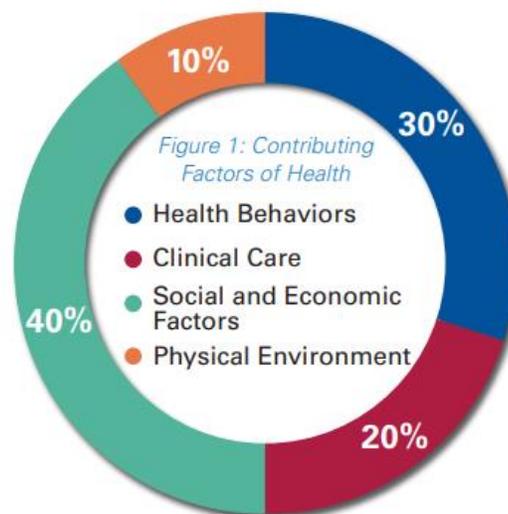


Improving the Health of our Community through a Joint Sponsorship of GRTC Pulse

- [Richmond Bon Secours Health System](#) and VCU [Health](#) share a commitment to improving the health of the Greater Richmond Community. We understand that transportation plays a critical role in the health of our community by providing access to jobs, health care, affordable housing and education.
- According to research by the [American Hospital Association](#), only 20 percent of health outcomes are determined by clinical care. Transportation is a key pillar of the social and economic factors that account for 40 percent of overall health.



Source: Health Research & Educational Trust, 2017.

- By expanding the access, availability, and safety of a variety of transportation options, a community can prevent chronic disease, reduce motor-vehicle-related injury and death, improve environmental health and increase access to basic needs.
- Every year hundreds of thousands of residents are left without access to public transportation. As is often the case, the burden of this limited access disproportionately falls on the most vulnerable among us – the poor, elderly, immigrants, racial and ethnic minorities, and the chronically ill.

Sponsorship details:

- The sponsorship investment is two-fold. It provides GRTC's Pulse with a sustainable revenue source that will assist in operating the Pulse while simultaneously encouraging riders to learn about health screenings and reducing risk factors for conditions such as heart disease, stroke, obesity and diabetes.
- Transit advertising is an efficient medium for reaching a broad audience. These moving billboards, along with the interior bus posters, can easily be changed with timely health messages, reminders, and eye-catching visuals. The first campaign highlights the partnership between Bon Secours Health System and VCU Health with the headline "making you healthier together."
- Bon Secours Health System and VCU Health are confident that large-scale transportation projects such as Pulse will spur economic growth and social enrichment along the corridor, as they have in many other cities that have implemented bus rapid transit.