

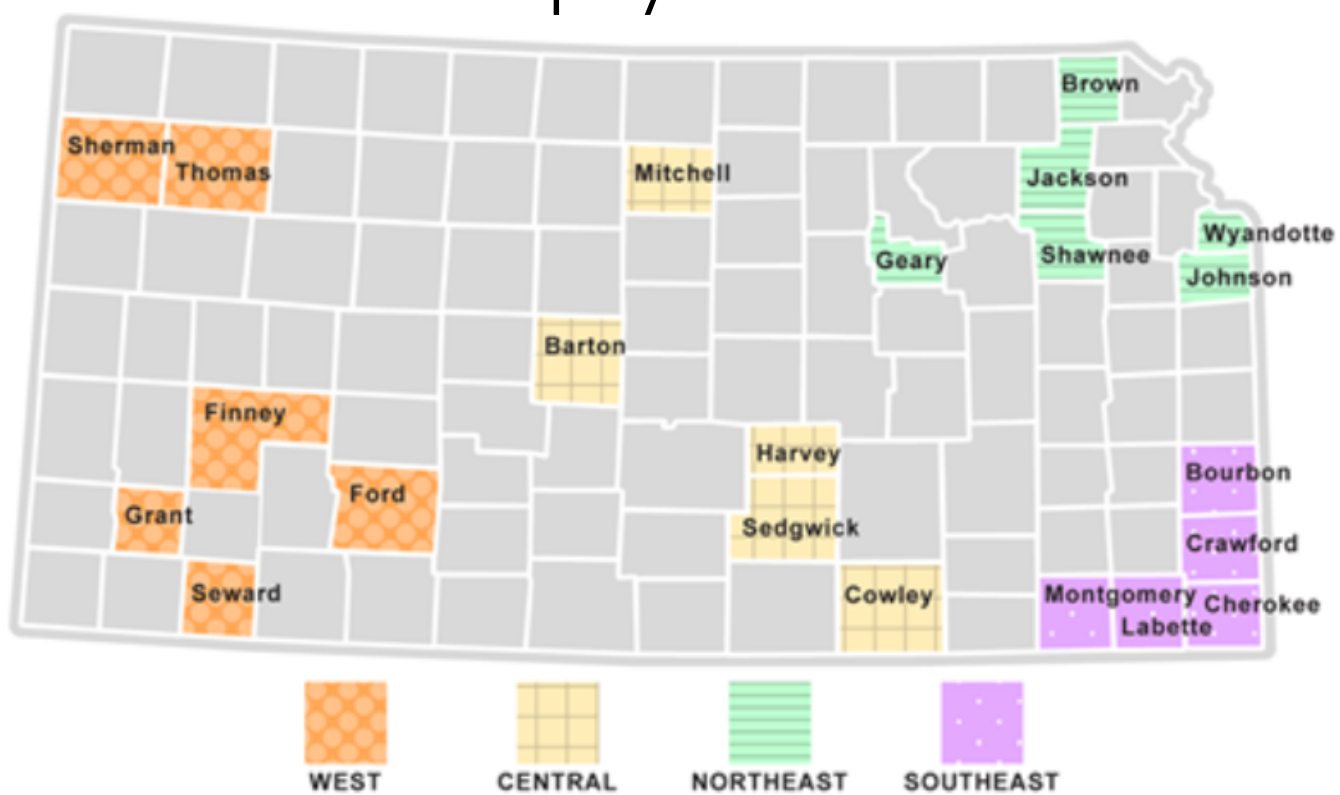
# REACHING, GROWING AND ENGAGING AUDIENCES

in a community-academic partnership program

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## PARTNERING WITH COMMUNITIES TO ADDRESS HEALTH EQUITY

COPE, a community-academic partnership (CAP) at the KU Medical Center, involves community partners in 20 Kansas counties as health experts to address disparities and works towards equity.



## COMMUNICATION, A HALLMARK FOR SUCCESSFUL PARTNERSHIP

Communication strategies enhance bi-directional interactions, facilitating the planning and sustaining phases of CAPs. Strategically creating owned media, monitoring earned media content, reviewing analytics and providing capacity building trainings can build and maintain relationships with diverse community partners.

## MEDIA INITIATIVES STRENGTHENS MISSION AND ADDRESS COMMUNITY NEEDS

The Communications Team spotlights project successes and initiatives (e.g., emergency water distribution, tornado relief, vaccination clinics, transportation programs, financial literacy, suicide prevention) through a website and monthly newsletters. The team also creates promotional materials upon request, provides social media trainings and management to partners and monitors local media coverage.

Volume 2, Issue 4, September 2022  
**COMMUNITIES ORGANIZING TO PROMOTE EQUITY**  
 Our Monthly News & Updates  
**#OperationHydration Helps Kansans in 20 Counties Beat Extreme Heat**

Articles include: John Foster (COPE) with a home base in...; A mobile station in...; Christine Parkins (Shawnee County LHEAT) and Kara Knapp (Bourbon County LHEAT) set up a...; The Shawnee LHEAT team...; Erinna Meyer and Lucy Arroyo...; A local police officer...; Robin Henderson (Crawford County COPE) Supervisor...; The water cooler...; Candice Jones (Sedgwick County COPE) Supervisor...; The week of August 21...; Henderson and her team in Cowley County...

Communities Organizing to Promote Equity (COPE)  
 FAMILY MEDICINE & COMMUNITY HEALTH | COMMUNITIES ORGANIZING TO PROMOTE EQUITY

Local Health Equity Action Teams | Community Health Workers | News & Reports

**¿Los trabajadores comunitarios de la salud pueden ayudarme a encontrar recursos para servicios públicos?**  
**¡Sí podemos!**

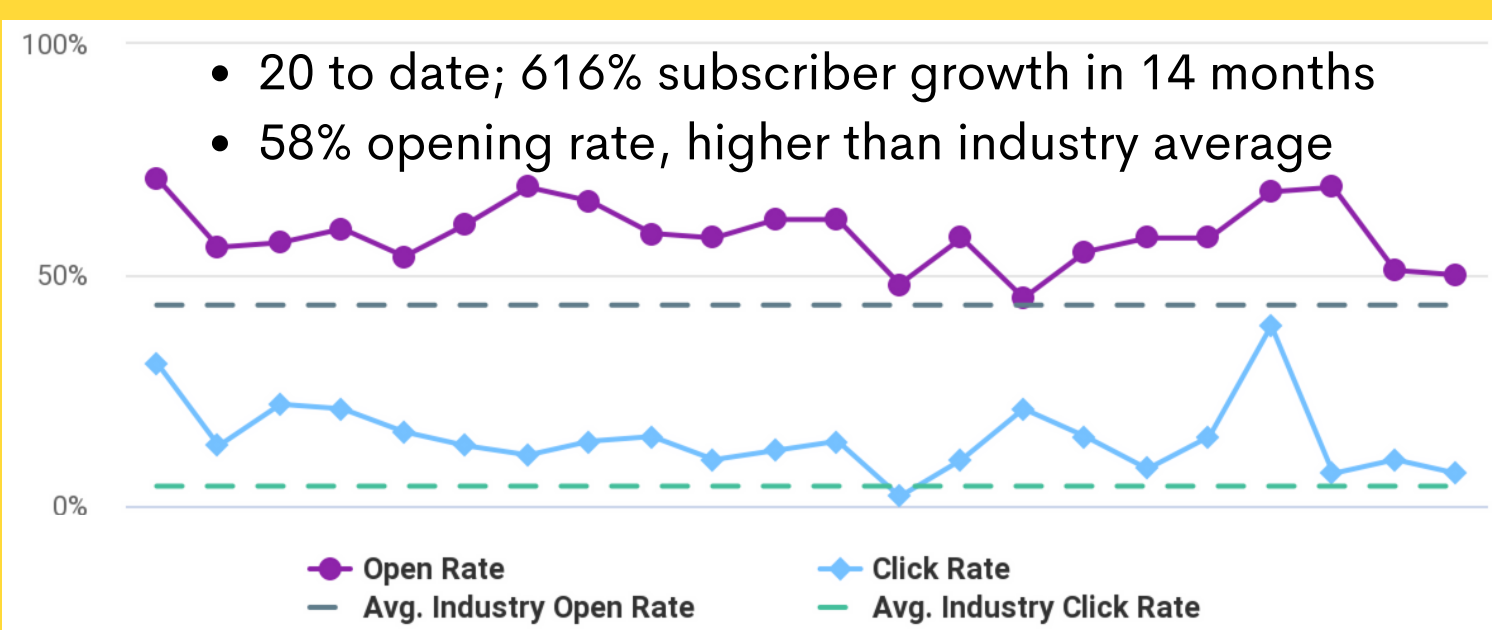
**NEED HELP OR KNOW SOMEONE WHO DOES?**  
 CALL ON TEXT 988

Strategically aligning communication dissemination with a CAP's mission can effectively reach, grow and engage diverse community partners.

### WEBSITE ANALYTICS

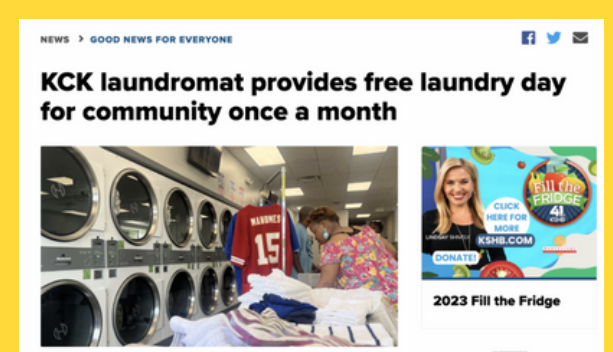
Page title	Views	Engaged sessions
Communities Organizing to Promote Equity (COPE)	3,211	1,410
Local Health Equity Action Teams	1,240	288
Community Health Workers	1,173	285
Referral	849	218

### NEWSLETTER ANALYTICS



### EARNED MEDIA MONITORING

- 39 print newspaper and TV coverage highlighting community initiatives



### PROMOTIONAL MATERIALS

- 255 to date in Spanish, Vietnamese and English

### TRAINING & CAPACITY BUILDING

- 4 trainings on social media content creation and analytics
- 21 one-on-one consultations
- 12 county-specific Facebook pages management