

## Green Fund Project

### Final Report

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Project Title: SIU School of Medicine Environmental and Health Education

Project ID#: 23SP109

Award Date: 8/1/23

Completion Date: 4/8/24 (Eclipse)

Total Funds used: \$1785.22 (\$1500 awarded)

1. We started an educational initiative in December 2022 when I held the first meeting with a few interested medical students and faculty to discuss how we were going to address the growing problems of climate change, environmental hazards, rural living, socioeconomic disparities, and human health in our communities. The podcast, community service initiatives, and educational opportunities have grown out of this initial discussion, and our efforts are continuing to grow and evolve as we learn and communicate with our academic experts and community members. Through marketing our podcast, the students have learned how to communicate more effectively with the public (and potentially future patients) and approach our health issues in a more holistic manner.

2. It is difficult to quantify how many people we have reached with our marketing to date as most of our efforts have or will take place this month of April 2024; however, we have seen a growth in our Instagram following to 80. This account was just started this academic year, and we have not advertised account.

Instagram: soillpodcast

Our website is brand new as of this month, April 2024; however, we do hope to start to see an increase in our website traffic following our tabling events this month.

Website: <https://soillpodcast.my.canva.site/home>

At our tabling event for the Eclipse, we had more than 500 visitors to our table and at least 350 of those visitors left with our QR code and logo to directly access our podcast.

Podcast available on NPR, Spotify, Apple Podcast

Printed Flyers with QR codes

Logo signage with t-shirts and stickers

Marketing Items with QR codes

3. The intent of our project was to improve listenership of our podcast through marketing and community service. We marketed our student group and raised community awareness for education through connecting with the public via social media (Instagram), podcast availability on NPR and Spotify and direct access using QR code, print using flyers, signage, and stickers, physical visibility using t-shirt advertising by members during acts of community service and education, and marketing items consistent with our message of conservation and stewardship labeled with our logo (& QR code) consisting of reusable silverware and silicone straws.

4. We utilized the Green Fund marker as part of our table display at the Eclipse Celebration in the Banterra Center on April 7 and April 8, 2024 and in promotional photos. We plan to continue to display the Green Fund marker at our future tabling events, with the next scheduled event to be on April 20<sup>th</sup> in Springfield, IL.

5. We reserved most of our marketing for large event dates this Spring (Eclipse and Earth Day), which caused us to be tardy on our due dates for this project report. In the future, I would recommend to the students to select a couple of events in the Fall and Spring for community service, marketing, and networking.

6. Photo Captions:

- Trivia fun with the public (1)
- Networking (2)
- Eclipse Tabling for marketing the podcast and community education (3)
- Community service event in Springfield, IL (4)
- Podcast Interview in action (5)
- Example of our T-shirt Marketing in action (6)

7. Do you have a different understanding of sustainability now than you did at the beginning of the process?

By working with the students on all aspects of this project, I have learned that the marketing strategies for public education have changed dramatically over the last decade and have organically moved to more sustainable digital platforms. Thankfully, the younger generations are moving away from wanting or expecting paper handouts, single use plastic or paper marketing items, etc. We researched and put into action more sustainable marketing strategies to represent our podcast messaging.

#### 8. Suggestions for Improvement:

I really do not have any suggestions for improvement. This process was user friendly, both for the application process and final report. In reviewing the paperwork for compiling the final report, I did note that my completion of this documentation is tardy, as time got away from us with planning our spring events. A reminder email regarding completion deadlines in January and February might be helpful in the future.