

## WELLNESS ENGAGEMENT PROJECT

---

- ▶ A community based participatory project in Petersburg, VA to learn from and plan with the community to improve health and wellness
  - Trained lay persons as Wellness Ambassadors
    - ▶ Trained lay persons as House Chat Leaders to conduct informal “kitchen table” conversations with friends and family

# WELLNESS ENGAGEMENT PROJECT

---

## *Lessons Learned, Resources or Tools:*

- ▶ Importance of building local capacity
  - develop with not develop for
  - staying focused with clear vision
  - understand community context
  - multi sector team required
  - sustainability beyond a project
  - Resources: Wellness Ambassadors
  - Petersburg Wellness Consortium (PWC)

## *Current Challenge:*

- ▶ Ensuring long-term sustainability
  - establish clear goals for the PWC and leadership steering committee
  - ever mindful of community context
  - building and mending bridges
  - facilitating collective contributions of PWC members
  - continue to inspire