

Meeting the Moment: Inspiring Approaches to Public Health Communications

FRIDAY, NOVEMBER 7

1:00 – 2:30 pm EST / 10:00 – 11:30 am PST

This event will be recorded. The recording and slides will be available on publichealthcollaborative.org next week.

Attendees are automatically muted upon entry.

Join the PHCC Newsletter

All the latest public health communications...

- Messaging
- Resources
- Communication tools
- Trending topics
- Trainings

Delivered right to your inbox!



Closed Captioning and ASL Interpretation

If you'd like to use closed captions or ASL interpretation: Hover over the “More” button or the “Interpretation” button on your Zoom screen.

Live closed captioning is being provided by AI Media.

ASL interpretation is being provided by Keystone Interpreting Solutions.

Meet Today's Experts



Cristi Richardson
Community Support Manager
Wicomico Public Library



Julie Chaya, PhD, MEd, MA
Health Commissioner
Richland Public Health



Madison Murphy Barney, MPH
Founder and Principal
The Center for Story & Strategy

Don't Forget to Use the Chat!

Add your questions to the chat throughout the webinar.

We'll do our best to get to all of them, but if we don't get to yours, we will repurpose your questions for future webinars, resources, and PHCC Academy courses.





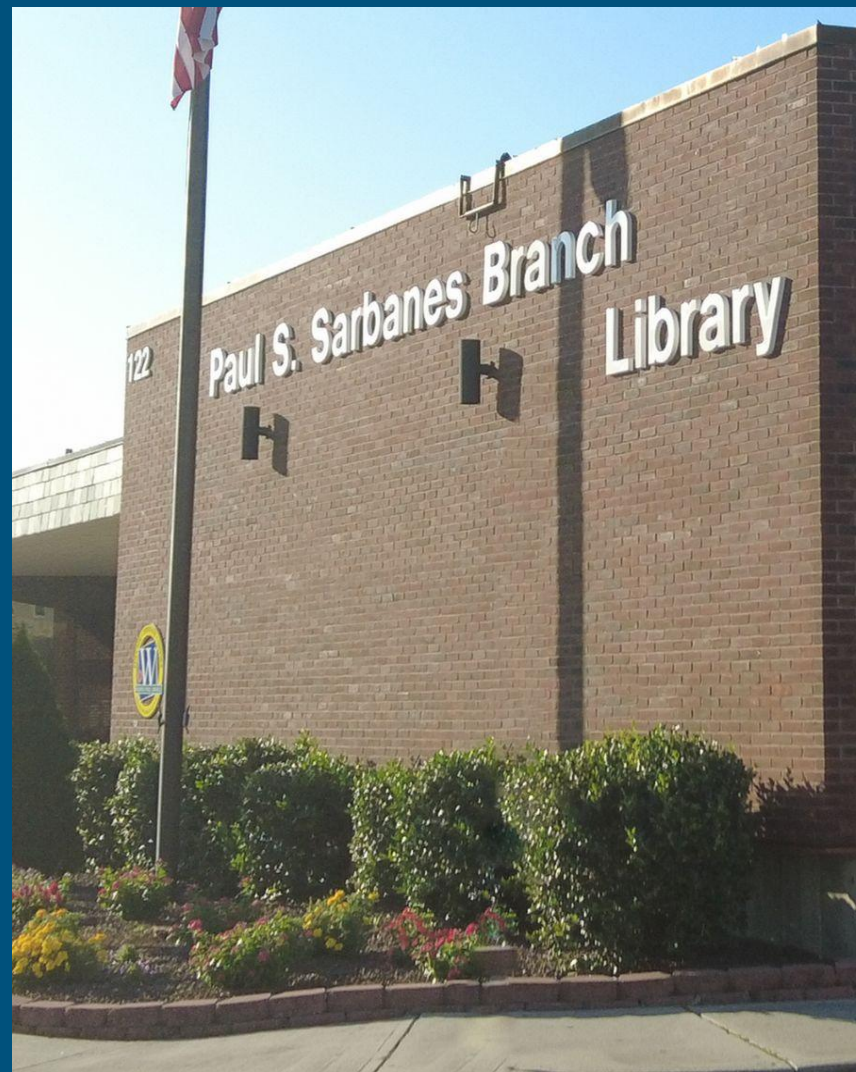
Wicomico Public Library Community Support Center



Wicomico Public Library

County-Based Library System

- Wicomico Public Library is a county library system within Maryland's public library network.
- It operates as an independent nonprofit entity with its own Board of Trustees, while serving as the designated public library system for Wicomico County.



Demographics and Economic Landscape

- Wicomico County's population: ~104,000 (as of 2023), with Salisbury home to approximately 33,000 people.
- Salisbury is one of the youngest cities in Maryland, with a median age of 30.
- Racial/Ethnic Breakdown: ~57% White, 29% Black or African American, 8% Hispanic or Latino, 4% Asian, and a growing immigrant and refugee population.
- The region has higher-than-average poverty rates (~20%) and faces ongoing challenges around housing instability, food insecurity, and limited transportation access



The Community Support Center

Why It Was Needed

- Wicomico Public Library recognized a growing number of patrons facing acute challenges: homelessness, mental health crises, substance use, and lack of access to social services.
- Security incidents were increasing—but so was the understanding that enforcement-based approaches didn't align with the library's mission of equity, dignity, and service.

How it was formed

- In 2022, library leadership made a bold shift: funds originally designated to hire uniformed security guards at the downtown Sarbanes Branch were reallocated to establish the Community Support Center.
- Instead of enforcement, the library chose engagement: hiring a full-time Community Support Worker with a background in social work.



The Formation of the Community Support Center

What the Center Does

- Provides direct assistance with housing referrals, job searching, social service navigation, and crisis response.
- Offers literacy tutoring, computer help, and adult education support, especially for those left behind by traditional systems.
- Collaborates with local partners to host outreach events, health screenings, and resource drives.



Health Department Partnership Programs

- Youth Minority Outreach Program (Behavioral Health)
- True You Maryland (Sexual Health Education)
- Healthcare Vending Machine
- Overdose Prevention Team



Community Health Initiatives

- Partnership with local hospital
- Community Health Workers in the library
- Specially Curated wellness collection in three languages
- Health Programs designed to meet the needs of our county based on Rural Equity Grant from Tidal Health



WELLNESS
WEDNESDAYS

1 PM - 3 PM

AT PAUL S. SARBANES BRANCH



Welcome to Wellness Wednesdays, a program for those who are interested in learning more about exercise, nutrition, and general wellness topics. Each week, we'll partner with a local organization to bring you advice and practical tips to help you live a healthier, happier life.

Wicomico Public Library
wicomicolibrary.org

IN PARTNERSHIP WITH
TIDAL HEALTH'S WELLNESS INITIATIVE



Wellness Made Easy

TidalHealth's Community Wellness department will be providing a 2-part class to help guide you with health care and living a healthy life.

Wicomico Public Library
Sarbanes Branch
122 S. Division St.
Salisbury, MD 21801

11 am to 12 pm
Wednesday, Feb. 5, 2025

&

11 am to 12 pm
Wednesday, Feb. 12, 2025

Please use the QR Code to register



To learn more, call TidalHealth Community Wellness at 410-643-7558

TidalHealth.

TidalHealth
WELLNESS
MADE EASY
COLLECTION

Your journey to health starts here!
Dive into the curated collection of books designed to make health and wellness accessible for everyone.

In addition to the book collection TidalHealth will also be hosting programs that support physical, mental, and emotional well-being.

Wellness Made Easy:
Feb. 5; 11am-12pm
Sarbanes Branch

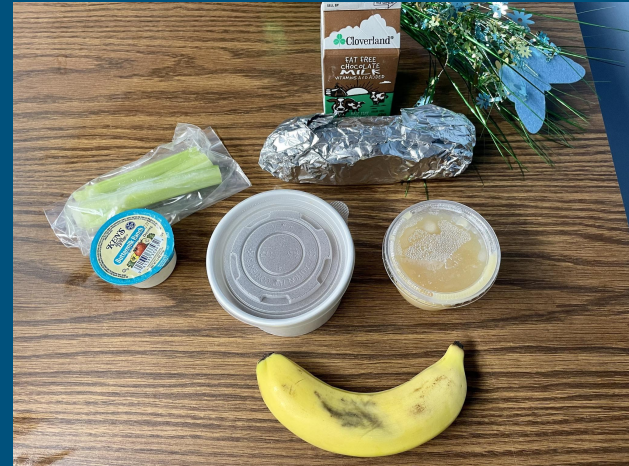
Food Connects Us:
Mar. 5; 3pm-4pm
Sarbanes Branch



Wicomico Public Library
410-749-3622
or visit www.wicomicolibrary.org for more info.

Other Health Initiatives

- Kids Summer Lunch Program
- Community Pantry
- Wicomico Goes Purple
- Peoples' Community Alliance Food Distributions



Closing Thoughts

At our library, the Community Support Center is an essential part of how we serve our community, and together, we're helping bridge the rural health equity gap.

In many rural areas, libraries remain one of the few truly accessible places where people can find reliable information, technology, and trusted support.

By housing the Community Support Center within the library, we're meeting people where they already feel safe and welcome

FREE **COMMUNITY HEALTH DAY**

Dr. Julie Chaya
Health Commissioner

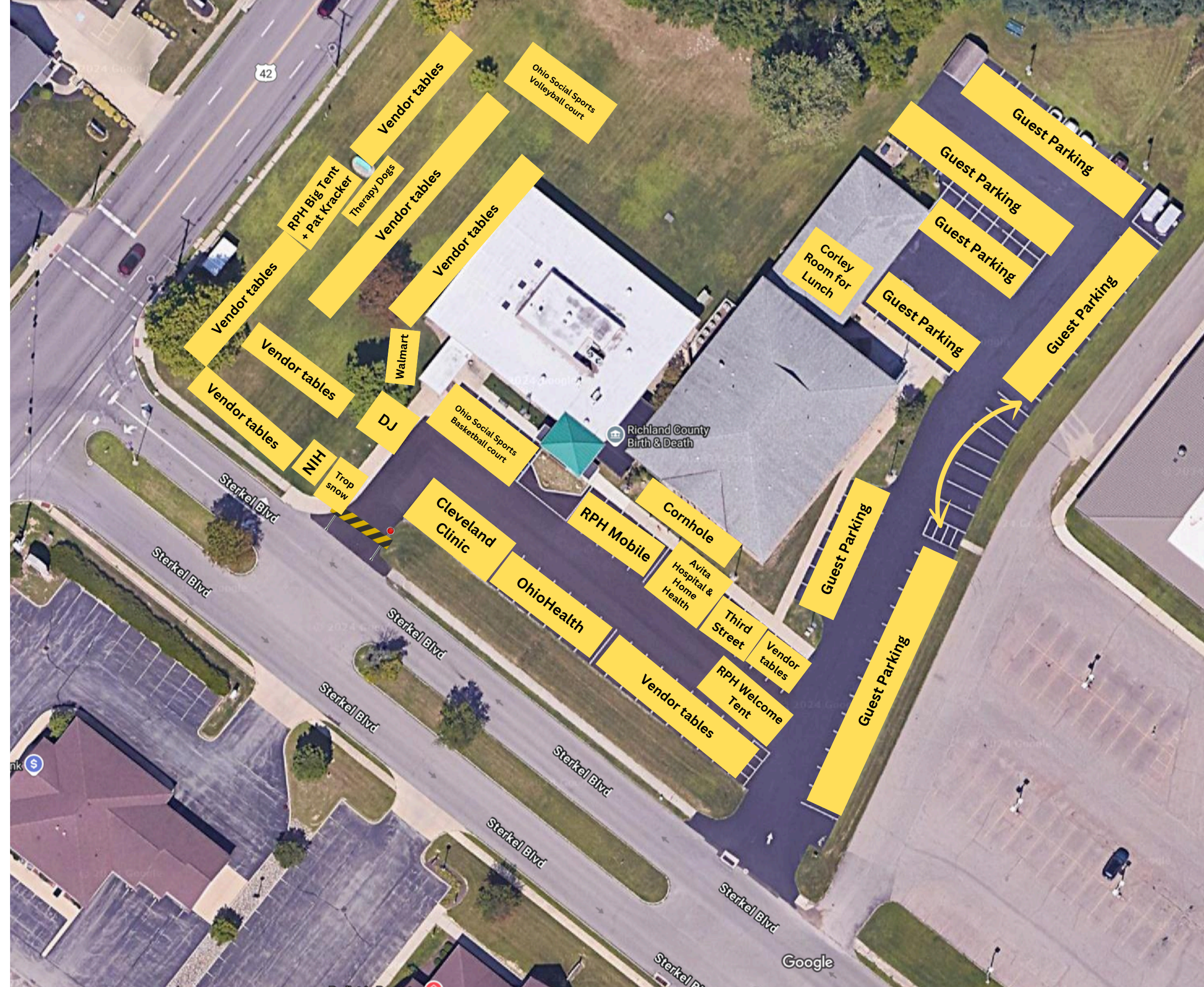


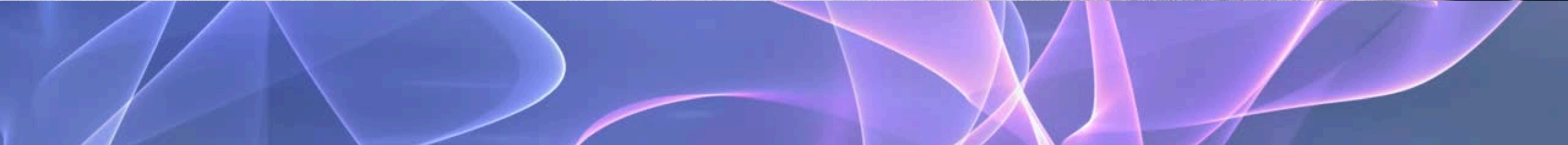
FOOD TRUCK DAY



Event Map

All vendor tables are unassigned and can be claimed on a first come first serve basis, with the exception of those who indicated that they need electricity. Please leave tables that are placed under a tree for those vendors who do not have a tent. Each vendor will have a 10x10 space. Vendors are welcome to unload vehicles by the Welcome Tent at 8am, but will need to move vehicles to the Vendor Parking Area to ensure parking remains available to guests. We will have RPH staff available to help unload cars and carry items to your table.









Join us for FREE Community Health Day!



July 22, 2025 from 9:00AM-3:00PM
Richland Public Health Parking Lot

POSTAL CUSTOMER

**Richland
Public Health**
Prevent. Promote. Protect.
555 Lexington Avenue
Mansfield, Ohio 44907

PRESRT STD
ECR WSS
U.S. POSTAGE
PAID
MANSFIELD, OH
PERMIT NO.

FREE COMMUNITY HEALTH DAY

JULY 22, 2025

9:00AM-3:00PM

555 Lexington Ave. Mansfield, OH 44907

Join us for free/low cost* health screenings, consultations, giveaways, and more! Featuring services from:



- Mammograms.
- Skin cancer screenings.
- Cologuard test kits.
- HIV testing.
- Hepatitis C testing.
- Blood pressure checks.
- Hemoglobin checks.
- Women, Infants, & Children (WIC).
- Newborn Home Visiting program.
- Detera disposable drug pouches.
- Menstrual health products.
- Mosquito, tick, and rabies resources.
- Therapy dogs.

- Vaccines for children:
 - MMR, Tdap, Dtap, HPV, Hep A, Hep B, Meningitis Varicella
- Vaccines for adults:
 - Tdap, Hep A, Hep B, Shingles
- Reduced fee blood screens from 9am-12pm for:
 - PSA \$25, A1C \$30, CBC \$30, Vitamin D \$30, TSH \$15

**Scan QR Code
for more Info**



Details at richlandhealth.org/free-day

Walk-ins are welcome, but registering for a mammogram or vaccines will guarantee you an appointment!

Need transportation? Register with us to reserve your ride!

To register, call 419-774-4761, email chps@richlandhealth.org, or visit richlandhealth.org/free-day.

FREE COMMUNITY HEALTH DAY

OCTOBER 17, 2025

9:00AM-3:00PM

555 Lexington Ave. Mansfield, OH 44907

Join us for free/low cost* health screenings, consultations, giveaways, and more! Featuring services from:



- Mammograms.
- Skin cancer screenings.
- Lung cancer screenings.
- HIV testing.
- Hepatitis C testing.
- Blood pressure checks.
- Hemoglobin checks.
- Women, Infants, & Children (WIC).
- Newborn Home Visiting program.
- Detera disposable drug pouches.
- Menstrual health products.
- Mosquito, tick, and rabies resources.
- Vaccines for children:
 - MMR, Tdap, Dtap, HPV, Hep A, Hep B, Meningitis Varicella
- Vaccines for adults:
 - Tdap, Hep A, Hep B, Shingles
- Reduced fee blood screens from 9am-12pm for:
 - PSA \$25, A1C \$30, CBC \$30, Vitamin D \$30, TSH \$15

**Scan QR Code
for more Info**



Details at richlandhealth.org/free-day

Walk-ins are welcome, but registering for a mammograms, cancer screenings or vaccines will guarantee you an appointment!

Need transportation? Register with us to reserve your ride!

To register, call 419-774-4761, email chps@richlandhealth.org,







**COMING
SOON**



July 2027



Thank you



Dr. Julie Chaya
Health Commissioner
419-774-0806
jchaya@richlandhealth.org



THE CENTER FOR STORY & STRATEGY



improving our individual, collective,
and environmental health through
story & strategy

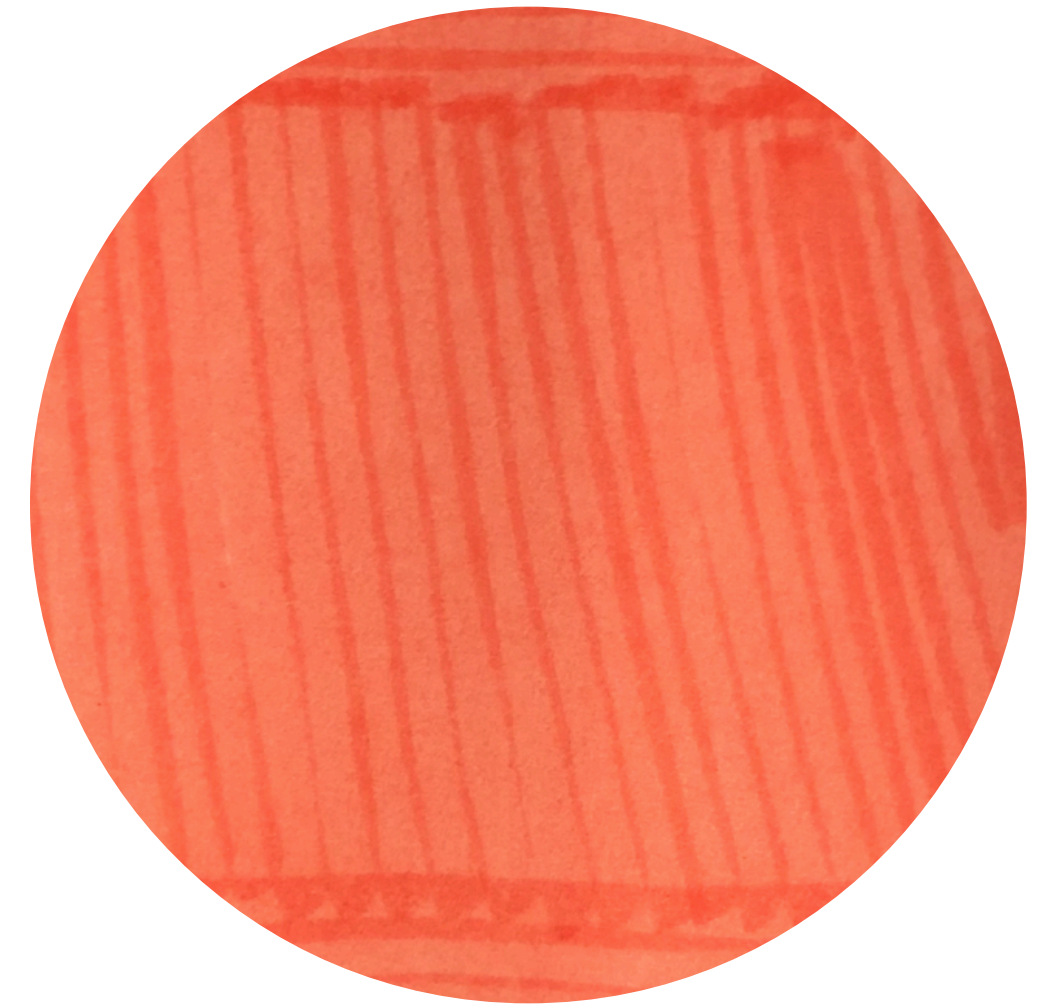
The Bridge Public Health Misses

The answer to making an impact isn't in more data, more complex communication plans, or more advanced technology. It's in returning to humanity's oldest tool for building understanding and trust: story.

How Storytelling Creates Change

Through intentional storytelling initiatives, organizations don't just collect anecdotes—they create systematic pathways for:

- **Building community trust**
- **Developing strategies based on deep listening and wisdom (aka strategies with buy in and impact)**
- **Creating powerful advocacy tools**
- **Reconnecting staff with purpose**
- **Designing programs that work:**



The good news? Each organization already has the tools to bring stories forward. A few shifts are needed:

- We have to let go of talking points. I promise it is okay. The looser we hold the story/conversation, the more magic becomes possible.
- Look at your current operations, where can you add storytelling/gathering/listening/sharing in?
- Look at your outputs, where can story be woven into your grant reports, website, advocacy tools, newsletter, strategy?



I was raised on stories.

As an Indigenous person, I grew up in a world where a simple “yes” or “no” was rarely the end of an answer. Questions were invitations. They are openings for long, winding stories that carry knowledge, caution, history, and humor. Storytelling is how we remember. How we make decisions. How we make meaning.

So when I began working in public health—first as a student, then as a researcher, strategist, and care worker—I couldn’t understand why systems built to serve communities had never listened to them. I founded The Center for Story & Strategy to change that.

The Center for Story & Strategy exists because our health is not individual—it is interdependent. Our well-being is shaped by overlapping systems: housing, education, food, justice, history. And yet, most of these systems continue to ignore the voices of the people they affect most, worshiping quantitative data while dismissing the expertise held in lived experience.

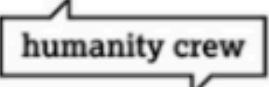
At The Center for Story & Strategy, we treat story as strategy. We believe that stories are not embellishments to programs or reports—they are infrastructure for trust, insight, advocacy, and change. We partner with organizations across public health, philanthropy, education, and justice to integrate storytelling into everything from program design to policy influence. Not as a feel-good extra—but as a core method for transformation.

The Center for Story & Strategy is for organizations ready to listen differently, design more justly, and build in ways that communities can trust. The solutions to our biggest challenges are already here in the stories of your community. Our work is to hear them, honor them, and act accordingly.

Reach out at mbarney@entangledhealth.com



IF YOU WANT TO WORK TOGETHER, YOU'RE IN GOOD COMPANY



Q&A

Thank You!

More Resources

PublicHealthCollaborative.org

Email

info@publichealthcollaborative.org

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Public Health Communications
Collaborative

