

# Module 1: Overview of the Statewide Health Assessment

## Assignment

Taking action in public health also means sharing what you know with the public in a way that is informative, interesting, and accessible. Social media, now more than ever, is a number one way of reaching people about important issues.

Using the BELONGING section of the statewide health assessment (SHA), please choose a topic (Mental Health & Well-Being, Sexual Health, Prenatal & Early Childhood, or Substance Use, Physical and Sexual Violence) and create one Instagram post for your final assignment for this module.

## Purpose

Translate information and knowledge from the SHA for social media.

## Tasks

1. What topic from the BELONGING section did you choose? Why?
2. Who is your target audience for the Instagram post, and why?
3. What information does your target audience need to know about the topic from the SHA, and why?
4. Which section and page numbers of the SHA did you pull the information for your post from?
5. Find one organization in Minnesota that is working to address this topic. This should be an organization that you want to connect people with because the resources and support around this topic will help them.
6. What is your strategy for making the SHA accessible to your target audience?
7. Who should you tag in your post? Which hashtags will you include in your post?

## Criteria

- Your post should have a minimum of 4 slides.
- One with a clear message about the importance of Belonging regarding your health topic (use the SHA for this framing)
- One with content/data/facts from the SHA
- One with content from the organization you identified
- And one with a graphic/image.

## Tips

- Make it accurate
- Make it engaging
- Make it clear and concise
- Use Canva templates to help with design.
- Think of what you would engage with on social media
- Be creative & have fun with it