

VISTA Assignment Description (VAD)

Title: Rock County Public Health Communication Support 2022

Sponsoring Organization: WISCONSIN ASSOCIATION OF FREE AND CHARITABLE CLINICS, INC.

Project Name: Wisconsin Association of Free & Charitable Clinics, Inc IV

Project Number: 22VSEWI001

Project Period: 01/02/2022 - 12/31/2022

Site Name: Rock County Public Health Department

Focus Area(s)

Primary: Healthy Futures

Secondary:

VISTA Assignment Objectives and Member Activities

Goal of the Overall VISTA Project: Promote and protect the health of the people of Rock County and the communities where they live, learn, work and play through creating, maintaining, and distributing public health communications and marketing strategies in collaboration with RCPHD's Communications Specialist. The goal of the VISTA member's service is to increase the health department's capacity to provide timely communication and resources to the public, educate members of the public on Public Health priorities, elevate the health and wellbeing of those in poverty, and improve the overall health of Rock County citizens.

Objective of the Assignment

Collaborate with Communications Specialist and agency staff to ensure development of timely communications that are evidence informed, consider the health literacy of the intended audience, and support prevention and wellness.

Member Activity (01/02/2022 - 12/31/2022): Member Activity: Support and expand the Communications Specialist and agency staff for COVID-19 response, mitigation, and awareness communications and other health communications not related to COVID-19. Member Activity: Create materials utilizing a variety of tools and technology such as Canva, Microsoft programs, or Adobe software. Member Activity: Share materials through social media platforms, traditional media, email distribution, and other methods to inform partners, stakeholders, and community residents about health topics. Member Activity: Coordinate with subject matter experts to ensure communication content is aligned with best practices, national guidelines or recommendations, and available research findings. Member Activity: Ensure reading level, health literacy, and culture of the target audience are considered during the development and dissemination of communications. Member Activity: Ensure that appropriate communication methods are selected to reach the target audience. Member Activity: Ensure communications are disseminated when needed ranging from routine monthly communications to immediate communication needs during public health emergency responses or crises. Member Activity: Develop continuation plan for future VISTA members to carry out project.

Objective of the Assignment

Provide information on Public Health issues and Public Health functions through multiple methods to a variety of audiences.

Member Activity (01/02/2022 - 12/31/2022): Member Activity: Develop content for a communication campaign designed to educate the public on Public Health issues and functions. Member Activity: Utilize social media, agency website, local media outlets (radio, television, newspaper), and other methods to disseminate communications. Member Activity: Collaborate with Communications Specialist, other agency staff, and media partners in a collaborative and professional manner. Member Activity: VISTA will assemble a plan/guide for future VISTA members to follow.

Objective of the Assignment

Assess the effectiveness of communications by collecting and analyzing reports and data.

Member Activity (01/02/2022 - 12/31/2022): Member Activity: Build reports to collect data from agency website and social media accounts. Member Activity: Analyze data to assess the effectiveness of communications and inform future communication efforts. Member Activity: Develop procedure manual for future VISTA to review, enhance and advance.