

### Host Organization

- CPAR is a non- profit organizations that works with health professionals, vulnerable communities and governments in sub-Saharan Africa.



Image 1&2: CPAR field work

- They work to build healthy communities, improve health systems capacity, and address the determinants of health (food security and nutrition, clean water, sanitation and hygiene), that impact overall health in communities.



Image 3: CPAR field work

### My Role at the Organization



Image 4: zoom meeting including CPAR Staff and York University Students

- Worked directly with Brittany ( CPAR Donor and Communications Coordinator) to develop donor recognition initiatives that highlight the importance of donors at CPAR, and promote donor appreciation.
- Collaborated with York University Global Health students Aisha, Sara and Lydia to create social media content, and conduct research on Gender equality and Gender-based violence for CPAR.
- Participated in weekly zoom meeting with CPAR staff and York University colleagues to discuss progress of projects and relay any questions and concerns regarding our work.

### Overview of Projects & Initiatives

Main Project/Initiatives	Project Concepts
<b>Donor Recognition Project</b>	<p><b>Communication Plan:</b></p> <ul style="list-style-type: none"> <li>• Created a communication plan for monthly donors , using excel, under the supervision of Brittany.</li> <li>• Communication Plan included objectives and goals of the plan, the audience to be addressed(donors), and a timetable and tools needed to accomplish objectives .</li> </ul> <p><b>Welcome/ Farewell Packet:</b></p> <ul style="list-style-type: none"> <li>• Designed templates using Canva such as donor anniversary cards, farewell cards and an infographic for new donors.</li> <li>• Created social media content for CPAR including a TikTok video for new donors and a cook video of a recipe from CPAR'S cookbook</li> <li>• Constructed various scripts to be used to communicate with monthly donors.</li> </ul>
<b>Gender Equality/ Gender-based Violence Research</b>	<ul style="list-style-type: none"> <li>• Conducted a Literature Review on Gender Equality and Gender-based violence in the Ethiopian and East African context.</li> </ul>

### Connection to Degree

- Working at CPAR exposed me to the inner workings of a non-profit healthcare organization, especially in how they address social determinants of health, maternal and infant health, women's sexual reproductive health, and how they deliver health services in vulnerable African communities.
- I had the opportunity to do research and learn about different management systems used by CPAR and other organizations to effectively manage donors.
- I Applied knowledge and concepts learned in my courses throughout practicum. I used concepts learned in my Applied Research courses while conducting literature review
- I gained professional knowledge about effective Communications in an organization and ensuring that communication is more accessible to everyone and inclusive.

### My Impact on the Organization

- Assisting with the donor recognition project will enable CPAR to build stronger connections with donors, improve donor participation and promote donor appreciation.
- The communication plan template will help save CPAR Staff time and facilitate their work experience when communicating with donors.
- My supervisor appreciated the fact that I brought new ideas and provided creative and insightful input in creating cards and social media content.



Image 5: TikTok Video



Image 6: Anniversary card

### My Personal Reflection

- Seeing firsthand what non-profit organizations like CPAR do and the impact they have in vulnerable communities, and in promoting Women and Infant health, something I am passionate about, has shown me that I made the right decision in my degree and career choice.
- The knowledge and skills that I have gained from my time at CPAR will be beneficial in furthering my career in the health field. I have learned a lot about myself and I am excited for the future.
- I also had to opportunity to meet and form connections with great people and also connect with them through LinkedIn.

### Message to Future students

- The practicum is a great opportunity to gain hands-on experience in a healthcare organization. Make the most of it and learn as much as you can.
- Be confident in yourself and your ideas and don't be afraid to ask questions.
- It is essential that you are honest with your supervisor and inform about any concerns you might have.
- Have fun!