Building Health Equity Through the Transformative Power of Music, Art and Science

Lori Rose Benson, CEO
@Lorirosebenson
@hhphorg
HHPH.org
info@hhph.org
What We Do

CREATE

ENGAGE

AMPLIFY
HOW DO WE CREATE?

Multisensory Multilevel Health Education Model

BUILDING HEALTH EQUITY THROUGH THE TRANSFORMATIVE POWER OF MUSIC, ART, CULTURE & SCIENCE

MULTISENSORY MULTILEVEL HEALTH EDUCATION MODEL

SOCIAL ECOLOGICAL MODEL LEVELS OF INFLUENCE
NEUROSCIENCE OF LEARNING & BEHAVIOR CHANGE SCIENCE
THE COLLECTIVE POWER OF ART, CULTURE & SCIENCE
CULTURALLY TAILORED RESOURCES & INITIATIVES
CHILD MEDIATED HEALTH COMMUNICATION

ACADEMIC RESEARCH & SCIENTIFIC RIGOR
# Multisensory Multilevel Health Education Model


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<td><strong>ART</strong></td>
<td>Aesthetics Multisensory</td>
<td>Music Dance Storytelling Gamification Video/Animation</td>
<td>Attention Immersion Motivation Literacy barriers Learning</td>
<td>Individual Interpersonal</td>
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<td><strong>CULTURE</strong></td>
<td>Cultural Tailoring Social Norms Digital Culture</td>
<td>Qualitative Research Cultural adaptation frameworks Social media</td>
<td>Cultural Relevance Personal relevance Acceptance Social Networks</td>
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<td>Cognitive strategies</td>
<td>Sticky/Contagious Principles Behavior Change Science</td>
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<td>Evidence-based Methods</td>
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Music & The Brain
For the first time ever, hip-hop surpassed rock ‘n’ roll as music’s most consumed genre.

Nielsen’s 2017 Year-End Report

25.1%

of all music consumed is hip-hop or R&B
Who We Are

PUBLIC HEALTH SCIENTISTS
COMMUNICATION EXPERTS
HEALTH DISPARITIES EXPERTS

SCIENCE

HEALTHCARE PROFESSIONALS
EDUCATION PROFESSIONALS
SUBJECT MATTER EXPERTS

SCIENCE

TRANSDISCIPLINARY TEAM

ARTISTS, MUSICIANS, PRODUCERS,
CREATIVES, STORYBOARD WRITERS

ART

REPRESENTATIVES
OF TARGET GROUP(S)

CULTURE
Stand Up To Cancer And Hip Hop Public Health Launch Colorectal Cancer Screening Education Initiative

New Public Service Campaign Features Hip-Hop Artists Chuck D and Pete Colon with an Original Song and Music Video to Encourage Screenings amongst Black and Hispanic Americans

Unidos Contra El Cáncer y Hip Hop Public Health lanzan iniciativa educativa para la detección del cáncer colorrectal

Nueva campaña de servicio público presenta a los artistas de hip hop Chuck D y Pete Colon con una canción original y un video musical para incentivar las pruebas de detección entre la población afroamericana e hispana
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HIP HOP public health

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@Lorirosebenson
@hhphorg
HHPH.org
info@hhph.org