



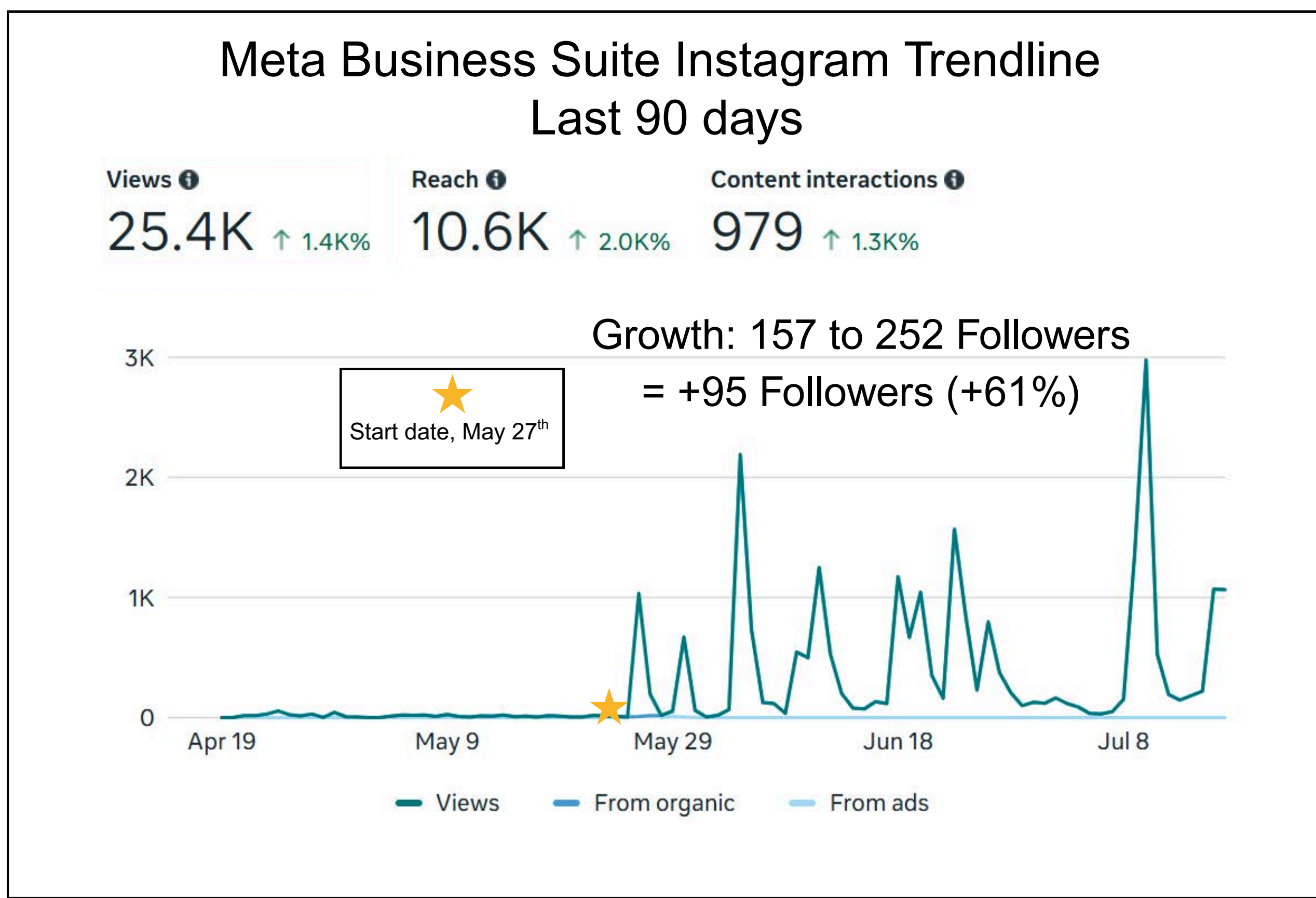
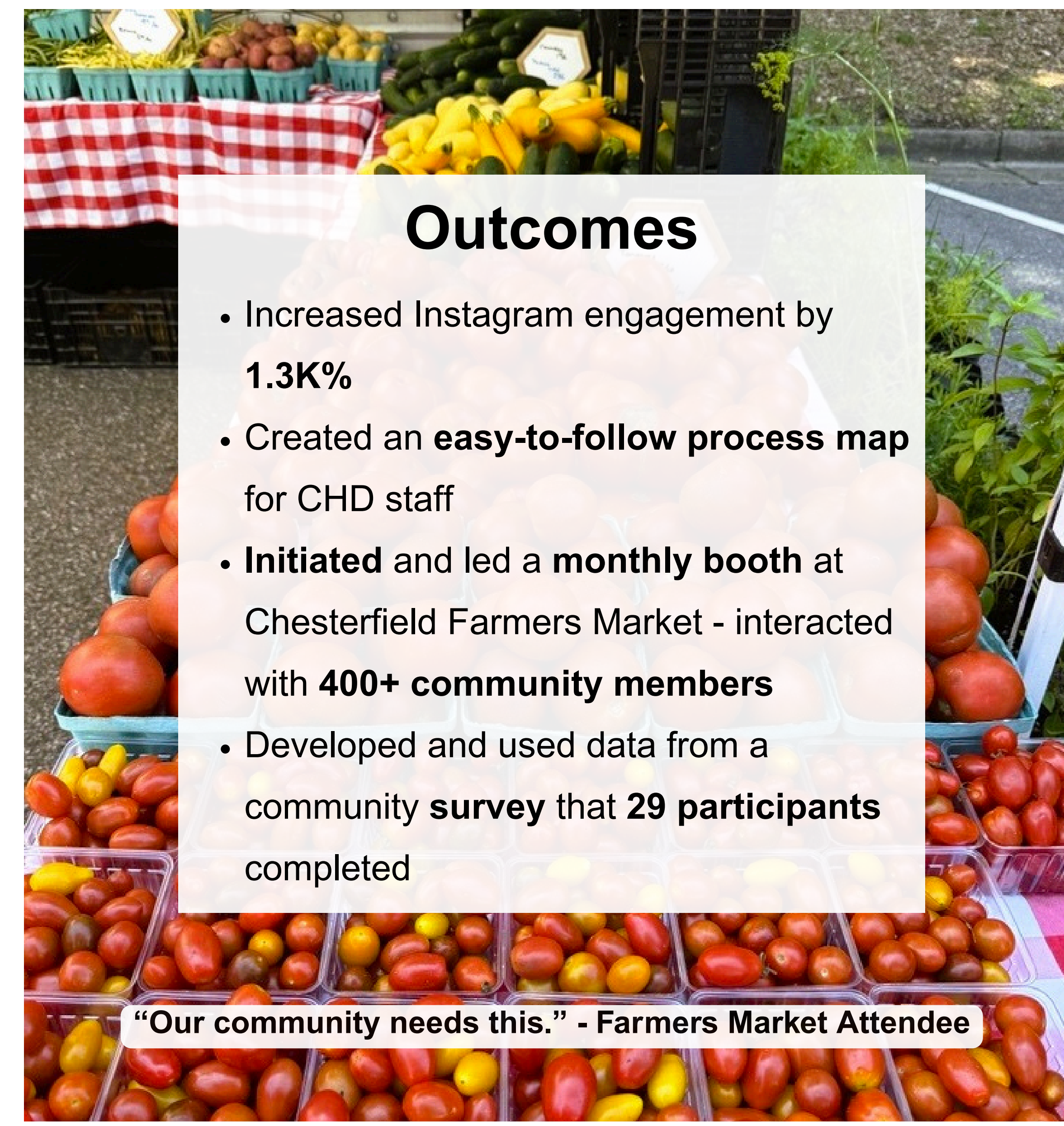
Cohort 3, 2025



### Issues/Gaps Identified

- **Low engagement** across social media platforms
- **Staff confusion** about location of fiscal forms and the steps involved in fiscal processes
- **Lack of visibility of CHD** to community members

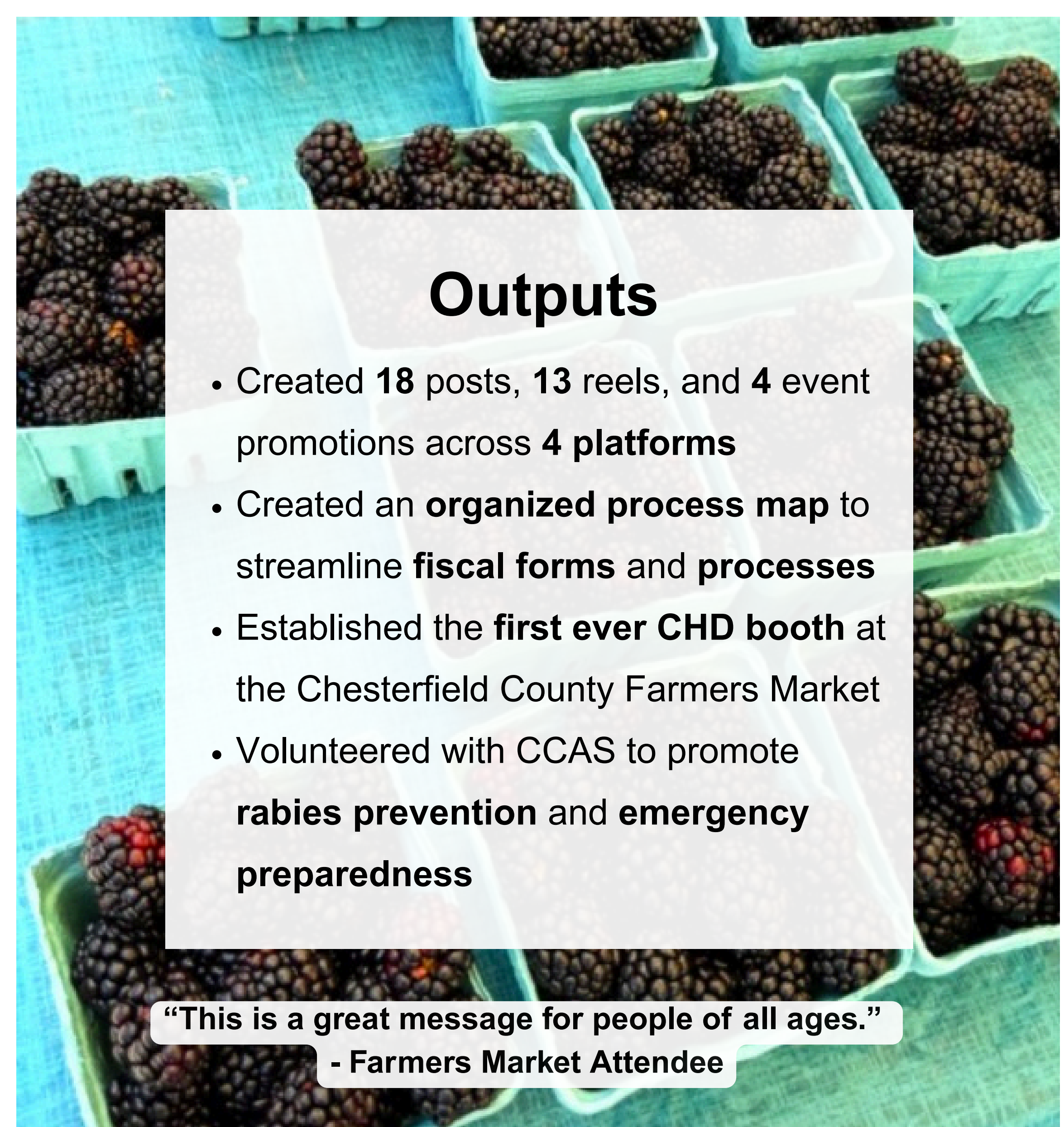
“I had no idea Chesterfield Health District was within walking distance to the Chesterfield County Farmers Market.”  
 - Farmers Market Attendee

### Outcomes

- Increased Instagram engagement by **1.3K%**
- Created an **easy-to-follow process map** for CHD staff
- **Initiated** and led a **monthly booth** at Chesterfield Farmers Market - interacted with **400+ community members**
- Developed and used data from a community survey that **29 participants** completed

“Our community needs this.” - Farmers Market Attendee



### Outputs

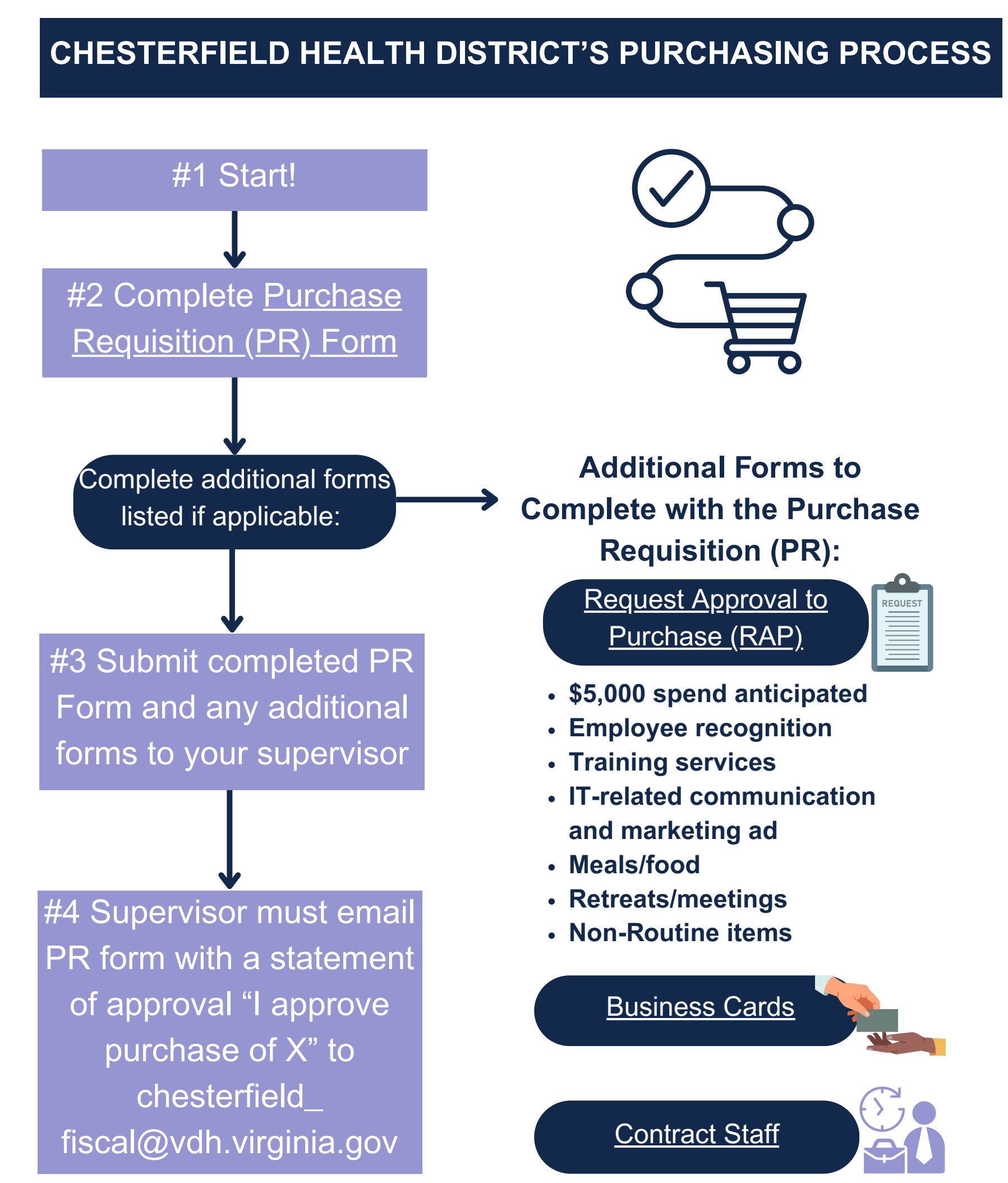
- Created **18 posts, 13 reels, and 4 event promotions** across **4 platforms**
- Created an **organized process map** to streamline **fiscal forms and processes**
- Established the **first ever CHD booth** at the Chesterfield County Farmers Market
- Volunteered with **CCAS** to promote **rabies prevention and emergency preparedness**

“This is a great message for people of all ages.”  
 - Farmers Market Attendee

Created and distributed wearable buttons!




“You are building public trust” - Farmers Market Attendee

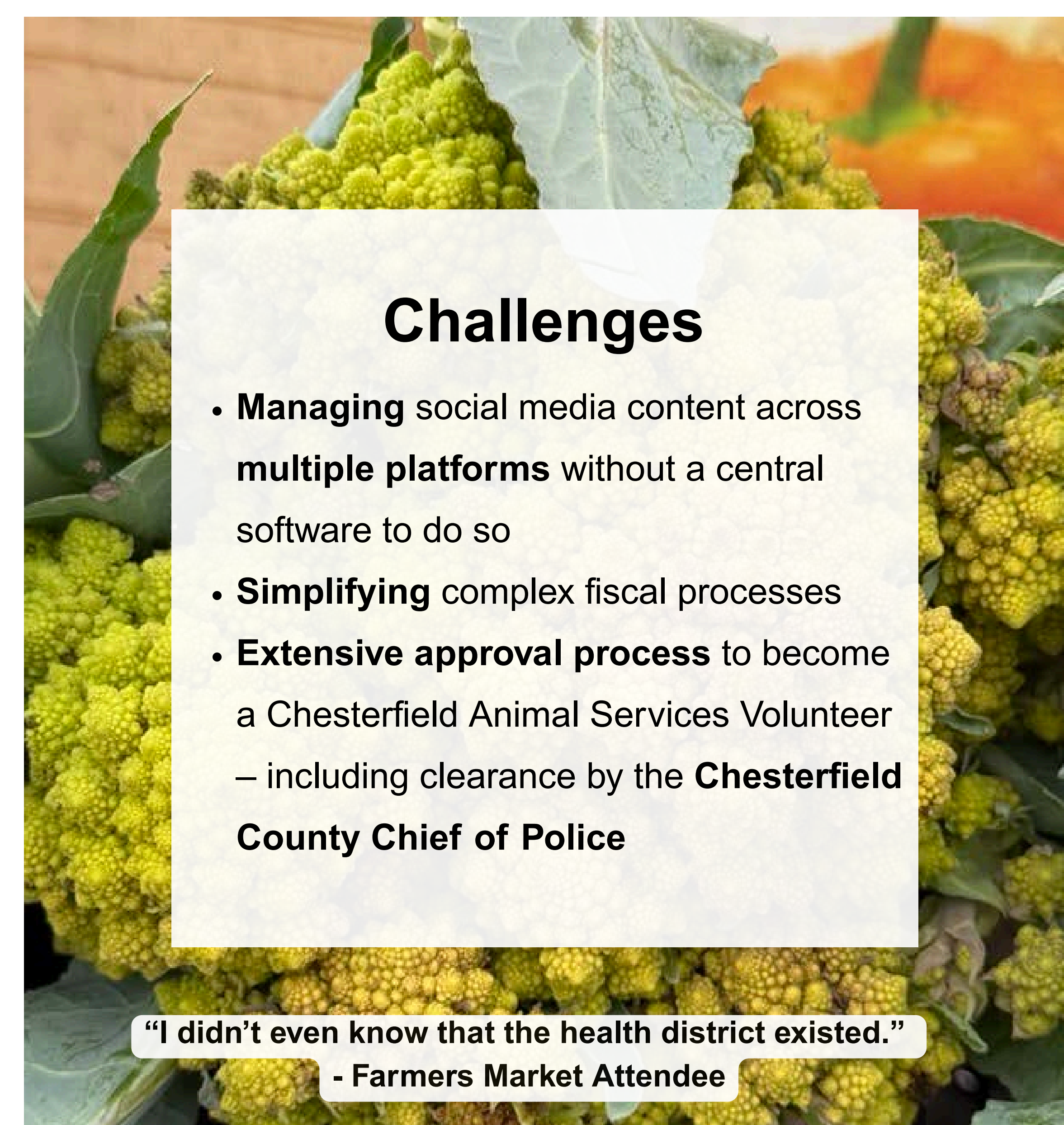


### THANK YOU

### Acknowledgements:

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Thank you to all of those within the **Chesterfield Health District** working to protect and promote the health of all Virginians. **Cohort 3**, you have made an incredible impact on my public health journey!



### Challenges

- **Managing** social media content across **multiple platforms** without a central software to do so
- **Simplifying** complex fiscal processes
- **Extensive approval process** to become a Chesterfield Animal Services Volunteer – including clearance by the **Chesterfield County Chief of Police**

“I didn't even know that the health district existed.”  
 - Farmers Market Attendee