Dear friends,

Just recently I had the privilege of sitting with a wonderful team of Upstreamists at the National Healthy Directions in Dallas that just left such an impact on us. They spoke about a grassroots campaign called "Culture of Health" that is spreading across the nation. Patients are increasingly demanding that their health care providers take into account not just physical health, but mental, emotional, and social health. This shift is creating a ripple effect throughout the health care world, and it's exciting to see how it's reshaping the way we think about care.

Culture change sounds difficult, and there's no doubt that it takes time. But the concept of a "culture of health" is about more than what we think of as traditional health care. It's about the culture of the neighborhood, the state, and the nation. It's about how we live our daily lives. It's about what we expect of our health care providers. It's about what we expect of ourselves. It's about what we expect of our communities.

At HealthBegins, we're working to stretch this paradigm shift further, to foster "a culture of health and equity" in its community. Organizations such as the Robert Wood Johnson Foundation, with its "fostering the health of communities" campaign, are encouraging this new mindset.

Culture doesn't change overnight, and there's no doubt that it takes time. But the concept of a "culture of health" is about more than what we think of as traditional health care. It's about the culture of the neighborhood, the state, and the nation. It's about how we live our daily lives. It's about what we expect of our health care providers. It's about what we expect of ourselves. It's about what we expect of our communities.

Ultimately, culture is us. And together, we are making it new.

Rishi Manchanda
Best,

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