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This Is Public Health

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This Is Public Health

My Experiences
Interning at the Yamhill
County Public Health
Department

Frances Corcorran

Social Networking Strategy for HIV/ AIDS

- Using existing social networks to identify undiagnosed people with HIV and providing them with HIV counseling, testing, and referral.
- Steps:
 - Determine who to target as potential recruiters
 - Determine where potential recruiters can be found
 - Determine the message to deliver to the potential recruiters

Recruiter Populations

- Men Having Sex with Men (MSM)
- Youth
- Latino population

Targeting Potential Recruiters

- Men Having Sex with Men (MSM) Population
 - Just Out Magazine
 - HIV Banner
 - Website
- Yamhill County Youth
 - Cornerstone Coffee Shop
 - Ranch Records
 - HIV Banner
 - Facebook
 - Website
- Latino Population
 - Bilingual recruitment advertising and documents

Message: Postcard

Stop The Spread of HIV/AIDS – You Can Be
The Difference

Help Yourself and Your Friends

- Learn your status
- Encourage those you know to be at risk to do the same
- Incentives available for referring your friends who may be at risk

Message: Banner



What You Don't Know Can Hurt You
Free HIV Testing

Message: Just Out

Live Loud, Live Proud
Your Sexuality is Something To Be Proud
Of, So Is Your Health
Free HIV Testing

Healthy Start

Program Mission –

Healthy start believes that parents are the most important people in their children's lives. Our goal is to support parents in building a healthy future for their family through provision of information and links to community resources.

Fundraising Calendar

Elvira was in her first pregnancy when she enrolled in the Healthy Start program, and like many others, she expressed that she also did not know anything about caring for her baby. Elvira's Healthy Start family support worker helped both her and her child a great deal. The family support worker showed her how to take care of her baby, and even just basic things became important knowledge which she has been able to use with her later children. Elvira's support worker also showed her baby, Jordy, how to do certain things, of which Elvira said “everything that she told and showed my son he did...she helped him to grow better.”

Insights

- Hands-on work
- Spanish Language
- Creativity
- Communication
- Conciseness