

VISTA Assignment Description (VAD)

Title: VIDA Medical Clinic Summer VISTA

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: 01/01/2023 - 12/30/2023

Site Name: Vida Medical Clinic and Support Services

Focus Area(s)

Primary: Healthy Futures

Secondary:

VISTA Assignment Objectives and Member Activities

Goal of the Overall VISTA Project: VISTA Member will engage with the Vida Medical Clinic in realizing the overall Vida mission “To Empower Individuals to Make Healthy Life-Affirming Decisions Through Education and Medical Services”. The objectives of this VISTA includes targeting low-income and underinsured patients by: Marketing/Health Promotion. The VISTA work with Vida staff to further develop and execute tactics related to health promotion, marketing, and community outreach for Vida. He/she will gain valuable experience and make a true impact for a growing non-profit while using their marketing, writing, and design skills; honing their research skills; and managing multiple projects while working with a team of dedicated professionals.

Objective of the Assignment

VIDA VISTA Marketing and Outreach Developer.

Member Activity (01/01/2023 - 12/30/2023): Member Activity: Support content development for Vida, creating content related to medical, health, and relationship topics aligned with Vida health promotion and education, community engagement, prevention outreach, and marketing campaigns and initiatives. Member Activity: Design graphics for social media content and posts to be used for campaigns throughout the year. Member Activity: Create blog articles to be used for campaigns throughout the year. Member Activity: Research and assist with inventorying, identifying gaps, and distributing updated health information (posters, brochures, handouts, flyers, etc.) to community partners, businesses, nonprofits, etc. to support community outreach, health promotion, and marketing efforts. Member Activity: Engage with Community Outreach Coordinator in improving outreach materials and supporting planning efforts for 2023-24 school year community/youth outreach cycle. Member Activity: Attend community outreach events, as needed. Create brainstorming and provide ideas to execute marketing plan needs.