



A Visitor Has Submitted Data To The Community Outreach Form

The following information was submitted.

Organization Name	Central Virginia Health Services
Contact Person	Sheena Mackenzie
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Best Way To Contact You	Email
Are you a nonprofit organization or municipal agency?	Nonprofit Organization
How many staff do you have?	15-19
What is your mission statement?	We are committed to providing safe, accessible, affordable, comprehensive, high quality and culturally sensitive primary health services to the people we serve
Describe your suggested project (2-3 sentences).	Develop a marketing/public relations plan for both primary health care sites in Petersburg. Both are slightly different in terms of what

services are available but target the same audience (underserved). We need to reach both referring agencies and patients as well as develop partnerships throughout the area that can strengthen the health care safety net.

Describe the needs met by this project. How will it improve your service to the community?

Appomattox Area Health and Wellness Center has capacity to see more patients. Many of our targeted population does not seek health care services until they are already sick, thus treatment can be expensive, last longer and potentially create life-threatening problems arising from delayed entry into care.

Does your project require any of the following special skills or experience?

Yes, marketing and/or design experience.

How important would you consider this project to your organization's ability to fulfill its mission?

somewhat critical to our mission

How would you describe your availability to meet with students during the project period?

with prior planning, in person meetings are fine

What deliverables or final products would you like at the conclusion of the project?

1. Fully developed marketing plan, including budget, templates for materials that can be targeted to various audiences and implementation timetable. 2. Way to measure impact of marketing initiatives 3. Short and long term marketing/public relations initiatives identified.

Are there any deadlines or event dates we should be aware of?

Not really

If there is a date or deadline, please describe its relevance to the project.

Would like a finished product by summer's end.

Does your project require confidentiality?

No

If confidentiality is

required, please explain.

**Have you worked with
the Phoenix Project
previously?**

No

**If not, how did you hear
about us?**

ConnectNetwork