

UNMC, College of Public Health
Applied Practice Experience (APEX) Opportunities

Partner organization name: The Wellbeing Partners

Partner organization website: <https://thewellbeingpartners.org/>

Partner organization brief description: The Wellbeing Partners works with communities and organizations to address local health challenges and grow healthy workplace cultures.

Through education, collaboration, and advocacy, The Wellbeing Partners fosters wellness, so people and their communities thrive.

Partner organization's point of contact name and email:

Sheena Helgenberger sheenah@thewellbeingpartners.org

Description of partner organization's priority opportunities (APEX activities):

- Generate facts and educational messaging for the WhatMakesUs campaign, a stigma reduction effort which shares stories from community members with a mental health or substance use condition.
 - Messaging will be showcased on social media, in grant applications, and in community presentations.
 - The WhatMakesUs campaign launched in 2020 and is part of the region's effort to prioritize mental health, which has been a top health need according to the Community Health Assessment (CHA) since 2018. The Metro Region Community Health Improvement Plan, which explains how the region will prioritize mental health using data from the CHA, has a current strategy to reduce the stigma of mental health and substance use.
- Recruit WhatMakesUs story submissions from diverse perspectives across Cass (NE), Douglas (NE), Pottawattamie (IA), and Sarpy (NE) counties.
 - Priority audiences within this region include persons of color and LGBTQIA2S+.
 - Successful tactics include recruiting from one's personal and professional network and attending community meetings to educate on the campaign and make the ask.
- Review and understand local and national research regarding mental health and substance use conditions.
- Review WhatMakesUs campaign evaluation results and make recommendations to support program improvements.

Timeframe of proposed activities: Fall 2024

Benefit of proposed activities to partner organization: Help us increase awareness of the WhatMakesUs campaign, generate more stories, and better educate the community on mental health conditions and substance use disorders.

*Note—An affiliation agreement will be required prior to student engagement

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Benefit of proposed activities to the student: Gain experience working on a public health campaign, enhance skills in community engagement and recruitment, and practice reviewing research and evaluation and applying data to make program improvements.

Skill sets of students requested: 1. Ability to talk with community groups or one-on-one for campaign awareness and recruitment (such as at community fairs, neighborhood association meetings, public health listening sessions, etc.), 2. interest in writing educational content (campaign messaging), and 3. ability to find and read health research.

Additional Information:

TWP is located at 6400 University Drive North, Community Engagement Center Rm 228 in Omaha, NE.

Hybrid role as need to be in person when attending community events but there are opportunities to recruit online and strategize with TWP via zoom.