



## COMMUNICATIONS

### Opportunities

- Creating a communications content tracking system to ensure that all department receive regular coverage and all communities receive tailored health messaging
- Newsletter content generation that is informative, accessible, fun, and written with a consideration for health equity

### Projects

- Pitched, researched, and wrote newsletter articles for RHHD weekly external publication
- Researched strategic planning processes and assisted in planning of Internal Communications Strategic Planning Workgroup meetings
- Created a communications content tracking system
- Implemented a Communications Product Menu to facilitate inter-departmental communication and product requests
- Outlined RHHD substance use presentation template



### Newsletter Pieces

- **“Health Equity and heat” (6.7.24):** Article (see below) ran on newsletter and social media about the links between redlining and tree cover disparities.
- **“Grill Safe” (6.28.24):** Newsletter interview with Envi Health about food safety on the Fourth of July. *“When you grill or eat outside, take it step-by-step: First, cook all your non-proteins on the grill. Kirsten’s fun grilling rec? Try tossing an avocado on the grill alongside your corn or peppers!”*
- **“Prepping for school with entrance physicals” (7.12.24):** Report out from Sacred Heart Center school entrance health event. *“Students that are just starting school for the first time or who have transferred from another school district are required to have a school entrance health physical... School entrance physicals can be a great first step to finding primary care, especially with the amazing guidance of on-site CHWs at each event.”*
- **“On the Radio: “La importancia de tener vacunas antes de entrar a la escuela”” (7.12.14):** Bilingual piece celebrating the work of RHHD CHWs and sharing information about required school vaccines. *“No esperemos a último día. Don’t wait until the end of the summer! Make an appointment with your primary care physician or call RHHD to make an appointment now.”*

UPCOMING: VMFA & Public Health; Celebrating the Paralympics with RVA Athlete

## POLICY

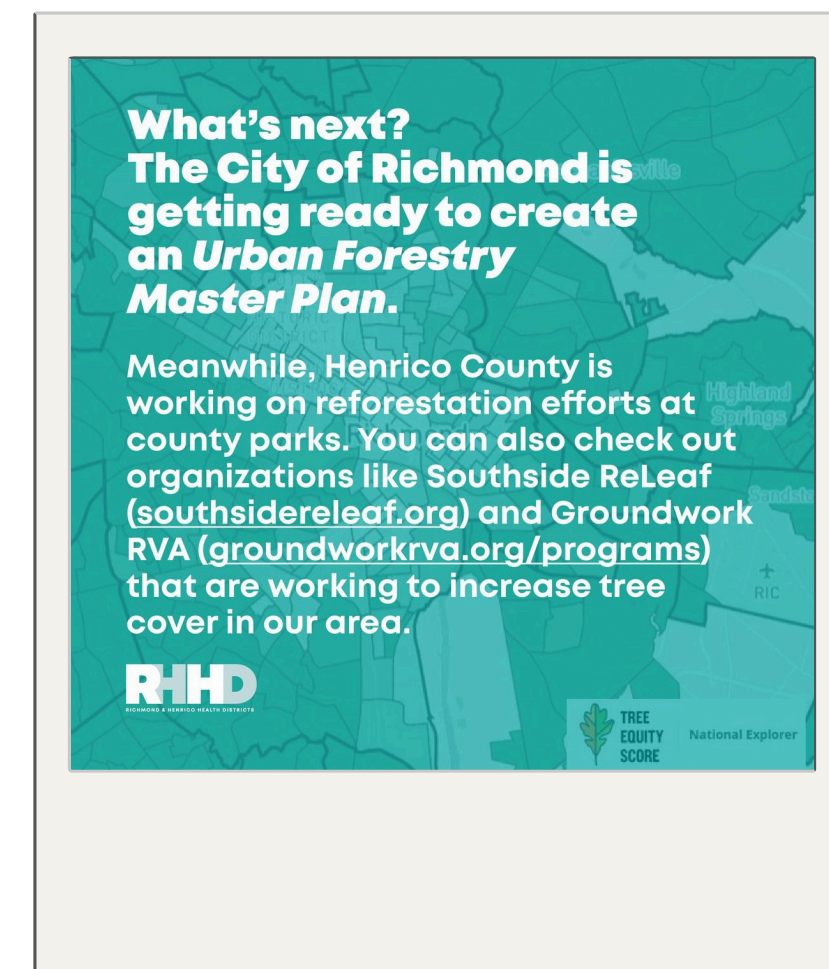
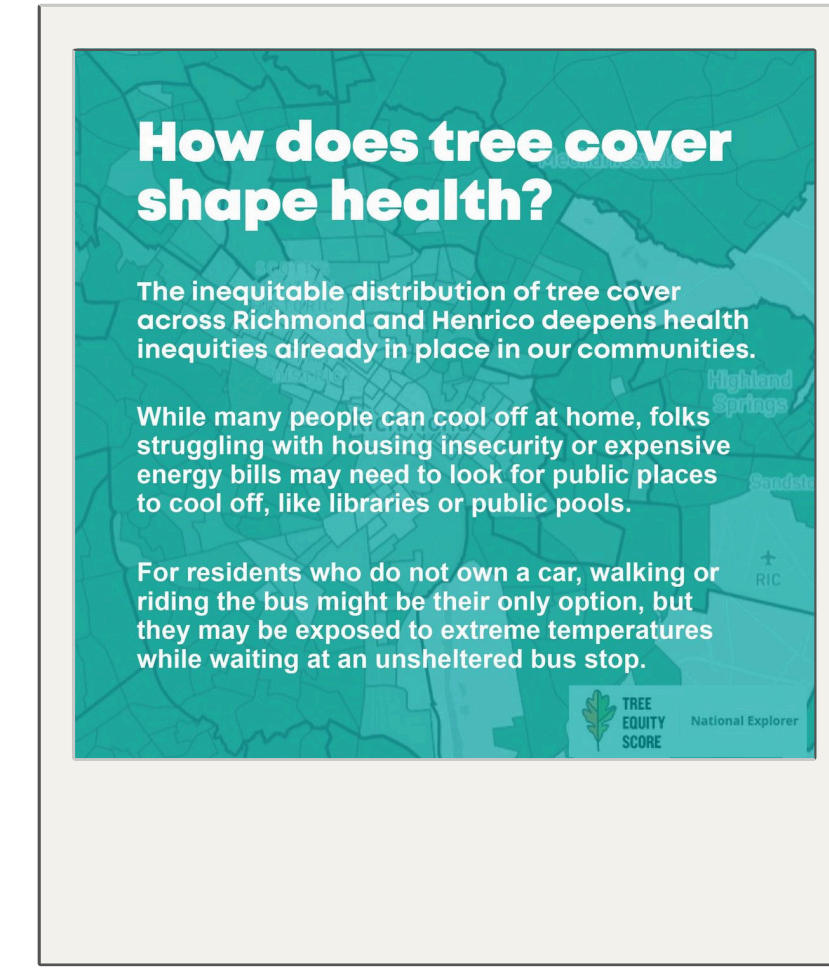
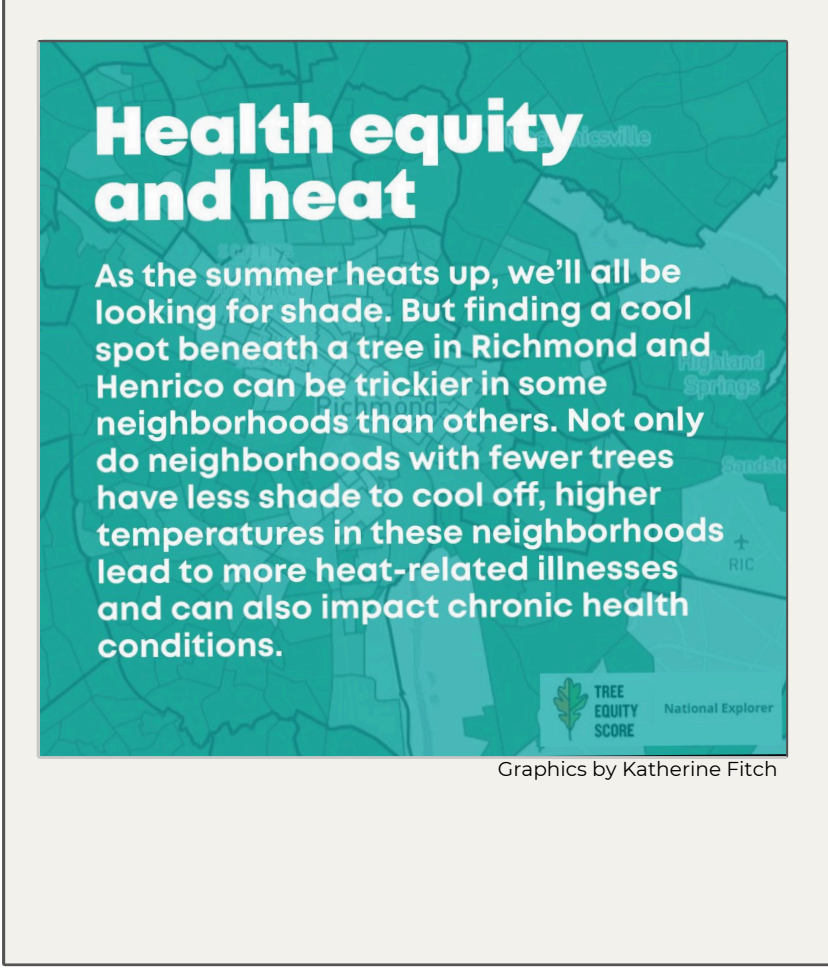
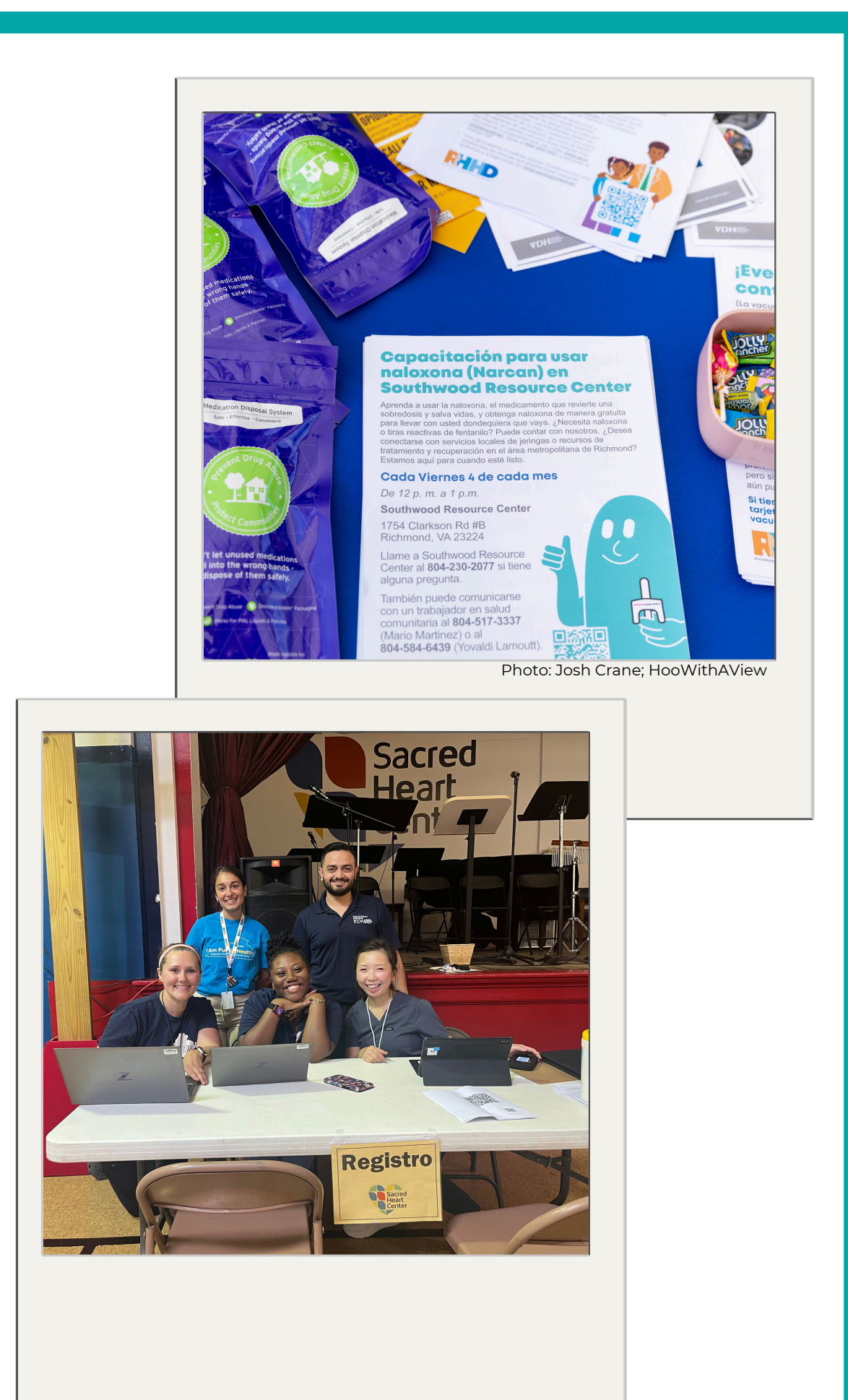
### Project

- RHHD policymakers rely on subject matter experts and their expertise to make data-informed decisions and recommendations.
  - Stronger pathways to share information between SMEs and Policy staff are needed!
- PROJECT OUTCOME: Policy Brief Template** that organizes SMEs’ analysis and recommendations through a policy lens and addresses the relevant considerations such as decision-making authority, peer precedent, and evidence base.



### Community Events

- Tabled at community events such as the Richmond Multicultural Festival and Black Pride RVA
- Assisted with logistics and translation at school entrance physicals event at Sacred Heart Center
- Attended resource center anniversary celebration



### Lessons Learned

- Fuller understanding of scope of public health
  - Government messaging best practices
  - Public health communications strategies
  - Improved interviewing and writing skills
  - Collaboration with other departments and state entities
- The best work originates from collaborative conversations and engagement with communities and stakeholders. Public health connections are everywhere!

### Policy Events

#### Explored public health policy in housing and built environment

- Attended PlanRVA conference “Housing for All”, to learn about upzoning policies, manufactured housing, and housing equity
- Attended Virginia Poverty Law Center Tenant Town Hall, to learn about Richmond and Henrico housing issues, relevant legislation, and community concerns about the local housing crisis
- Interviewed Built Environment staff to explore the state of Richmond’s heat infrastructure, cooling centers, rates of heat-related illness, and health inequities
- Shadowed RHHD Trauma Healing Response Network Meeting with Richmond City Council

### Special Thanks

Thank you to Dr. Katie Logan, Ruth Morrison, the RHHD Communications Team, and RHHD Staff for their mentorship!

