



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

**PROJECT NAME:** Supporting HEAL Taskforce Communications Efforts

**SEMESTER:** Spring/Summer 2019

**PRECEPTOR:** Jill Myer

**DESCRIPTION:** Utilize multiple communication outlets (web site, social media, etc.) to distribute information on healthy living (specifically chronic disease prevention through tobacco free living, healthy eating and active living) to the general population. The work is part of the Kent County Community Health Improvement Plan Healthy Eating/ Active Living Task-force. The project will consist of periodic updates to the Get Real website ([www.GetRealKent.org](http://www.GetRealKent.org)) and frequent postings to social media platforms. The position will involve monthly meetings with other members of the HEAL Task-force team and periodic meetings with community partners to stay abreast of project activities and identify communication needs. The project will require staying up to date on current public health topics via the published literature and researching other 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 Kent County Community Health Needs Assessment indicated Obesity and Poor Nutrition as one of the county health priorities to address within the 2018 Community Health Improvement Planning (CHIP) process. The HEAL Task-force will be focus on healthy eating and active living efforts for the county. The HEAL Task-force was a major player in the creation, development and launch of a strong health communication presence through the creation of dynamic content via the Get Real campaign. Creating dynamic content requires a great deal of time and commitment and HEAL Task-force staff and partners often don't have the capacity for these tasks. This practicum has proven to be highly beneficial to the previous programs while offering the student a fantastic opportunity to learn about health improvement through collaborative efforts.

**APPLICABLE ESSENTIAL PUBLIC HEALTH SERVICES:**

- Inform, educate, and empower
- Mobilize community partnerships

**PROJECT DELIVERABLES:**

- Frequent postings to Kent County social media platforms (Facebook, Twitter).
- Periodic contributions to the website and county newsletters.
- Updated media contact list and circulation numbers
- Assist in the development of a dynamic monthly or quarterly communication/ marketing strategy
- Assist in managing Mail Chimp account
- Presentation of work at KCHD Student Research Day.

**MINIMUM QUALIFICATIONS:** Students applying for this internship must be enrolled in a bachelor's or master's degree program. Computer proficiency, website editing experience, and familiarity with social media platforms are required.

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

- Generate ideas
- Schedule/coordinate operations
- Summarize/write clearly and concisely

- Write creatively
- Identify appropriate information sources
- Work well on a team
- Make decisions
- Experience with Health Communications