



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

PROJECT NAME: Animal Shelter Marketing and Media Intern
SEMESTER: Spring/Summer 2019
PRECEPTOR: Sara Simmonds

DESCRIPTION: The Kent County Animal Shelter provides public health and safety for both animals and people. It is a fast paced program that takes in over 4,000 animals per year. The Animal Shelter is a very dynamic environment with great opportunities for media and marketing. This internship opportunity would allow the intern to use creativity to promote adoptions, dog licensing, and spay/neuter services. There would be ability to utilize their education to develop innovative marketing strategies to support the Shelter and animal welfare in our community.

IMPORTANCE TO PUBLIC HEALTH: The promotion of the Animal Shelter protects the public from aggressive animals and disease. The Animal Shelter is unique in that also serves to protect the animal welfare of Kent County as well as humans. This would offer the intern insight into two realms - public health and animal welfare.

APPLICABLE ESSENTIAL PUBLIC HEALTH SERVICES:

- Inform, educate, and empower
- Mobilize community partnerships
- Evaluate effectiveness
- Research for new insights

PROJECT DELIVERABLES:

The student would be required to create a presentation that would evaluate the impact of the materials/advertisement/campaign they developed and present this information at the Student Research Day.

MINIMUM QUALIFICATIONS: Students applying for this internship must be enrolled in a bachelor's or master's degree program. Computer proficiency and familiarity with InDesign required.

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

- Take initiative
- Organize information
- Work without supervision
- Use tact, diplomacy, discretion
- Generate ideas
- Use media to present ideas creatively
- Critique, edit, proofread
- Write creatively