



Virginia Commonwealth University
VCU Scholars Compass

Community Engagement Institute

2016 Community Engagement Institute

May 18th, 12:50 PM - 2:20 PM

Communicating & Disseminating Information

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Location

Richmond, Virginia

Disciplines

Higher Education



VIRGINIA COMMONWEALTH UNIVERSITY

Office of the Provost | Division of
Community Engagement

Communicating & Disseminating Information

2016 VCU Community Engagement Institute

Audrey Trussell, Division of Community Engagement

Amber Haley, Center on Society and Health



Communicate.

Source: <http://cdn.www.ministry-to-children.com/wp-content/uploads/2015/07/family-road-trip.jpg>

01

Get Ready

Utilize best practices for
communicating about university-
community partnerships

TALK THE TALK

Source: <http://cdn.www.ministry-to-children.com/wp-content/uploads/2015/07/family-road-trip.jpg>

best practices.




Identify Community Partners.

Give credit to BOTH partners for time, effort, resources....

How can your communication strengthen your relationship?

Link to partner website, promote their programs, etc....




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Make it real.

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ASPiRE Partners with Red Cross to Host Blood Drive

ASPiRE hosted a blood drive in partnership with the [Greater Richmond Red Cross](#) Feb. 20. Seven ASPiRE students took on leadership roles in



prominent nonprofit organization that is globally renowned for its life-saving work," said Grady Hart, co-curricular coordinator for ASPiRE. "Moving forward, we hope to sustain a long-term partnership between ASPiRE and the Red Cross, as ASPiRE is built on the belief that sustainable partnerships with like-minded community organizations like the Red Cross benefit both our students and our broader community."

For more information on the Red Cross, visit <http://www.redcross.org/va/richmond>.



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best practices.

Identify Community Partners.




Pay Attention to Language.

Be aware of your language.

Make it collaborative.

Credit the community partners for their contributions.



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best practices.

Identify Community Partners.

Pay Attention to Language.



Tell Both Sides of the Story.

Include the university and community perspective.

Promotes principles of community engagement.

Tells a more complete story.

News and Events

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Communities](#)[Community Engaged Research](#)[ASPiRE](#)[Mary and Frances Youth Center](#)[Service-Learning](#)[Back to News](#)

John Shuck: Bringing Light to East End Cemetery

There is a dark narrow road on the border of Richmond and Henrico County that few have traveled in recent years except John Shuck and groups of volunteers, including ASPiRE students. This road takes you to the [East End Cemetery](#) where grave markers are broken and iron fences have been bent by tangled tree roots. The 16-acre cemetery is a place that has been long forgotten and neglected by many.

East End Cemetery, a historically black, privately-owned cemetery, was established in the 1897. Thousands of the city's residents are buried at the cemetery, with tombstones extending far into the woods. According to Shuck, the cemetery fell into disrepair because the families opted to care for the site themselves, but with time, people moved away or passed on. By the 1970s, the cemetery was largely abandoned.

As a result of the hard work of Shuck and his cadre of dedicated volunteers, the cemetery is slowly filling with light and coming back to life. Nearly every weekend, Shuck can be found cleaning debris from the cemetery and coordinating volunteers who give him a



best practices.

Identify Community Partners.

Pay Attention to Language.

Tell Both Sides of the Story.



Represent the Joint Effort.

Convey the nature of the true partnership.

Establish efforts as collaborative projects with mutual benefits and shared goals.

School of Medicine

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FEATURED DISCOVERIES

The EMR drove him to it [03/24/2016]

Guests from a dozen states pack reception celebrating the Kirkpatrick Professorship [03/12/2016]

Building rapport: Medical Spanish class helps students connect with patients [03/02/2016]

CATEGORIES

[Alumni achievements and news](#)[Biomedical advances](#)[Clinical breakthroughs](#)[Faculty honors and news](#)[Featured](#)[Gifts at work](#)

Every Day, A New Discovery.

NOVEMBER 19, 2015

Safety Net Collaborative a win-win for VCU and Richmond

When three safety net primary care clinics in Richmond found they could not fully meet the mental health needs of their patients, they knew they had to find a solution to provide these critical services to the city's most vulnerable populations.

With over half of all patients receiving substandard or no mental health care, the clinics needed to provide thousands of behavioral care sessions to their patients. But where to find a group of psychologists willing to contribute hundreds of hours of work at little or no cost?

Bruce Rybarczyk, Ph.D., a professor in VCU's Department of Psychology, had the perfect answer: his doctoral trainees. As a result, since 2008 trainees have delivered over 10,000 pro bono sessions at the Ambulatory Care Center on the MCV Campus, the Daily Planet for the Homeless and the Fan Free Clinic. A fourth clinic, VCU's Hayes E. Willis Health Center, was added in August.

The Safety Net Primary Care Psychology Collaborative has proved fruitful for everyone involved. The clinics are able to better cover the mental health needs of their patients, while the doctoral students get valuable experience working with a wide-range of patients. Most importantly, the medically underserved in the Richmond community get access to the care they need.

Rachel Waller, M'99, has seen the benefits of the collaborative firsthand through her work on the internal medicine service at the Ambulatory Care Center.



Rachel Waller, M'99

best practices.

Identify Community Partners.

Pay Attention to Language.

Tell Both Sides of the Story.

Represent the Joint Effort.

Arrazatte, C., Lima, M., & Lundy, L. (2013). Do university communications about campus-community partnerships reflect core engagement principles? *Michigan Journal of Community Service Learning*, 41-52.

TALK THE TALK

01

Get Ready

Utilize best practices for communicating about university-community partnerships

02

Identify Your Vehicle

Without your organization's mission to drive movement, you can't go anywhere.





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COLLABORATION

Council for Community Engagement

Working together, changing lives.

The VCU Division of Community Engagement mobilizes university-community partnerships that generate innovative solutions to societal challenges and prepares the engaged citizens of tomorrow.



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Declare Your Destination

What's your ultimate goal?
Do you have [mini] goals along the way?



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Mission

The VCU Division of Community Engagement mobilizes university-community partnerships that generate innovative solutions to societal challenges and prepares the engaged citizens of tomorrow.

Vision

VCU is a community of engaged citizens, working together, changing lives.

Community Engagement Principles

The Core Values outlined in the Quest for Distinction are fully reflected in the division's

TALK THE TALK

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Do you have [mini] goals along the way?

04

Who's Riding With You?

Who is your audience? You can't fit everyone in the car!

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About Us

Welcome from the Vice Provost



The Division of Community Engagement assists VCU's faculty, staff, and students who are involved with service-learning classes or community-based research projects; we address the continuing studies and professional development needs of adults in the region and beyond; we offer programs for the community through the resources of the Mary and Frances Youth Center and the Carver Neighborhood space; we have launched ASPIRE, VCU's first living-learning residential hall with a focus on community engagement, and much more. The Division also administers the Council for Community Engagement, a representative body from all academic and academic-support units committed to creating a culture of community engagement at VCU.

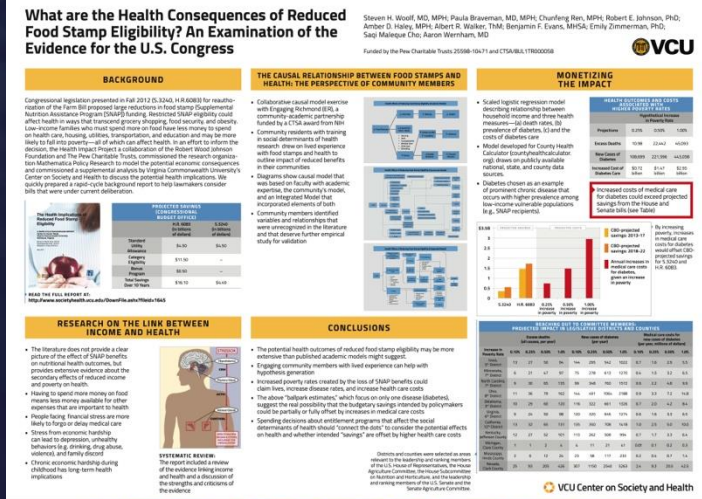


Disseminate.

Source: <http://cdn.www.ministry-to-children.com/wp-content/uploads/2015/07/family-road-trip.jpg>

Traditional Dissemination Activities for Academia

- Publication in scientific journals
- Presentations/posters at academic conferences
- Some possible media coverage
- Typically planned for after research is completed



Avertable Deaths Associated With Household Income in Virginia

Steven H. Woolf, MD, MPH, Resa M. Jones, PhD, MPH, Robert E. Johnson, PhD, Robert L. Phillips Jr, MD, MSPH, M. Norman Oliver, MD, Andrew Bazemore, MD, MPH, and Anushree Vichare, MPH

An extensive literature documents the profound influence of socioeconomic status on life expectancy.¹⁻⁴ The notion that social conditions affect health is intuitive to policymakers and the public, but the magnitude of this effect may not be fully appreciated, and our previous work has sought to put it in perspective. For example, we have previously demonstrated on the basis of vital statistics that correcting mortality disparities by race and educational status would save 5 and 8 lives, respectively, for every 1 life saved by biomedical advances.^{5,6}

Social determinants exert influences on health through individual and household circumstances as well as through concurrent environmental conditions that exist in areas where people reside.⁷⁻¹¹ People with good jobs, higher incomes, an advanced education, or historically favored racial or ethnic backgrounds experience better health not only because of these personal characteristics but also because of

Objectives. We estimated how many deaths would be averted if the entire population of Virginia experienced the mortality rates of the 5 most affluent counties or cities.

Methods. Using census data and vital statistics for the years 1990 through 2006, we applied the mortality rates of the 5 counties/cities with the highest median household income to the populations of all counties and cities in the state.

Results. If the mortality rates of the reference population had applied to the entire state, 24.3% of deaths in Virginia from 1990 through 2006 (range=21.8%-28.1%) would not have occurred. An annual mean of 12954 deaths would have been averted (range=10548-14569), totaling 220211 deaths from 1990 through 2006. In some of the most disadvantaged areas of the state, nearly half of deaths would have been averted.

Conclusions. Favorable conditions that exist in areas with high household incomes exert a major influence on mortality rates. The corollary—that health suffers when society is exposed to economic stresses—is especially timely amid the current recession. Further research must clarify the extent to which individual-level factors (e.g., earnings, education, race, health insurance) and community characteristics can improve health outcomes. (*Am J Public Health*. 2010;100:750-755. doi:10.2105/AJPH.2009.165142)

Source: <http://cdn.www.ministry-to-children.com/wp-content/uploads/2015/07/family-road-trip.jpg>



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Non-academic Dissemination

- Briefs
- Reports
- Videos
- Social Media
- Action Plans
- Community Forum/Events
- Newsletters
- Maps/Graphics/Infographics

Source: <http://cdn.www.ministry-to-children.com/wp-content/uploads/2015/07/family-road-trip.jpg>



Why Education Exploring the C

Americans with more education live longer than those with fewer years of schooling.



© Associated Press. Used with permission from the Robert Wood Johnson Foundation.

Health Care: Necessary But Not Sufficient

Health care alone cannot counter the effects of an inadequate education



Education: It Matters More to Health than Ever Before

Americans with fewer years of education have poorer health and shorter lives, and that has never been more true than today. In fact, since the 1990s, life expectancy has decreased for people without a high school education, especially white women.

Education is important not only for higher paying jobs and economic productivity, but also for saving lives and saving dollars.

content/uploads/2015/07/family-road-trip.jpg

Social Capital and Health Outcomes in Boston

TECHNICAL REPORT
Center on Human Needs
Virginia Commonwealth University
Richmond, Virginia

September 2012

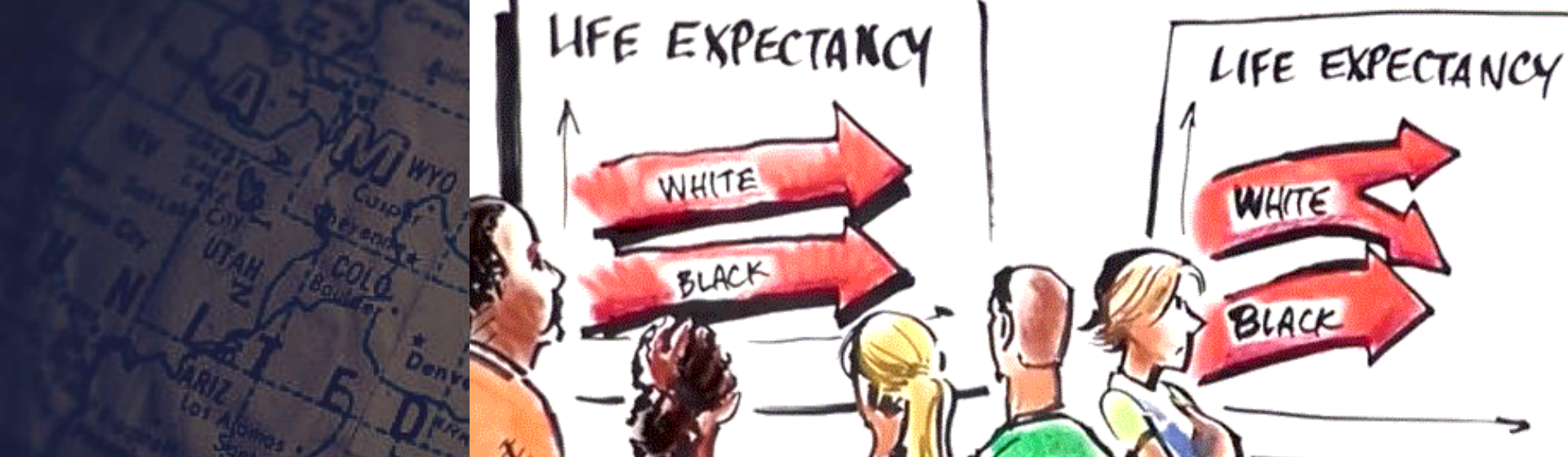
The Health Implications of Reduced Food Stamp Eligibility

A RAPID-CYCLE BACKGROUND REPORT
Center on Human Needs
Virginia Commonwealth University
Richmond, Virginia

Neighborhood Characteristics and Health in Baltimore, Maryland

TECHNICAL REPORT
Center on Human Needs

/07/family-road-trip.jpg



Steve Woolf
Director
VCU Center on Society and Health

children.com/wp-content/uploads/2015/07/family-road-trip.jpg

Action Plan: Affordable Housing

Partners	Strategies	Short-term Actions	Medium-term Actions	Outcomes
The Informed Neighbor's Corps (INC) Tenant Council Resource Centers and Housing Advocates Center on Society and Health The Community Builders Richmond Redevelopment and Housing Authority (RRHA) Virginia Supportive Housing Better Housing Coalition Community Advocates and Service Providers	1. Resident Engagement:	*Housing advocates to link residents to housing-related services.		Residents are aware of resources available for all
	2. Partnership:	*Housing advocate to host a resource fair introducing providers to each other and residents to available services	*TCB to seek potential funding streams for permanent supportive housing.	
	3. Programs, services, and education:	*Housing advocate to educate residents about terms of the lease and issues with hosting non-lease holders.	Ensure 1:1 replacement for all housing occupants.	
	4. Policy:	Develop a plan to ensure 1:1 replacement for all housing occupants.		

Action Plan: Violence Prevention and Positive Youth Development

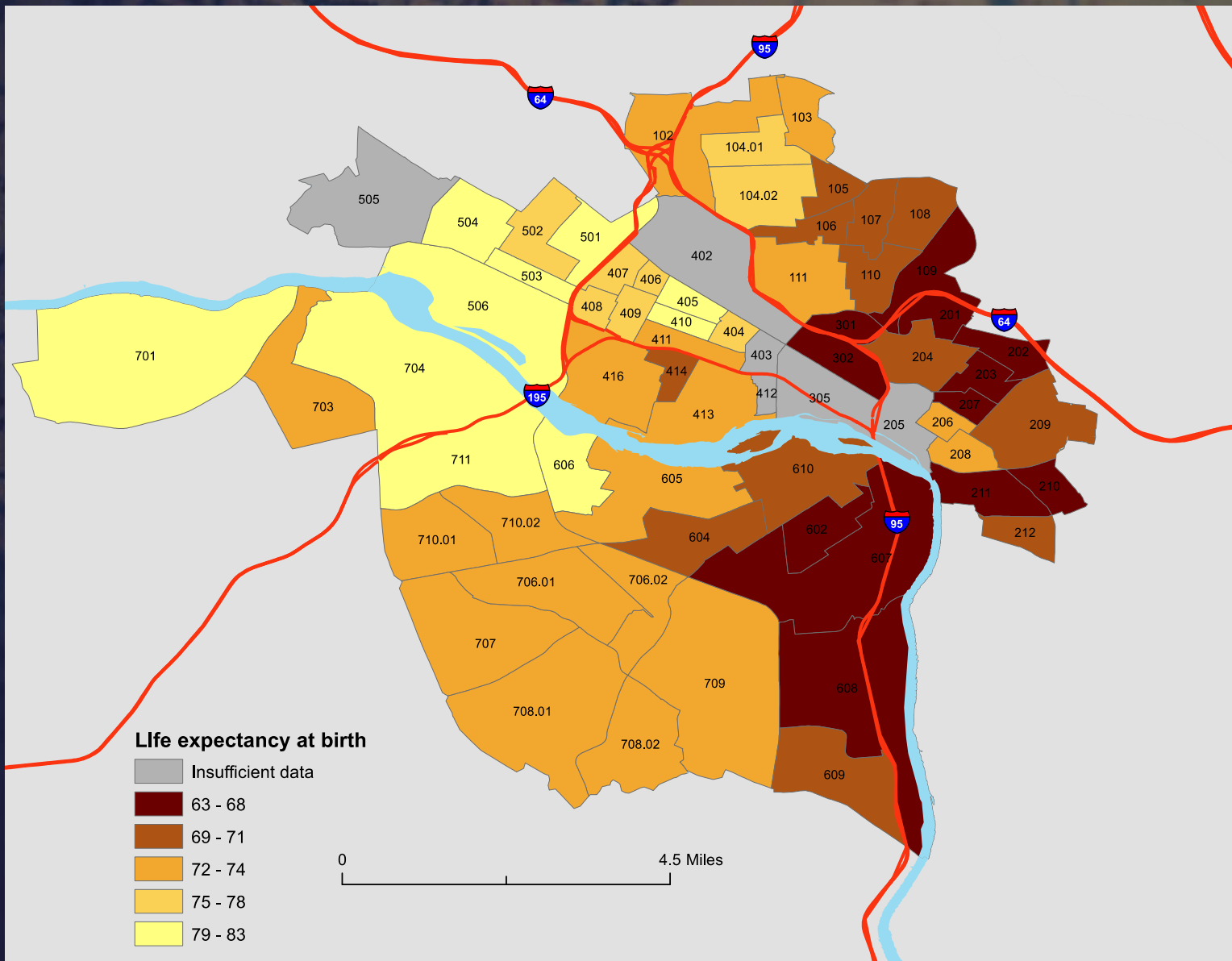
Partners	Strategies	Short-term Actions	Medium-term Actions	Outcomes
The Informed Neighbor's Corps (INC) Tenant Council Resource Centers and Housing Advocates	1. Resident Engagement:	Engage the Informed Neighbors Corps to plan activities to promote community safety.	Expand the Informed Neighbors Corps to promote community safety through increased social cohesion.	Creighton youth are connected to meaningful mentoring relationships with adults in the city of Richmond. Residents are empowered to change the culture regarding violence. Youth are motivated and engaged in meaningful activities. Research funding is used to identify, implement, and evaluate programs and interventions to support positive youth development.
		**Resource centers to connect youth regarding what activities in which they to participate	Students from U of R, VCU, VUU, and Richmond City public schools to engage youth in mentoring	
			Plan and promote positive activities for youth.	
			*Clarke Hill Institute for Positive Youth Development to apply for funding for youth violence prevention in partnership with CSH	

Action Plan: Trauma Affected Communities

Partners	Strategies	Short-term Actions	Medium-term Actions	Outcomes
The Informed Neighbor's Corps (INC) Tenant Council Resource Centers and Housing Advocates Center on Society and Health Office of Community Wealth Building (OCWB) The Community Builders Richmond Redevelopment and Housing Authority (RRHA) Trauma Informed Community Network Child Savers	1. Resident Engagement:	***CSH to discuss with INC to develop principles of Trauma Informed Community Building (TICB). Training of INC in TICB.	Develop and implement strategies for community development.	Social cohesion and collective efficacy is increased. Residents are equipped to lead strategies for community redevelopment. Service providers are equipped to provide trauma informed care. Residents and organizations are aware of the impact of trauma and operate according to trauma informed principles. Community development practices reflect the
	2. Partnership:	** Submit grant application for resident-led TICB and evaluation	*Trauma informed principles are integrated into the work of the RPN coalition	
	3. Programs, services, and education:	*RPN to schedule training for service providers and residents regarding trauma informed principles in partnership with ChildSavers and DSS.	City agencies and partners adopt trauma informed principles.	
		**OCWB to release request for proposals to develop city-wide redevelopment principles.	Explore the impact of integrating trauma informed care and resident led trauma informed community development	

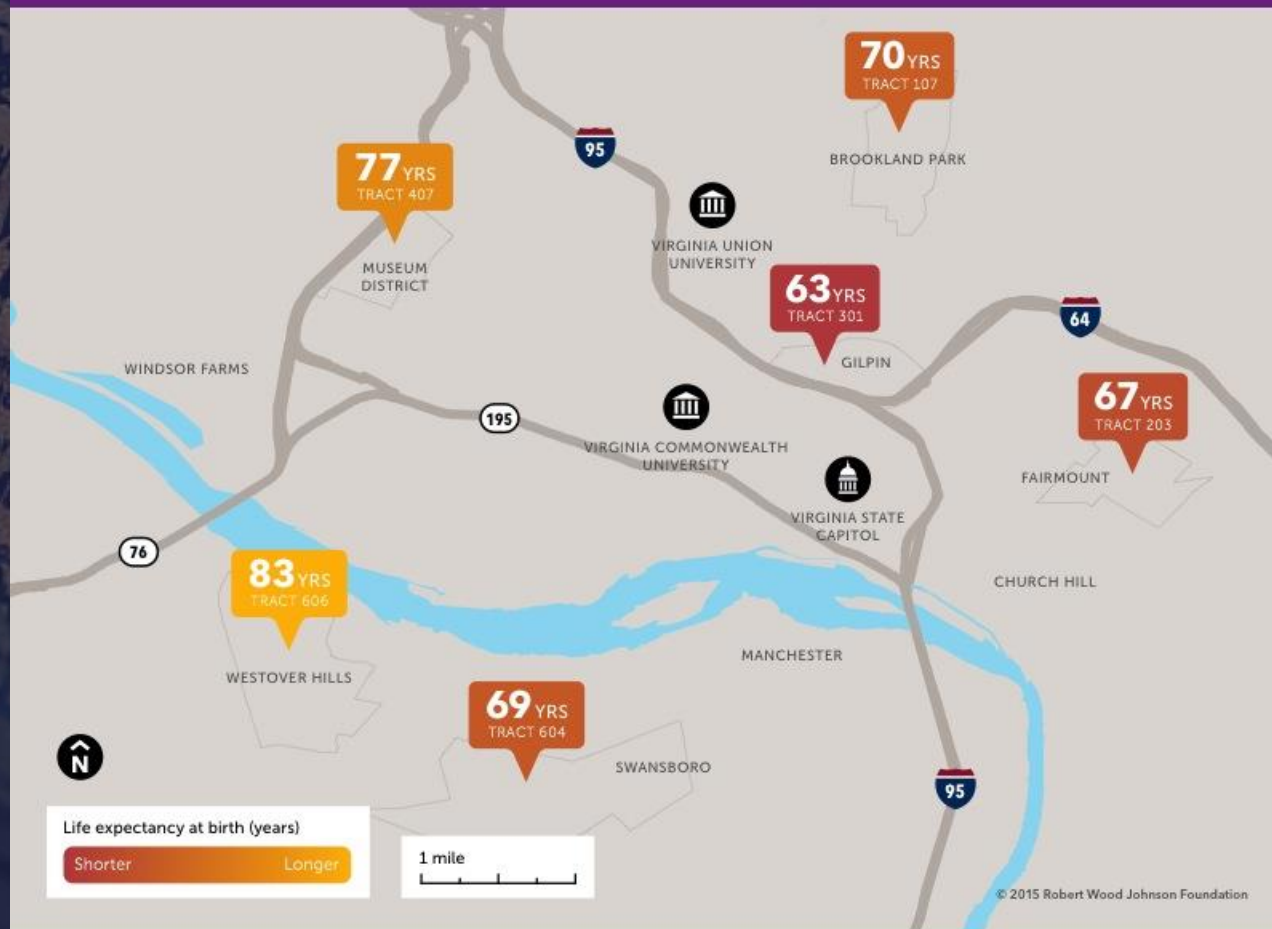
* Planned ** In progress currently (July 2015)
***Completed

o-children.com/wp-content/uploads/2015/07/family-road-trip.jpg



Source: <http://cdn.www.ministry-to-children.com/wp-content/uploads/2015/07/family-road-trip.jpg>

Short Distances to Large Gaps in Health



The Role of News Media

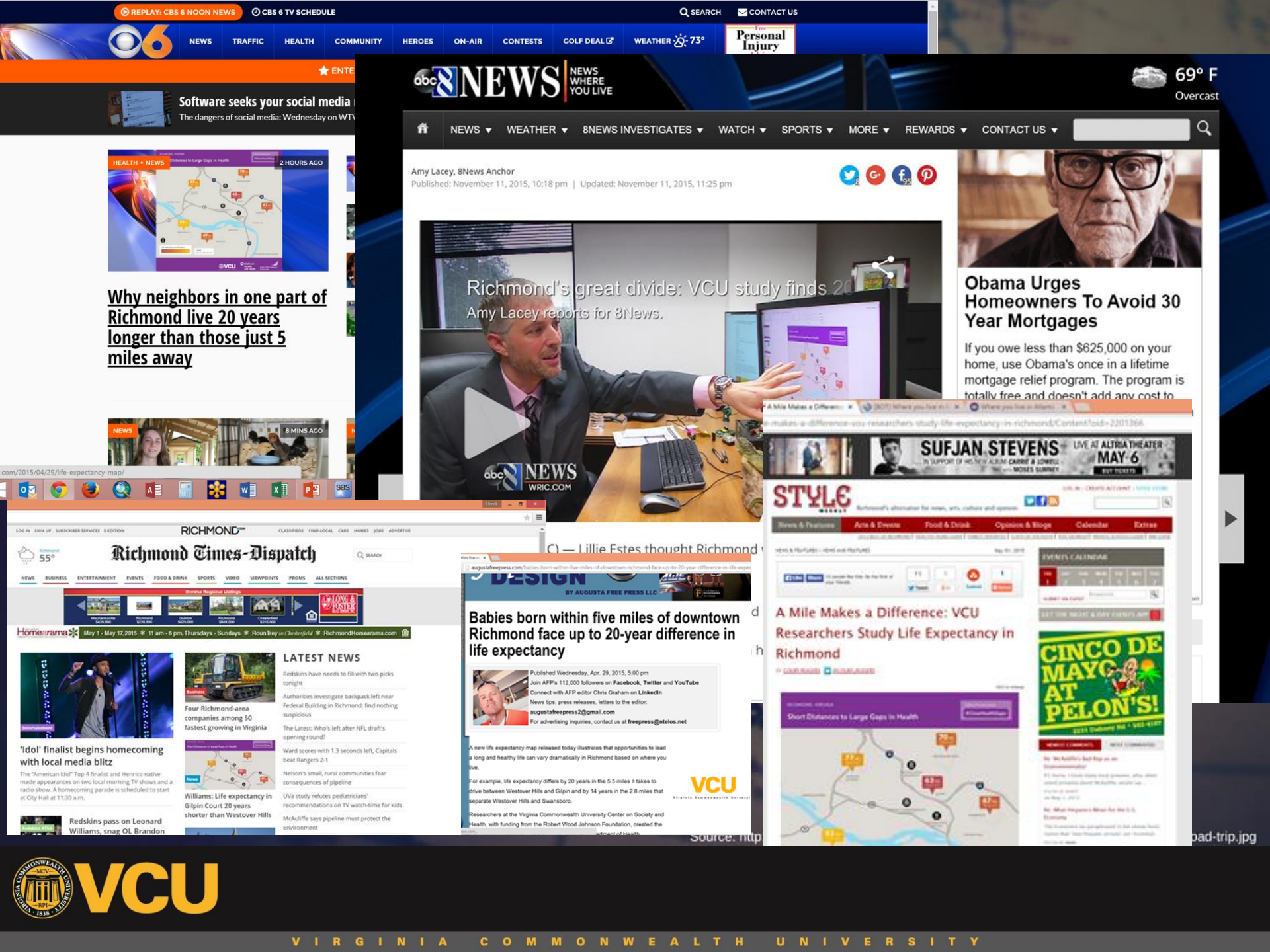
- Oftentimes, the media plays the role of the intermediary between you and the audiences you're interested in reaching
- Findings and products considered “newsworthy” or “media friendly” will garner the most attention
 - Timeliness
 - Proximity
 - Significance/scale
 - Conflict/controversy
 - Relevance
 - Human interest

Source: <http://cdn.www.ministry-to-children.com/wp-content/uploads/2015/07/family-road-trip.jpg>

The Local Angle

- Arguably, action is taken more easily at the local level
- With this project in particular, part of the heft of the visual is seeing such large differences across such small distances
- In order to maximize local relevance, we:
 - Involved local stakeholders (mapping decisions, op-eds)
 - Created locality-specific media packages
 - Connected with other local initiatives (op-eds)

Source: <http://cdn.www.ministry-to-children.com/wp-content/uploads/2015/07/family-road-trip.jpg>



NEWS

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GOLF DEAL

WEATHER 73°

Personal Injury

★ ENTER

Software seeks your social media
The dangers of social media: Wednesday on WTVZ



Why neighbors in one part of Richmond live 20 years longer than those just 5 miles away



abc8NEWS NEWS WHERE YOU LIVE

NEWS WEATHER 8NEWS INVESTIGATES WATCH SPORTS MORE REWARDS CONTACT US

Amy Lacey, 8News Anchor
Published: November 11, 2015, 10:18 pm | Updated: November 11, 2015, 11:25 pm



Obama Urges Homeowners To Avoid 30 Year Mortgages

If you owe less than \$625,000 on your home, use Obama's once in a lifetime mortgage relief program. The program is totally free and doesn't add any cost to

A Mile Makes a Difference: VCU researchers study life expectancy in Richmond



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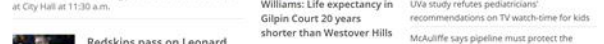
Richmond Times-Dispatch

NEWS BUSINESS ENTERTAINMENT EVENTS FOOD & DRINK SPORTS VIDEO VIEWPOINTS PRIMS ALL SECTIONS



'Idol' finalist begins homecoming with local media blitz

The "American Idol" Top 4 finalist and Henrico native made appearances on two local morning TV shows and a radio show. A homecoming parade is scheduled to start at City Hall at 11:30 a.m.



Redskins pass on Leonard Williams, snag OL Brandon

BY AUGUSTA FREE PRESS LLC

Babies born within five miles of downtown Richmond face up to 20-year difference in life expectancy

Published Wednesday, Apr. 29, 2015, 5:00 pm
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A new life expectancy map released today illustrates that opportunities to lead a long and healthy life can vary dramatically in Richmond based on where you live.
For example, life expectancy differs by 20 years in the 5.5 miles it takes to drive between Westover Hills and Gilpin and by 14 years in the 2.8 miles that separate Westover Hills and Swansboro.
Researchers at the Virginia Commonwealth University Center on Society and Health, with funding from the Robert Wood Johnson Foundation, created the

VCU

Source: http

A Mile Makes a Difference: VCU Researchers Study Life Expectancy in Richmond

VCU researchers study life expectancy in Richmond



CINCO DE MAYO AT PELON'S!



VCU researchers study life expectancy in Richmond



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life expectancy

Updated: APRIL 18, 2016 — 1:07 AM EDT



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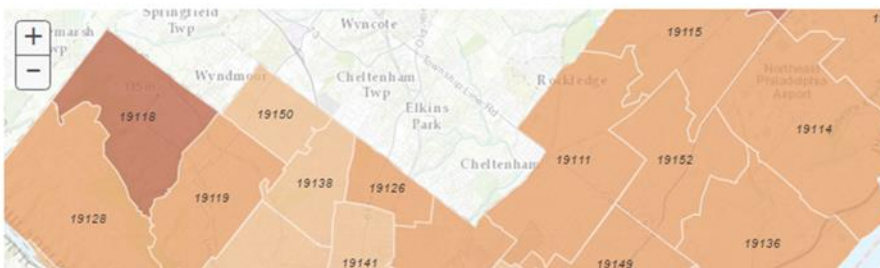


APRIL 7, 2016

A few miles and a world of difference as study finds wide disparity in life expectancies

Click on the zip codes on the map for more details.

Life expectancy at birth 68 to 71 72 to 75 76 to 79 80 to 88



Data Reveals Huge Life Expectancy Gap Among Philly Neighborhoods

How does your zip code fare?
BY MELISSA ROMERO · APR 7, 2016, 10:15A

TWEET SHARE PIN REC



Babies born in Society Hill have the highest life expectancy in Philadelphia.

Picks user Mark Stephenson

Babies born in neighborhoods just five miles apart in Philly face up to a 20-year difference in life expectancy.

That's according to data released by the Robert Wood Johnson Foundation and Virginia Commonwealth University, which compared various life expectancies in different neighborhoods throughout Philadelphia.

PHILADELPHIA, PENNSYLVANIA

Short Distances to Large Gaps in Health

Follow the discussion

#CloseHealthGaps

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EASY IS AWESOM

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ension is only about five miles from Society Hill. But a child
me North Philadelphia neighborhood can expect to die a
ian if she were born in the more affluent Center City ZIP c

f maps and studies from Virginia Commonwealth Univers
Johnson Foundation calculated life expectancies across m
in cities.

re can directly influence your health, like exposure to viol
t also can limit the choices available, in terms of living a h
Derek Chapman, associate director of the VCU Center on

ecades, Philadelphia had the largest difference in life expe
est and worst sustaining ZIP codes, outpacing Chicago's 1
City's nine-year gap.

horns cite a range of causes for health disparities between
s, including opportunities for education and jobs, availabl
and access to primary care services.

ity must chart its own course," said Chapman. "Because
s is shaped by a web of factors, the key is to get policyma
e of areas like health, education, housing, jobs and trans
nversation."

PHILLY VOICE NEWS HEALTH ENTERTAINMENT

DEMOGRAPHICS Life Expectancy



The iconic Philadelphia skyline.

PHOTO BY B. KRIST / VISIT PHILADELPHIA™

APRIL 07, 2016

Philly residents live longest in Old City, Society Hill

Center on Society and Health breaks down life-expectancy for city's 62 zip codes

DEMOGRAPHICS LIFE EXPECTANCY PHILADELPHIA NORTH PHILADELPHIA SOCIETY HILL OLD CITY

BY MICHAEL TANENBAUM

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ED 2:00 A.M.
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aiming to relax current l

part-in-new-york-have-a-9-year-life

Vox
THURSDAY, APRIL 30, 2015

Babies born 3 miles apart in New York have a

9-year life expectancy gap

ublished by Vox at 12:01pm April 30, 2015. 7:00 a.m. ET

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babies born today in Murray Hill, a neighborhood in midtown Manhattan, has a life expectancy

of 85 years, a difference from the life expectancy of babies born in East Harlem, has a life expectancy of 76

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Same City, But Very Different Life Spans

By SABRINA TAVERNISE and ALBERT SUN APRIL 28, 2015

Life expectancy is a measure unlike any other, a sort of X-ray machine that can see through the geography of a city to the bones of a neighborhood's distress. This week, researchers from Virginia Commonwealth University released life expectancy calculations for four cities, part of a broader series whose aim is to influence social policy.

New York City

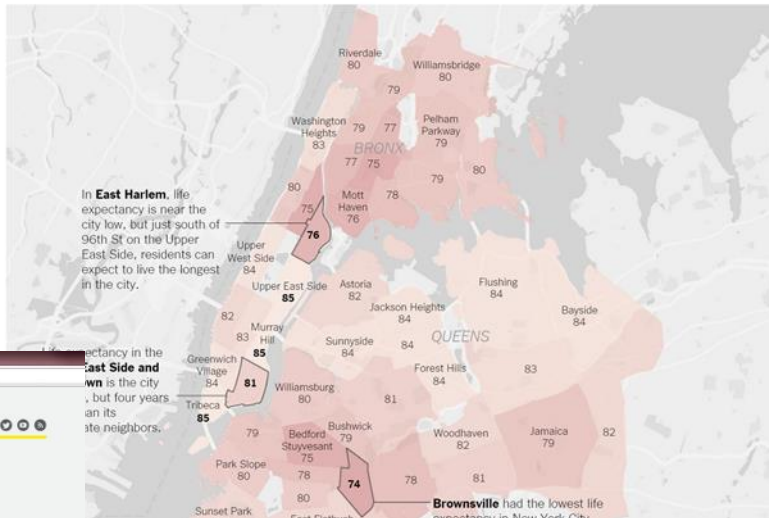
Average life expectancy: 81

In Tribeca, Murray Hill and the Upper East Side, the average resident lives until 85 — on par with places in the world with the highest life expectancy like Japan and Hong Kong. In Brownsville, Brooklyn, about 10 miles away, life expectancy was 74, closer to that in Brazil.

Brownsville has the largest concentration of public housing of any neighborhood in the city. Residents there die from most major diseases at

In East Harlem, life expectancy is near the city low, but just south of 96th St on the Upper East Side, residents can expect to live the longest in the city.

Life expectancy in the East Side and Manhattan is the city low, but four years above its state neighbors.



Life expectancy by Chicago L stops – the stark data

Posted: 04/30/2015, 07:12pm | Stefano Esposito



environmental factors all play role in longevity
ed for collaborative approach to public health
ncy found in Key Biscayne, shortest in Overtown



718 Code 3331, life expectancy is an average 86 years — about 15 years more than the estimated

chicago-l-stops-stark-data

CHICAGO SUNTIMES

@Suntimes 51 mins

EDITORIAL: Give undocumented immigrants an equal shot at state scholarships. <http://t.co/Vx1xGsSTQ> via @CSTeditorials



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VIDEOS



A green toy car is positioned on a map of the United States, specifically over the central region. The map shows state boundaries and names, with a blue tint. The car is a simple plastic model with a black roof and red wheels.

Participate!

You have 11 points to spend.

Source: <http://cdn.www.ministry-to-children.com/wp-content/uploads/2015/07/family-road-trip.jpg>

Resources

Arazzatte, C., Lima, M., & Lundy, L. (2013). Do university communications about campus-community partnerships reflect core engagement principles? *Michigan Journal of Community Service Learning*, 41-52.

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