In this unit, we are examining how health is determined by one’s social position. Your race/class/gender/geography/ethnicity/sexuality/immigration status/etc. can all play a role in determining the opportunities you have to maximize your health.

When two communities have significantly different rates of a particular disease, this is known as a health disparity. One example of a health disparity we examined in this module is the elevated diabetes rates among the Pima and Tohono O’odham nations in Arizona. Their elevated rates of diabetes are largely caused by the social conditions their people live in.

In this assignment, you will work to create a public health campaign pamphlet that seeks to eliminate a socially-determined health disparity. You will create a pamphlet that educates the general public about the prevalence of this health problem within this population, its causes, the social conditions that contribute to this health disparity, and actions steps that we can take to reduce this health disparity. Your actions steps must address the social determinants of this health disparity.

Most public health campaigns target individual behaviors that lead to poor health, such as smoking or eating high amounts of saturated fats. Your pamphlet will focus on reducing or eliminating the social determinants (substandard housing, toxic waste, low-wage jobs, income inequality, etc.) of your particular health disparity. Think about your audience as you create your campaign materials. Are you targeting the population affected by this disparity, or is your material directed at a general audience and the actions they can take to eliminate this problem? You may want to consider targeting health care providers with specific information about this disparity.

Instructions:

1. Choose a healthy disparity from the list below to focus on:
   - Native American smoking rates
   - Poor health status (physical, mental, emotional) among veterans
   - Male deaths from firearms
   - Motor vehicle accident death rates in rural communities
   - Traumatic brain injuries among people experiencing homelessness
   - Depression in women
   - Suicide rates among LGBT (lesbian, gay, bisexual, transgendered) adolescents
   - Asthma incidence for children of Puerto Rican descent
2. Conduct research on the health disparity you chose and learn how it impacts the community.

Your research should address these questions: What are the causes of this health inequality? What are the social determinants of this issue? How many in the community are affected? How do these elevated disease rates impact the quality of life of community members? Does this disparity lead to other health issues or elevated disease rates? What can be done to alleviate this health disparity? What can individuals do? How can the social causes of this disparity be reduced or eliminated? What actions can the affected community take? What actions does the general public need to take to eliminate this disparity?

3. Create a pamphlet that informs the public about this health disparity:

Your pamphlet needs to contain the basic facts about your health disparity (its causes, rates, impacts on the community, individual and socially determined causes). Your pamphlet must provide solutions that address the social determinants of your health disparity. For example, if you were focused on diabetes rates among the Pima and Tohono O’odham nations, you might highlight the importance of securing water rights for these communities or on promoting traditional native foodstuffs.

Additional information...

- Typical pamphlet layout is a 2 sided (2 pag ed) tri-fold. You can access a pamphlet template using Publisher if you are on a PC (use the brochure template) or Word templates if you are using a Mac.
- Please save your final version that you submit to the drop box in PDF or Word form for easy viewing and sharing.
- Pamphlets should not have tons of text. Use bulleted points, charts, tables or graphs to present complex information in a clear and concise manner.
- Pamphlets usually have photos, pictures and graphics.
- You need to include citations for any ideas, facts or quotes that are not your own. If you don’t have room for your bibliography on your pamphlet, then please attach a separate sheet of bibliographic references.
- How to use APA citations: https://owl.english.purdue.edu/owl/resource/560/01/
- How to upload a to the Dropbox: Call (503) 725-HELP