



COMMUNICATIONS: MENTAL HEALTH FOCUS

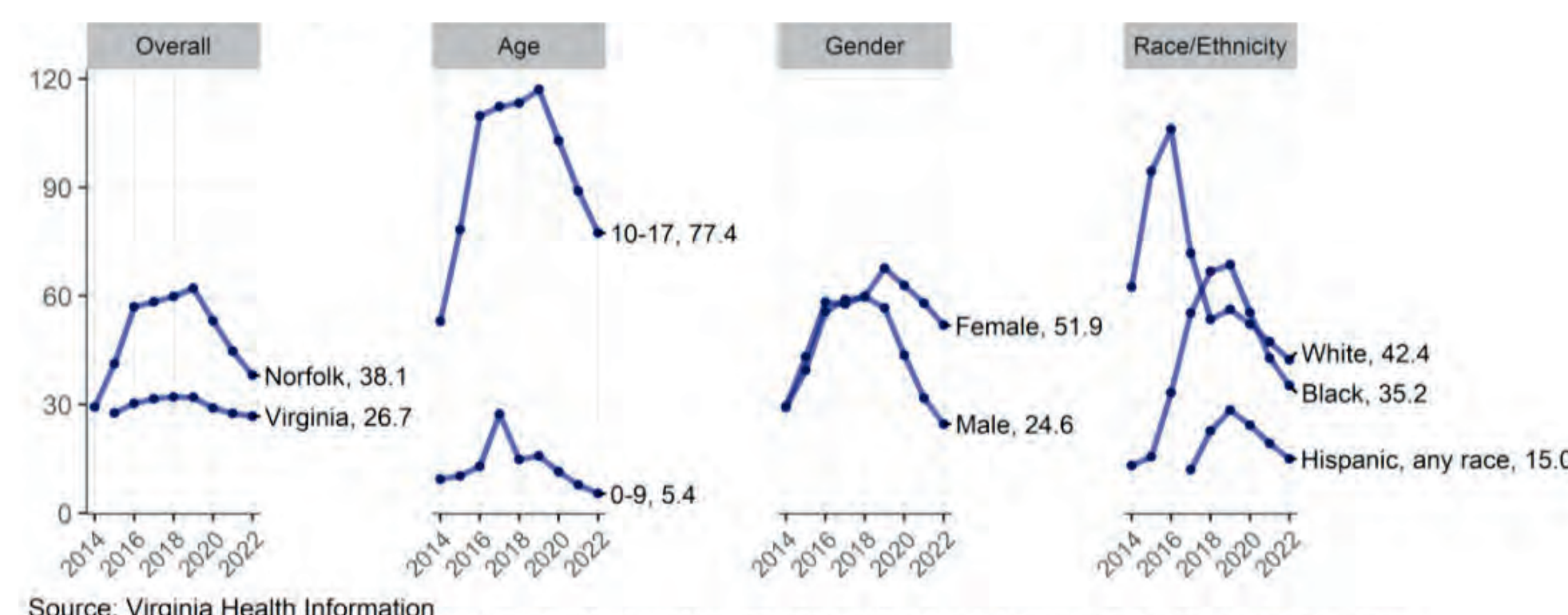
PROJECT OVERVIEW



I supported mental health-focused communication efforts for the Norfolk Health District by promoting CredibleMind, a free digital tool for emotional well-being. This platform will be implemented in Norfolk Public Schools this fall to expand access and reduce stigma among youth.

ISSUE

Mental health challenges in Norfolk are rising, especially among youth and adults from marginalized communities. Pediatric mental health hospitalizations in Norfolk have outpaced state rates, with adolescents (ages 10–17) being most affected. While hospitalizations declined overall since 2019, adult suicide and self-inflicted injuries have trended upward since 2020.



Hospitalizations per 10,000 due to mental health, Norfolk youth (2014–2022)

OUTPUTS

YOUTH MENTAL HEALTH OUTREACH ASSETS

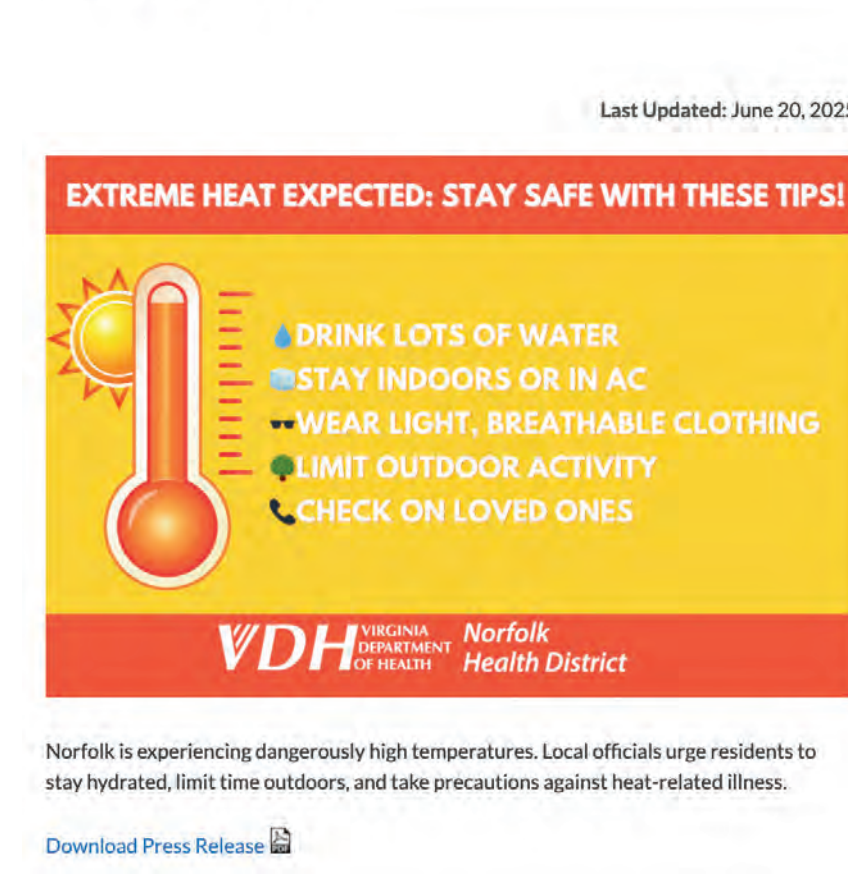


BACK TO SCHOOL COMMUNITY DAY COMMUNICATIONS TOOLKIT



CRITICAL HEALTH MESSAGING

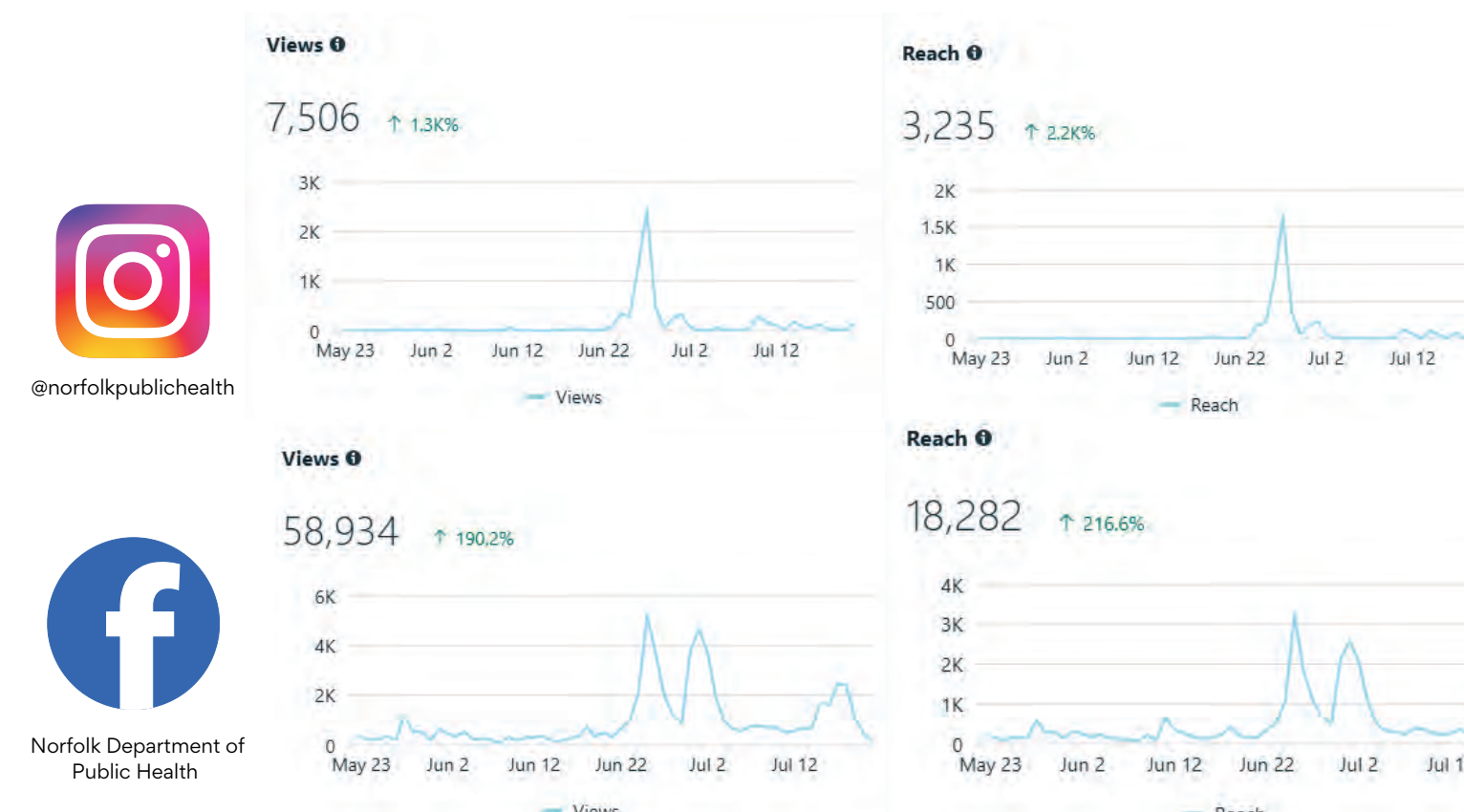
Extreme Heat Expected: Stay Safe with These Tips



Water Safety Starts With Us: Prevent Drowning This Summer



QUANTIFIED SOCIAL MEDIA IMPACT



MAJOR ACTIVITIES

- Managed all social media content for NDPH & the Community Day campaign, including post design, caption writing, and scheduling.
- Created and analyzed social media engagement reports to evaluate reach and effectiveness of communication strategies.
- Developed a branded flyer series for VDH public health outreach on topics such as immunizations, heart health, mental wellness, and back-to-school safety.
- Designed CredibleMind promotional materials including check-in flyers, mental health topic guides, and QR code resources
- Built a platform to collect contact information from community partners to support mental health resource sharing.
- Participated in tabling and outreach at HRNG Pride, Surviving Through Mental Health, and Community Day to promote youth mental wellness.
- Represented NDPH AT WAVY News 10 station visit, Hot 91.1 radio show appearance, and La Selecta Hispanic radio tour.
- Shadowed WIC and Environmental Health departments to explore broader public health roles and responsibilities.
- Completed the “BeThere” Youth Mental Health Certification to strengthen support skills for vulnerable populations.
- Provided creative support for Norfolk Department of Public Health’s employee wellness programs.

LESSONS LEARNED

- Communicated mental health information in ways that are approachable, youth-friendly, and culturally relevant
- Gained confidence designing outreach materials and managing a full social media campaign
- Strengthened public health messaging through collaboration with schools, community groups, and media outlets
- Built a deeper understanding of how local health departments promote mental health and reduce stigma

ACKNOWLEDGEMENTS

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