

# Building Trust and Community Partnerships Post COVID within the Lenowisco and Cumberland Plateau Health Districts

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## ABSTRACT

**Background:** Community events are good to use to help normalize and destigmatize good health behaviors, for example STI Testing including: HIV, Syphilis, and Hepatitis C.

**Methods:** The methods were tabling at the different events between the two different health districts. This way the community sees the Department of Health going out, providing programs, and informing of programs the community may need and did not know. The materials that were brought were materials for each program: helmets for the bike safety festival, condoms and STI testing kits for Pride in the Park event, and coloring books containing healthy behaviors including: drinking water, sun safety, and nutrition. There were also flyers over the subject of outreach and what programs the health department provides in each county.

**Results & Conclusions:** With our tables out at community events, we were able to reach out to the community at different events providing information of what the health department does. Answering questions the community may have. Eliminating the stigma that the Department of Health is trying to cause harm to the community.

## ISSUE IDENTIFIED

Issues identified was that after Covid 19 people have been weary of the Department of Health. The public does not trust the Department for our help to reach them.

## OUTPUTS

- ❖ Going out to events and spreading flyers while implementing programs on site.
- ❖ Community partnering – coming together as a community to see what the needs of the community are with a needs assessment.
- ❖ Forming coalitions of different organizations with the same goals and making agendas on how to meet those goals.

## OUTCOMES

- ❖ Going to all the different events in the community will increase the reach within that community.
- ❖ Handing out flyers which explains what the health department offers while giving away free items incentivize the public to come over to hear what we offer.
- ❖ Not to only stay present behind the table, sometimes walking around the public you can catch people and hand out good information

## PICTURES



Tabling at Pride in the Park. STI Testing and Free Protection.



Tabling at VA/KY Kids Fair. Healthy Behaviors Outreach.



Wise County Outlook.



Tabling at Bike Day. Free Helmets and Helmet Checks.



Radio Interview. Narcan Awareness.



Tabling at Kids Day Lions Festival. Coloring books with Health Behaviors.

## CHALLENGES

- ❖ Challenges in the Lenowisco counties is that receiving grants for one county is nearly impossible. They need to combine the counties to have the population size most grants require.
- ❖ The two health districts are very far apart, it is hard to be on top of both.
- ❖ Having a community see the perceived issue to buy into the community outreach.

## LESSONS LEARNED

- ❖ Communication is key. If you do not speak up, you may lose an opportunity.
- ❖ Look at what other people are doing and work from what works. Do not reinvent the wheel.
- ❖ You never know who you may meet. Always be on your best behavior.
- ❖ In order for a community outreach to be successful, you need to have a buy in from the community. If they do not see the programs addressing what they perceive to be an issue, then they will not utilize or take advantage of the program.
- ❖ It is important to have a good team to help inform you of what is going on in other counties with team meetings to be caught up with everything that is going on.

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