



**WEDNESDAY, MARCH 11 @ 12 PM EST
WEBINAR ON THE PHRASES PROJECT**

Public Health Reaching Across Sectors

Have you ever had a conversation with someone in another sector about public health only to leave feeling like they didn't quite understand what you were talking about? This webinar will explore why communication about public health to other sectors can be particularly problematic, and how it can even hinder efforts to foster cross sector partnerships. The ability to communicate across sectors and create partnerships is vital to improving health but few of us are trained in how to initiate and sustain cross sector partnerships. The [PHRASES Project](#) – Public Health Reaching Across Sectors, a joint project of the de Beaumont Foundation and the Aspen Institute's Health, Medicine and Society Program has developed framing recommendations, messaging, and stories from the field and resources for public health practitioners to deploy when communicating across sectors. This webinar will describe the PHRASES project, highlight research from the FrameWorks Institute that was conducted for PHRASES, and showcase a sample of PHRASES framing recommendations, messaging, and communication tools.

Join the Webinar

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Senior Program Associate at
the de Beaumont Foundation.



Sarah Martin, PhD, MPH
VP of Health Solutions,
mySidewalk

Bio

Rachel Locke, MPH, CPH

Senior Program Associate at the de Beaumont Foundation

Rachel manages grants across de Beaumont's portfolios and assesses the impact of the Foundation's programs. Before starting her current role, she completed the Association of Schools and Programs of Public Health (ASPPH) Philanthropy Fellowship at the Foundation. Rachel previously was the Health and Science Node Coordinator for the Cancer Free Economy Network. She researched health and scientific impact data about environmental carcinogenesis and worked with health professional and cancer organizations on cancer prevention initiatives that focused on decreasing exposures to toxic chemicals in our society. She also worked as a graduate intern for the Big Cities Health Coalition, expanding the Big Cities Health Inventory and producing content for policy pages.

Rachel graduated from the Columbia University Mailman School of Public Health's Environmental Health Department with a Certificate in Toxicology. Prior to graduate school, Rachel was the program assistant at the Children's Environmental Health Network, a nonprofit in Washington, D.C. She earned her BA from the University of Virginia in Public Policy and Leadership (through the Frank Batten School of Leadership and Public Policy) and Environmental Thought and Practice.

Sarah Martin, PhD, MPH

Vice President of Health Solutions, mySidewalk

Dr. Sarah Martin is currently VP of Health Solutions at mySidewalk--a technology firm specializing in data storytelling for community change. She was previously the Deputy Director of the Kansas City, Missouri Health Department and an Assistant Professor of Health Services Research at the University of Missouri, Kansas City's Bloch School of Management. Dr. Martin received a Master of Public Policy, a Master of Public Health and a PhD in Public Policy from the University of California, Berkeley.

About the Bridging Collaborative

The Bridging Collaborative recognizes that the relationship between public health agencies, health care organizations (systems, hospitals, health systems, etc.) and the community is central to population health improvement efforts.

The purpose of the collaborative is to help strengthen the relationship between public health, health care and the community by supporting and disseminating cross-sectoral population health efforts.

The Collaborative is co-chaired by Terry Allan, Health Commissioner of the Cuyahoga County Board of Health (Ohio), and David Lakey, Chief Medical Officer and Associate Vice Chancellor for Health Affairs at the University of Texas System.

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