BECOME A NARRATIVE CHANGER FOR HEALTH EQUITY

#MercedCommunitiesRise with BHC Partners!
Health Equity: “All people, regardless of who they are—the color of their skin, their level of education, their gender or sexual identity, whether or not they have a disability, the job that they have, or neighborhood that live in—have an equal opportunity to live a healthy life.”
Our work is grounded on the basis of Health Equity.

BHC is about community transformation.
  - Fueled by your work.

Together, we are building healthy and equitable communities for all.

You are all part of larger movement called Building Healthy Communities collectively striving to make a narrative for Merced.
What is Narrative Change?

To create a new description about what it means to have community health and prevention.

- Correcting misinformation and challenging existing stereotypes about people and our community.
- Creating a new community-identity that values health equity and inclusion.
Old Narrative: “Undocumented people don’t deserve benefits like health care because they are illegal.”

Our Board of Supervisors should listen to and respect voters.

Providing preventative health care for all will help #MercedCommunitiesRise.

Visit BHCMerced.org to learn more and to support health care for all.
“Merced city moves from at-large voting to district based elections.”

Tatiana Vizcaíno-Stewart: District elections should make city council more inclusive, diverse

Joyce Dale: Merced on verge of historic district decision – participate
Stereotype: “Youth are too young and don’t care about issues in their city government.”

Message to Merced City Council – My Voice Matters

Jerome Rasberry: Take it from an alum, Merced Youth Council should be supported

Kailani Sanchez: Support youth now and reap rewards later

Chantel Nugent: Investing in young people is investing in Merced
Under The Umbrella
“Merced Communities Rise”

Capitalizing on a collective message.

- Branding our efforts under one umbrella.
- Greater clout, coverage and archive.
- Being part of larger movement.

“Individual efforts can bring excellence but only collective efforts can deliver effectively.” – Narendra Modi
Collectively our work is making “Merced Communities Rise”

- “#MercedCommunitiesRise when parents are engaged in their children’s education.”
- “Health care access is a human right, All #MercedCommunitiesRise with Health4All.”
- “#MercedCommunitiesRise when we invest in our youth, when we invest in The Youth Council.”
Collectively our work is making Merced Communities Rise.

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“Health care access is a human right, All #MercedCommunitiesRise with Health4All.”
Example
Engaged parents are getting loud w/ MUHSD principals at tonight's LCAP high school mtg.
#MercedCommunitiesRise
Youth Voice Matters

My name is Kailani Sanchez.
I'm a 17-year-old student at Merced High School.
I am a strong leader.
I am a voice for youth.
I am a concerned resident of Merced.
And I am also worth the investment.

All Merced youth are worth the investment, and the Youth Council deserves more support so all our voices are heard at city hall.

Youth Deserve to Be Heard

Please visit BHCMerced.org to learn more about how to support youth and how to help all #MercedCommunitiesRise

My name is David Macias.
I'm an 18-year-old student at Yosemite High School.
I am a son.
I am a writer.
I am a concerned resident of Merced.
And I am also worth the investment.

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My name is Chantel Nugent.
I am a 22-year-old graduate from the University of California Merced.
I am a health advocate for my community.
I am sure youth are the future.
I am a concerned resident of Merced.
And I am worth the investment.

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What now?

Start using our hashtag #MercedCommunitiesRise.

- Be part of the larger movement.

Follow BHC Merced on Facebook, Twitter, and other social media.

Tag and share your amazing work with, @BHCMerced.

Sign up for our Narrative Change Training on January 17th.
Bhc Narrative Change Training

Communications Training

- Become an expert spokesperson of narrative change.
- Learn how to frame your health equity work under the Merced Communities Rise Narrative.
- And more. More information to come.
Questions?
End