

TITLE: Education & Social Marketing to Increase Understanding of Social Determinants of Health

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ABSTRACT BODY: Despite substantial evidence to demonstrate the profound influence of social determinants of health (SDOH) on population and individual health, most Canadians don't know much about SDOH. Research shows that Canadians continue to identify personal behaviour, not social determinants, as influencing health. Even among health professionals who are philosophically committed to SDOH, many don't address SDOH in their work as a result of perceived barriers and inadequate models at a professional or organizational level. To promote public and professional understanding of the SDOH, the Ontario Prevention Clearinghouse, the Association of Ontario Health Centres, and partners have undertaken social marketing and education about SDOH, and education to help health professionals integrate SDOH into core work.

This presentation will illustrate 3 or 4 multi-media social marketing campaigns launched over a decade [... determines health, 1995; Making connections, 1998; Count Me In!, 2004; Taking Action on Oppression, 2007]; a manual with associated teaching; and a 'tool kit' now in production. It will share focus test findings and health promoters' gleanings from field programming with the materials. The presentation will be of interest to health promoters, health care professionals, researchers/academics, and students who face the challenge of continued emphasis on personal behaviours to the exclusion of SDOH.