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Dear friends and colleagues,

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

We are pleased to present you with our biannual newsletter and inform you of developments at our consultancy, including our new name. This change reflects our experience and long-time focus on health equity and human rights issues.

Since we last wrote to you, we've marked three years since the onset of the global pandemic which has, in significant ways, changed the nature of our lives. As we continue to reorient ourselves to the legacy of the pandemic and to new rhythms, our sincere hope is that we persist to work towards the well-being of us all through continued social innovation, community engagement and systems change.

Our Principal, Dr. Renata Schiavo, continues to hold positions also at Columbia University Mailman School of Public Health, Health Equity Initiative, and the *Journal of Communication in Healthcare: Strategies, Media, and Engagement in Global Health*. The missions of these organizations are complementary to the mission of SECI. Similarly, our senior associates are engaged in other endeavors that account for

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This issue of our newsletter features a few examples of projects we have worked on from 2020–2022, including the evaluation framework/protocol for a UNICEF-Kyrgyzstan Routine Immunization Communication Initiative, an online training for a certificate program in Health Communication for FIOCRUZ- Brasilia - Oswaldo Cruz Foundation, and an online training on *Framing Diversity, Equity and Inclusion in IVP Interventions and Strategies* created for Safe States Alliance. We also included a few additional resources. We hope these will be of interest to you all!

Stay well and we hope the rest of 2023 brings health, joy, and purpose to your lives!

[Strategies for Equity and Communication Impact \(SECI\)](#).

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

Spotlight on 2020

Evaluation Framework for UNICEF-Kyrgyzstan
National Routine Immunization (RI)
Communication Initiative

Transforming the
Global Health Landscape
October 3–5 | GHPC2022

coregroup



SECI worked with [UNICEF-Kyrgyzstan](#) to develop a multi-stakeholder evaluation framework for the UNICEF National Routine Immunization (RI) Communication Initiative. Grounded in the socio-ecological model (SEM) of health, this framework

recognizes the interconnection of behavioral, social, and policy change.

It includes not only activity-specific process indicators, but also progress, outcome, and impact indicators to document results among key groups and stakeholders. Based on this work, a [paper was published in Global Health Promotion \(2020\)](#), and a [poster was presented at the 2022 CORE Global Health Practitioner Conference \(GHPC\)](#) in Bethesda, Maryland. This project was developed by SECI Principal Dr. Renata Schiavo, and Senior Associates Dr. Upal Basu Roy and Latisha Faroul, MHA in collaboration with UNICEF-Kyrgyzstan.

Spotlight on 2021

Certificate Program in Health Communication
Brazil

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journalists and Ministry of Health staff by [FIOCRUZ Brasilia - Oswaldo Cruz Foundation](#), Brazil. As part of this program, SECI principal, Dr. Renata Schiavo designed and facilitated an online module on *Community-Based Risk*

Communication in Pandemic and Epidemic Settings: Strategies to Address Misinformation and Promote Disease Mitigation Measures during COVID-19 and Beyond. The first graduates of the program completed the certificate program in November 2022! Congratulations to all! Parabéns! Muitas felicidades para todos!

Spotlight on 2022

Online training on Framing DEI in IVP interventions for Safe States Alliance

Framing Diversity, Equity and Inclusion in IVP Interventions and Strategies

Renata Schiavo, PhD, MA, CCL
December 2022



This online training, [Framing Diversity, Equity, and Inclusion in Injury and Violence Prevention \(IVP\) Strategies](#), developed by SECI for the [Safe States Alliance](#) focused on how IVP professionals can incorporate anti-racism, cultural competency, and health equity in communications and framing in IVP interventions. Please see the video [here](#).

Additional Resources

In her role as subject matter expert at the [Region 2 Public Health Training Center \(PHTC\)](#), SECI principal, Dr. Renata Schiavo, assisted by SECI senior associate Radhika Ramesh, MA, developed an online training module on [Community Engagement: The People's Approach to Improving Health and Social Outcomes](#). This course focuses on strategies for "true" community engagement—collaborating with and empowering local communities as well recognizing the expert in every community member and leader—and presents relevant case studies, best practices and strategies. This training was also included this March among the Monthly Featured Trainings by the [Centers for Disease Control and Prevention \(CDC\)](#).

Learn more about our customized workshops and training sessions!

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innovation, community engagement, and systems-changing strategies. Please visit our [website](#) to learn about our [offerings](#) and [experience](#) and, most important, contact us to learn more about our [workshops and training sessions](#) (offered in-person or online) and bring our passion and expertise to your organization. Contact us [here](#).

Please also [reach out to us](#) with any questions and suggestions!

Stay in touch!



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