



**Institute for Family Health
Public Health Communications Capstone Project**

Position: Intern, Bronx Health REACH's Partnership in Community Health Program

Project: Development of a Public Health Media Campaign to Promote Water/Healthy Beverages in New York City

Preceptor: Emily Oppenheimer, Program Coordinator at Bronx Health REACH/Institute for Family Health

Summary:

The Public Health Communications Internship at Bronx Health REACH is an opportunity for a graduate student to contribute to the development of a city-wide campaign. This position would be for a Health Communication Capstone Project. The project will focus on the development and dissemination of a coordinated city-wide media campaign that aims to increase healthy beverage consumption in New York City. The Robert Wood Johnson Foundation and the University of Wisconsin's County Health Ranking & Roadmaps Report ranks Bronx County 62 out of 62, or last place, in health outcomes in New York State. In the Bronx, nearly 70% of the population is obese or overweight, exceeding all other boroughs. High consumption of sugar-sweetened beverages is strongly link to the obesity epidemic and other chronic health conditions.

In collaboration with the Partnership for a Healthier NYC, the NYC Department of Health and Mental Hygiene and media groups, the Capstone project will include assessing past campaigns, organizing and leading focus groups, developing campaign materials, creating a Bronx-focused dissemination strategy, and presenting information about the campaign to community members and organizations across the Bronx.

The Institute for Family Health

The Institute for Family Health is a federally qualified health center network that has provided health care services in the Bronx since 1985. It currently serves over 90,000 patients annually at 27 locations, including five sites in the Bronx, offering primary care, mental health, dental care, and social work services to patients of all ages, regardless of their ability to pay. It also operates three residency-training programs in family medicine and trains health professional students at all levels through the New York State Area Health Education Center program.

The Bronx Health REACH Coalition

Since 1999, the Institute has led The Bronx Health REACH Coalition, which aims to eliminate racial and ethnic disparities in health outcomes in diabetes and heart disease in African American and Latino communities in the Bronx. The coalition includes community residents, community leaders, faith-based institutions, multi-sectorial community-based organizations and city agencies, healthcare providers, and social service agencies from across the Bronx. The project has an emphasis on policy, system and environmental changes, community outreach, health education, evaluation and dissemination.

Partnership for a Healthier Bronx/PICH Grant

Bronx Health REACH serves as the Bronx Borough Lead for [The Partnership for a Healthier New York City](#). The Partnership aims to reduce chronic health conditions through community-focused efforts that increase access to healthy eating and active living. The Partnership is funded through a Partnership in Community Health Grant (PICH) received by the New York City Department of Health and Mental Hygiene from the Centers for Disease Control and Prevention. The grant focuses on an integrated set of complementary evidence-based activities directed at strategic, environment, program, and infrastructure changes. The goal of such changes is improve the health outcomes by preventing the leading causes of death and disability across the life span for all New Yorkers, particularly those who experience disparities in health. These goals are part of coordinated and comprehensive environmental change campaign across New York City.

Responsibilities:

- Conduct research on past communications campaigns that aimed to increase consumption of water. Identify best practices, research instruments, and ideas for a new campaign. If possible, apply health communication theory. Create a summary report of these findings.
- Conduct and summarize key informant interviews.
- Develop questions to pilot-test campaign materials with target populations.
- Pilot test creative materials throughout development process.
- Develop and implement campaign evaluation for the Bronx and other boroughs as needed.
- Design dissemination strategy for the Bronx campaign that utilizes traditional, digital and social media. Collaborate with a media agency throughout this process.
- Organize a focus group with Bronx community members to assess campaign messaging and dissemination strategy.
- Develop agendas, provide leadership and take notes at meetings with partners, including: Design Firm, Media Agency, NYC Department of Health, Bronx District Public Health Office, Brooklyn, Queens, Manhattan and Staten Island Partners about the campaign.
- Present information about the campaign at the Bronx Health REACH Nutrition & Fitness Workgroup and Coalition meetings and the Partnership for a Healthier NYC meetings.
- Based on evaluative campaign research, develop recommendations and next steps to sustain healthy beverage programming and promotion in the Bronx beyond the campaign.

Requirements:

- Enrolled in a master's degree program in public health, public administration or a related field
- Understanding/previous academic and/or professional experience with health communication campaigns
- Ability to work with a diverse population in an urban setting
- Strong interest in reducing health disparities
- Excellent organizational, communication, and interpersonal skills
- Proficiency with computers including but not limited to MS Word, Excel, Power Point, and Media Strategies
- Bilingual (English/Spanish) preferred
- Available January 2016 through May/June 2016

To Apply:

Please send cover letter and resume to:

Emily Oppenheimer
Program Coordinator

Email: eoppenheimer@institute.org

Please indicate "Bronx Health REACH Capstone Project" in subject of e-mail.