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Greetings from [Strategies for Equity and Communication Impact \(SECI\)](#)!

SECI's biannual newsletter is our way to connect with our community and share news, events, and resources that may be helpful in our collective work. Please share it with others and invite them to register [here](#).

For bios/additional information on our team, please click [here](#).

## Recent talks by SECI Principal, Dr. Renata Schiavo

**UConn Health Graduate School Diversity, Equity, and Inclusion Committee seminar series**

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delivered the inaugural lecture on ***The Science of Trust: Implications for DEI in Educational Settings*** as part of [UConn Health Graduate School](#) new seminar series organized by the School's [DEI Committee](#). Her talk offered an overview of trust as a hallmark of human interaction, and its importance in creating a more diverse, equitable, and inclusive environment for organizations and communities.

## Seminar on Community Engagement at the University of Florence



Dr. Renata Schiavo presented a seminar on ***Community Engagement: The People's Approach to Improving Health and Social Outcomes*** organized by [sAu Research Center](#), in close collaboration with the [Department of Experimental and Clinical Medicine of the University of Florence](#) as part of the [Masters in Medical-Scientific Communication and Health Services](#) program. The most interesting part of this event was the one-hour Q&A that followed the presentation and touched upon opportunities and challenges for community-driven interventions in Italy. Attendees included academics, government agencies, physicians, communication and public health professionals, and students.

## Talk on Communicating COVID-19 at The American University of Rome

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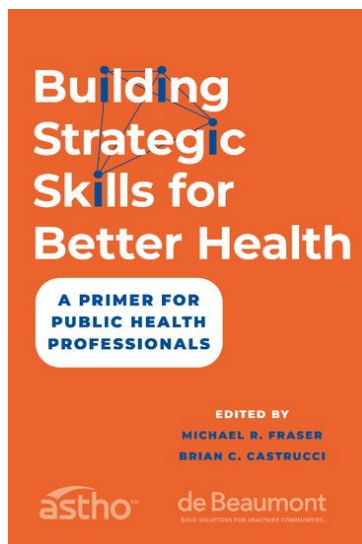
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**Lessons Learned and Future Directions for An Equity-Driven Approach** given by Dr. Renata Schiavo at the American University of Rome (AUR) focused on the lessons learned from communicating COVID-19. It also discussed future directions for a community-driven, equity- and human rights-centered, and multi-sectoral approach to communication and public health interventions in pandemic and inter-pandemic settings. The talk was attended by students and faculty members at AUR.

## New book chapter on Effective Communication!



SECI Principal, Renata Schiavo co-authored with Mayela Arana a chapter on “Effective Communication” in the recently published book **Building Strategic Skills for Better Health: A Primer for Public Health Professionals** edited by Michael R. Fraser and Brian C. Castrucci. Published by Oxford University Press, this professional primer offers a dynamic guide for implementing and developing leadership, management, and advocacy skills to transform public health work across disease-focused services toward integrated population health initiatives. Congratulations to the editors and to everyone involved in this project!

## Meet us at the APHA’s 2023 Annual Meeting

[Subscribe](#)[Past Issues](#)[Translate ▼](#)**APHA 2023**ANNUAL MEETING & EXPO  
ATLANTA | NOV. 12 - 15CREATING THE HEALTHIEST NATION  
OVERCOMING SOCIAL & ETHICAL CHALLENGES

### **Film Festival Opening Session: Centering Black Voices in Addressing Root Causes of Black Maternal Health Inequities**

Sunday, November 12, 2023

2:00 PM - 4:00 PM

Renata Schiavo co-organized and will be co-moderating this session featuring three award-winning documentaries and campaigns that focus on this critical issue. The session will also discuss potential solutions and strategies to address maternal health inequities. A Q&A discussion with filmmakers and experts who participated in the films and/or their development will follow the screening.

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### **Reflecting on the Intersections of Public Health and Health Communication Practice: Celebrate Health Communication Working Group's 25th Anniversary (Organized by HCWG)**

Monday, November 13, 2023

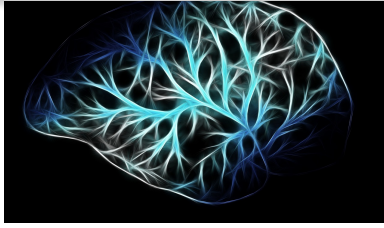
10:30 AM - 12:00 PM

Renata Schiavo is also one of the panelists at this special session hosted by the [APHA PHEHP Health Communication Working Group \(HCWG\)](#) which will feature an in-depth discussion, question-and-answer, and reflection on the intersection of public health and health communication practice.

**We hope to see you in Atlanta. Come say hello to us!**

## SECI Article Picks

**Study reveals that hate speech diminishes brain's empathy response**

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*Scientific Reports* found that exposure to hate speech leads to empathic numbing and a reduced ability to take the psychological perspective of others—not only to out-group members, but toward any other individual, including fellow in-group members. The study, “[Exposure to hate speech deteriorates neurocognitive mechanisms of the ability to understand others’ pain](#)”, was authored by Pluta, A., Mazurek, J., Wojciechowski, J. et al.

**Why this is important:** While we have seen how hate speech can incite intolerance and even violence, this study directly examines the impact of exposure to hateful statements on the neurocognitive processes. History has shown that hate along with misinformation/disinformation can lead to stigmatization and discrimination, so fighting hate speech and bigotry is key to advancing equity and social justice!

### Study looks at challenges in language brokering in medical interactions in Italy



Another study published in Science Direct, “[The changing landscape of healthcare communication in Italy: Perceptions and challenges in language brokering services](#)”, by Nikitina, J., & Montenovo, G., investigated the dynamics of language brokering in medical interactions by examining the perspectives of language brokers and healthcare professionals. The findings include various challenges, and potential ways to manage some of them via collaboration, training programs, and regulations for both groups.

**Why this is important:** With Italy experiencing an important social transformation toward a multicultural and multilingual society in recent years, equitable access to healthcare for all individuals is also predicated upon efficient language and culturally-relevant services.

## Coming up - Webinar on Community Engagement

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## Stay tuned for an upcoming webinar on Community Engagement in early 2024!

The webinar is intended for professionals and community leaders from different sectors across the fields of global health, public health, medicine, healthcare, communication, social and behavior change (SBC), and international development. The centrality of community engagement in designing effective interventions, research studies, and policies, and ultimately to address human rights issues as well as health, racial, and social inequities, will be a key topic in this webinar.

Share the [link to register for our newsletter](#) with others who may be interested in this topic. **An announcement to follow soon!**

## SECI Workshop Offerings

- Health Equity
- Health and Risk Communication
- Social and Behavior Change
- Social and Behavior Change Communication (SBCC)
- Social Innovation and Social Inclusion
- Community-Based Participatory Research (CBPR)
- Community-Driven Approaches to Policy and Intervention Design
- Community and Civic Engagement
- The Science of Trust
- Addressing Implicit and Structural Bias
- Framing Diversity, Equity, and Inclusion (DEI) in Institutional and Program Settings
- System Thinking for Intervention and Policy Design
- Advocacy for Health, Racial and Social Equity

SECI offers customized workshops (both online and in-person) and capacity building programs that are designed to meet the specific needs of our clients and their associates and partners. We specialize in the above topics. Learn more about our [workshop offerings](#) and [past attendees!](#) [Contact us](#) to discuss more and schedule your custom training session.

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“I have served as senior associate/freelance project manager at SECI back from 2008 and worked on several global and U.S.-based health interventions and program evaluation projects. A lifelong reader, I read world literature, along with English translations of regional Indian literature, and more recently—works in Tamil (my native tongue). Books are also a way for me to connect to my children—I still read to my 14-year old!”

“I also enjoy birding—my spark bird was the Red-crested Cardinal, and am energized by making detailed travel plans. A thought I’m pondering currently is the corrosive capacity of cynicism, which is also pervasive across health and social issues—I hope we can model the opposite, especially for our young people, by countering it with humanity and love.”

Read more about Radhika [here](#).

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#### **About Strategies for Equity and Communication Impact (SECI)**

Established in 2004, Strategies for Equity and Communication Impact (SECI) (formerly Strategic Communication Resources) is a women-owned global consultancy focusing on health, equity, and human rights issues. We help organizations achieve their mission by promoting behavioral, social, and organizational change via social innovation, community engagement and systems-changing strategies. For additional information, visit <https://www.seci-globalconsulting.com/>.

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<https://www.seci-globalconsulting.com/>

<https://www.renataschiavo.com/>

New York, NY 10014 - United States

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