



RICHMOND & HENRICO HEALTH DISTRICTS

Population Health Communications and Community Coordination

Richmond and Henrico Health Districts
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CHA/CHIP Community Coordination

This May, RHH released its 2025–2028 **Community Health Improvement Plan (CHIP)**. My project centers around strengthening collaboration and communication with community partners during CHIP implementation and supporting RHH efforts to address health priority areas.

What is the CHIP?

A **roadmap** for improving the health and wellbeing of our community

3 Health Priority Areas
8 goals, 17 objectives, 66 strategies

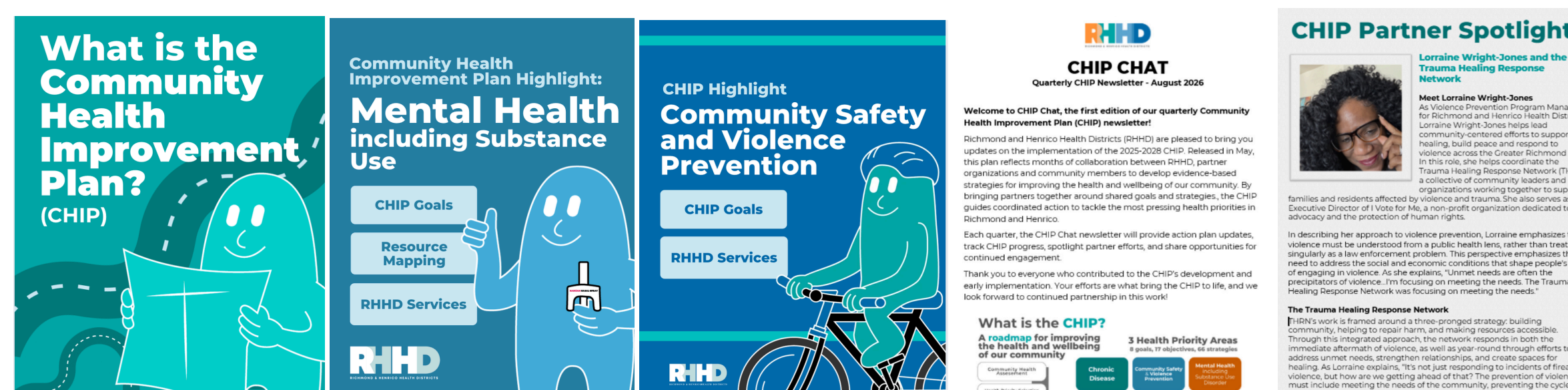


CHIP Communications

Goal: Strengthen **CHIP coordination** and **partner engagement** through the first quarterly CHIP e-newsletter and other communications efforts

Activities: Connected with RHH staff and community partners to gather progress updates and data, interviewed partners to write spotlights, developed scorecards to track CHIP progress, designed graphics, created social media highlights

Outputs: CHIP quarterly e-newsletter draft, CHIP partner spotlights (THRN, YMCA, ROTF), social media carousels



Chronic Disease Education and Outreach

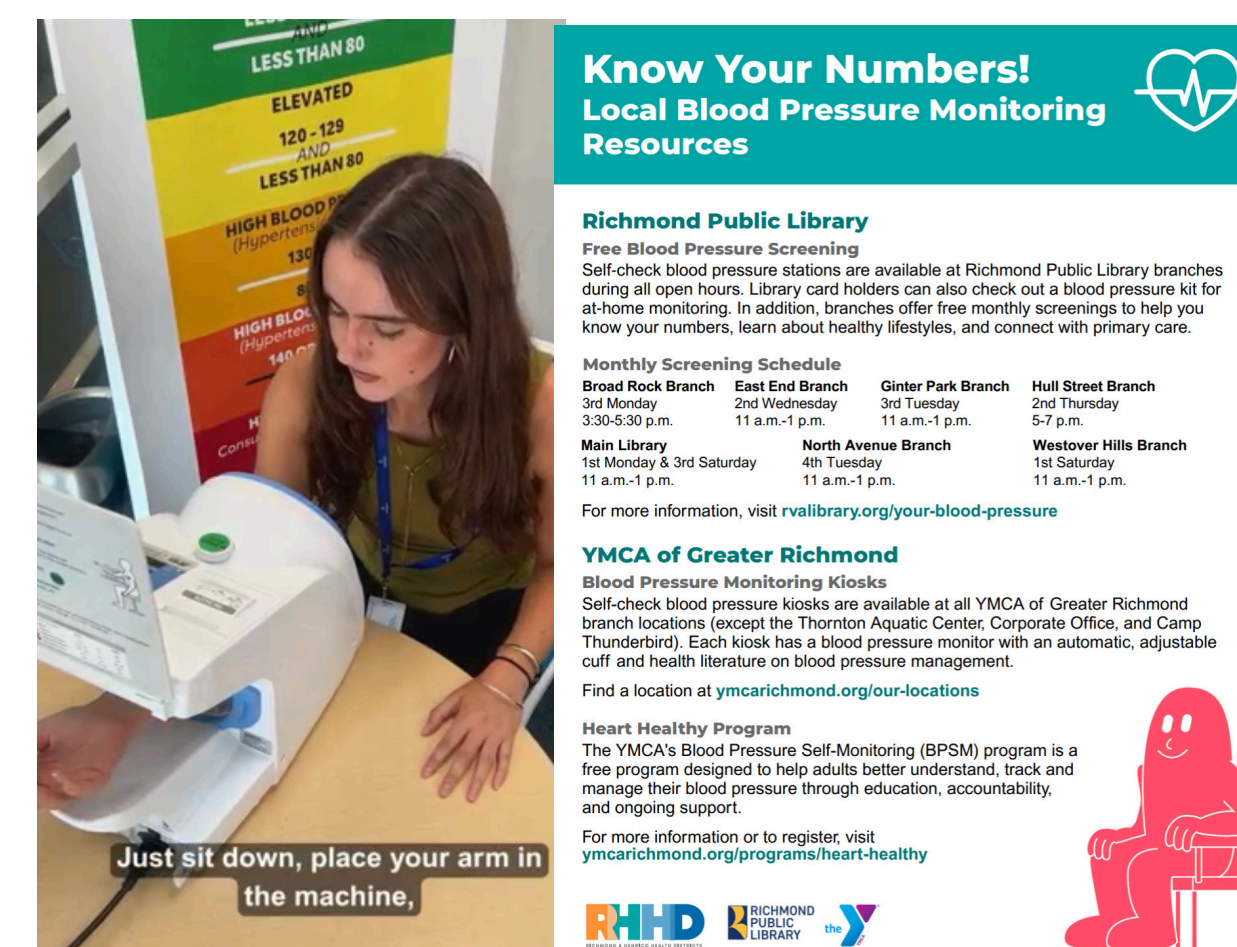
Goal: Advance CHIP **chronic disease** strategies by strengthening **outreach capacity** and community partnerships

Activities:

- Created standardized chronic disease educational outreach packets
- Partnered with the YMCA and RPL to promote free blood pressure screening at their branch locations
- Connected residents to these resources through outreach at community events

Outputs:

Chronic disease outreach packets, blood pressure monitoring reels and one pager



Goal 1: Expand Community Blood Pressure Monitoring		
Strategies	By When	Status
1.1.1: Research community blood pressure monitoring protocols	Jul. 2026	●
Goal 2: Expand Heart Health Education		
Strategies	By When	Status
2.2.1: RHH develops chronic disease education packets	Aug. 2026	●
2.2.2: RHH updates outreach form to include heart health as requested topic	Aug. 2026	●
2.2.3: Connect with community partners on opportunities to implement heart health education	Aug. 2026	●
Goal 4: Support Vision Zero Task Force Initiatives		
Strategies	By When	Status
4.2.2: RHH shares upcoming events in quarterly newsletter	Aug. 2026	●
Goal 5: Strengthen partnerships with organizations that address domestic violence		
Strategies	By When	Status
5.2.2: Quarterly CHIP newsletter includes upcoming THRN events	Aug. 2026	●

Outreach and Field Visits

- Senior Day in Byrd Park
- Healthy Beginnings Community Baby Shower
- Multicultural Festival
- City of Richmond Health Fair
- Victory Family Worship Food Pantries
- Feed More Agency Conference
- MRC VCU POWER Collab: Photovoice
- Resource Center Tour
- YMCA and Richmond Public Library branches

RHHD Communications

Activities:

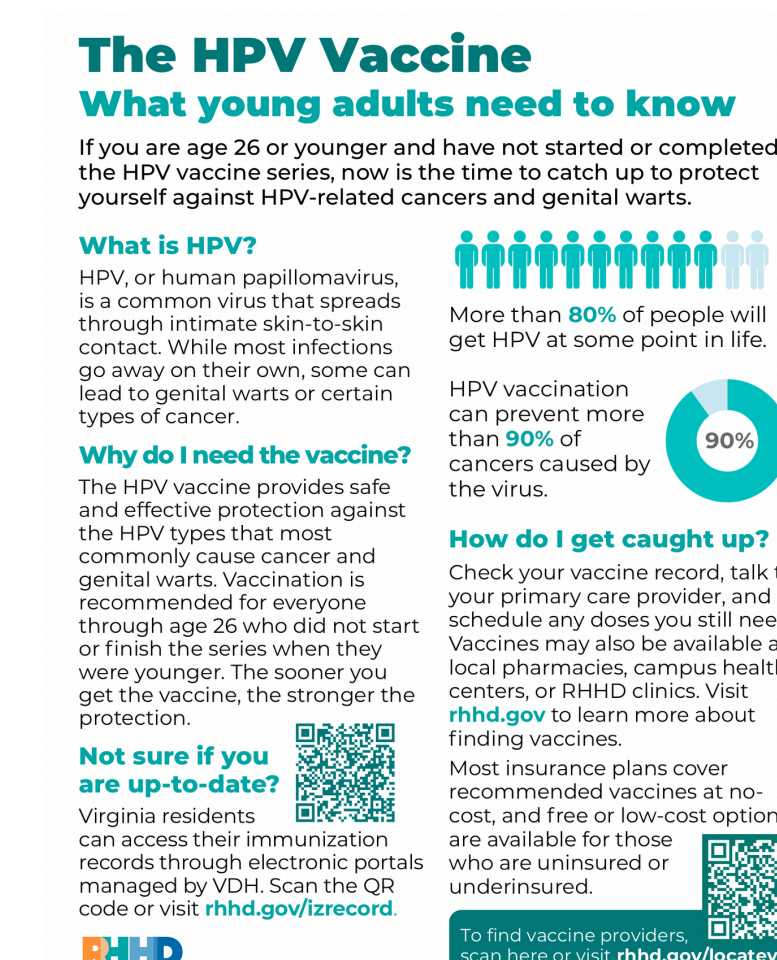
- Supported the development of press releases and talking points
- Gained exposure to PIO practices, including media relations, crisis communication, and FOIA processes
- Remediated documents for accessibility
- NBC 12 Studio Tour

HPV Vaccine Messaging

Gap Identified: HPV vaccination is recommended for everyone through age 26, yet only 50.1% of Richmond City 18-year-olds have completed the HPV vaccine series

Activities: Researched and developed targeted communications to encourage **catch-up vaccination among emerging adults** (18-26) who have not started or completed the HPV vaccine series.

Outputs: Drafted a press release, blog post, social media content, and college outreach one pager



Lessons Learned

Don't reinvent the wheel! Breaking down silos through partnerships can lead to more effective and sustainable strategies.

Clear, accessible communication is essential for building trust and ensuring that communities can act on public health information.

Acknowledgments

Thank you to Bryan Hooten, Caroline Best, Tamara Jones-Grove, Olivia Golden, Catherine Klipstein, Alex Medrano, D'atra Franklin, and the entire population health team at RHH!

