

COMMUNICATIONS TOOLKIT: PAHO JUST SOCIETIES REPORT RELEASE

Website links and Materials are available here:

- healthequityamericas.org/just-societies/
- healthequityamericas.org/newsroom/

Hashtags

- **English:** #HENA + #action4equity + #HealthEquity
- **Español:** #RAES + #accionXequidad + #EquidadenSalud

Accounts/profiles to Follow and/or @Tag:

- Facebook: facebook.com/HealthEquidad
- Twitter: @HealthEquidad, @pahowho, @TheMarmotReview

SOCIAL MEDIA POST SAMPLES

| ENGLISH | SPANISH |
|--|---|
| <p>Thanks to the intersectoral collaboration of @Healthequidad and @TheMarmotReview, @pahowho released the Just Societies Recommendations to reduce or eliminate #HealthEquity gaps. #action4equity #HENA</p> <p>TWEET THIS!</p> | <p>Gracias a la colaboración intersectorial de @Healthequidad y @TheMarmotReview, @pahowho lanzó las Recomendaciones de Sociedades Justas para reducir o eliminar las brechas de #EquidadenSalud #accionXequidad #RAES</p> <p>¡TUIPEAR ESTO!</p> |
| <p>@pahowho Just Societies Report identifies 12 recommendations to achieve #HealthEquity. Find out how you can take action here: https://healthequityamericas.org/taking-action/ @HealthEquidad #action4equity #HENA</p> | <p>@pahowho Sociedades Justas Reporte identifica 12 recomendaciones para lograr #EquidadenSalud. Descubra cómo puede tomar medidas aquí: https://healthequityamericas.org/taking-action/ @HealthEquidad</p> |

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| <p>TWEET THIS!</p> | <p>#accionXequidad #RAES</p> <p>;TUITEAR ESTO!</p> |
| | |
| <p>I urge my country’s leaders to adapt these @pahowho Just Societies recommendations to reduce health inequities in my community. #action4equity #HealthEquity #HENA</p> <p>TWEET THIS!</p> | <p>Insto a los líderes de mi país a que adapten estas recomendaciones de @pahowho Sociedades Justas para reducir las inequidades en salud en mi comunidad. #accionXequidad #EquidadenSalud #RAES</p> <p>;TUITEAR ESTO!</p> |
| | |
| <p>@pahowho Just Societies Report highlights the need to address racism and gender inequalities to achieve #HealthEquity @healthequidad #action4equity #HENA</p> <p>TWEET THIS!</p> | <p>@pahowho Sociedades Justas Reporte destaca la necesidad de abordar el racismo y las desigualdades de género para lograr #EquidadenSalud @healthequidad #action4equity #RAES</p> <p>;TUITEAR ESTO!</p> |

SAMPLE NEWSLETTER BRIEF:

The PAHO Independent Commission on Equity and Health Inequalities in the America has released the *Just Societies: Health Equity and Dignified Lives – Report*, which provides comprehensive recommendations to reduce health inequities. The report examines factors and life situations and organizes recommendations according to structural drivers and conditions of daily life. Visit the Health Equity Network of the Americas’ [website](#) to learn how to take action in your community.