AMERICAN HOSPITAL ASSOCIATION

ACCELERATING HEALTH EQUITY
CONFERENCE

TOGETHER ON THE QUEST FOR HEALTHY ECOSYSTEMS

MAY 16-18, 2023 | MINNEAPOLIS

ORGANIZED BY

H American Hospital Association™
Advancing Health in America

ACHI
AHA Community Health Improvement

IFDHE
AHA Institute for Diversity and Health Equity

DIGITAL TOOLKIT

Introduction

As we lead up to the Accelerating Health Equity Conference, we want to provide this digital toolkit with information and suggested messages for generating awareness through social media platforms.

We encourage and appreciate you sharing this content through your newsletters, social media followers, website visitors and project partners. If you have questions about this content or the conference, please contact healthequity@aha.org.

Background

With the theme "Together on The Quest for Healthy Ecosystems," the AHA Community Health Improvement (ACHI) network and the Institute for Diversity and Health Equity (IFDHE), both part of the American Hospital Association, are once again joining forces to facilitate the work of health care and community organizations to close health equity gaps by building strategic hospital-community partnerships and developing and sustaining diversity and inclusion efforts across the field.

Now is the time to evaluate how far we have come in closing gaps in health care inequities, assess where health care is on the equity journey and take what we've learned to strengthen our organizations and communities through collaborative and innovative work: investing in our neighborhoods and one another. We must continue developing better and more equitable solutions to address barriers that prevent access to high-quality care and improved health outcomes.

Program Features

During the three-day event, attendees will:

- Expand their knowledge through innovative strategies, successful actions and proven practices and resources.
- Build and strengthen community connections.
- Develop more integrated approaches to advance health equity.

For reference, a summary of speakers and topics discussed at our 2022 Accelerating Health Equity Conference can be found here. Conference highlights and keynote speaker summaries can be viewed at our post-conference playbook.

We encourage you to promote the conference via:

- E-blasts
- Newsletters
- Social Media

Relevant Social Media Handles

Twitter: @ahahospitals | @communityhlth | @IFD_AHA

LinkedIn: https://www.linkedin.com/company/association-for-community-health-improvement
https://www.linkedin.com/company/institutefordiversityinhealthmanagement/

Facebook: @Institute.for.Diversity

Hashtag: #healthequity #healthequityconf

SOCIAL MEDIA MESSAGES

Twitter sample posts (character limit)

Please utilize these posts on **Twitter**.

REGISTRATION IS OPEN POST:

Join hospital and community health leaders in Minneapolis May 16-18 for the Accelerating Health Equity Conference led by @IFD_AHA and @communityhlth! #healthequityconf. Register here: https://web.cvent.com/event/a84c3029-9d94-40ab-87f0-52617aef5821/summary

Be part of @ahahospitals mission to close health equity gaps across the field. Join leaders in Minneapolis May 16-18 for @IFD_AHA and @communityhlth #healthequityconf Accelerating Health Equity Conference. Register and learn more: https://web.cvent.com/event/a84c3029-9d94-40ab-87f0-52617aef5821/summary

Learn about the newest developments in closing health equity gaps and sustaining DEI efforts across health care at @IFD_AHA and @communityhlth #healthequityconf Accelerating Health Equity Conference. Register and learn more: https://web.cvent.com/event/a84c3029-9d94-40ab-87f0-52617aef5821/summary

Moving forward in advancing health equity and sustaining DEI in the field have never been more important. Join leaders in Minneapolis May 16-18 for @IFD_AHA and @communityhlth #healthequityconf Accelerating Health Equity Conference. More info here: https://equityconference.aha.org/

GENERAL CONFERENCE:

Mark your calendars to join the @ahahospitals in Minneapolis! The Accelerating Health Equity Conference, hosted by @IFD_AHA & @communityhlth, takes place May 16-18. Check out conference updates here: https://equityconference.aha.org/ #healthequityconf

ISABEL WILKERSON KEYNOTE SPEAKER:

Pulitzer Prize winning author @Isabelwilkerson will give the opening keynote address at the Accelerating Health Equity Conference, May 16-18 in Minneapolis! Mark your calendars and join us - this is a keynote you don't want to miss! https://equityconference.aha.org/speakers/plenary-speakers #healthequityconf

BRIAN SMEDLEY SPEAKER:

Join us in Minneapolis May 16-18 for @ahahopitals Accelerating Health Equity Conference. This year's closing keynote speaker will be Urban Institute Equity Scholar, @BrianDSmedley. Save your spot and register now! #healthequityconf Learn more: https://equityconference.aha.org/

IVOR HORN SPEAKER:

Get ready to hear an exciting speech by @DrIvorHorn, director of health equity and social determinants of health at @Google on day two of the Accelerating Health Equity Conference. Mark your calendars and register today! #healthequityconf Learn more: https://equityconference.aha.org/

Facebook, LinkedIn or Newsletter sample posts

Please utilize these posts on **Facebook** or **LinkedIn** or in a **newsletter**.

GENERAL CONFERENCE:

Mark your calendars to join the AHA next year in Minneapolis! The Accelerating Health Equity Conference, hosted by AHA Community Health Improvement (ACHI) and the Institute for Diversity and Health Equity (IFDHE), takes place May 16-18. Check out conference updates here: https://equityconference.aha.org/ #healthequityconf

REGISTRATION IS OPEN:

Registration is now open for the American Hospital Association's 2023 Accelerating Health Equity Conference, May 16-18 in Minneapolis. Learn more about the exciting speaker lineup and register today to be a part of the shared mission to close health equity gaps. LEARN MORE: https://equityconference.aha.org/

ISABEL WILKERSON KEYNOTE SPEAKER:

Pulitzer Prize winning author, journalist and National Humanities recipient, Isabel Wilkerson, will give the opening keynote address at AHA's 2023 Accelerating Health Equity Conference, May 16-18, in Minneapolis. This is a special keynote you do not want to miss – save the date and we'll see you next year! For details visit: https://equityconference.aha.org/speakers/plenary-speakers #healthequityconf

BRIAN SMEDLEY SPEAKER:

Grab your seat to listen to Brian D. Smedley, Equity Scholars at the Urban Institute, deliver the closing keynote speech at the Accelerating Health Equity Conference. Learn more about Dr. Smedley and make sure to register today!

IVOR HORN SPEAKER:

Mark your calendars to hear Dr. Ivor Horn, director of health equity and social determinants of health at Google, give a speech on day two of the Accelerating Health Equity Conference. Have you registered to save your spot? Make sure you do so today. Learn more here: https://equityconference.aha.org/speakers/plenary-speakers

Graphics

SAVE THE DATE

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Email Banner 650x200

Download Resources: https://drive.google.com/drive/folders/1FOilVgiuRCxyNCehiDvjGH2r5k8u7sRG?usp=share_link

SPEAKER GRAPHICS

Isabel Wilkerson Keynote Speaker

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