

**SOUTH CAROLINA COALITIONS FOR HEALTH CAREERS
BUILDING A LASTING CONTRIBUTION**

FAITH BASED HEALTH CAREER INITIATIVE

Developing Region: Pee Dee

Targeted Audience: General audience composed of representatives from faith-based organizations involved in youth programming

Project Summary:

- The Faith-Based Health Career Initiative is a project designed by the Pee Dee Coalition to encourage the youth, who are involved in faith-based activities, to explore and pursue careers in healthcare. The initiative assists in the development of advocacy within the faith-based community to complement and support health career exploration opportunities introduced through school and other community-based opportunities.
- A manual of health career exploration activities and resources has been designed for dissemination to the Faith-Based advocates. The resource manual includes:
 - ❖ "How To" guides designed to assist in the organization and facilitation of:
 - Career fairs
 - Health information fairs
 - College tours
 - Community-based lunch buddy programs
 - ❖ Resources related to college program and health career exploration, including:
 - CDs
 - DVDs
 - On-line websites
 - Scholarship information
 - ❖ Contact information for regional organizations and programs that would support the implementation of faith-based programs and activities to provide speakers and resources.
 - ❖ Regionally-based organizations that provide youth programming and school district personnel disseminated information during an arena styled booth display session.

Project Goals:

To establish an effective way to expand the reach of health career programs to encourage students to pursue careers in health, which will in turn raise the level of health in rural communities by:

- Equipping personnel at local churches with resources and information to educate interested students about careers in healthcare
- Providing resources to support the development and facilitation of academic promotion programs and activities, i.e. access to college information, scholarships, tours, admission requirements
- Providing information to set up programs designed to promote an interest in health careers among youth, i.e. career fairs, student development workshops/seminars, and career exploration programs

Project Outcomes (to date):

The Faith-Based Health Careers Initiative was piloted on April 25, 2009. Project duties and responsibilities were divided among coalition members during both the development and implementation phases of the project.

Success indicators:

Attendance

- 45 area churches sent representatives
- 98 attendees

Faith-based Sponsored Program Implementations

1. Wesley Chapel United Methodist Church Health Career Fair
 - September 26, 2009
 - Approximately 100 participants
2. Chi Etta Phi Nursing Careers Workshop
 - February 27, 2010
 - Darlington High School

Best Practices/Lessons Learned:

Marketing:

Letter invitations were sent to the churches. Many were returned and no RSVPs were received. It was learned that mail is not always received at the published address due to part-time personnel. It was also difficult to determine to whom correspondence should be forwarded. Feedback received confirmed that the information was not received by the individual who attended the session.

Participant and planning committee evaluations support the following for future program implementations:

- Marketing will be initiated earlier.
- Various methods of marketing will be utilized, including direct mailings, emails, telephone and mass media techniques.

Sustainability Actions:

- Partnerships with faith-based organizations are being explored to assist in off-setting costs and to support marketing and recruitment.
- Sponsorships are being explored.
- Electronic files of the disseminated materials have been created for future duplication by the Coalition or sponsoring organizations.
- A database has been prepared to support on-going communication of attendees and individuals who have expressed interest in the project.
- Grant funding is being explored to support replication of the project throughout the region.

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