



SDOH in Action: Special Newsletter Edition for SDOH Month

Welcome to the latest edition of our SDOH newsletter. Our newsletter aims to provide you with updates on the initiatives and progress within this current phase, along with relevant partner updates, with the goal of fostering transparency and creating space for meaningful collaboration.

Phase III of the SDOH Strategy, which launched in January 2024, represents a significant progression in our commitment to holistic well-being. Building on the foundational achievements of Phase I, which prioritized critical areas such as food security, housing stability, and health equity, we now advance our efforts. Our latest phase synthesizes insights gained from our earlier efforts, incorporates feedback from Michigan's diverse partners, and employs a collaborative, community-driven approach to address emerging challenges.

[Click here to learn more about Phase III of the SDOH strategy.](#)

January 2025: SDOH Month



SDOH Summit Updates and SDOH Month Activities

We are excited to celebrate Social Determinants of Health (SDOH) Month this January! While MDHHS is not hosting an SDOH Summit in 2025, this year serves as a dedicated evaluation year to assess our initiatives and strengthen our SDOH work. We look forward to bringing back the SDOH Summit in 2026.

Join us in recognizing SDOH Month! We invite partners to host their own events, webinars, or awareness activities to promote health equity and SDOH efforts across Michigan. Use the hashtag **#MISDOHMonth2025** to connect with others and share your impact.

[Click here to read the full SDOH Month proclamation.](#)

Stay engaged and updated throughout SDOH Month by following MDHHS on [Facebook](#), [LinkedIn](#), and [Instagram](#).

SDOH Month Toolkit

We also encourage you to explore the [SDOH Month Toolkit](#), which offers resources like graphics, suggested posts, talking points, and ideas to help you get people involved. Whether you're posting on social media, writing a newsletter, or hosting an event, these resources will help you highlight the importance of SDOH.

Click the link below to explore the toolkit:

<https://bit.ly/SDOHTOOLKIT>



FREE WEBINARS FOR SDOH MONTH JANUARY 2025

Celebrate SDOH Month this January!



Let's work together
to improve the
factors that affect
our health.



Webinar 1: Scaling and Sustaining SDOH Hubs: Key Recommendations from the Advisory Council

Date & Time: Tuesday, January 28, 2025, 2:00–3:00 PM ET

Please join us for an insightful webinar as the Social Determinants of Health (SDOH) Hubs Advisory Council presents a comprehensive set of recommendations to support scalability and sustainability of SDOH Hubs. In this session, Advisory Council members will share actionable strategies within the priority areas of alignment, measurement, engagement, support, and advancing equity. Gain

valuable insights into creating more meaningful partnerships, improving community well-being, and building stronger pathways to address social needs and improve health equity through the innovative SDOH Hub framework. This webinar is particularly beneficial for healthcare organizations, community-based organizations, policymakers, and businesses in the social services sector, as it offers practical approaches to forming impactful partnerships and addressing social determinants that influence health outcomes. [Click here to register.](https://michigan.gov/SDOH)



Join us for a free webinar for SDOH Month!

- **Date & Time:** January 29, 2025, at 1:00 PM ET
- **Topic:** Community Health Worker Integration to Improve Equity (CITIE)
- **Focus:** Reducing health disparities through training and integration of Community Health Workers

REGISTER TODAY

Webinar 2: Community Health Worker Integration: Advancing Equity in Michigan

Date & Time: Wednesday, January 29, 2025, 1:00–2:00 PM ET

Learn about the **Community Health Worker Integration to Improve Equity (CITIE)** initiative, a groundbreaking effort to reduce health disparities. CITIE aims to train and integrate Community Health Workers (CHWs) in communities most affected by health inequities, supporting recommendations from the CHW Subcommittee.

Discover how this collaborative initiative is laying the foundation for improved health equity through pilot projects launched in 2024. [Click here to register.](#)



SOCIAL DETERMINANTS OF HEALTH (SDOH) HUBS

Michigan.gov/SDOH

Webinar 3: SDOH Hubs: Cultivating Strong and Resilient Communities

Date & Time: Thursday, January 30, 2025, 2:00–3:00 PM ET

Join us for an engaging webinar on Social Determinants of Health (SDOH) Hubs, where we will dive into the critical role they play in addressing social, economic, and environmental factors to improve health and advance equity. This session will bring together state partners and community leaders to discuss how SDOH Hubs serve as central points for integrating services and resources to enhance social and health care

delivery, tailored to the specific needs of communities. This webinar will be especially valuable for public health officials, healthcare providers, community-based organizations, and policymakers, as it highlights collaborative strategies and innovative models that can improve outcomes and ensure equitable access to essential resources. Learn more about how local partners are collaborating for a more holistic approach and what's on the horizon for the SDOH Hubs initiative. [Click here to register.](#)

SDOH Stories from our SDOH Community Influencers

In celebration of SDOH Month 2025, MDHHS SDOH Community Influencers from across Michigan share their inspiring stories of health equity and their efforts to address SDOH in

their communities. Community Influencers are individuals who provide vital input about their community's needs and challenges, working with MDHHS and local partners to drive meaningful change. [Learn more about the role of a Community Influencer here.](#)

These stories showcase the innovative ways organizations and individuals are working to ensure that all Michiganders have access to the resources they need to live their healthiest lives.

Below, you'll find timestamps and summaries for the featured stories from the main YouTube video, as well as highlights from two additional videos featuring Ioana Popa, Jason Blanks, and Adam Williams.



[Click here to watch the full video.](#)

Main Video: Timestamp Summaries

[0:01 – Deborah Crowley \(Exclusive Elderly Resource Center\) & Crystal L. Gunn \(Financial Wisdom Institute\)](#)

Deborah Crowley and Crystal L. Gunn discuss the disproportionate impact of SDOH on Black and Brown communities. They highlight income inequality and its effects on accessing healthcare, with many individuals facing out-of-pocket costs that can lead to financial hardship. Crystal emphasizes the importance of financial literacy and sustainable systems that ensure equitable access to resources, care, and opportunities for all.

[3:17 – Heather Bauman \(The WELL Outreach\)](#)

Heather Bauman, Executive Director of The WELL Outreach in Arenac County, shares how the organization supports ALICE (Asset Limited, Income Constrained, Employed) communities. Their programs, such as "Arenac Christmas for Kids," provide financial relief to over 200

families, ensuring children receive toys for Christmas. The WELL also connects individuals to resources and fosters a sense of community support to help residents thrive.

4:53 – Chloe Kidd Taylor (Priority Health)

Chloe Kidd, Health and Wellness Coordinator at Priority Health, discusses transportation as an significant SDOH. Priority Health connects members to transportation for healthcare appointments and employs Community Health Workers (CHWs) who help members access food, housing, and other essentials. Chloe stresses the importance of investing in communities, holding listening sessions, and ensuring culturally competent care to address SDOH effectively, in both rural and urban areas.

6:58 – Tina Swanton (Saginaw Community Food Club and Kitchen) & Jamie Forbes (Saginaw Transit Authority Regional Services)

Tina Swanton and Jamie Forbes address the challenges of transportation in Saginaw and its critical role in accessing food and healthcare. The Saginaw Transit Authority partners with the Saginaw Community Food Club to expand grocery options for riders. Together, they work to ensure that transportation barriers do not prevent residents from obtaining healthy food and necessary care.

9:41 – Dr. Ijeoma Nnodim Opara (Wayne State University School of Medicine & Wayne Health)

Dr. Ijeoma Nnodim Opara discusses health equity as creating conditions, environments, and resources for everyone to achieve optimal health. She highlights the importance of integrating SDOH into healthcare models and screening for needs like food, housing, transportation, and employment in her practice. Dr. Opara encourages participation in SDOH Month to raise awareness and work collectively toward achieving true health equity in Michigan.

13:22 - Amy Bonner (Trinity Health)

Amy is a Community Health Worker (CHW) serving Washtenaw and Livingston counties. She discusses how health equity means ensuring everyone has the ability to live their healthiest life, regardless of their zip code. She highlights challenges like food insecurity and lack of transportation in her areas. At her hospital, a farm initiative addresses food insecurity by providing families with fresh food and produce.

Additional Videos:

Video 2: Ioana Popa (Washtenaw County Health Department)

Ioana is a Community Health Worker (CHW) with the Washtenaw County Health Department. She discusses how food insecurity in Washtenaw County is being addressed through a wide network of food banks, including some offering home delivery for individuals who are homebound or face transportation challenges. The health department also provides support for same-day appointments and addresses SDOH needs such as housing, food, and

transportation. Ioana envisions Michigan as a prosperous place where all residents are valued, important, and seen.

Video 3: Jason Blanks (Capital Area Health Alliance) & Adam Williams (Missionsfilled)

Jason Blanks, Executive Director of the Capital Area Health Alliance, and Adam Williams, Executive Director of Missionsfilled, discuss how SDOH impacts the community and how Missionsfilled is making a difference. Missionsfilled focuses on identifying community resources available through churches and charitable groups, aiming to build bridges between these groups, nonprofits, and policymakers. They provide access to health, wellness, and resources while looking through a lens of sustainability. Adam highlights the need for a system that identifies issues, adapts to changing community needs, and serves as an asset map or resource hub, similar to 211, to provide a comprehensive database of available resources.

Join the movement for health equity by sharing what your organization is doing to address SDOH! Use #MISDOHMonth2025 on social media to highlight your efforts and inspire others to take action. Let's work together to create a healthier, more equitable Michigan.

Celebrate SDOH Month with Fun Activities and Prizes!

Join the excitement this January during Social Determinants of Health (SDOH) Month by participating in the Bingo Card Challenge and the Scavenger Hunt!

How to Participate:

Bingo Card Challenge

- **Complete Activities:** [Explore the activities on the bingo card](#) and engage with as many as possible throughout January 2025.
- **Mark Your Progress:** When you complete an activity, write the date in the corresponding square.
- **Aim for Bingo:** Complete at least one row, column, or diagonal—or go for the full card for a bonus entry!
- **Submit Your Card:**
 - Take a photo or scan your completed bingo card.
 - Email it to MDHHS-SDOH-PolicyandPlanning@michigan.gov by **January 31, 2025**.

Scavenger Hunt

- [Click here for the scavenger hunt link.](#)
- Follow the clues, search [our website](#), and find the answers using the link below:

- Each week, two participants who complete the scavenger hunt will win exclusive SDOH swag!

Celebrate with us and help promote health equity across Michigan. Learn more at Michigan.gov/SDOH and share your journey with **#MISDOHMonth2025**!



Understanding the Roots of Health Inequities: A Path Toward Equity in Michigan

The first step in addressing health disparities is gaining awareness of how these inequities were created. Historical factors like redlining, Jim Crow laws, and discriminatory practices in housing, healthcare, and education are systemic problems that have deeply impacted the health outcomes of racial minorities and other marginalized communities across Michigan.

In addition, poor rural farmers have also faced long-standing barriers to health equity. Federal agricultural policies often favored large agribusinesses, while smaller, independent farmers—particularly those in Northern Michigan and other rural areas—struggled to access credit, subsidies, and other resources. These inequities have contributed to chronic stress, limited access to healthcare, and food insecurity among poor rural populations.

The MDHHS Racial Health Equity Think Tank and Rural Health Equity Plan are committed to addressing these systemic barriers and creating pathways for lasting change. [Click here to explore some resources](#) that delve into these historical factors, providing critical context for the work ahead.

SDOH Month Mini-Grant Opportunity: Shine a Spotlight on Your Impact!

To celebrate Social Determinants of Health (SDOH) Month in January 2025, MDHHS is offering \$500 mini-grants to highlight outstanding contributions to addressing social drivers of health in Michigan. Four mini-grants will be awarded—one for each week's topic—based on impact, innovation, and engagement. Mini-grants can be used to support the ongoing efforts of the project highlighted.

All applications are due by January 31, 2025.

For questions or concerns, please contact us at mdhhs-sdoh-policyandplanning@michigan.gov.

[Click here to apply.](#)

How to Participate:

- **Align with the Weekly Theme:** Each week of January focuses on a specific SDOH theme:
 - **Week 1 (Jan 5–11):** Understanding SDOH – "Unpacking the Basics"
 - Examples: Educational workshops, public awareness campaigns, or programs explaining the SDOH concept.
 - Focus: How is your organization fostering an understanding of SDOH basics.
 - **Week 2 (Jan 12-18):** Reducing Disparities – "Targeted Strategies for Priority Populations"
 - Examples: Programs addressing food sovereignty, rural health inequities, or redlining impacts.
 - Focus: How does your organization target specific populations to close health disparity gaps?
 - **Week 3 (Jan 19 –25):** Health in All Policies – "Sustainable Solutions for Community-led Strategies"
 - Examples: Initiatives integrating health considerations into policy across sectors (e.g., transportation, housing).
 - Focus: How does your organization collaborate across departments or organizations for sustainable solutions?
 - **Week 4 (Jan 26–31):** SDOH Hubs – "Connecting Communities for Sustainable Solutions"
 - Examples: Community engagement through hubs, partnership building, or innovative hub strategies.
 - Focus: How is your organization using SDOH Hubs to connect communities and drive sustainable change?

Share Your Story:

- [Complete the SDOH Month Mini-Grant Survey to submit your story.](#) The survey will capture:
 - A description of your initiative or program relevant to the week's theme.
 - Specific examples, measurable outcomes, and community impact.
 - Contact information (name, email, and phone number).

- A link to any posts or content your organization has shared publicly.
- Details on how the \$500 mini-grant would support your efforts.
- Optional: Upload supporting visuals (photos, infographics, or videos).

Complete Your Submission:

Ensure your application is submitted by **January 31, 2025, at 11:59 PM.**

Grantee Selection:

A panel will review all submissions for innovation, relevance, and engagement. Four winners—one per week—will be selected and notified directly via email. Please include a contact email address in your submission.

SDOH Month - January 2025 Important Dates

Week 1 (Jan 5–11): Understanding SDOH – "Unpacking the Basics"

- **January 5:** [SDOH Toolkit Launch](#) – Access all the graphics, templates, and tools for SDOH Month.
- **January 11:** [Scavenger Hunt Week 1 Submissions Due](#) – Submit your findings by the end of the day.

Week 2 (Jan 12–18): Reducing Disparities – "Targeted Strategies for Priority Populations"

- **January 18:** [Scavenger Hunt Week 2 Submissions Due](#) – Submit your findings by the end of the day.

Week 3 (Jan 19–25): Health in All Policies – "Sustainable Solutions for Community-led Strategies"

- **January 25:** [Scavenger Hunt Week 3 Submissions Due](#) – Submit your findings by the end of the day.

Week 4 (Jan 26–31): SDOH Hubs – "Connecting Communities for Sustainable Solutions"

- **January 28:** [Webinar 1: Scaling and Sustaining SDOH Hubs: Key Recommendations from the Advisory Council](#) **Time:** 2:00–3:00 PM ET
- **January 29:** [Webinar 2: Community Health Worker Integration: Advancing Equity in Michigan](#) **Time:** 1:00–2:00 PM ET
- **January 30:** [Webinar 3: SDOH Hubs: Cultivating Strong and Resilient Communities](#) **Time:** 2:00–3:00 PM ET
- **January 31:** [Scavenger Hunt Week 4 Submissions Due](#) – Submit your findings by the end of the day.

- **January 31: [Mini-Grant Applications Due](#)** – Submit by the end of the day.
 - **January 31: [Bingo Card Submissions Due](#)** – Email to mdhhs-sdoh-policyandplanning@michigan.gov
-