The 7th District Health & Wellness Survey
Survey Results Dissemination Plan
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**Background:** The Seventh District Health and Wellness Survey is a project focused on conducting a needs assessment and collecting measures of health behaviors from 1000 East End residents to strengthen and inform organizations working to promote health in the community. Survey team members include East End resident recruiters, resident and non-resident survey administrators, VCU faculty and students, community organization representatives including the East District Family Resource Center and other members of the Seventh District Health and Wellness Initiative (HWI). The HWI is an existing collaborative partnership between residents, community organizations focused on health and wellness, elected officials, and health care providers.

**Mission:** To use online social platforms and community engagement strategies to connect, promote, educate, and foster a community of health related organizations in order to drive a culture of “Connected Wellness” for Richmond’s East End population. Our focus is on using research-related messaging as opposed to social commentary. Raising awareness of community issues will be data driven and unbiased while remaining conscious of ethical considerations.

**Strategy:** This dynamic engagement plan is a continuous ongoing strategy to learn how our online presence is creating impact. By observing our current reach within our targeted business and community environments. We are able to understand and plan for uses of social media platforms to fill the gaps in our Connected Wellness network. Observing includes discovering which accounts, web spaces, and online platforms potential partners, the East End community, and related organizations are using in order to plan a method of engagement. After execution, an impact analysis using available metrics such as likes, shares, follows, interactions, visitor count, session duration, demographic metrics (location, age, gender), and overall behavior will allow us to respond by making adjustments to achieve the desired results. After changes to our strategy are made, we will return to observing the impact of our online presence. This creates a cycle of execution and response based on the awareness of our online presence.
Blog: Rampages.us/rvawellness

Mission and Purpose: To create a centralized platform for news that may be of interest to stakeholders, partners, and interested parties on the ongoing efforts of The Seventh District Health and Wellness Initiative and Survey. This platform is currently our primary medium of advertising our work and brand recognition.

Audience: Stakeholders, partners, blog owners, entities who make up the “Connected Wellness” coalition, and any interested party who wants to learn more about the Culture of Connected Wellness and how to get involved.

Uses:

- A third of the content will be for the purpose of publishing our research findings while targeting low literacy level science education, the promotion of branding, and stimulating interaction and collaboration between organizations in order to nurture and strengthen the Culture of Connected Wellness. Content will be in the form of text, downloadable documents, multimedia, and data visualization and graphics. This site will also serve as an official document and file repository.
- A third of the content will be for the purpose of business and organizational promotion. This content will be curated and compiled to raise awareness of events, opportunities for organizational networking, involvement, funding, and interesting work and findings related to our wellness network. Promotions will be backed by survey data whenever possible.
- A third of the content will be for the purpose of establishing a virtual relationship with the audience by sharing personal anecdotes/interactions, interviews with team members and partners, interesting/funny stories from community engagement/involvement, poetry and other creative content, and other content for the purpose of building the personality and face of the brand.

Content Schedule:

- Content will be published at least on a weekly basis.
- Content per month should include at least:
  - 1 post on current work. Can be in the form of a team member interview or information on what to look out for in the future
  - 1 post on research findings or an easy to understand science lesson on a topic related to survey data/results
  - 1 creative post. Can be a relatable poem, anecdote, or story that is not talked about in research papers or publications
  - 1 post promoting an organization’s work or community event
- Content plan and postings are subject to change based on current work around that time.
Mission and Purpose: To create a centralized platform for interaction and dissemination for stakeholders, partners, and interested parties on the ongoing efforts of The Seventh District Health and Wellness Initiative and Survey. This platform is currently our primary medium of communication and interaction.

Audience: Typically interested parties who are not participating in other online social media platforms. Those who would like to engage in transparent collaboration between members who do not want to identify by additional aliases or usernames. The Facebook group will also be used by partners and stakeholders who are influential in their own respective networks to help disseminate information to a wider audience with speed.

Uses:

- Virtually all the content published on our WordPress blog will be posted for those who are not subscribed to our blog feed, and have no other interest in establishing and maintaining additional website, application, or social media accounts. This will be used to disseminate findings, and our community and network involvement to the scientific community and lay people who are not found on other social media websites.
- Finding and connecting with others as partners or potential collaborators.
- To publish official documents and serve as an official file repository.
- Utilizing the group members respective networks to disseminate research findings and other important information.
- To establish brand recognition by distributing flyers, graphics, promotional materials, and membership transparency and interaction.
- To cross-promote other organizations and Facebook groups
- Event invitations and promotions (tracking invites and attendees)
- Promoting our hashtag campaign #cultureofwellness

Content Schedule:

- Postings will follow a similar plan to the WordPress blog because a lot of the content will be available on both platforms.
- Facebook will have a more flexible content publishing plan but will be primarily used to promote organize events and track invites and attendees.

Mission and Purpose: To compile a photo gallery of events, screenshots of links for official documents and files, promoting partners, and connecting with similar organizations and movements around the world. This is one of the main platforms in which we engage with the population we serve. By establishing a presence and acquiring a large following of East End residents. Instagram and Twitter will serve as an introduction to our work and mission and cross promote our online presence to provide further information and detail on our work.
**Audience:** Anyone who may be interested in getting involved with our mission of creating a culture of connected wellness. Participants of our activities at community events. People who might be interested about our research and how we are trying to create healthy living for our communities without being overwhelmed with statistics, data, graphs, and in depth information.

**Uses:**
- Promote our involvement with events by posting interactions with the community, preparation for events, and images of people having fun.
- To cross-promote our other social media accounts by posting screenshots of downloadable links or web pages also by simultaneously posting to twitter (both accounts must be logged in on the same phone).
- Providing detailed descriptions of photos and using proper hashtags to increase visibility to attract new followers.
- Promoting our hashtag campaign #cultureofwellness
- To document what residents and participants think through the use of “healthy selfies” or “wall of wellness” messages.
- While building an active follower base, discovering similar organizations and connecting with groups or organizations who may be interested in being involved with our health and wellness network.

**Content Schedule:**
- Flexible content schedule on an as needed basis
- Content will be posted based on event and publication schedules.
- Images should be posted as we prepare for events and community engagement

**Twitter:** @rva_wellness

**Mission and Purpose:** To slowly introduce to the population we serve and event participants into the culture of connected wellness. This platform will be used to cross-promote our other social media accounts and will provide important links to our followers without overwhelming them with too much information. Will serve as another medium to disseminate official documents and research results by providing official download links from our WordPress blog and Facebook group. This account is the primary means of public communication between members of the Faculty Learning Community and used to spread the work of our partners. Twitter will also serve as another domain to find similar organizations and movements as well as connecting with entities who may fit in our Culture of Connected Wellness.

**Audience:** Anyone who may be interested in getting involved with our mission of creating a culture of connected wellness. Participants of our activities at community events. People who might be interested about our research and how we are trying to create healthy living for our communities without being overwhelmed with statistics, data, graphs, and in depth information.

**Uses:**
- Retweet, mention, and favorite important messages from partners and similar organizations to help spread awareness of our work as a network.
To build a large follower base made up of Richmond residents, Richmond East End residents, and potential partners, stakeholders, and benefiting entities.

To share relevant articles and new findings related to community engagement, healthy living, or research and academia.

To cross promote our other social media accounts by posting links and reminders

Using appropriate hashtags to increase visibility to attract new followers

Interacting with followers and residents to build a relationship with the community we serve.

Promoting our hashtag campaign #cultureofwellness

While building an active follower base, discovering similar organizations and connecting with groups or organizations who may be interested in being involved with our health and wellness network.

To stay up to date with the VCU departments and the Faculty Learning Community (#curiouscolab) while learning more about events, workshops, new findings on community engagement, research practices and dissemination.

Content Schedule:

- Ideally, 1 post per week but on an as needed basis
- Tweets should be used for interaction purposes (retweets, mentions, Direct Messages, subtweets, and favorites to increase visibility and build a follower base)

Party with Data

Mission and Purpose: To introduce the East End population to the Culture of Connected Wellness, The Seventh District Health and Wellness Initiative, and the results of the Seventh District Health and Wellness Survey during East End community events in a fun and interactive way using games. Party with Data is also designed to educate the East End residents of the opinions and current health conditions, behaviors, and access to services by over 1,000 East End residents in high risk communities.

Audience: The surveyed population of interest and any attendee interested in learning about the results of the survey at community events. Any person interested in developing a Culture of Wellness for themselves or loved ones by utilizing the free resources advertised on our blog.

Approach:

- Briefly share background information on the survey
- By playing the games, players are challenging their own knowledge and learning of the results of the Seventh District Health and Wellness Survey
- After each player decides to stop playing, they will receive a prize bag with information on how to connect with our social media accounts, resource cards for clinics and health services, healthy eating cook books, and an assortment of small items of equal value.
- Players also have the option to share their thoughts on health and survey results on our #cultureofwellness banner
- Players are also given the option to be featured on our Twitter and Instagram pages by taking a “healthy selfie” picture with a whiteboard and their healthy message.
**Schedule:**
- Dependent on local community events in the East End and Seventh District.

**Data Sharing**

Protected health information in the form of a dataset will be provided to interested recipients for the purposes of grant proposals, program development, and research and will require entering a Data Use Agreement. The Data Use Agreement sets forth the permitted uses and disclosures, terms and conditions, recipient responsibilities, and violations and mitigations of any breaches of the agreement.