

Outreach and Communications

Update October 2012

Outreach Activities

- SRST Newsletter
- Promotores de Salud
- Website Redesign

Promotores de Salud

- Program to train Hispanic women and men to be community-based health promoters (Promotores)
- 40-hour training program educates the Promotores in Spanish about a variety of important health topics, including the fish consumption advisory
- Promotores then share their new knowledge with others by performing health encounters, or interactions with friends, family, and other community members

Over 6,000 Contacts

- Harrisonburg International Festival,
- Virginia Organizing Convivio,
- Mexican, Honduran and Salvadoran Consulate visits,
- Bienvenida Comunidad Latina,
- Dismantling Racism Workshop,
- Free Mobile Eye Clinic,
- Salvadoran Cultural Festival,
- African American Festival
- Rockingham Memorial Hospital Family Health Fair,
- Virginia Poultry Growers Health Fair,
- National Coach Health Fair,
- Waynesboro Riverfest,
- Augusta County Fair

Partnerships Developed

- Waynesboro, Staunton, Harrisonburg, Woodstock , Winchester Health Clinics
- Gus Bus Reading Show
- Migrant education employee packets
- Healthy Families Page County
- The Learning Center, Waynesboro
- Skyline Literacy
- Augusta, Rockingham, Page Warren County , Waynesboro, Staunton, Harrisonburg Public Schools
- Nazarene Church Food Bank
- Harrisonburg Community Resource Center
- Virginia Organizing
- Walmart, K-Mart
- Harrisonburg Community Health Center

Promotores 2013

- Complete training of Waynesboro-area group of Promotores
- Continue outreach efforts, Waynesboro-focus
- Media campaign
- Considering poster contest, video resource
- Possible expansion into other communities

SRST Website Redesign

Communications Task Team

- Early recognition of importance
- Main focus has been fish consumption advisory and SRST activities
- Increased, new efforts for remediation planning and implementation
- Commence formal Task Team