



# Communications and Media with a Health Equity Lens

**Kelsey Holmes (she/her)**

**Prevention and Health Promotion Administration**

**Center for Tobacco Prevention and Control**

# Mission and Vision

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## MISSION

The mission of the Prevention and Health Promotion Administration is to protect, promote and improve the health and well-being of all Marylanders and their families through provision of public health leadership and through community-based public health efforts in partnership with local health departments, providers, community based organizations, and public and private sector agencies, giving special attention to at-risk and vulnerable populations.

## VISION

The Prevention and Health Promotion Administration envisions a future in which all Marylanders and their families enjoy optimal health and well-being.

# Health Equity Branch

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- New to CTPC.
- Working with other CTPC staff to integrate a health equity lens into all aspects of our Center's work.
- Support to LHDs.

# Health Equity Branch Staff

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Kelsey Holmes

Community Health Educator III (coming soon)

In addition to your direct CTPC POC (Lawrence, Sherlina and Sara), if you have any questions around health equity needs, we are also here to assist you:

**[Kelsey.Holmes@Maryland.gov](mailto:Kelsey.Holmes@Maryland.gov)**

# Communications and Media

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- CTPC recently welcomed GKV as their media contractor.
- GKV helps support CTPC with their communications and media needs, including our work to support LHDs.
- The Health Equity Branch is working with them on communication for priority populations.

# Ask

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Please help CTPC learn more about your communication and media needs so we may better support your work.

Particularly around the topics of:

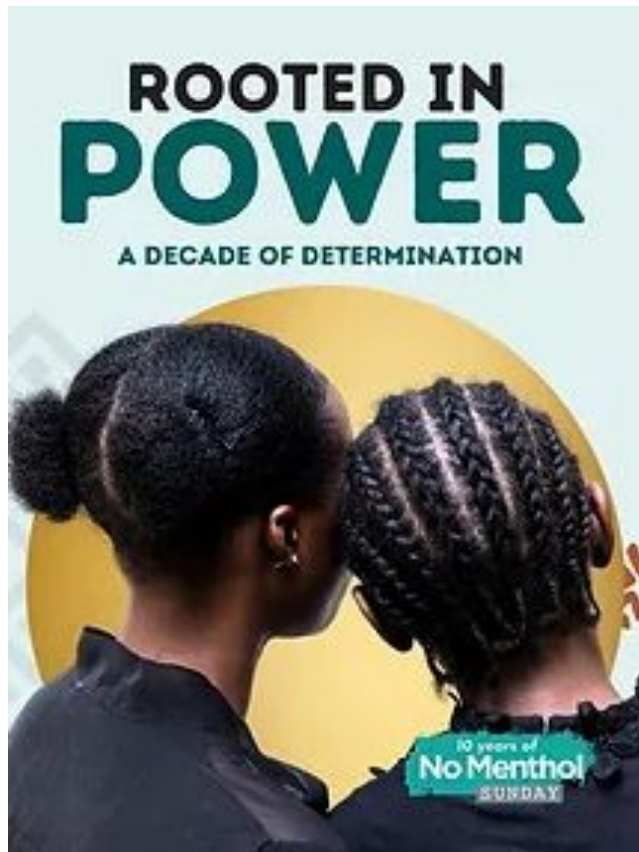
- General communication, media, and outreach;
- Pride events; and
- Languages other than English and the Quitline.

Please take the next ~10 minutes to complete this survey.



# If you finish early... here is an exciting happening

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## *No Menthol Sunday*

- Campaign for faith-based organizations on the harms of menthol tobacco use.
- CTPC has a LinkedIn campaign outreaching to faith leaders in MD.
- Learn more at <https://www.nomentholsunday.org/>
- See the information sheets on *No Menthol Sunday* on your tables.

Communications and media survey link here:



# Return

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Thank you for your time and attention to the survey.

In return, CTPC will work to process the information you have provided. We will use this information to:

- Educate GKV on your communication needs so they can develop tailored approaches;
- Increase our support to LHDs around Pride events; and
- Translate Quitline materials into other languages as needed.





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**Maryland**  
DEPARTMENT OF HEALTH

***Prevention and Health Promotion Administration***

***<https://phpa.health.Maryland.gov>***