



## **Health Equity Action Day: Member Toolkit**

IHA's inaugural Health Equity Action Day will celebrate hospital and health system efforts to reduce health disparities and will offer new insights for the journey ahead to achieve health equity. IHA is offering the following material to aid in your communication efforts and day-of participation:

- A customizable four-page brochure with the complete agenda
- FAQs flyer to share with staff
- Copy for internal communications
- Email copy to invite your state legislators to your afternoon activities
- Activities and Resources for the afternoon portion of the day
- Social media copy to post the day of the event
- Customizable press release

### **Brochure**

- Distribute this four-page brochure among colleagues to spark interest in the event. We're including a customizable version for you to add your logo.
- The brochure features an agenda for the virtual morning programming with session times and speakers.

### **FAQs flyer**

- This informational flyer contains key details about the event.
- Share with staff, legislators and other key stakeholders to raise awareness.

### **Copy for internal communications**

- We are providing copy—long and short versions—to help you promote the event within your organization.
- Customize the copy with a staff contact and other messaging to encourage staff participation in Health Equity Action Day.

### **Email Invitation for Legislators**

- Your state representatives need to know the critical work your organization is doing to reduce health disparities. Invite them to join your hospitals leaders and staff for the afternoon activity to advance health equity.



- This customizable copy alerts legislators to the event while spotlighting your organization's contributions to health equity.

### **Day-of Activities and Resources**

- We are sharing day-of activities and resources for hospital leaders and staff to work on during the afternoon portion of Health Equity Action Day.
- Hospitals and health systems that have already developed health equity plans and programs can use their own resources and pursue their own plans for the afternoon activities.
- For hospitals and health systems looking for guidance or inspiration, IHA has provided extensive list of tools and resources to consider for your afternoon activity.

### **Social media posts**

- We are providing five options for social media posts. You can customize the copy and include a link to your hospital's or health system's website.
- IHA will also share these messages on our social media channels.

### **Customizable press release**

- Our press release template is set up for you to customize.
- Insert your hospital's or health system's logo and leadership quotes to add a personal touch and increase traction with your local media contacts.

Through a multi-dimensional approach, we can effect real change for Illinois' most vulnerable populations. Whether you're launching a new endeavor or elevating existing efforts, concrete action starts here.

If you have questions, please contact Valerie Culver, Assistant Vice President, Corporate Communications and Marketing Strategies, at [vculver@team-iha.org](mailto:vculver@team-iha.org) or 312-203-6008.