

*Cohort three 2025  
Chesapeake Health  
Department*



# Chesapeake Health Department Outreach Expansion

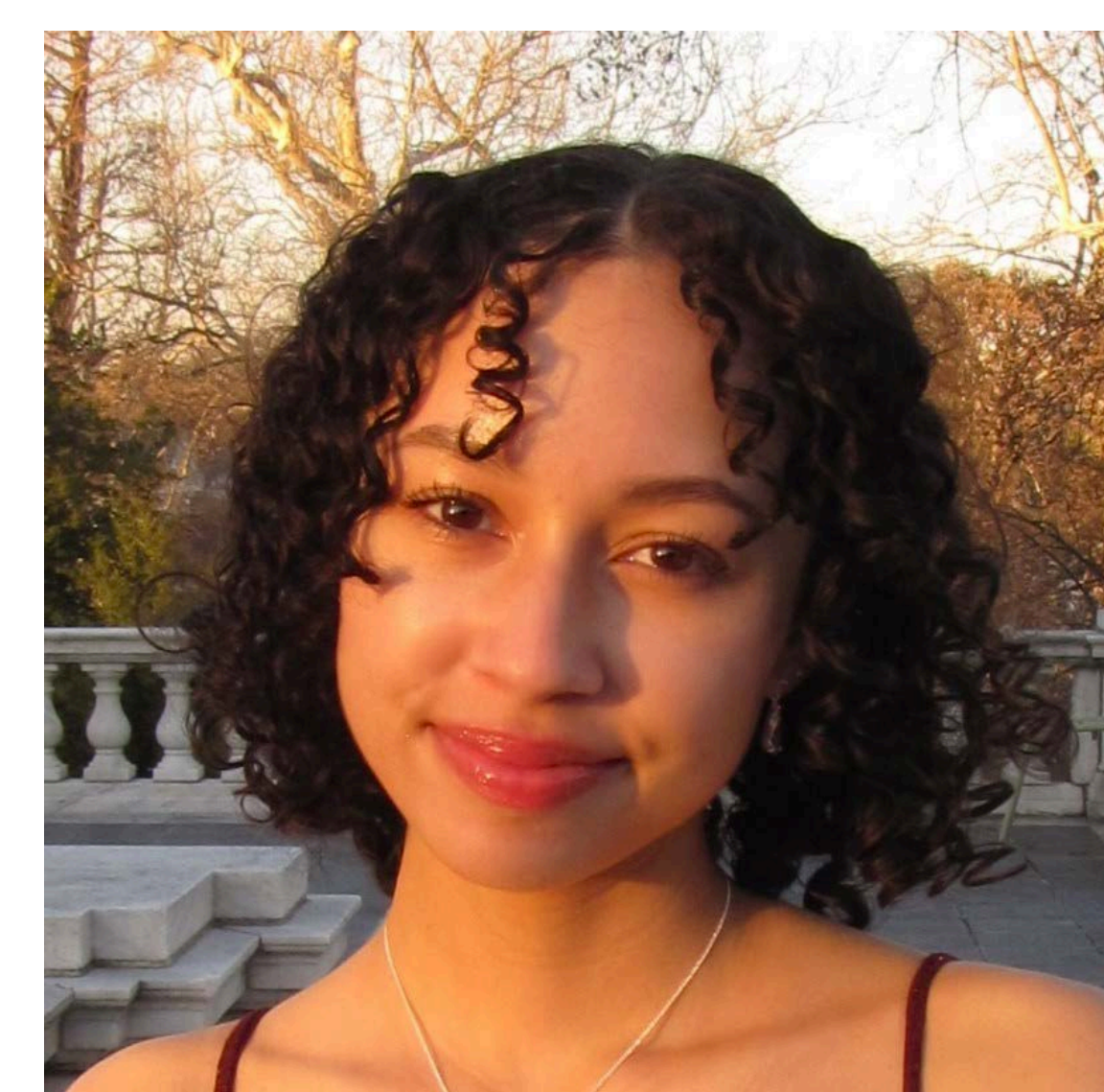
*Chesapeake Health Department Outreach Program Assessment,  
Design and Implementation*

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## Issue/gap identified

- Need to identify health priorities in the city so resources are allocated in a way that best benefits the community.
- Health department outreach was no longer centralized and as organized, and therefore, not as effective.
- Metrics tracking needed to be created or revamped so improvements can be made to current efforts.
- Needed a way to quantify the impact we have on the community.

## Challenges

- For the needs assessment, not all interdepartmental interviews offered the same level of depth, and not all external sources could be narrowed down to represent Chesapeake.
- Developing new community partnerships with a referral process was difficult because of privacy concerns.
- Lacked experience in Microsoft applications

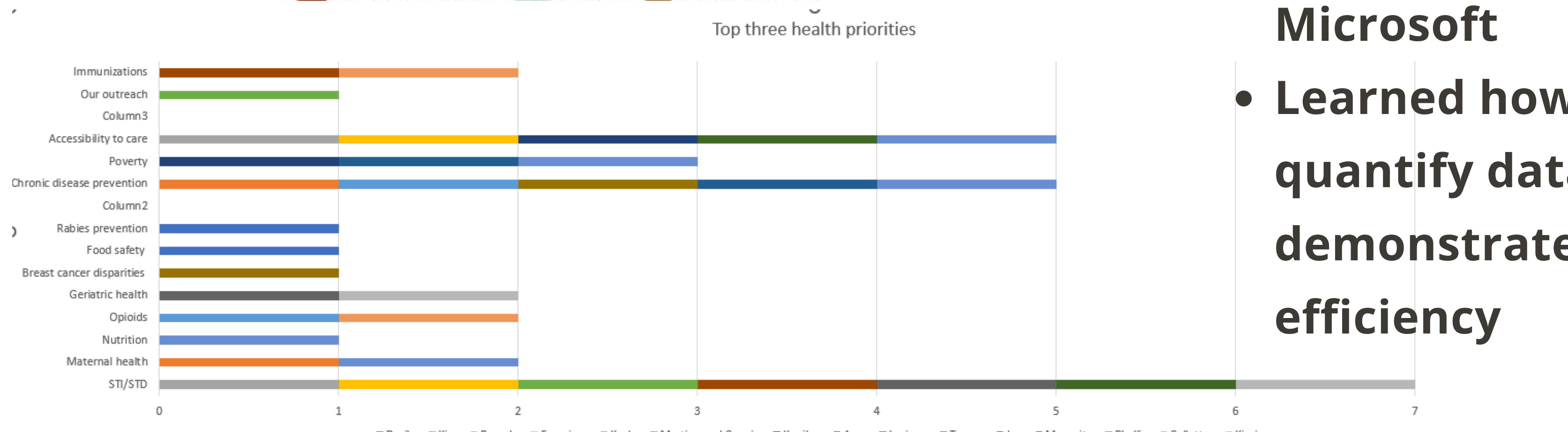
## Outputs

- A comprehensive data-driven community outreach program for the Chesapeake Health Department tailored to the public health needs of target populations.
- Needs assessment conducted and report made by using local community health data, surveys, and interdepartmental input.
- Found top three health priorities to be sexually transmitted disease/illness, access to care, and chronic disease prevention.
- Easy-to-use metrics tracking systems for staff and management to use before and after outreach.
- While at the health department, helped to bring back and revamp our Brown Bag Program in order to distribute condoms to target populations in order to reduce STD/STI rates.
- Developments in current encounter tracking for referrals in BabyCare



Sexually Transmitted Infections

County Health  
Rankings & Roadmaps



## Lessons learned and what I gained

- Gained valuable insight into the workings of successful outreach efforts
- New skills gained in Microsoft
- Learned how to quantify data to demonstrate efficiency

## Additional activities

- Meetings with community partners to discuss outreach and community concerns
- Shadowed a BabyCare nurse
- Created updated brochure with services the Chesapeake Health department offers for farmer's market

## Acknowledgments

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