



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

PROJECT NAME: Supporting Health Living Strategies through Communication OutREACH
SEMESTER: Winter 2017
PRECEPTOR: Brian Hartl, MPH

DESCRIPTION: During this internship, the student will 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 Racial and Ethnic Approaches to Community Health (REACH) initiative from the Centers for Disease Control and Prevention. The project will consist of periodic updates to the Kent County Health Connect website (www.kentcountyhealthconnect.org) and frequent postings to Kent County Health Connect social media platforms. The position will involve weekly meetings with other members of the REACH project 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.

PROJECT DELIVERABLES: Key deliverables for this project will include dynamic content development for the Kent County Health Connect website, including blog posts and updating page information. The student will also make frequent posts to social media platforms, including Facebook and Twitter. Lastly, the student will develop periodic contributions for the monthly Kent County Health Connect newsletter.

MINIMUM QUALIFICATIONS: Students applying for this internship should be enrolled in a bachelor's degree program. Computer proficiency is required. Experience with and/or ability to learn website editing software programs and familiarity with social media platforms is preferred.

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

- Analytical and Assessment Skills
- Policy Development and Program Planning Skills
- Communication Skills
- Cultural Competency Skills
- Community Dimensions of Practice Skills
- Public Health Science Skills
- Leadership and Systems Thinking Skills