

CHOICES Community of Practice: February Coffee Chat Resource Round Up

This document compiles resources and information shared during the February 24, 2022 coffee chat.

February Coffee Chat

Innovative Ways to Communicate Healthy Eating and Active Living Priorities with Key Partners

Thursday, February 24 from 12:00pm – 12:50pm ET

This coffee chat featured partners from San Antonio Metropolitan Health District and Healthy Savannah/YMCA of Coastal Georgia who shared creative ways they have brought attention to prevention and health promotion priorities in their communities.

Resources shared by our presenters

City of San Antonio Metropolitan Health District Healthy Neighborhood Videos

Haley Amick, Community Nutrition Program Coordinator, City of San Antonio Metropolitan Health District

The Healthy Neighborhood project produced short videos (one to two minutes) that each focus on a different initiative a community health worker has implemented to improve the health of their assigned neighborhood. The videos have been useful communication tools to capture the attention and garner interest among city council members and other leaders.

Full Link: <https://www.sanantonio.gov/Health/HealthyEating/HealthyNeighborhoods#262593260-videos>

Example: Healthy Savannah Facebook Live Post of a #HealthyWalk

Armand Turner, Physical Activity Program Manager, Healthy Savannah/YMCA of Coast Georgia

Healthy Walks initiative started during COVID-19 pandemic as a way to safely gather and be physically active. The Healthy Savannah team livestreams the walks on Facebook. During the walks, they discuss relevant local issues and share about the organization.

Full Link: https://www.facebook.com/watch/live/?ref=watch_permalink&v=470546274804080

Takeaways from participants

We also included a few of the tips and takeaways that participants shared during the closing remarks. We hope these resources and plans can help you with your own efforts.

- ✓ Find opportunities to practice presenting information to local city and county boards
- ✓ Video can be an effective communication tool to garner interest and share different perspectives with key partners
 - Example: California created [short, animated videos and GIFS](#) that explain key public health concepts (e.g., policy, systems, and environmental change) in plain, non-jargon language to help support local implementation.
- ✓ Be direct, real, and bold with decision-makers
- ✓ Use local information and context to help increase interest among decision-makers
- ✓ Use different social media platforms to reach different audiences