



## Health Policy and Planning Internship Program

The San Mateo County Health System is seeking a dedicated and hardworking **Communications Intern** to join the Health Policy and Planning (HPP) team, a program within the Public Health, Policy and Planning Division. The HPP Internship Program is designed to provide work opportunities and practical learning experiences in public health, policy, planning, and research, with an emphasis in health equity and place-based primary prevention.

### HPP Framework: Primary Prevention & Health Equity

There is a growing recognition that where we live, work, play, and go to school shape our health. HPP focuses on building healthy, equitable communities that prevent people from getting sick in the first place. HPP works to ensure all people have the opportunity for health and wellbeing and seeks to build health equity by addressing the root causes of poor health, such as the social, economic, and physical conditions around us. To achieve this goal, HPP employs expertise in policy, planning, research, equity, epidemiology, communications, and advocacy. HPP has a particular focus on supporting populations with higher rates of preventable health issues and in places with the fewest opportunities for health.

HPP is currently focused on three areas of work:

- **Fostering Healthy Places** with transportation options, stable and resilient housing, good jobs, and sustainable food systems.
- **Nurturing Healthy Kids and Youth** by advancing a healthy school community, restorative justice practices, strong wellness policies and healthy school meals.
- **Strengthening Community Healing** through increased social connections, civic empowerment, advancing racial equity, and robust economic opportunities for all.

To learn more about HPP's work visit [www.getthehealthysmc.org](http://www.getthehealthysmc.org).

### Internship Overview: Communications Intern

The focus of the Communications Intern will be to assist County Health staff in researching and developing strategies to improve and enhance communication of health to further advance health equity in San Mateo County. Specifically, the intern will analyze communications insights, synthesize best practices, and propose solutions to improve communications reach and engagement. More specifically, the intern will work on any or all of the following tasks:

- Track and examine communications analytics and make recommendations based on results and best practices
- Using health equity lens, support the development of engaging social media content
- Copy, edit, and schedule content on various communications channels (social media, monthly newsletters, website)

# Health Policy & Planning Internship Program

- Identify creative methods to improve the quality of existing communications and for increasing engagement and audience across all communication channels
- Source stock photography and create motion graphics or short videos

The **ideal candidate** will have:

- Strong analytical and writing skills
- Background in Communications/Marketing
- Understanding and knowledge of key issues affecting public health and equity
- Interest and dedication to advancing health and equity demonstrated through work experience and/or personal experience having been adversely affected by health inequities
- Experience analyzing communications analytics
- Knowledge of model practices and case study research
- Some experience of knowledge of data collection, data analysis and quantitative and qualitative research
- Strong organizations and time management skills and ability to work independently toward excellent work outcomes

## Eligibility

- Current undergraduate or graduate level students and recent graduates focusing on communications, journalism, digital media, marketing, with experience in public health preferred - up to one year after graduation date – are eligible to apply. You may not be a current San Mateo County employee.
- Successful applicants will possess a deep passion for addressing health inequities and experience working to change them. Relevant experience may include:
  - Personal or family experience dealing with inequitable economic, social, health and educational systems and environments. For instance: being the first in your family to attend higher-education, growing up in a low-income neighborhood, experiencing housing/financial instability, or facing racial/ethnic or other types of discrimination.
  - Professional experience in programs that promote equity (this can be through a multitude of intervention types and variety of locations or organizations).

## Internship Term & Pay

This HPP Internship program runs year-round. **The Summer Internship cycle runs from June 5 until August 31, 2023 (flexible). The intern must commit to working between 32-40 hours per week.** Reasonable timeframe adjustments can be negotiated. The pay range is between \$20.27 and \$35.67 per hour depending on education and experience.



# Health Policy & Planning Internship Program

## How to Apply

Go to the [online application packet](#) to complete application, supplemental questions, and include the following attachments:

1. Cover Letter: Please describe your qualifications for this internship in the cover letter.
2. Resume
3. Writing sample: two sample Instagram posts

The **application deadline** for the Summer Internship is **February 28, 2023, at 12:00 p.m. PST.**

Once the completed application has been submitted, you will receive a confirmation. If selected, you will be invited for an interview.

## Questions

Rosa Torpis, Program Coordinator  
801 Gateway Blvd., South San Francisco, CA 94080  
Telephone: (628) 222-3025  
E-mail: [hppinternship@smcgov.org](mailto:hppinternship@smcgov.org)  
[www.facebook.com/GetHealthySMC](https://www.facebook.com/GetHealthySMC)  
[www.twitter.com/GetHealthySMC](https://www.twitter.com/GetHealthySMC)



# Health Policy & Planning Internship Program

## SUPPLEMENTAL QUESTIONS

1. In less than 300 words, please describe how you meet one or more of the following eligibility criteria:
  - a. You have personal or family experience dealing with inequitable economic, social, health and educational systems and environments. For instance: being the first in your family to attend higher-education, growing up in a low-income neighborhood, experiencing housing/financial instability, or facing racial/ethnic or other types of discrimination.
  - b. You have a deep passion for addressing health and racial inequities, and have experience working in programs that promote equity. This can be through a multitude of intervention types and variety of locations or organizations.
2. Please provide an example of a communications project you were a part of. Specifically, a) what was your role b) what was the topic(s), c) who was the audience d) what platforms did you use?
3. Please develop and upload two sample Instagram posts on equity, nutrition, physical activity, universal income, or climate.

