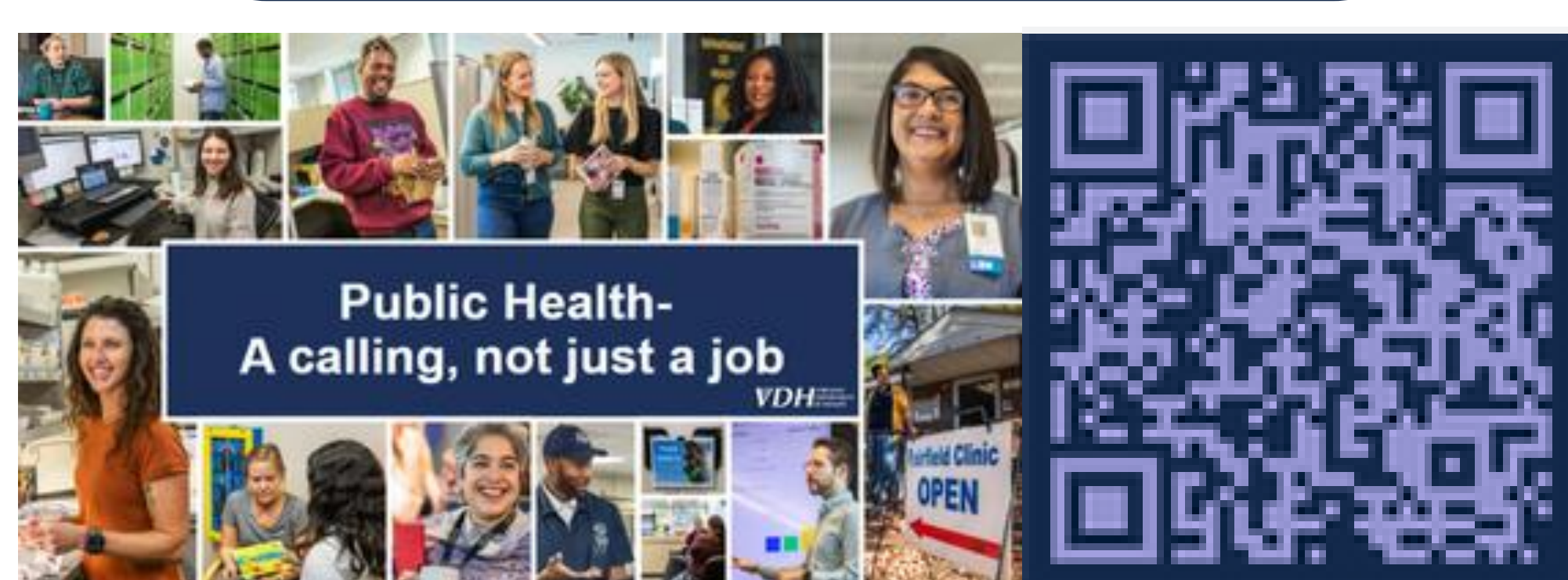


Health Communications/ Community Relations

Madison Walsh
Office of the Commissioner
Cohort 3, 2025



Recruitment Video



- Recorded voiceover for the "Public Health-A Calling, Not Just a Job" video
- Posted on YouTube and will be used for recruiting young professionals

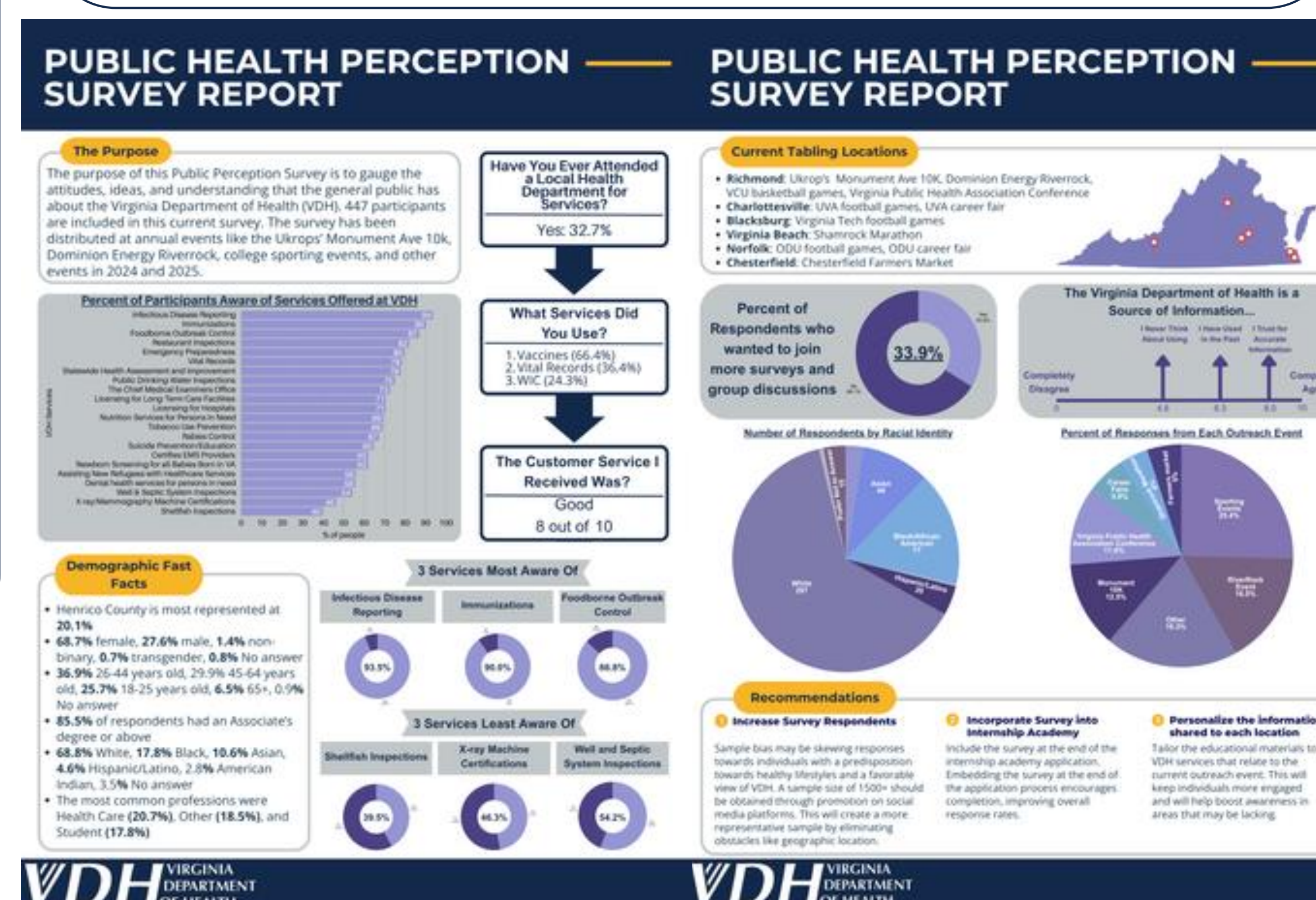
Intern Spotlights



- Designed spotlight template
- Collected headshots and bios
- Collaborated with communications team to post weekly on social media

Public Perception Survey

- Wrote report and created eye-catching 2-page infographic
- Promoted the survey at local outreach events



Public Perception Survey 2-Pager

Challenges

- Miscommunication with social media posting guidelines
- Pivot to incorporate new aspects of my project



Town Hall at Peninsula Health District

Public Health Storyline



- Coordinated dates and times to visit the Office of Licensure and Certification (OLC) for filming
- Interviewed Chief Operating Officer, Director, Deputy Director, and three medical facilities inspectors
- Filmed B-roll footage
- Produced/edited video



Filming Public Health Storyline for OLC

Acknowledgement

I would like to extend a special thanks to Jeff Stover, Bridget Cochran, and Felicia Baez for your incredible mentorship, guidance, and support.

Gaps Identified

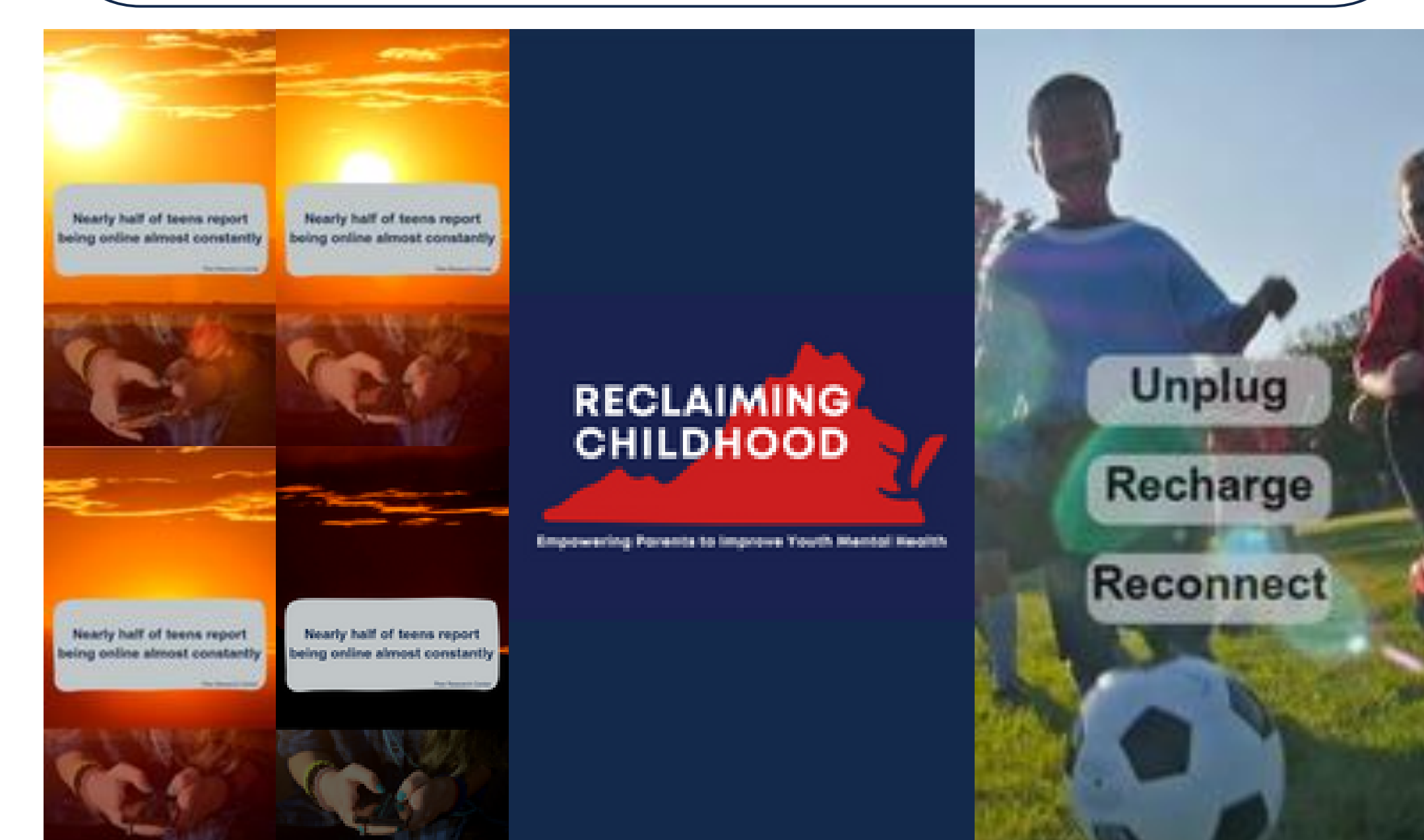
- Public Perception Survey- Need to share the survey online to obtain a wider sample
- OLC Recruitment- Difficulties hiring for the Medical Facilities Inspector position

Reclaiming Childhood Initiative

- Created Instagram reel mockups for the Reclaiming Childhood Initiative aimed to reduce screen time



Promoting Public Perception Survey at Chesterfield Farmers Market



Reclaiming Childhood Initiative Reel