

ISSUES/GAPS IDENTIFIED

- Limited access to primary and preventive care in rural areas due to transportation and provider shortages
- Low community awareness of existing public health services and resources
- Health literacy barriers impacting chronic disease management and screening uptake
- Disparities in outreach effectiveness among underserved populations (e.g., elderly, uninsured, substance use-affected communities)
- Low population density and expansive geographic region are barriers to services

MAJOR ACTIVITIES & EVENTS

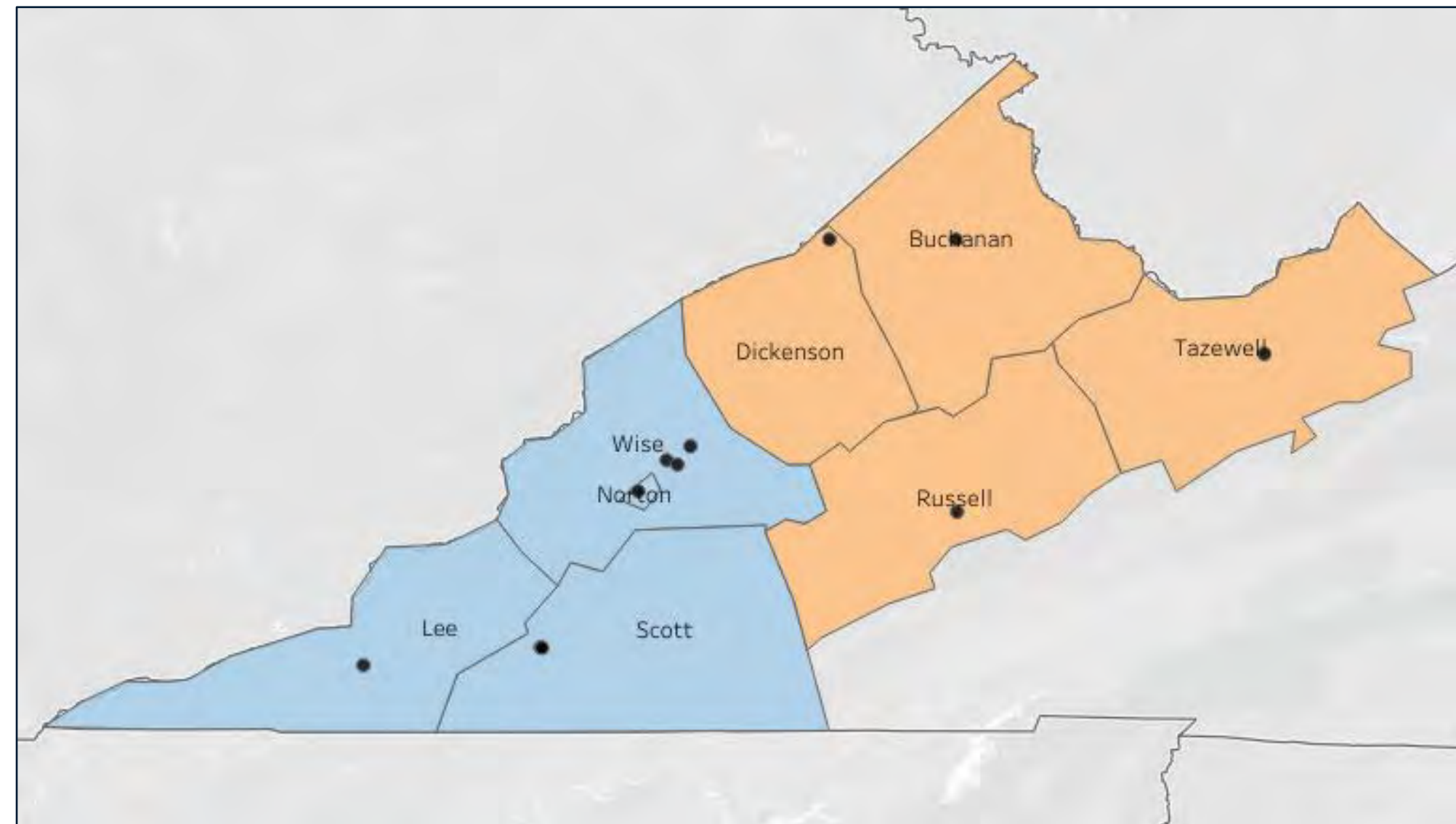
- BFF Festival / "Bike Rodeo"
- ASAC Meeting
- VA/KY Fair Kids Day
- CAOC Coalition
- REVIVE Trainings
- Missions of Mercy | VDAF
- Food Is Medicine | Feeding SWVA
- BabyCare Home Visits
- CP Perinatal Health Network

CONNECT WITH HARRISON



DrPH Candidate
 Community and Behavioral Health
 ETSU College of Public Health

COMMUNITY ENGAGEMENT & OUTREACH



KEY TAKEAWAYS

- Community-Based Outreach Is Essential for Health Equity
- Harm Reduction and Preventive Services Must Be Accessible
- Trust and Visibility Build Health Literacy and Engagement
- Tailored Strategies Are Needed for Rural Settings
- Partnerships Enhance Reach and Sustainability
- Outreach Data Should Inform Policy and Resource Allocation
- Health Education Must Be Approachable and Relatable

CHALLENGES

- Engaging community members with **limited health literacy or mistrust** in public health institutions
- Adapting communication approaches to resonate with **rural audiences**
- Sustaining community engagement and follow-up with **limited staff capacity**
- Ensuring outreach materials and resources remained **culturally appropriate**

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