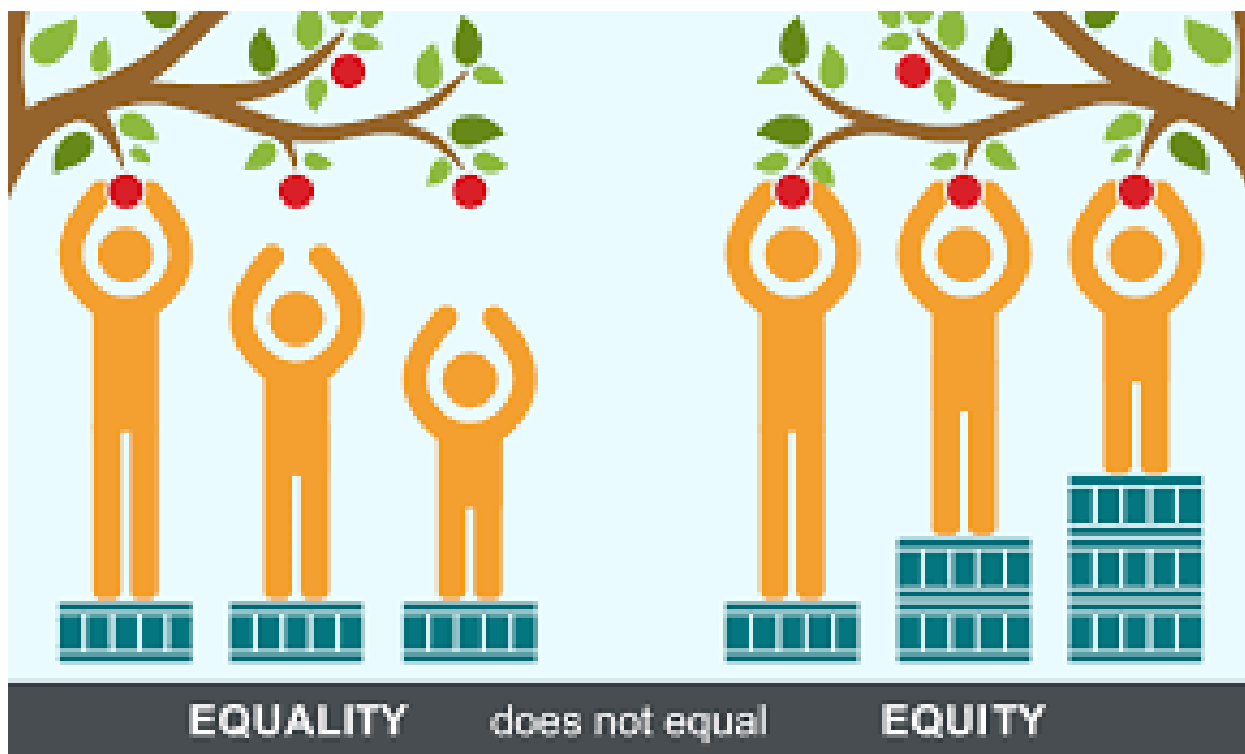




Health Equity Certification:

- What, When, Where, and How's ?

Learn and Lead



- 11-part series
- Concept based, data driven and supported through bi-weekly assignments.

Health Equity Certification:
What Is It?

Health Equity Certification: Why It Is Important?



- To develop SWAT youth advocacy board (YAB) members with an understanding of the root causes of health inequities.
- To increase the cultural competence of SWAT youth advocacy board (YAB) members.
- To equip youth with appropriate methods of research and intervention in health inequities.
- To provide an interdisciplinary vehicle through which youth can pursue and strengthen their tobacco advocacy efforts relevant to health equity.

Health Equity Certification: How Will It Benefit the Youth?

This certification is expected to :

- Increase cultural competence.
- Strengthen advocacy efforts.
- Cultivate leadership, critical thinking, and analytical writing skills.



Health Equity Certification: When and Where?

Kick-Off Session:

- YAB Face-to-Face Meeting : August 18, 2017 at Lake Yale.

Presentation Title:

- Achieving Health Equity in Tobacco Prevention and Control Practices: [An Introduction to Social Justice](#).

Structure:

- Health Equity Action Lab



Beginning

Part

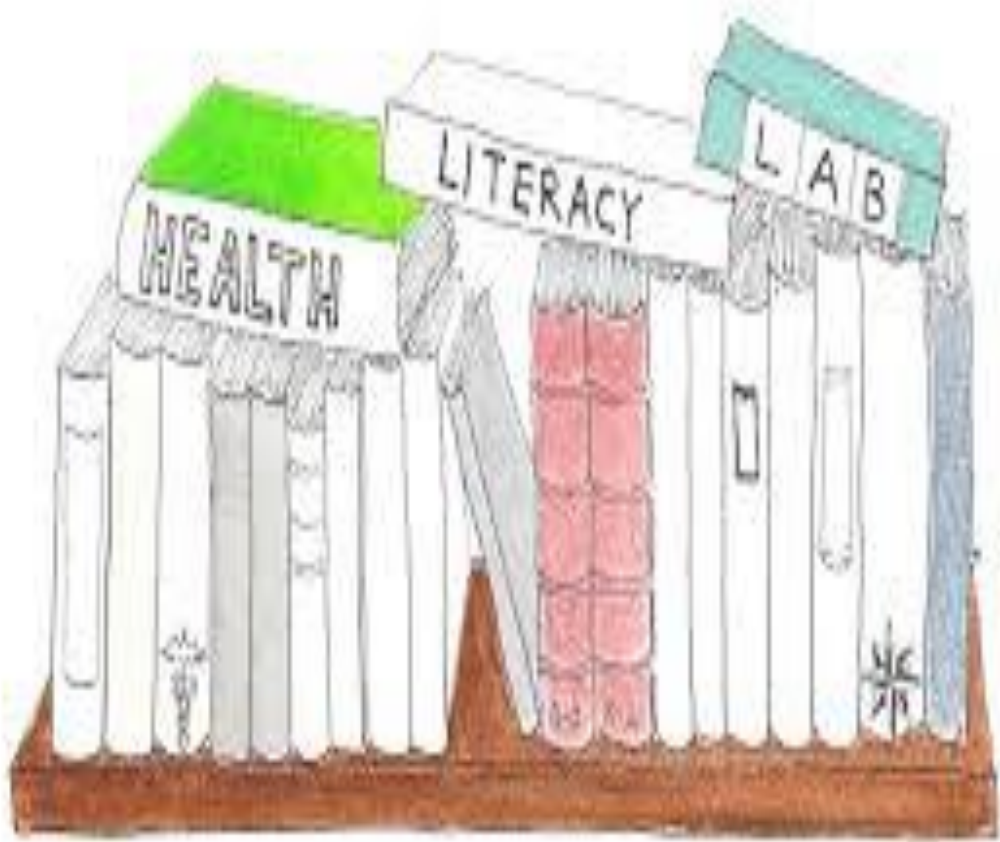
II

Tobacco Health Literacy Certification: What, When, Where, and How's ?



“By improving people's access to health information and their capacity to use it effectively, health literacy is critical to **empowerment.**”

Tobacco Health Literacy Certification: **What Is It?**

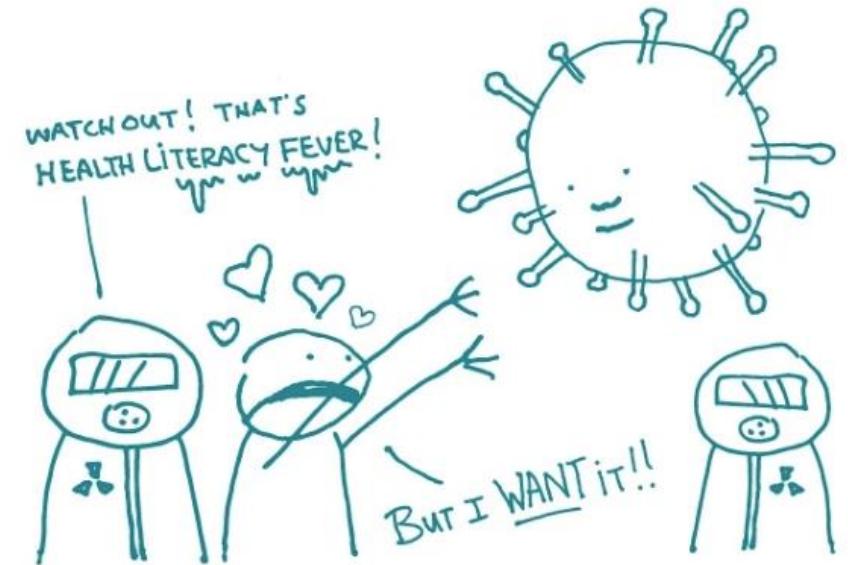


What is included?

- Scholarly Article Reviews.
- Facilitated Discussions.
- Field Application Scenarios/Presentations on SWAT calls.
- Guest Speakers.
- Emphasis of “Health Months.”

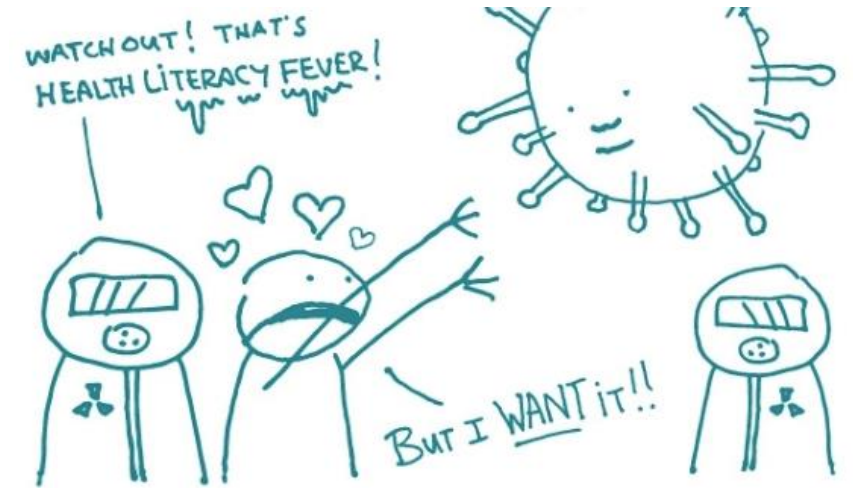
Tobacco Health Literacy Certification: Why Concepts Are Important?

- To promote empowerment of individual lifestyle decisions.
- To raise awareness of the determinants of health. (i.e. HPMA, damages of second-hand smoke, etc.)
- To expand the knowledge of tobacco, tobacco control practices, and associated health risk of use.
- To encourage individual and collective actions.
- To enable effective community action.



Tobacco Health Literacy Certification: Why Concepts Are Important?

- To Broaden the reach of the anti-tobacco message.
- To develop a new foundation of media literacy skills amongst youth.
- To cultivate leadership and critical thinking skills.
- To provide structure for youth participation.





Tobacco Health Literacy Certification: How Youth Can Apply it to Their Tobacco Efforts?

- When engaging community, government officials or other youth, YAB members are equipped with current evidence based information. *–Improved community outreach and education.*
- Local and regional campaign development will be tailored to current and equitable tobacco issues related to youth. *–Improved impact.*
- Ignite innovative ways to engage community and youth. *–Improved recruitment and retention.*

