

## Supporter invitation and ways of working

### About Health Equals

In the UK, people who live in our poorest neighbourhoods are dying a decade earlier than people in the wealthiest areas. And evidence shows that these health inequalities are getting worse.

Health Equals is a [coalition](#) of organisations<sup>1</sup>. We want everyone to have the opportunity for more equal health and wellbeing through action on the building blocks of health: good work; our communities; where we live; our environment; the money in our pockets and how we learn and grow.

We campaign to:

- Build public understanding and awareness of the building blocks of health and their contribution to health and health inequalities.
- Achieve national policy change so that 1) health is a priority across government departments and 2) policies that would improve health are implemented across the building blocks of health.

Our three core workstreams are:

1. Public-facing, headline campaigns: aim to increase public awareness and understanding of the building blocks of health and the urgent need to address health inequalities and improve the nation's health. This work has a public audience.
2. Spotlight campaigns and influencing: aim to achieve policy change on specific building blocks of health and/or mechanisms that enable health to be prioritised across government. Our current areas of focus are: air quality, housing, employment and putting [Health at the Heart of Government](#)<sup>2</sup>. This work has both a public and policy audience.
3. Member-led and reactive policy influencing: increase awareness of the building blocks of health and provide support for members' priorities and asks. This work has both a public and policy audience.

### About our supporters

We bring together supporters from across sectors and building blocks of health<sup>3</sup>. Our supporters demonstrate the weight of collective influence and support for action on the building blocks of health. Supporters are invited to put their voice to a bold and well-resourced initiative to make the case for change.

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<sup>1</sup> <https://healthequals.org.uk/meet-our-members/>

<sup>2</sup> <https://www.health.org.uk/publications/health-at-the-heart-of-government>

<sup>3</sup> <https://healthequals.org.uk/meet-our-supporters/>

## Our offer to supporters

We will:

- Feature your logo on our website under our vision statement: *we want everyone in the UK to have a more equal opportunity for good health and wellbeing*. Supporter logos will not be linked to any policy asks unless you wish it to be. Members are also invited to include their association with Health Equals on their own website, agreeing text in consultation with the Health Equals team.
- Share a “supporters pack” with you ahead of campaigns to enable you to share content through your networks and use it as a platform to share your own work and priorities relevant to health.
- Share evidence, updates and framing guidance on the building blocks of health so that you can make the case for how your organisation and sector influences health.

We are also open to expressions of interest in participating in other areas of our work and/or campaign delivery. For example, participating in campaign launch events or providing advice to our working groups on specific policy areas.

## Our ask of supporters:

We ask supporters to commit to our vision: *we want everyone in the UK to have a more equal opportunity for good health and wellbeing*. This includes not advocating for or supporting activity where there is a strong evidence base that it actively detracts from health and wellbeing, including but not limited to tobacco, alcohol, gambling and low pay.

We also ask that supporters are consistent with our evidence-led and independent approach to campaigning.

For a discussion about supporting us, contact the team at [info@healthequals.org.uk](mailto:info@healthequals.org.uk)