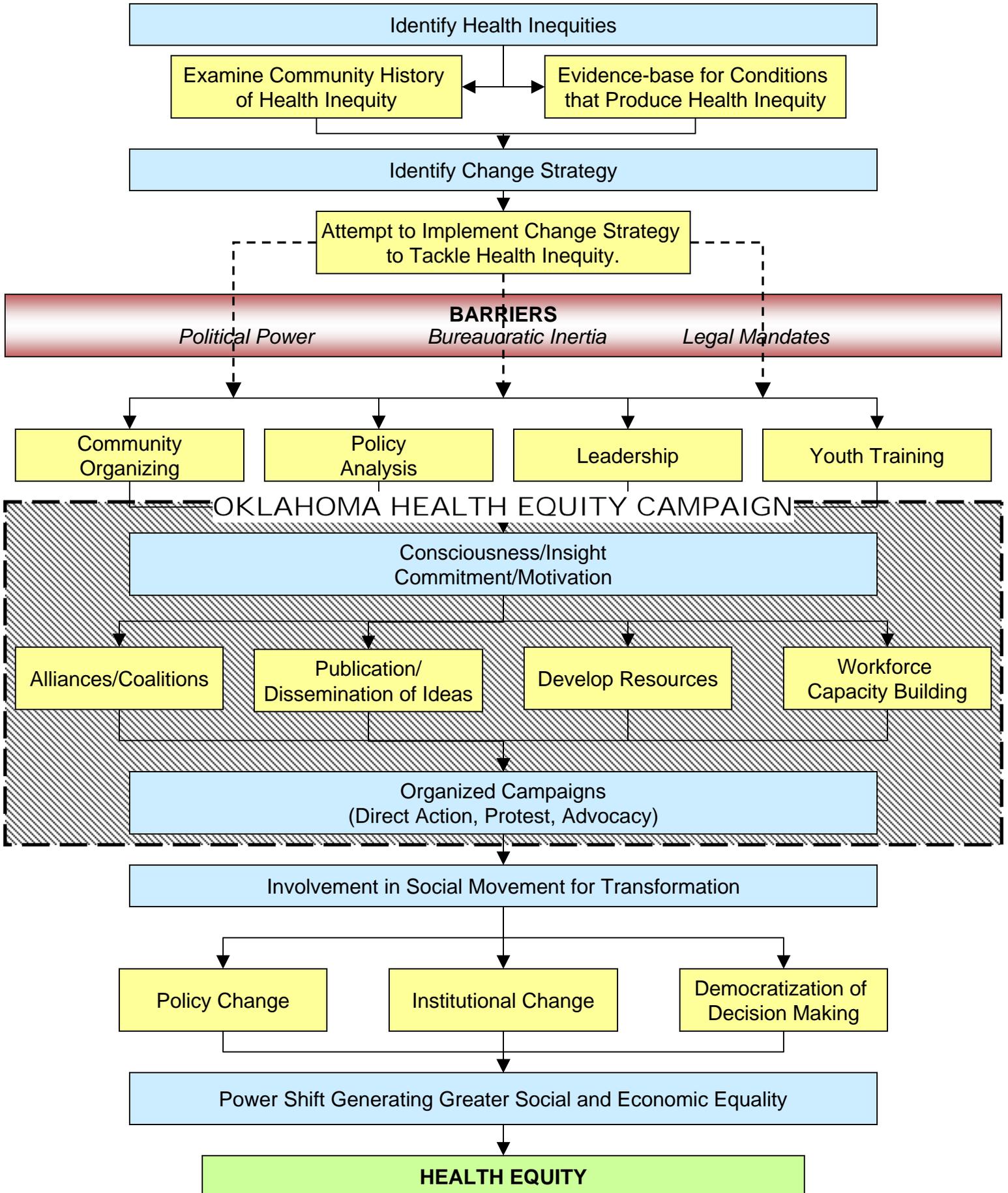
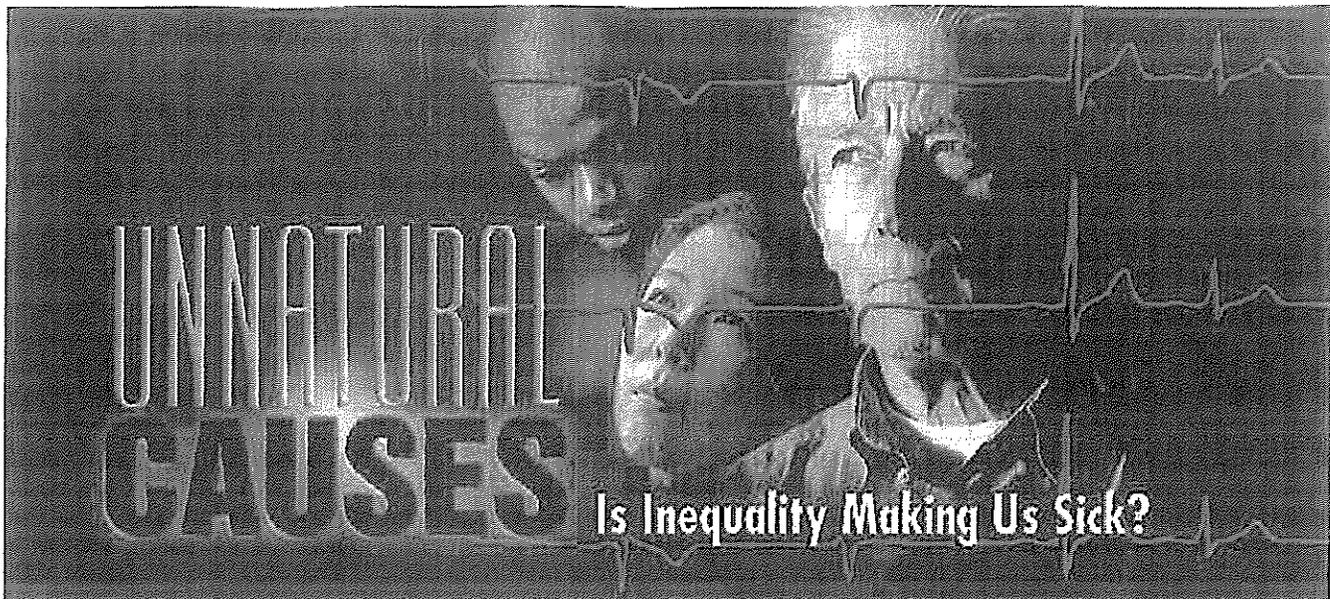


Eliminating Health Inequity: The Role of Local Public Health and Community Organizing





Unnatural Causes: Is Inequality Making Us Sick? will, for the first time on television, investigate the sources of our huge and alarming socio-economic and racial disparities in health.

The seven-part, four-hour series, produced by California Newsreel in association with the five National Minority Consortia of public television, will sift through the evidence suggesting that there's more to our health than bad habits, health care, or unlucky genes, that the social environment in which we are born, live and work profoundly affects our well-being and longevity.

The series was conceived as part of a larger **Public Impact Campaign** in association with leading public health, policy and community-based organizations with the goal of developing an audio-visual tool that can help reframe the debate over health by:

- Rupturing the prevailing individual, bio-medical model;
- Introducing equity and social justice into discussions of health, and injecting health consequences into social and economic policy debates, and
- Stimulating a national discussion about what we as a society can—and should—do to address our health inequities.

Unnatural Causes is designed as a tool practitioners and advocates across sectors can use to educate, organize and advocate for health equity.

Educate. Raise awareness of health disparities, their root causes, and most of all, that it doesn't have to be this way, that we can make different policy choices.

Organize. Use screenings to build alliances among stakeholder groups; get people involved and connected to health equity organizations, and eager to mobilize for change.

Advocate. Bring mobilized constituencies together in order to educate and pressure government officials and other power-centers.

Because the root causes of health inequities lay across many sectors—health care, affordable housing, urban planning, labor, transportation, education, etc.—and track along lines of race and class, the strength of any screening lies in the ability to:

1. Bring people together to advance dialogue within and across sectors,
2. Discuss actions, initiatives or policies that promote health equity, and
3. Identify specific ways people can engage.

Ultimately, the power of Unnatural Causes lies in film users working to advance health equity.