CAMI

CASE STUDY

2025

Health Equity Compact

HEALTH EQUITY COMPACT · MASSACHUSETTS

‘TIME TO DOUBLE DOWN ON HEALTH EQUITY.’

Event Promotion · Social Media

Public Relations · Organizational Growth

THE PROBLEM:
HEALTH EQUITY PROGRAMS UNDER ATTACK

ABOUT THE HEALTH EQUITY COMPACT

The Health Equity Compact is a group of 85+ health leaders of color in Massachusetts working to defend health equity programs under attack by the federal government. CAMI Studio worked with the Compact to craft a powerful message, launch an engaging social media campaign, and drive media coverage around its legislation and annual event: *The Health Equity Trends Summit* at the JFK Library in Boston.

CAMI'S IMPACT

CAMI's work generated PR and social media exposure, helped advance the Compact's signature legislation, *An Act to Advance Health Equity*, and contributed to overall organizational growth at a critical time.

$6 billion

Annual economic cost of racial health inequities in Massachusetts

$11 billion

Projected loss in funding by 2050 without action

23 YRS

Life expectancy gap between residents of Roxbury and Back Bay in Boston

SOURCE: BLUE CROSS BLUE SHIELD OF MASSACHUSETTS FOUNDATION REPORT

> **"With the work of health equity under attack, and the federal government planning to slash Medicaid, the safety net, and funding for critical life-saving research, it's time for Massachusetts to double down on our commitment."**
>
> MICHAEL CURRY · NATIONAL NAACP BOARD MEMBER · FOUNDING COMPACT MEMBER

CAMI SOLUTIONS:

MESSAGING & PR CAMPAIGN, FOLLOWED BY SOCIAL OUTREACH TO LEVERAGE THOSE WINS.

OVERVIEW

CAMI Studio's work for HEC involved research, interviewing Board members to develop a strong message, a PR campaign to promote the summit and legislation, and impactful social media content to leverage those wins across key channels like LinkedIn and X.

CAMI's work to push those wins forward through member communications, legislative advocacy, and social media influencers contributed to a significant increase in members and donations to the Health Equity Compact at a time when they needed it most.

01 MESSAGING RESEARCH & BOARD INTERVIEWS

Interviewed HEC Board members to develop a strong message for the campaign, *'Time to Double Down on Health Equity.'*

02 VALIDATION & SUPPORTIVE MESSAGING

Coordinated quotes from the governor's, speaker's and senate president's offices to ensure consistent and supportive messaging in the State House.

03 MAINSTREAM & ETHNIC MEDIA PLACEMENTS

Generated close to 20 mainstream and ethnic media hits surrounding the summit, contributing to a sold-out event and legislative success.

04 DIVERSE SURROGATE VOICES

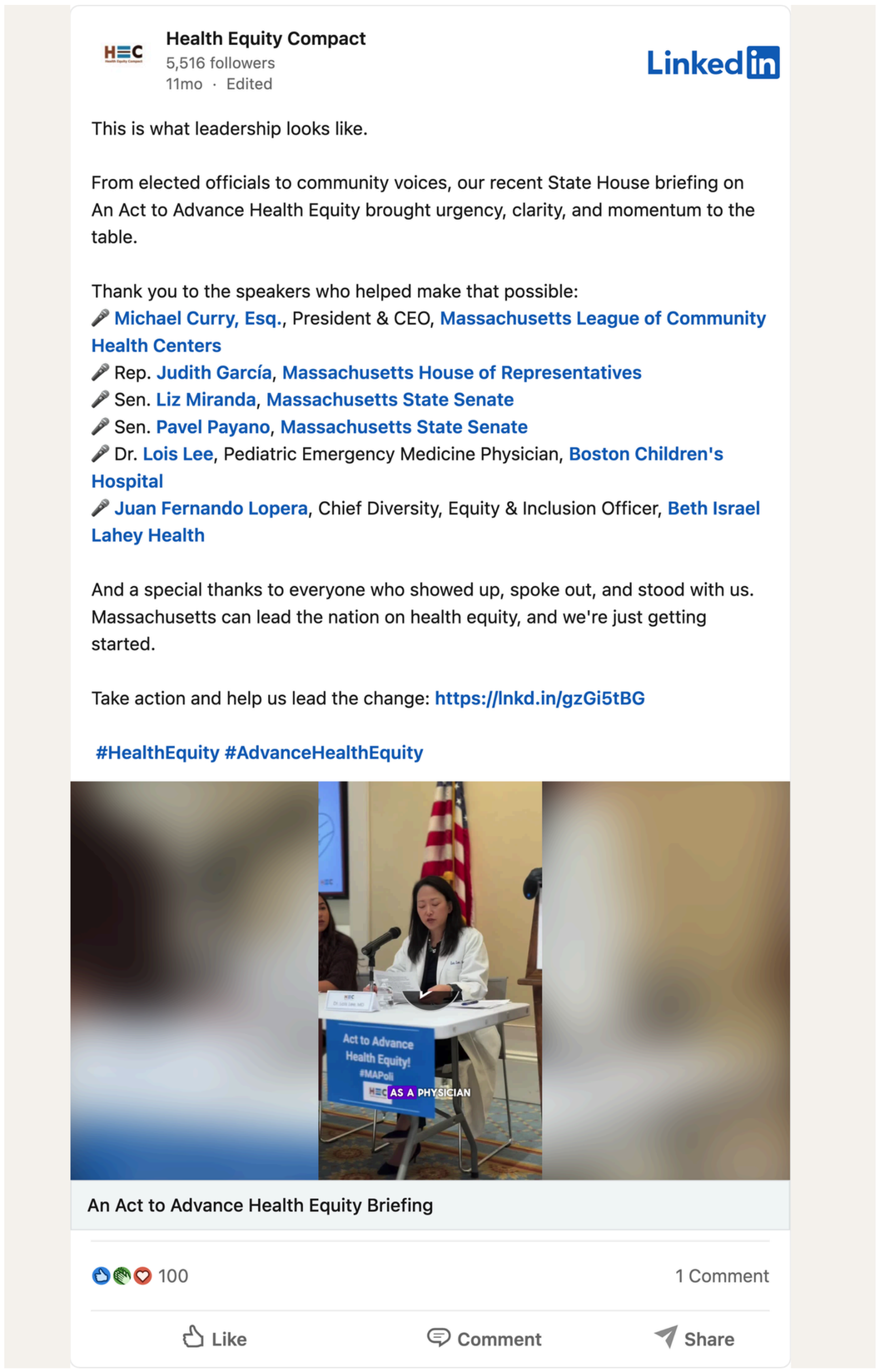
Coordinated diverse voices from the Compact to drive messaging via op-eds, interviews, and social posts around signature events and milestones.

05 PUSHING WINS FORWARD

Harnessed member communications, legislative advocacy and social media support to generate credibility and growth.

CAMI SOCIALS:

ENGAGING LINKEDIN INFLUENCER POSTS



LINKEDIN · VIDEO · 10/21/25 · 100 REACTIONS

State House Briefing Highlights



LINKEDIN · PHOTOS · 10/28/25 · 54 REACTIONS

APMA State Advocacy Forum

CAMI created LinkedIn content for HEC around its State House briefing and advocacy, keeping *An Act to Advance Health Equity* in front of partners, media and the Compact's members and followers.

CAMI IMPACT:

Health Equity Compact

LinkedIn · 5,516 followers

- CAMI's engaging content helped grow new Compact account to reach **5,500+ LinkedIn followers**

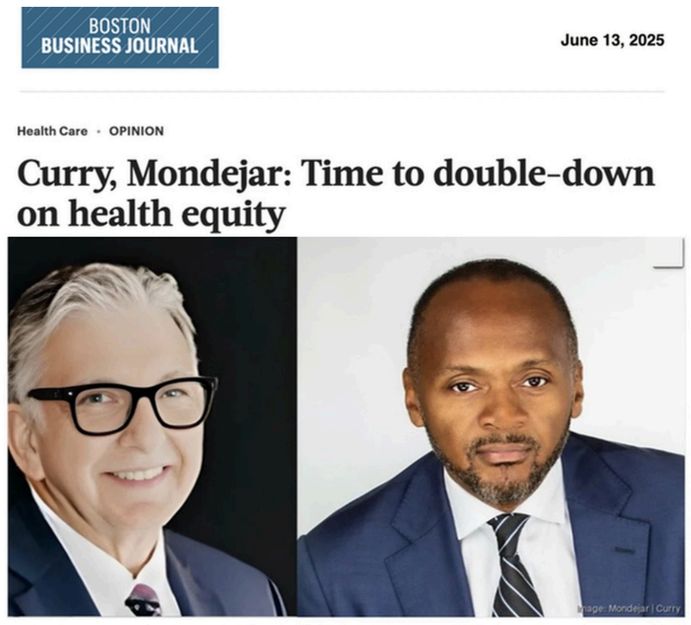
CAMI MEDIA:

MAINSTREAM & ETHNIC MEDIA COVERAGE



PRESS RELEASE · 6/11/25

HEC Press Release



Michael Curry, at right, is a civil rights and healthcare leader, and a founding member of the Health Equity Compact. Oz Mondejar is a disability-rights activist and member of the compact. MONDEJAR; KEVIN L. FISHER, KREATIVE FHOTOGRAPHY

OP-ED · 6/13/25

BBJ Op-Ed



EDITORIAL · 8/10/25

Boston Globe Editorial



OP-ED, SPANISH-LANGUAGE · 6/13/25

El Planeta (Spanish language) Op-Ed



NEWS · 6/18/25

Bay State Banner Coverage

CAMI contributed to **close to 20 mainstream and ethnic media hits** surrounding the summit and legislative hearings, driven by diverse surrogate voices.

SOURCES

Published Coverage and Social Links

Press release (6/11/25) featuring quotes from MA Governor Maura Healey, Senate President Karen Spilka and Speaker Ronald Mariano:
https://www.healthequitycompact.org/news/driven-by-85-health-leaders-of-color-summit-brings-together-2000-to-push-health-equity-forward-in-ma
Boston Business Journal op-ed drafted and placed for HEC leaders (6/13/25):
https://www.bizjournals.com/boston/news/2025/06/13/curry-mondejar-time-to-double-down-on-health-equ.html
Supportive Boston Globe editorial published following HEC advocacy campaign (8/10/25):
https://www.bostonglobe.com/2025/08/10/opinion/health-equity-compact-legislation/
Bay State Banner coverage of the summit (6/18/25):
https://baystatebanner.com/2025/06/18/health-equity-summit-pushes-back-on-cuts
LinkedIn post, State House briefing video (10/21/25):
https://www.linkedin.com/posts/an-act-to-advance-health-equity-briefing-ugcPost-7386445905081573376-dp0V/
LinkedIn post, Advocacy Forum (10/28/25):
https://www.linkedin.com/posts/healthequity-stateadvocacy-apma-ugcPost-7389068451493093376-OL40/

CAMI SUCCESS:

SUMMIT, MEDIA & DONOR GROWTH

2,000
ATTENDEES AT SOLD-OUT HEC SUMMIT

$500K
KEY CONTRIBUTION FROM TAKEDA

~20
MAINSTREAM & ETHNIC MEDIA HITS

5,500+
HEC LinkedIn followers

OVERVIEW

Overall, CAMI's work contributed to a packed summit with approximately 2,000 attendees, a successful State House event, and positive editorial coverage in the Boston Globe and ethnic media outlets supporting *An Act to Advance Health Equity*. This led to the Compact growing its social following and achieving major fundraising success in 2025, including a $500,000 contribution from Takeda. CAMI's work also helped advance HEC's legislation through a key committee, with more than 30 individuals and organizations testifying in support.

> ***"Massachusetts has the best health care system in the country, but we need to ensure that everyone in our state can access it. Today, I feel encouraged by the work of the Health Equity Compact to bring more equity and affordability to all people across Massachusetts."***
>
> GOV. MAURA HEALEY · QUOTE SECURED FOR HEC PRESS RELEASE (6/11/25)

