

Health Communications Short Course

October 29, 2025



NORTH CAROLINA INSTITUTE
FOR PUBLIC HEALTH



NORTH CAROLINA
FOUNDATIONAL
CAPABILITIES





Individual Session Structure

1. Welcome
2. Wrap Up Resources
3. Collaborative Conversation
4. Evaluation
5. Next Steps

Please feel free to use the chat to comment, share resources, ask questions, and more.

Short Course Structure





Today's Objectives

Please keep your camera on as much as possible and engage verbally and through the chat!

What to Expect in This Session:

- Strengthen the network of NC health communicators
- Highlight local/regional campaigns created in collaboration
- Discuss implementation of skills and resources into everyday processes



WNC Health Network Collaborative Communications

Sign In

| Name/Agency | What's one word or phrase you would use to describe your experience of the NCIPH Short Course? |
|--|--|
| Justin Kearley, NC Office of Rural Health, NCDHHS | Informative! |
| Bria Miller, Durham County Department of Public Health | Informative |
| Shadonna Headen, NC Medicaid | Resourceful |
| Martha Anne, NCIPH | Engaging |
| Ikisha Mullen, Northeastern North Carolina Partnership for Public Health, Region 9 Public Health Workforce | Informative |
| Henry Simpson, State Center for Health Statistics, Division of Public Health | Resourceful |
| Natalia Bernal, Best Baby Wake, Wake County Public Health | Accessible |

Sign In

| Name/Agency | What's one word or phrase you would use to describe your experience of the NCIPH Short Course? |
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Sign In

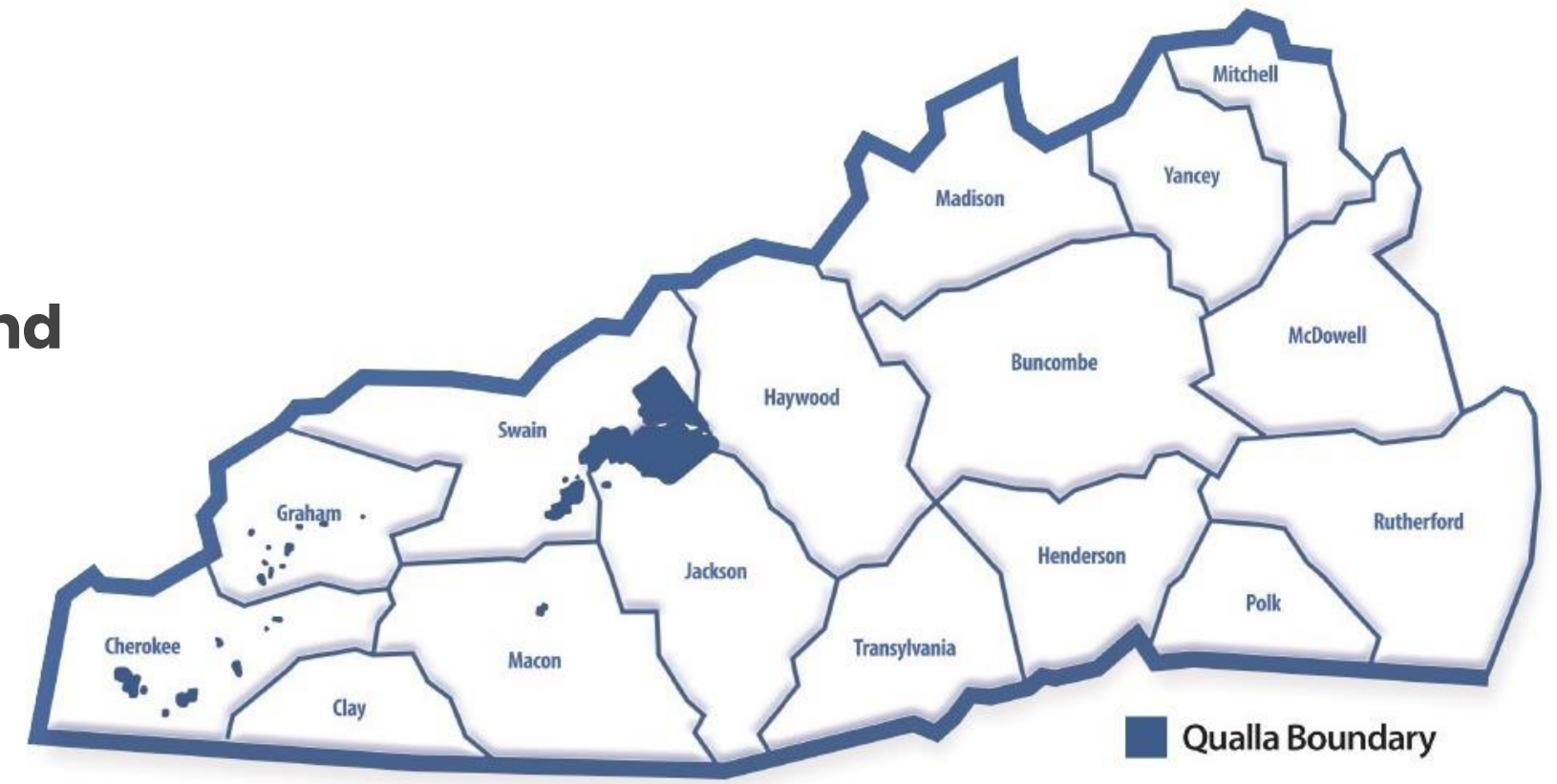
| Name/Agency | What's one word or phrase you would use to describe your experience of the NCIPH Short Course? |
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WNC Health Network

WNC Health Network is a 501(c)3 with a 30-year history of working with people and organizations to create **healthy and thriving communities** in western North Carolina. We leverage our unique regional role & skills to contribute to efforts addressing **key health issues & health inequities** in the region with support in the following areas:

- We build local & regional capacity to plan, facilitate, implement, and evaluate **community health improvement** efforts
- We collect, curate & communicate high-quality, regional, population-level **health data**
- We support & enhance **health communications**

www.wnchn.org



The WNC Health Communicators Collaborative

March 2019: WNC Health Network organized a group of local hospital and health department-based health communicators, now known as the WNC Health Communicators Collaborative

September 2020: Launched a three-month regional COVID-19 health communications campaign pilot in five WNC counties

December 2020 – May 2022: Success of this pilot led to the launch of our collaborative regional (22 participants) COVID-19 campaign, My Reason WNC

June 2022 – Present: WNC Health Communicators Collaborative continues to meet monthly

March 2023 – June 2024: Ran the **View From Here WNC** campaign—a regional campaign (20 participants) addressing substance misuse, mental health, healthy eating/ active living, and COVID-19/Flu

Local Health Departments

Community Organizations

Hospitals

Universities

FQHCs

Community Health Workers

EMS/County Government

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The WNC Health Communicators Collaborative

October 2024: Facilitated the WNC Ready Campaign in response to a regional need for Helene recovery messaging to ensure that residents had the resources they needed after the storm.

Current: Facilitating community listening sessions that will inform our next regional campaign which will focus on mental health.



Above: WNC Health Communicators Collaborative members at a meeting in Madison County, 2019



Above: WNC Health Communicators Collaborative members in Haywood County, June 2024



Above: WNC Health Communicators Collaborative members at a meeting in Henderson County, 2025

More Than Just Regional Campaigns

Developing Expertise

- | In-Person Events
- | Minishops
- | Conferences/Conference Funding
- | Study Hall/Book Club/Office Hours



Building Capacity

- | Media Partnerships
- | Internship Pipelines
- | Equitable Communications Initiatives
- | Communicators Login Pages
- | Arclet
- | Toolkit Development
- | Regional Campaigns

Creating Equitable Infrastructure

- | Regional Emergency Preparedness Plan
- | Media Communications Strategies
- | Subcommittees
- | Weekly Communications Updates

[WNC Health Communicators Resource Pages](#)



Subcommittee Groups



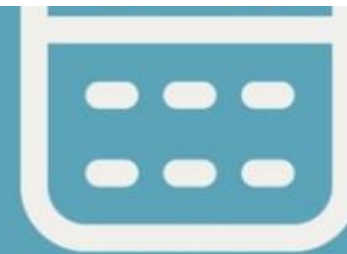
Stay In The Know



Meeting Slides & Recordings



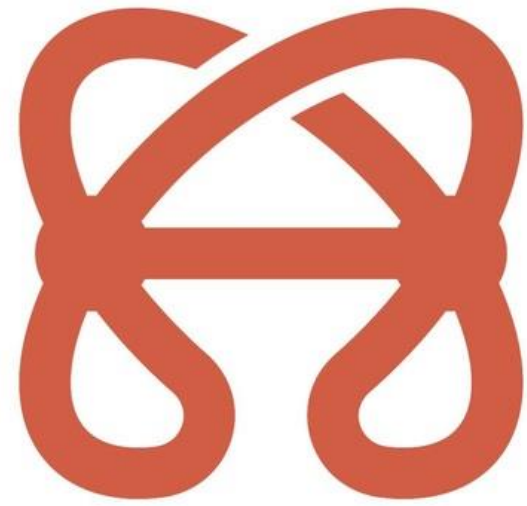
Toolkits



Social Media Calendar



Member List



arclet

Human First, AI-Assisted:
Ethical Innovation in Public Health
Communication with Arclet

Stop Start Continue

Think of the things that we're doing or should be doing with the short course. Write them down in the appropriate colored notepads and place them under the appropriate column. You can add your reactions or comments to other participant's notes.

1 Spend a minute in reflection.

2 Use these sticky notes to write your thoughts in each column.

3 Use this to vote or add your reaction to different ideas.



START

Clipboard: Consider morning or evening sessions. Lunch may be difficult with people eating.

Clipboard: Considering language access/ justice

Clipboard: Maybe assigning a mini project

STOP

Clipboard: Type your thought here.

Clipboard: Type your thought here.

Clipboard: Type your thought here.

Clipboard: Type your thought here.

recording

CONTINUE

Clipboard: Highlighting local success stories

Clipboard: recording so that we can review or visit the sessions we missed

Clipboard: Hosting Working Group Spaces to cross collaborate

Clipboard: Lunch Time works great

Clipboard: Access to health communications resources (local, statewide, federal)

Clipboard: Resources of Photos and Graphics that are cleared to use in campaigns

Clipboard: Lunch presentations are great for our busy schedules.



Next Up: Evaluation Survey



What's an action item you have following this course?

Resources

- Arclet (Customizable Health Comms Assets) (<https://app.arclet.com/>)
 - Use coupon NCLAUNCH to create free account!



We will send out a follow-up email message with links to today's materials and the resource list.



Opportunities to Engage



Join a Regional Communications Collaborative!

Continue connecting with health communicators in your region, building effective campaigns with Arclet, and creating regional messaging for your communities.

Thank you!

Please share your feedback!

Martha Anne Sperandio
masperandio@unc.edu



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