

TAREKA WHEELER, PMP

STRATEGIC COMMUNICATIONS & PROJECT MANAGEMENT PROFESSIONAL

PORTFOLIO





OUTLINE

- Branding
- Consumer Education Materials
- Health Communication Campaigns
- Public Relations
- Digital Media: E-newsletters
- Social Media Campaigns
- Executive Communications & Presentations
- Publications

BRAND AND STYLE GUIDE

Created For: HHS Office of Minority Health
Resource Center

Audience: Project staff creating materials,
presentations and other project assets and
deliverables.



VISUAL ELEMENTS

Image Style
Photography is a powerful tool for communicating health equity and for representing each ethnic minority population. A consistent approach to subject and style within photography also brings unity to our brand. Whether commissioned during a shoot or purchased from a stock library, the imagery style should remain consistent throughout all applications, communicating diversity, equity, empowerment and health.

DIVERSITY

EQUITY

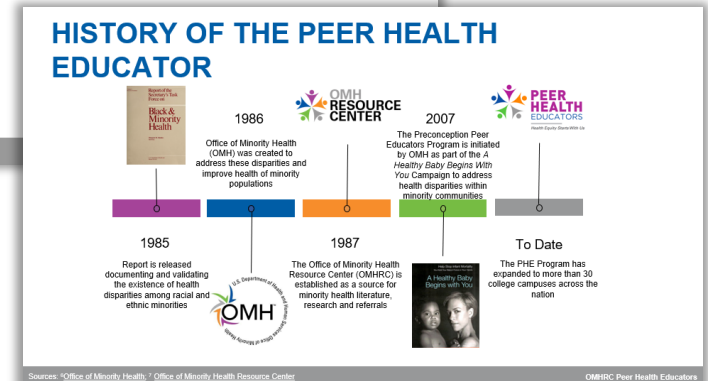
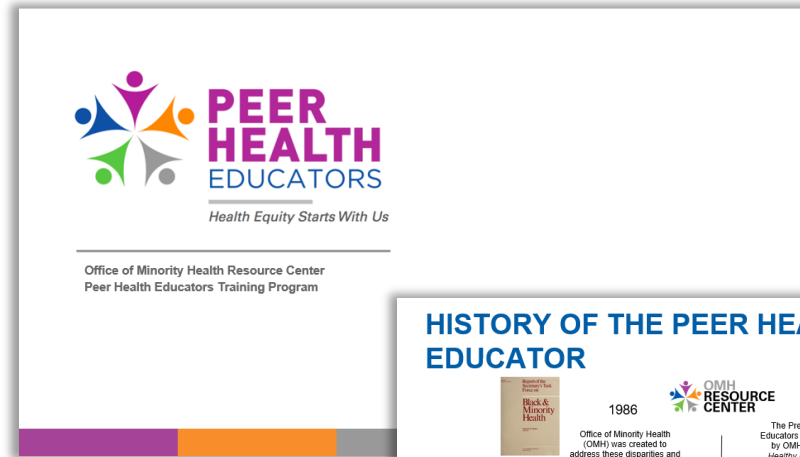
EMPOWERMENT

HEALTH

PROGRAM RE-BRANDING

Created For: HHS Office of Minority Health

Audience: Current minority serving institutions implementing a peer to peer preconception health education program.



THE PEER EDUCATION MODEL

Research shows us that people are more likely to accept information, and thus change their attitudes and beliefs, if they feel like the messenger is like them or has gone through the same life experiences.

Source: ¹The Community Tool Box

PHYSICAL HEALTH

- Eat more fruits, vegetables, and grains that contain folic acid - and help others do the same.**
- Develop social networks that support physically active fun**
- Establish support networks that encourage control of alcohol, cigarette and other drug use**
- Ask a friend or relative to be your healthcare advocate - or offer to be that advocate for someone else**

Sources: ¹Journal of Behavioral Medicine

OMHRC Peer Health Educators

PROGRAM RE-BRANDING



Created For: HHS Office of Minority Health

Audience: University and health professionals seeking trainings to provide strategies to make grant proposals more competitive.



**U-VDC
UNIVERSITY
VISION
DESIGN
CAPACITY**

**Calling all Junior Faculty and
College/University Programmatic Staff!**

Learn to write winning grants for minority serving institutions of higher education and build sustainable partnerships to improve minority health.

**April 5-6, 2018
Meharry Medical College
Nashville, TN**

**Register now for the U-VDC
Technical Grant Writing Workshop!**
<http://bit.ly/MeharryRegistration>

Accreditation
Meharry Medical College is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education (CME) for physicians.

Credit Designation
Meharry Medical College designates this live activity for a maximum of 12.0 AMA PRA Category 1 Credits™. Physicians should only claim the credit commensurate with the extent of their participation in this activity.

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**March 22-23, 2018
Xavier University of Louisiana
New Orleans, LA**

**Register now for the U-VDC
Technical Grant Writing Workshop!**
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CONSUMER EDUCATION MATERIALS

Created For: Safe Kids Worldwide

Audience: Worked with a graphic designer to develop design and content for consumer education materials.

TV Tip-Overs

How kids are getting hurt and what to do about it.

Every 3 weeks a child dies from a television tip-over.*

Ten children go to the ER every day because of a TV tip-over.

7 out of 10 kids injured by TV tip-overs are ages 5 and under.

A 36" heavier, box-style CRT TV falling three feet creates the same momentum as a 1-year-old child falling 10 stories.

34% of households still have a CRT in the home.

36% of child fatalities from 2000-2016 due to TV tip-overs involved someone climbing on the furniture or TV.

From 2000-2016, 51% of child fatalities due to TV and furniture tip-overs occurred in a bedroom.

Safety Tips

- Properly place your old TV. If you have a heavier, box-style TV, place it on a low, stable piece of furniture that is appropriate for the TV's size and weight.
- Secure your flat-panel TV. Be sure your flat-panel TV is properly secured with a wall mount that has a safety certification by an independent laboratory (such as UL, CSA, ETL).
- Recycle your TV. To find a location near your home that safely and responsibly recycles unwanted TVs, go to www.GreenerGadgets.org.

* Based on estimates from CPSC and NHTSA data for 2000-2016.
© 2015 Safe Kids Worldwide

SAFE KIDS WORLDWIDE

TV and Furniture Tip-Over Prevention Tips

Everything you need to know to keep your kids safe from TV and furniture tip-overs.

You wouldn't think to bring a baby home from the hospital without a car seat or have your child ride a bike without a helmet. Protecting your children from the potential risk of TV and furniture tip-overs is another important part of keeping them safe.

Secure TVs

- Mount flat-screen TVs to the wall. Follow the manufacturer's instructions to ensure that you have a secure fit.
- If you have a large, heavier, box-style cathode ray (CRT) TV, place it on a low, stable piece of furniture that can hold the TV's size and weight.

Secure Furniture

- Use anti-tip brackets, braces or wall straps to secure furniture to the wall.
- Install stops on dresser drawers to keep them from being pulled all the way out. Multiple open drawers can cause the weight to shift, making it easier for a dresser to tip over.

Rearrange Household Items

- Keep heavier items on lower shelves and in lower drawers.
- Avoid placing remote controls, food, toys or other items in places where kids might be tempted to climb up or reach for them.

Recycle Old TVs

- To find a location near your home that safely and responsibly recycles unwanted TVs, go to www.GreenerGadgets.org.

Every 3 weeks a child dies from a television tip-over. Ten children visit the emergency room every day because of a TV tip-over.

Keeping Kids Safe Around Liquid Laundry Packets

Liquid laundry packets are concentrated and designed to dissolve in water.

More than 700 children age 5 and under experienced serious effects after getting into laundry packets in 2012 and 2013. That's an average of one child per day.

Children at greatest risk are 1 and 2-year olds.

36% of incidents happen when product is outside of the container.

Tips to Keep Kids Safe

- Keep liquid laundry packets out of children's reach and sight.
- Keep packets in their original container and keep container closed.
- If a child gets into liquid laundry packets, call the Poison Help number immediately: 1-800-222-1222.

Children have required hospitalization due to:

- difficulty breathing
- excessive vomiting
- severe eye burns and irritation
- temporary vision loss
- loss of consciousness

More than 33,000 calls were made to poison centers for laundry packet incidents since 2012. That's one call every hour.

SAFE KIDS WORLDWIDE safekids.org

Made possible through a partnership between Safe Kids Worldwide and the @ and giff Lip, Up, and Away Program.

© 2015 Safe Kids Worldwide 6/2015

Sports Safety Checklist for Coaches

Physicals and Preparedness

- I encourage parents to take their kids to a doctor for a pre-participation physical exam (PPE). These exams can rule out any serious or potentially life-threatening conditions a young athlete may have.
- I ask parents for emergency contact information (phone numbers, doctor information and allergy information). I store contact information so that it's handy during practices and games.
- I meet with parents before the first practice and ask if any players have asthma or another medical condition that may require special attention.

Warm-Up

- I make sure there is time set aside before every practice and game to warm up.
- I start warm-ups with about 10 minutes of jogging or any light activity then stretch all major muscle groups, holding each stretch for 20 to 30 seconds.

Hydration

- I make sure athletes have a water bottle for every practice and game, and encourage children to stay well hydrated by drinking plenty of water before, during and after play.
- I establish mandatory water breaks throughout practices and games - I don't wait for a child to tell me he or she is thirsty.
- I make sure athletes drink fluids (water is the best option) 30 minutes before the activity begins and every 15-20 minutes during the activity.
- I know the signs and symptoms of dehydration and other forms of heat illness. I educate parents and athletes so that they can be on the lookout as well.

Appropriate Gear

- I make sure athletes have the right equipment and are wearing it for both practices and games. The right equipment may include helmets, shin guards, mouth guards, ankle braces, shoes with rubber cleats and sunscreen.

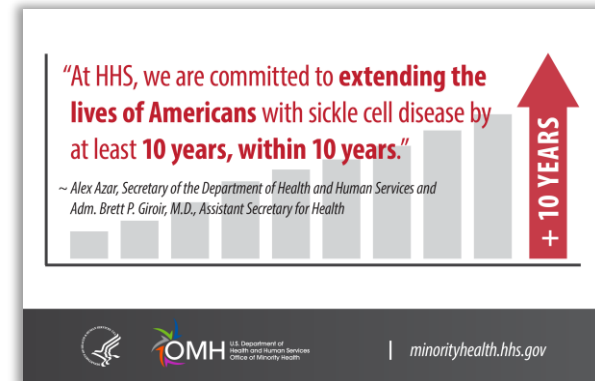
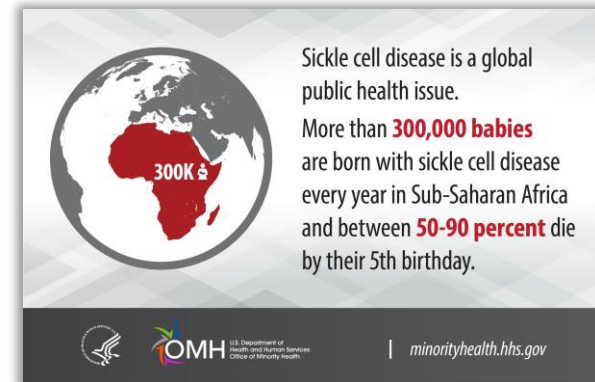
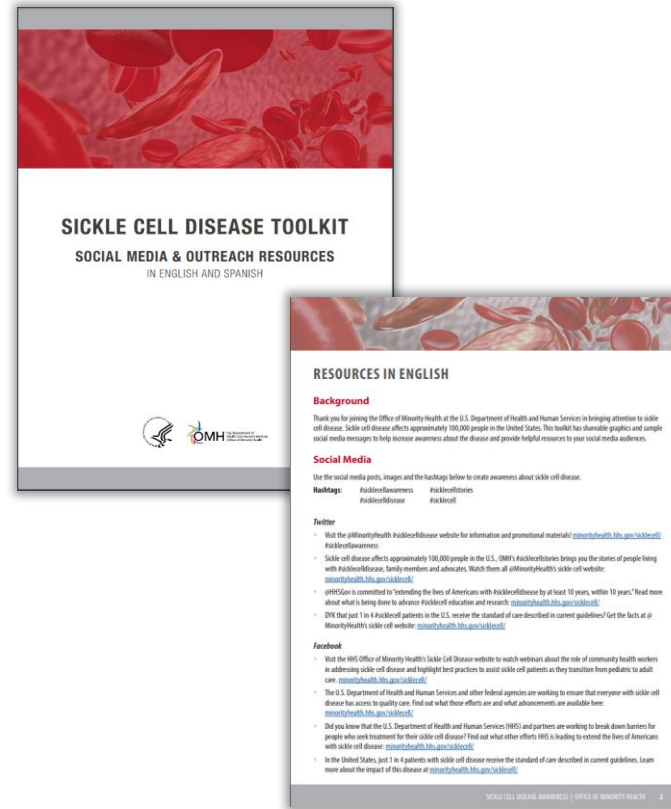
SAFE KIDS WORLDWIDE

© 2015 Safe Kids Worldwide

HEALTH COMMUNICATION CAMPAIGNS

Created For: HHS Office of Minority Health & Office
of the Assistant Secretary for Health

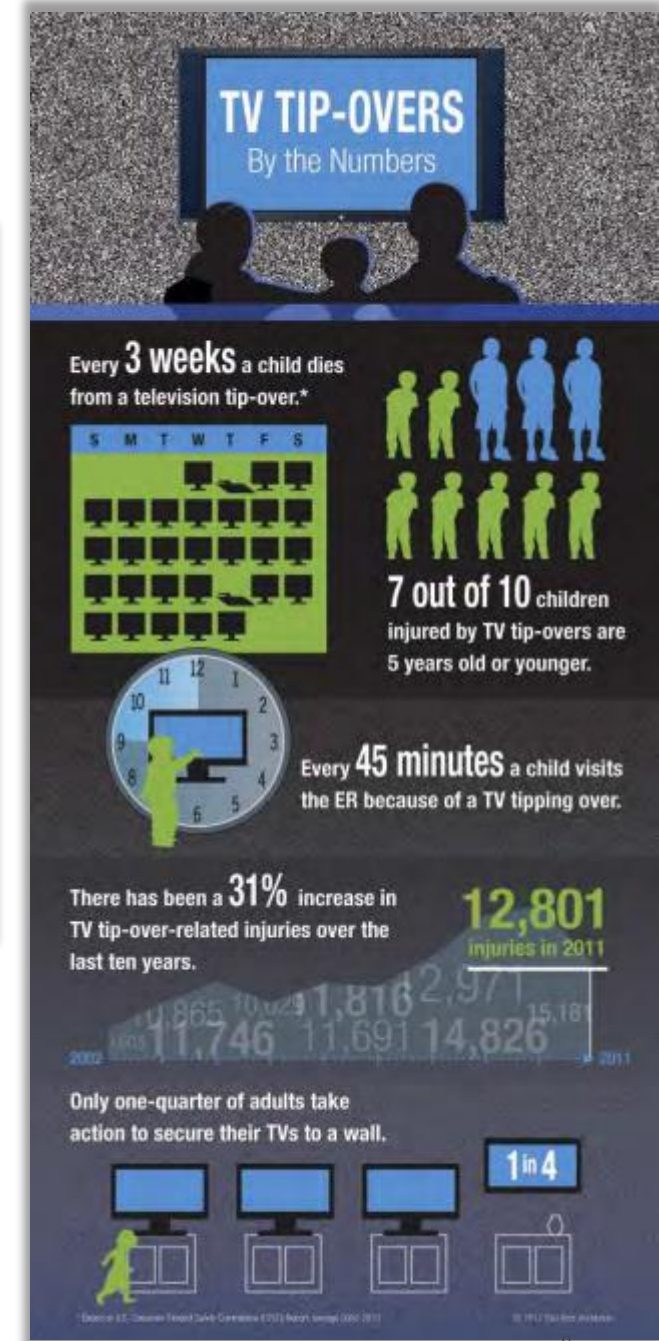
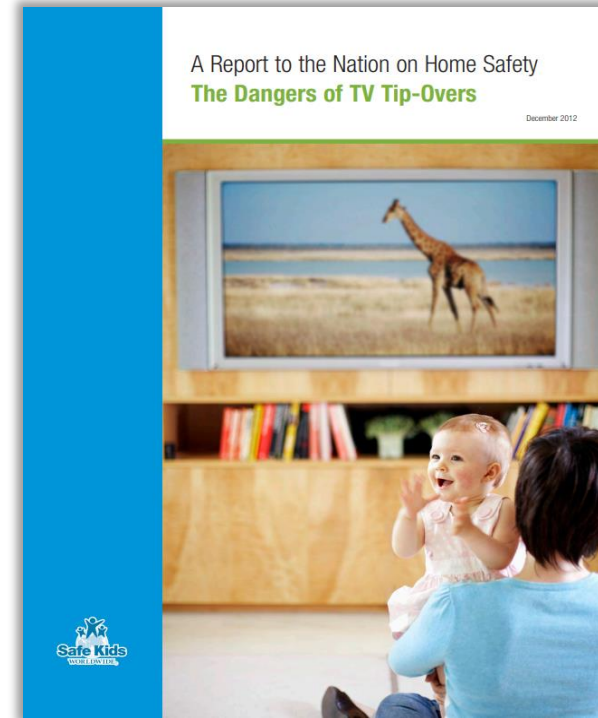
Audience: Led design and content strategy for new
sickle cell disease health communication campaign.



HEALTH COMMUNICATION CAMPAIGNS

Created For: Safe Kids Worldwide

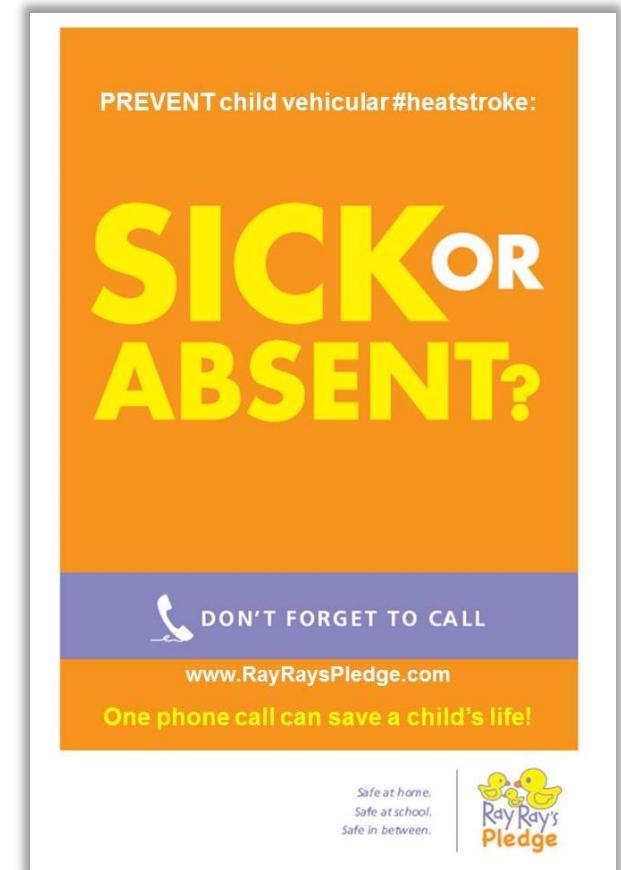
Audience: Led design and content strategy for health communications campaign focused on prevention of TV tip-overs. Develop tools to conduct secondary data analysis to inform research report and campaign.



HEALTH COMMUNICATION CAMPAIGNS

Created For: Dell Children's Medical Center/ Safe Kids Austin

Audience: Led design and content strategy for child vehicular heatstroke health education campaign.



PUBLIC RELATIONS

Served as agency spokesperson and subject matter expert for national and local media.



NOT FOR DISTRIBUTION

Three Things Parents Can Do to Increase Pool Safety

By CHIP SKAMBIS · JUN 19, 2012

Share Tweet Email

Tareka Wheeler of Safe Kids Austin, and Dell Children's Dr. Pat Crocker spoke about the importance of water safety.

CHIP SKAMBIS

SAFE KIDS Worldwide June 20, 2014

Tareka Wheeler, our director of U.S programs, spoke on NBC's Today Show about heatstroke and the importance of never leaving a child alone in a car. Watch the segment to learn more: <http://bit.ly/1irXSNT>

Safe Kids in the News: Heatstroke in Cars

702 11 Comments 286 Shares

DIGITAL MEDIA: E-NEWSLETTERS

Created For: HHS Office of Minority Health

Led design and content development for national digital media efforts to reach more than 80,000 subscribers about key agency priorities and initiatives.

U.S. Department of Health and Human Services
Office of Minority Health

NATIONAL MINORITY HEALTH MONTH
Partnering for Health Equity | April 2018

As we enter the fourth week and final full week of National Minority Health Month, I want to thank all of you for your continued support and enthusiasm in helping to increase awareness about the importance of partnerships in advancing health equity.

I also want to let you know the Office of Minority Health (OMH) looks forward to continuing our partnership with you in the coming months and years in our shared mission of reducing disparities in health and health care.

Please join us for our **#Partner4HealthEquity** Twitter chat on **Wednesday, April 25th at 2:00 pm ET**. The chat will highlight discussions regarding the importance of our national and local partnerships that are working diligently to help reduce disparities and advance health equity.

And if you missed our National Minority Health Month observance event on Tuesday, April 17, you can view the event [here](#).

As partners, our work to achieve health equity continues throughout the year, and I hope you'll stay in touch. Be sure to follow us on [Twitter](#) to stay up to date on our latest activities.

National Minority Health Month Events

- **April 25, 2:00-3:00 pm** - #Partner4HealthEquity Twitter Chat
- **April 26, 2:00-3:00 pm** - Strategies for Building and Strengthening the Community Health Worker Effort in Your Area: A Case Study from Utah Webinar
- **April 30, 12:00-1:00 pm** - Making the Invisible, Visible: Lessons learned from a Hispanic/Latino Migrant and Seasonal Farm Workers Audience Needs Assessment Webinar

[Learn More](#)

Are you interested in receiving reminders about our upcoming webinars? Click below and we will send you reminder emails.

[Remind Me of Webinars](#)

f t i y b e

U.S. Department of Health and Human Services
Office of Minority Health

Thursday, February 28, 2019

Holistic Health and Sickle Cell Disease: A Focus on Mental and Behavioral Health

1 pm - 2:15 pm ET | Hosted by: The Office of Minority Health

Holistic Health and Sickle Cell Disease: A Focus on Mental and Behavioral Health

Thursday, February 28, 2019
1:00-2:15 pm ET

This webinar is approved by the National Commission for Health Education Credentialing (NCHEC) for a total of one (1) continuing education credit hour (CECH) in health education.

One (1) CECH has been approved for advanced-level credit.

[Register Here](#)

Sickle cell disease (SCD) affects millions globally, disproportionately impacting certain racial and ethnic minority populations, including African Americans, Latinos and people of Middle Eastern, Indian, Asian and Mediterranean descent. According to the Centers for Disease Control and Prevention (CDC), SCD affects an estimated 100,000 individuals in the U.S.

In recognition of Rare Disease Day, the Office of Minority Health (OMH) is creating awareness about SCD by continuing our webinar series focusing on the effects of the disease on patients. The *Holistic Health and Sickle Cell Disease: A Focus on Mental and Behavioral Health* webinar will discuss various aspects of mental and behavioral health in SCD patients, as well as a holistic approach to treatment. Presenters will share information on the mental health disparities that exist among SCD patients and ways healthcare providers can work to address them. The following learning objectives will be addressed:

- Learn about the types of behavioral and mental health disorders that affect SCD patients.
- Identify ways health professionals can provide comprehensive care to SCD patients with mental and behavioral health issues.
- Gain insight on how mental health screening and support can foster resilience and healthy coping among those impacted by SCD.

SOCIAL MEDIA CAMPAIGNS

Created For: HHS Office of Minority Health

Led the strategy, design and implementation of national social media campaigns.



EXECUTIVE COMMUNICATIONS & PRESENTATIONS

Developed reports and briefings for senior executives and agency leadership.



Office of Minority Health Resource Center

A nationwide service of the HHS Office of Minority Health

WHAT WE DO



KNOWLEDGE CENTER

Collection management, reference services, research support, training information services.



CAPACITY BUILDING AND TECHNICAL ASSISTANCE

Technical assistance and capacity development services for minority-serving organizations.



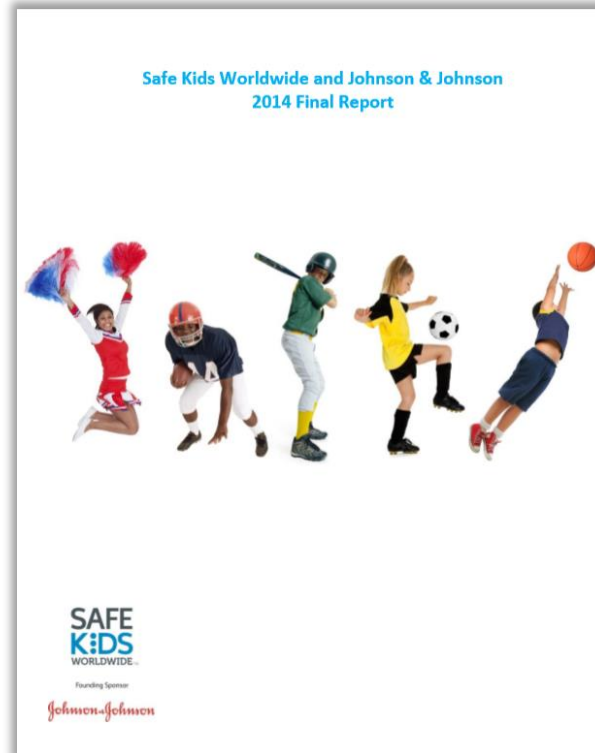
COMMUNICATIONS AND OUTREACH

Marketing, outreach, media relations, social media, and graphic design.



WEBSITE

Website development and maintenance, security and Section 508 compliance monitoring.



PEER REVIEWED PUBLICATIONS



1. Ferguson, Rennie W; Walker, Lorrie; **Wheeler, Tareka**; Guzzetta, Carole; Huebner-Davidson, Jennifer; Zonfrillo, Mark R. Traffic Safety-Related Priorities for Preteens and Adolescents: Extending Occupant Protection Messaging to Children Ages 8 to 15 Years. *Global Pediatric Health* 2015.
2. Duzinski, Sarah V; Barczyk, Amanda N; **Wheeler, Tareka C**; Iyer, Sujit S; Lawson, Karla A. Threat of paediatric hyperthermia in an enclosed vehicle: a year-round study. *Injury Prevention* 2014
3. Sarah V Duzinski, Paula J Yuma-Guerrero, Adrienne Fung, Juliette M Brown, **Tareka Wheeler**, Amanda N Barczyk, Karla A Lawson. Sleep behaviors of infants and young children associated demographic and acculturation characteristics among Hispanic teen mothers. *Journal of Trauma Nursing* 2013.
4. Yuma-Guerrero P, Duzinski S, Brown J, **Wheeler T**, Lawson KA. Perceptions of Injury and Prevention Practices among Pregnant and Parenting Teenagers, Accepted in *Journal of Trauma Nursing* 2012.
5. Lawson KA, Duzinski SV, **Wheeler T**, Yuma-Guerrero P, Johnson KMK, Maxson RT Schlechter R. Teaching Safety at a Summer Camp: Evaluation of a Water Safety Curriculum in an Urban Community Setting, Accepted in *Health Promotion & Practice* 2011.

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CONTACT ME



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