



**THE
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A Health Equity Foundation

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DEDICATED TO ACHIEVING HEALTH EQUITY FOR ALL COLORADANS

Telling the Health Equity Story: Discussion Guide from The Colorado Trust

This discussion guide is a tool for individuals and organizations to understand health equity and, in particular, the importance of sharing health equity stories.

To support and advance the conversation around health equity in Colorado, The Colorado Trust is providing several resources to stimulate a dialogue on the topic. First, Laura Frank, President and General Manager of News for Rocky Mountain PBS, and Llewellyn Smith, Director of Media for Production at BlueSpark Collaborative, will speak at History Colorado on August 21. Ms. Frank oversaw the creation of the 2013 I-News report, *Losing Ground*, which shed light on racial and ethnic disparities in Colorado and Mr. Smith was co-executive producer of the PBS series, *Unnatural Causes: Is Inequality Making Us Sick?*, which examined the impact that social and economic conditions have on health and longevity. Second, The Colorado Trust is distributing a synopsis of key findings from the *Losing Ground* project and a summary of each episode from the *Unnatural Causes* series. Each resource provides an overview of key health equity issues and underscores the importance of sharing health equity stories and data through diverse mediums.

After viewing the presentation and/or reading the materials, below are a set of discussion questions to consider as you further explore health equity and the applications to your own work.

1. In what ways do the stories and data shared by Ms. Frank and Mr. Smith resonate with you? With your experience in the community?
2. What compelling health equity stories do you want to tell about your community? Through what formats could you tell those stories (e.g., video, print, photos)?
3. Who are the key audiences that your community needs to reach in sharing health equity stories? Who would be the best “messengers” to tell those stories?
4. What is one initial step your organization or community can take to share a health equity story with a public audience? What are potential barriers to taking this step and how might you overcome them?
5. What actions or solutions might be inspired by sharing health equity stories in your community? What would compelling stories move people to do in your community?