



**KENT COUNTY HEALTH DEPARTMENT  
ACADEMIC HEALTH DEPARTMENT  
PROJECT DESCRIPTION**

**PROJECT NAME:** Health Awareness Social Media Campaign  
**SEMESTER:** Spring/Summer 2019  
**PRECEPTOR:** Kate Alderman/Sally Cory

**DESCRIPTION:** During this internship, the student will work with the Hearing and Vision Program, and the Women's Health Network programs to organize, implement and assess the effects of a hearing and vision, and a breast health awareness, social media campaigns during appropriate themed months and weeks. The campaigns will predominantly use already developed messaging respective to each program, such as the Michigan Cancer Consortium tool of the month materials and communications, and prepare the assessment and evaluation of the immediate impact of social media messaging upon community behaviors. The project will require accurate and current information from published literature and researching similar media outlets to identify relevant content for postings. Strong written communication skills and familiarity with social media platforms (Facebook, Twitter) are required.

**IMPORTANCE TO PUBLIC HEALTH:** The Women's Health Network delivers breast and cervical health screenings, follow up and treatment services within a diverse medical provider network in four counties. The Hearing and Vision screening program provides services to over 45,000 students within the Kent County Intermediate School District. This project involves developing and refining public health communication messaging utilizing social media platforms, as well as the organization, implementation and evaluation techniques of these outlets. The student will work autonomously and be responsible for designing, posting, and programming the social media messaging. The student will provide an assessment of the campaign and outcomes. Creating dynamic and timely content requires consistent dedication and commitment, and this project would greatly enhance two programs ability to connect with communities experiencing health disparities. This practicum has proven to be highly beneficial to the KCHD programming while offering the student excellent opportunities to acquire attractive career skills.

**APPLICABLE ESSENTIAL PUBLIC HEALTH SERVICES:**

- Inform, educate, and empower
- Mobilize community partnerships
- Link people to health services

**PROJECT DELIVERABLES:**

- Develop and define sensitive messaging appropriate to social media avenues
- Prepare frequent posts for various social media platforms (website, Facebook, Twitter, etc)
- Create summary articles for future newsletters and media request respective to each program (Health Happens Here, MDHHS opportunities, etc).
- Prepare an evaluation of activities with parameters to measure success of social media avenues.
- Presentation of work at KCHD Student Research Day.

**MINIMUM QUALIFICATIONS:** Students applying for this internship must have a high school diploma and be enrolled in an associate's, bachelor's or master's degree program. Computer proficiency, website editing experience, and familiarity with social media platforms such as Facebook and Twitter are required.

**SKILLS:** The student selected for this internship opportunity should expect to develop public health skills and competencies in the following categories:

- Identify, organize and edit appropriate information from reputable sources
- Summarize and write clearly, creatively and concisely for public posting
- Use tact, diplomacy, and discretion with social media platforms
- Computer and technical skills – specifically social media competence and familiarity