Women, Youth and Children’s Health at the Public Health Institute

Uncovering health disparities and advancing evidence-based solutions

In the U.S., PHI tackles issues such as nutrition and obesity prevention, maternal mortality, perinatal substance use and depression, and violence against women. Globally, PHI seeks to improve the social status and health of girls, women and young people.

Since 1964, the Public Health Institute’s partners, programs and researchers have focused on what they do best: their work. They rely on PHI’s comprehensive operational infrastructure to quickly move their public health programs from concept to implementation to impact.

PHI’s approach includes:

**Advocating for policies** that promote and protect the rights of women and youth.

**Mobilizing multi-sectoral partners** from health care, schools, government and businesses to improve the health of women and children.

**Researching** rates of disease and other health indicators among women and children to inform new policies and health care practices.

**Building the capacity of women and youth** to become the health leaders of today and tomorrow.

**Promoting healthy behaviors to youth** through cutting-edge social marketing campaigns.

**Focusing on health equity** and improving the social determinants of health.

The Public Health Institute (PHI) is an independent, nonprofit organization dedicated to promoting health, well-being and quality of life throughout California, across the nation and around the world.

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The impact of PHI programs on women, youth and children’s health

Working to ensure safe pregnancies  PHI researchers have worked with the California Department of Public Health to investigate the state’s rising rates of maternal mortality. This has resulted in new guidelines and tools to treat pregnancy-related complications such as obstetric hemorrhage and preeclampsia.

Protecting the rights of girls and youth  African and Latin American leaders trained by PHI’s Adolescent Girls’ Advocacy and Leadership Initiative (AGALI) have become powerful policy advocates and contributed to important victories, including passage of the national Children’s Law in Liberia, ratification of a national treatment protocol for sexual violence survivors in Guatemala and creation of a national advocacy network to eliminate child marriage in Malawi.

Holding industry accountable for marketing unhealthy foods to kids  Cereal manufacturers changed advertising practices, including removing two major websites advertising sugary, high-caloric cereals to kids, after the Berkeley Media Studies Group’s analysis of their digital marketing to children was published with the Yale Rudd Center’s Cereal FACTS report.

Improving clinical care for children through research  PHI’s Child Health and Development Studies has produced valuable research and data that have helped physicians better understand and treat health problems among kids, including abnormal height and weight gain and convulsions.

Reaching youth with positive health messages  The Children’s Power Play! Campaign, a research-proven social marketing campaign by PHI’s Network for a Healthy California, reaches 500,000 low-income California children a year and has shown to improve their attitudes about eating fruits and vegetables and staying physically active.

Other PHI programs working on women, youth and children’s health  ACCESS Health Worldwide • California Adolescent Health Collaborative • California Center for Research on Women and Families • California Convergence Coordinating Office • California Project LEAN • Center for Women’s Health Leadership • Coalition Advancing Multipurpose Innovations (CAMI) • Center for Research on Adolescent Health & Development • Central California Regional Obesity Prevention Program • FACES for the Future • GOJoven: Youth Leadership in Sexual and Reproductive Health • Regional Asthma Management and Prevention • What Works for Women and Girls

For more information about PHI programs working on women, youth and children’s health, visit www.phi.org or contact PHI communications at communications@phi.org.