

# COMMUNICATIONS

## **Opportunities**

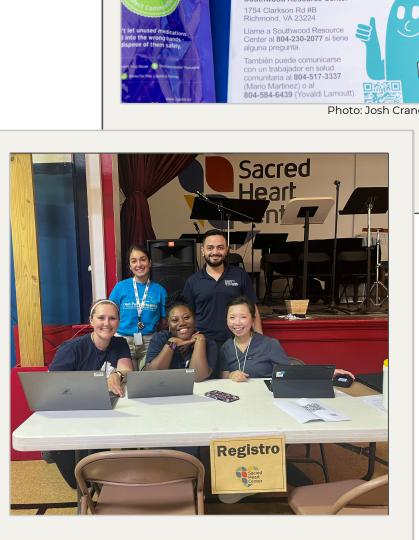
- Creating a communications content tracking system to ensure that all department receive regular coverage and all communities receive tailored health messaging
- Newsletter content generation that is informative, accessible, fun, and written with a consideration for health equity

### 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 interdepartmental communication and product requests
- Outlined RHHD substance use presentation template

### **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

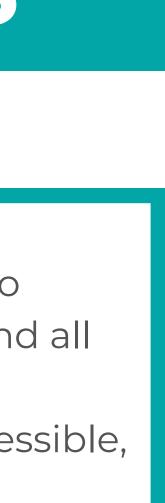






## **Comprehensive Communications Toolkit:** Sharing Public Health Knowledge through Storytelling

Kiran Sabharwal, Johns Hopkins '27 (Cohort 2, 2024)





### **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



### **Health equity** and heat s the summer heats up, we'll all be king for shade. But finding a cool ath a tree in Richmond and nrico can be trickier in some s than others. Not only noods with fewer trees nave less shade to cool off, higher emperatures in these neighborhood lead to more heat-related illnesses and can also impact chronic health conditions

During hot summer months, these areas can experience even more extreme emperatures because of the urban heat island effect which makes cities hotter than rural areas.

communities in Richmond and lenrico that historically experience ousing discrimination such as redlining in the 1930s see far hotter emperatures than neighborhoods elsewhere in the city today.

What's next? The City of Richmond is getting ready to create an Urban Forestry Master Plan. Meanwhile, Henrico County is working on reforestation efforts at county parks. You can also check ou organizations like Southside ReLeaf (southsidereleaf.org) and Groundwork RVA (groundworkrva.org/programs) that are working to increase tree

How does tree cover

The inequitable distribution of tree cover across Richmond and Henrico deepens health inequities already in place in our communities

While many people can cool off at home, folks

struggling with housing insecurity or expensive energy bills may need to look for public places to cool off, like libraries or public pools.

For residents who do not own a car, walking or riding the bus might be their only option, but they may be exposed to extreme temperatures while waiting at an unsheltered bus stop.

shape health?

cover in our area RHHD

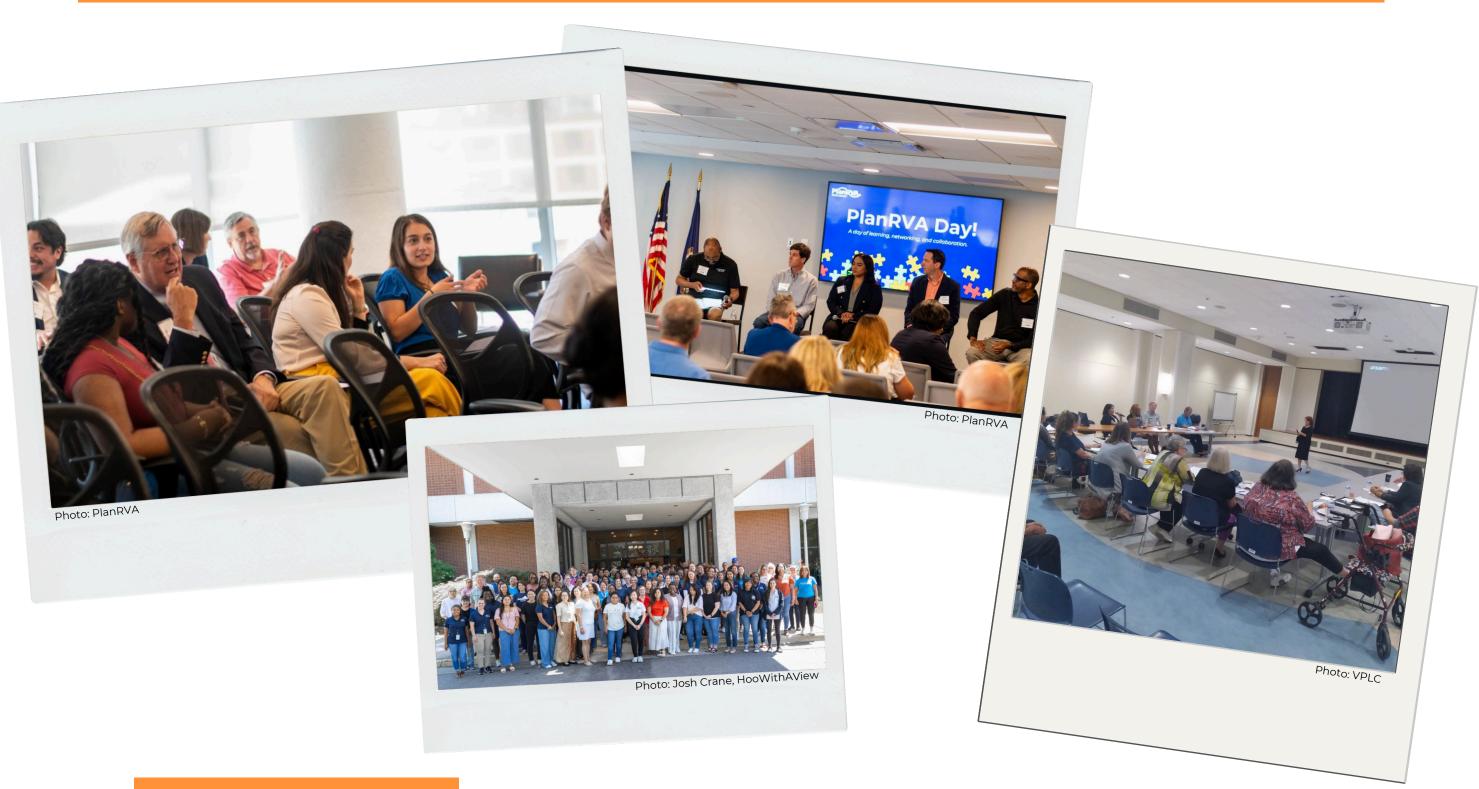
### Lessons Learned

- 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!

### 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!



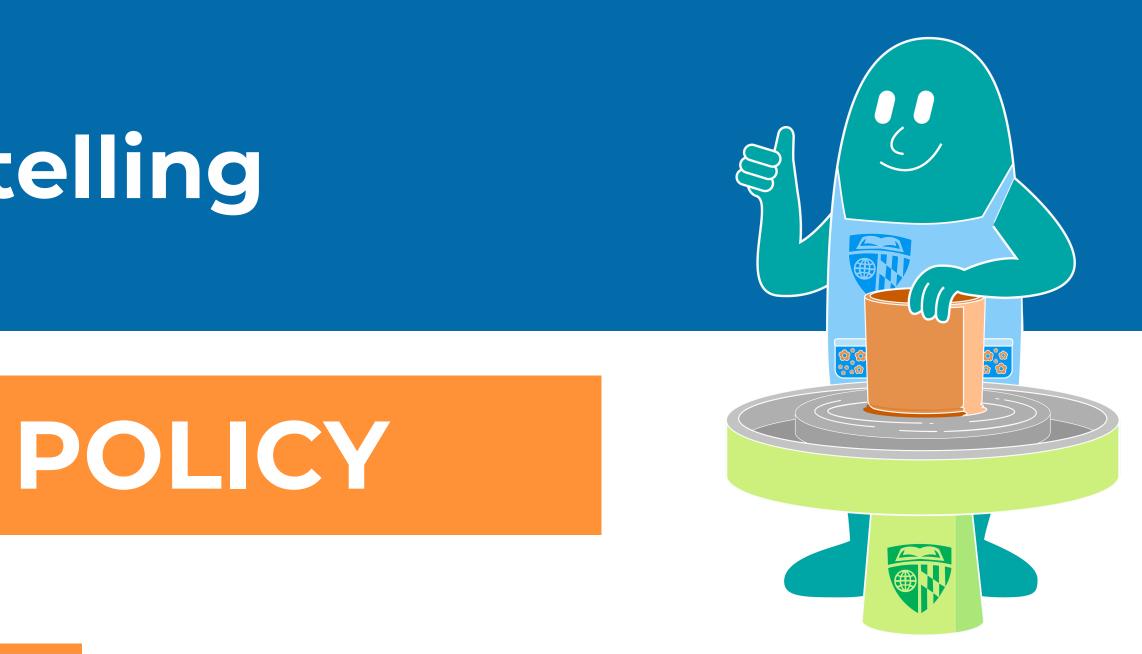
### **Policy Events**

## Explored public health policy in housing and built environment

- crisis
- with Richmond City Council

### **Special Thanks**

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



**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.

• 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

• Interviewed Built Environment staff to explore the state of Richmond's heat infrastructure, cooling centers, rates of heatrelated illness, and health inequities

Shadowed RHHD Trauma Healing Response Network Meeting



