

COMMUNITY ENGAGEMENT HEALTHY RIVERSIDE COUNTY INITIATIVE

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Introduction

Riverside County Department of Public Health

Director: Susan D. Harrington, M.S., R.D.

Mission: The County of Riverside Department of Public Health promotes and protects the health of all County residents and visitors in service of the well-being of the community.

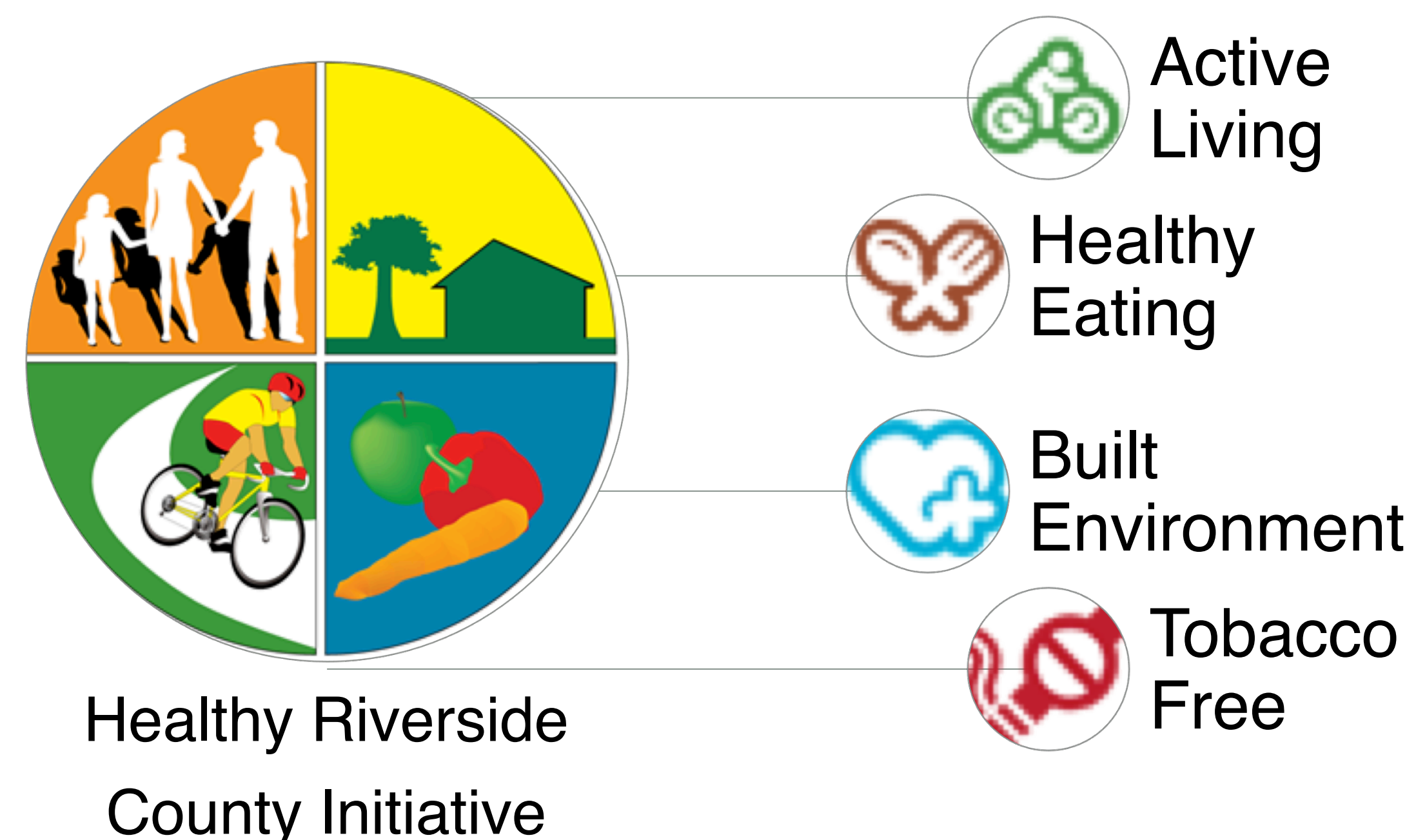
Vision: Healthy people; healthy community!

Randall Lewis Health Policy Fellowship Site:

Epidemiology and Program Evaluation Branch

Program Chief: Wendy Hetherington, MPH

Scope of Work: Healthy Riverside County Initiative- Comprehensive approach to address four factors that affect health



Community Engagement

Community engagement is a cornerstone of effective public health practice. The Centers for Disease Control and Prevention suggests several principles for effective community engagement efforts. Riverside County Department of Public Health and Randall Lewis Health Policy Fellowship 2014-2015 activities have exemplified the following principles:

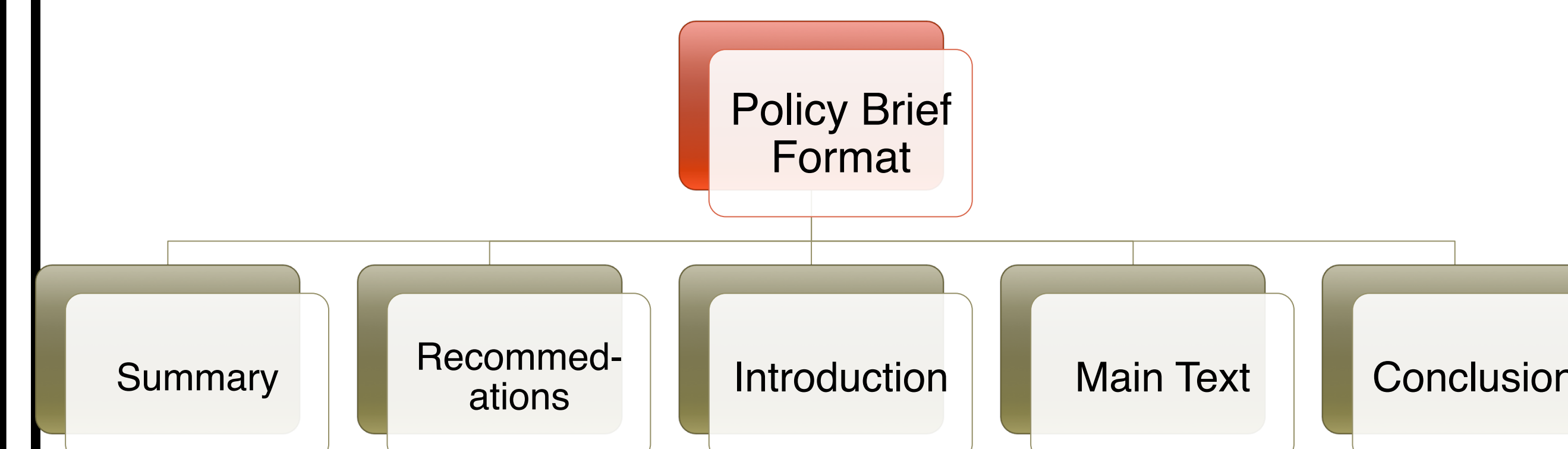
- ◆ Principle 1: Be clear about the purposes or goals of the engagement effort and the populations and/or communities you want to engage.
- ◆ Principle 2: Become knowledgeable about the community in terms of its economic conditions, political structures, norms and values, demographic trends, history and experience with engagement efforts.
- ◆ Principle 3: Go into the community, establish relationships, build trust, work with formal and informal leadership, and seek commitment from community organizations and leaders to create processes for mobilizing the community.

Riverside County Department of Public Health Engaging...

Decision-Makers

Used a policy brief format to communicate with decision-makers. What is a policy brief? A stand alone document to present findings and/or recommendations focused on a single topic.

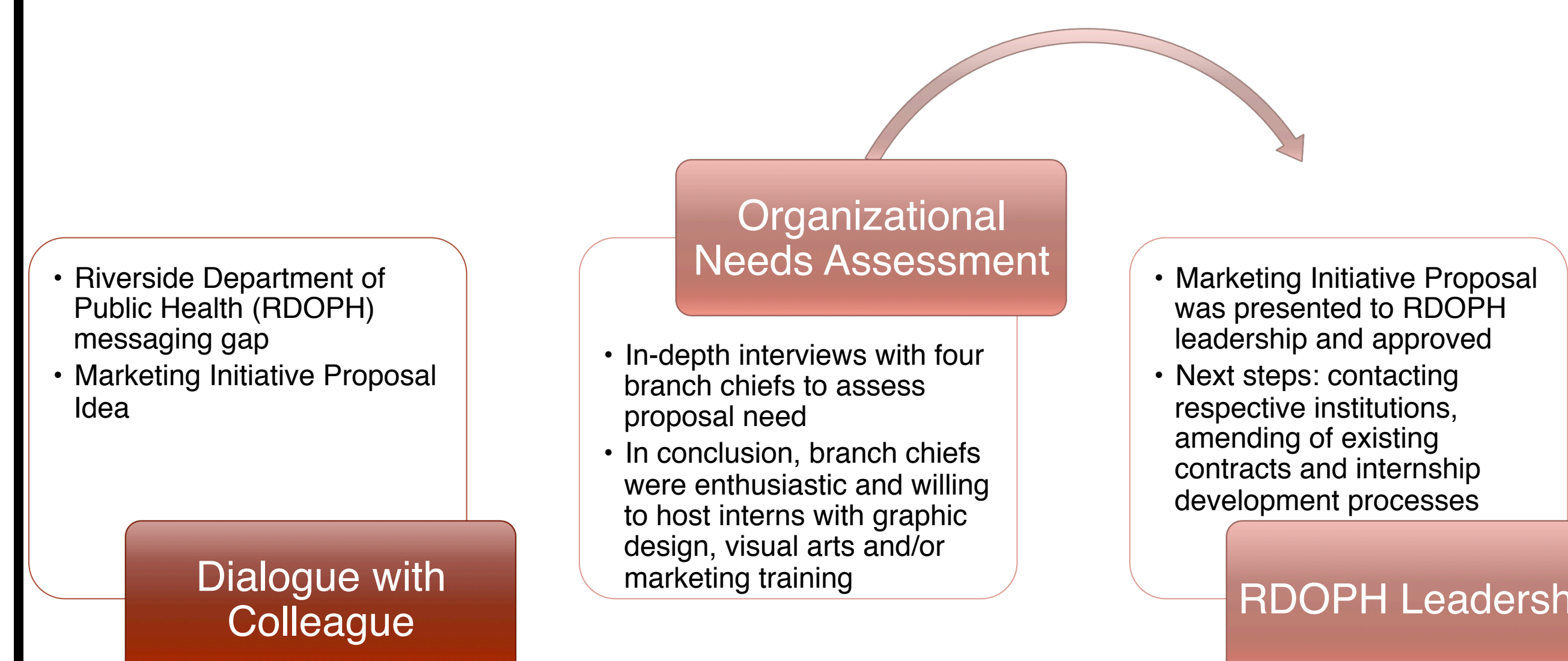
**Connecting Coachella Valley
Health Impact Assessment:
A health benefits approach for decision-makers**



Academic Institutions

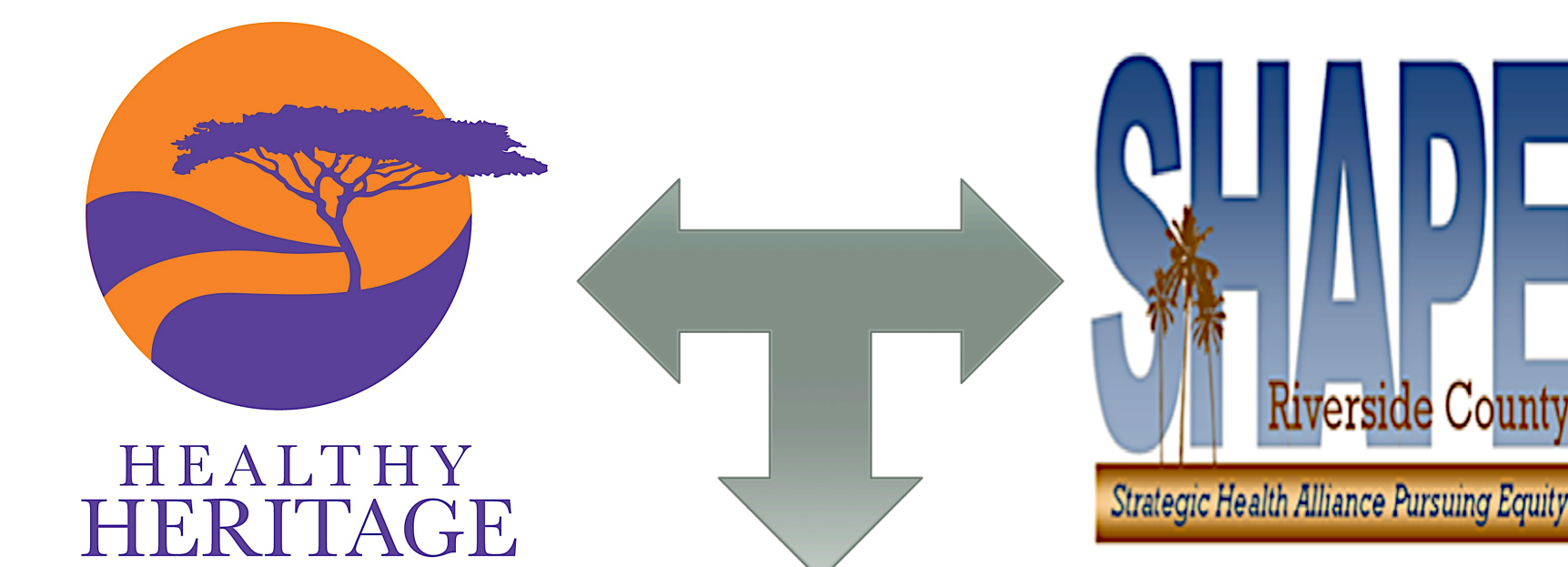
Initiated an internship program for undergraduate students receiving graphic design, visual arts and/or marketing training to assist in Riverside County Department of Public Health message development.

Riverside Department of Public Health (RDOPH) Messaging Proposal Process

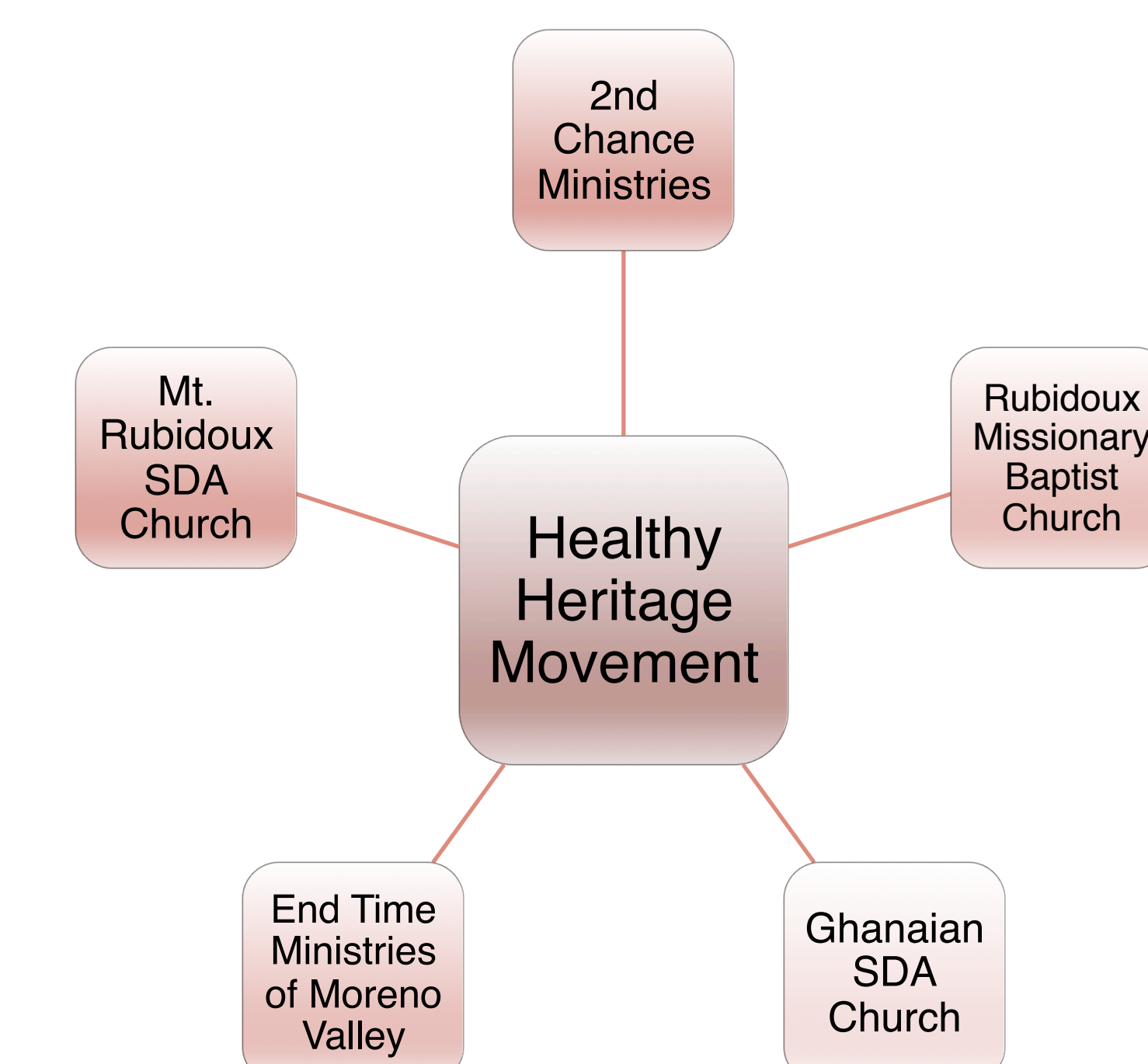


Faith-Based Communities

Initiated collaboration efforts with Healthy Heritage Movement's faith-based community partners and Riverside County Department of Public Health to help in the building of a health improvement framework...Strategic Health Alliance Pursuing Equity (SHAPE).



Faith-based communities in Riverside County who have completed or will complete SHAPE surveys.



Conclusion

Riverside County Department of Public Health (RDOPH) is committed to making Riverside County a healthier place live, work, worship, learn, and play through the efforts of the Healthy Riverside County Initiative. In partnership with the Randall Lewis Health Policy Fellowship, additional opportunities to engage residents, policy makers and academic institutions were developed. These are exciting times for Riverside County and public health prevention efforts. Stay tuned...

