

# Health Communications Short Course

May 21, 2025

Campaigns & Materials



**Welcome!**

**Icebreaker:**

**What is a channel of health communication (e.g., print flyers, instagram posts, etc.) that you frequently use and consider important or effective?**

*Please note that we are recording today's session to share with anyone who misses it and for future uses of mini-presentations.*

# Health Communicators Short Course

Session 1: Welcome,  
Health  
Communicators'  
Roles

May 7



May 14

Session 2:  
Engaged Health  
Communication



Session 3:  
Communication  
Campaigns and  
Materials

May 21



Session 4: Storytelling  
to Improve Public  
Health

May 28



Survey and Certificate

For additional  
information  
please see  
document  
linked to the  
calendar invite.

# Individual Session Structure

1. Welcome & Overview
2. Mini-Presentations
3. Q&A, Sharing & Discussion
4. Resources & Closing Circle

Please feel free to  
use the chat and  
come off of mute to  
share thoughts,  
questions, and ideas!

*Please keep your camera on as much as you can  
and engage through the chat and verbally.*

# Today's Overview: Campaigns & Materials

## What to Expect in This Session:

- Planning for health communication campaigns and materials
- Utilizing the Arclet platform
- Describing effective social media approaches and metrics
- Incorporating key lessons into communicating about critical contemporary topics

*Please keep your camera on as much as you can and engage through the chat and verbally.*

**You're a Health Communicator?**



**You must use social media.**

# Selecting Health Communication Campaigns & Materials

## RICHEST CHANNEL

Best for engaging, creating trust/connection and emotional/complex messages

**Physical presence**  
(one-to-one meetings, events)

**Personal interactive**  
(phone, webinar, targeted social media)

**Impersonal interactive**  
(email, social media)

## LEANEST CHANNEL

Best for transfer of data, clarity, longevity

**Impersonal static**  
(letter, report, e-news updates, newsletters)

# Meeting Audiences Where They Are



| Time of Day   | Location, Activities                               | Communication Channel Opportunities         |
|---|--|---|
| Early morning   | Commuting to work by bus.                          | Opportunities could be billboards.          |
| Midmorning  | Office tea break.                                  | Opportunities could be worksite activities. |
| Midday  | Lunch at canteen in office compound.               | Worksite activities, radio.                 |
| Early afternoon                                       | In office.   |   |
| Late afternoon  | Tea break in office.                               |   |
| Early evening   | Commuting home.                                    |   |
| Dinner  | At home.   | Radio, television.                          |
| Late evening  | At home.   | Radio, television, magazines.               |
| Special events (List day, week, or month.)            | Church gatherings, market days.                    |   |
| Seasonal Opportunities (Harvest time, holiday season) | During holidays, I go back to my village by train. |   |

# Language, Accessibility, & Inclusion

- Identify languages and ensure translation/interpretation
- Increase accessibility through channel identification and design aspects
- Involve and portray a range of people and experiences in campaigns and materials



*Infographic: The World Health Organization*

## Adrienne Ammerman (she/her)



Adrienne is a social innovation startup founder and health communications practitioner dedicated to empowering health communicators with evidence-based, culturally competent, and measurable health information.

She is the Founder & CEO of Arclet, a national platform that helps local & state health communicators create and share trusted, community-focused messaging. Arclet is a U.S. National Science Foundation Small Business Innovation Research (SBIR) grant recipient and an NC Idea grant awardee, supporting our work in public health technology and communications innovation.

[www.arclet.com](http://www.arclet.com)

# Communications Campaigns and Materials

Arclet: A new platform for professionals

Adrienne Ammerman  
Arclet



*Delivering trusted health  
information. Building healthier  
communities.*

***Adrienne Ammerman, Founder & CEO***  
***[adrienne@arclet.com](mailto:adrienne@arclet.com) / [www.arclet.com](http://www.arclet.com)***

# How a Region Sparked a National Innovation



*WNC Health Communicators Collaborative members at regional summit, June 2024*



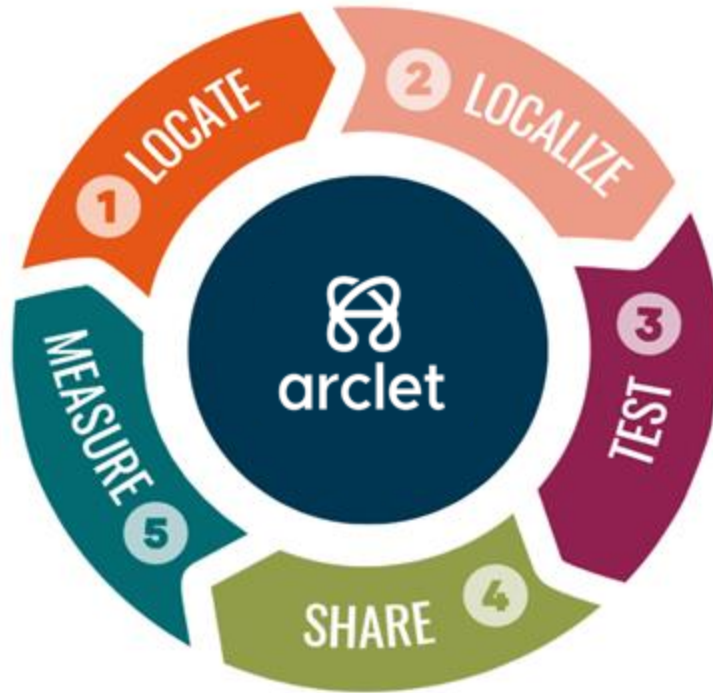
# Our challenge in Health Communications



**Cluttered, generic,  
expensive tools**

- 17-40 hours per campaign wasted on manual tasks & duplicated efforts
- Wasted resources & duplicated effort
- Communities not hearing consistently from trusted messengers

# Our Solution: "Canva for Public Health"



# Find



← On track

## Create new campaign

Select a tag below, or write a topic in the search field and hit enter. If you don't see the topic you're looking for, [make a suggestion](#).

Healthy Living X Search the topics you want to talk about

Suggestions

Mental Health COVID-19 Vaccinations Heart Health Cancer Prevention Substance Use

### Search Results

**Your Best Is Enough (Spanish)**

Year Created: 2024  
Healthy Living

"Your Best Is Enough" was created by the Western North Carolina Health Network (WNCHE) in 2024. WNCHE works with...

☆☆☆☆☆ Use Template

**Your Best Is Enough**

Year Created: 2024  
Healthy Living

"Your Best Is Enough" was created by the Western North Carolina Health Network (WNCHE) in 2024. WNCHE works with...

☆☆☆☆☆ Use Template

**How We Can Take Care of Our Communities...**

Year Created: 2024  
Healthy... Community... Public Goods...

"How We Can Take Care of Our Communities" was created by the The Public Good Projects (PGP) in 2024 for Hispanic, Latino...

☆☆☆☆☆ Use Template

**Favorite Ways to Exercise (Spanish)**

FORMAS FAVORITAS DE HACER EJERCICIO?

**Favorite Ways to Exercise**

FAVORITE WAYS TO EXERCISE?

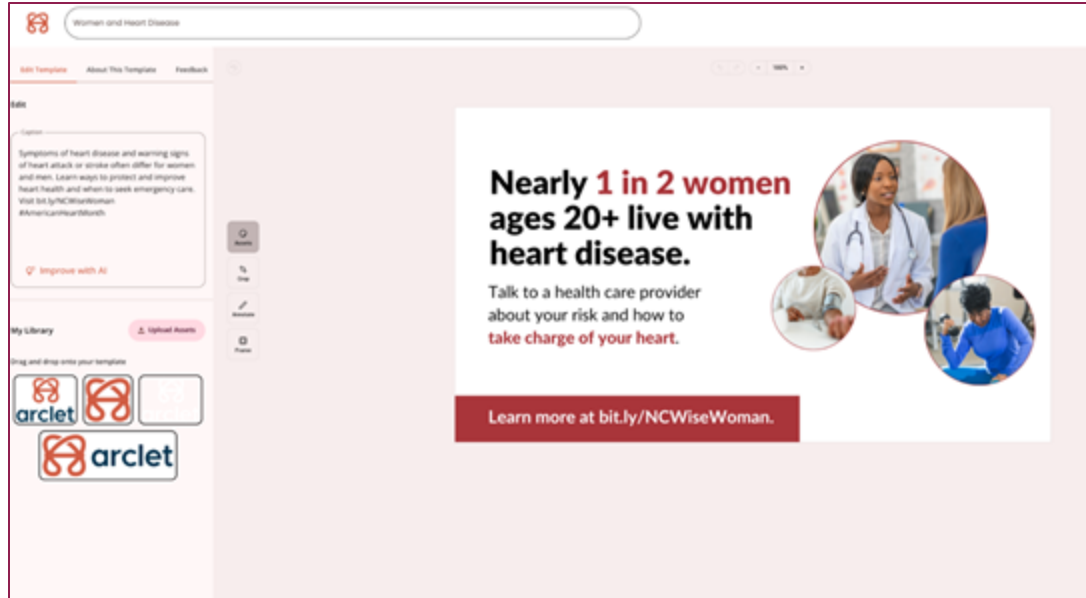
**Explore Where You Live (Spanish)**

EL LUGAR DONDE VIVE.

→ **Curated view of existing evidence-based health communications materials**



# Tailor



→ Edit campaign materials to reflect local branding, culture and language

# Test



The screenshot shows a web interface for a feedback form. On the left, there is a sidebar with a 'Feedback' section containing three comments:

- 1. Laurie Straffley (1/20/2024 1:27 a.m.)  
Comment is good but type the wrong email
- 2. Jennifer (1/20/2024 1:27 a.m.)  
Hey with the links for the right
- 3. Hannah Erickson (1/20/2024 1:27 a.m.)  
Hi & good

The main content area displays a feedback form titled 'HEART HEALTH' with a red heart icon. The form content is as follows:

**If you do not have health insurance:**

- **NC WISEWOMAN:** 919-707-5300
- **FREE AND CHARITABLE CLINICS:** [ncafcc.org](http://ncafcc.org)
- **LOCAL HEALTH DEPARTMENTS:** [ncdhhs.gov/LHD](http://ncdhhs.gov/LHD)
- **COMMUNITY CLINICS:** [FindAHealthCenter.hrsa.gov](http://FindAHealthCenter.hrsa.gov), 301-443-5636
- **COVID-19 VACCINE:** [Vaccines.gov](http://Vaccines.gov), 800-232-0233, text your zipcode to 438829

The Arclat logo is visible in the bottom right corner of the form.

→ **Feedback from intended audience & subject matter experts**



Share

→ **Share on social media platforms**



# Evaluate









My Campaigns

Performance

### Campaign performance

Facebook campaigns · Last 30 days

| Campaign  | Published date        | Reach   | Likes & Reactions | Comments |
|---|-----------------------|---------|-------------------|----------|
|  Get the boost you need      | 18/01/2024 10:00 a.m. | 124.4 k | 124.4 k           | 98.2 k   |
|  Protection against COVID-19 | 18/01/2024 10:00 a.m. | 124.4 k | 124.4 k           | 98.2 k   |
|  Get the boost               | 18/01/2024 10:00 a.m. | 124.4 k | 124.4 k           | 98.2 k   |
|  Sick season is here         | 18/01/2024 10:00 a.m. | 124.4 k | 124.4 k           | 98.2 k   |
|  Test for COVID-19           | 18/01/2024 10:00 a.m. | 124.4 k | 124.4 k           | 98.2 k   |
|  Prevention is protection    | 18/01/2024 10:00 a.m. | 124.4 k | 124.4 k           | 98.2 k   |

→ Measure & share the impact of health campaigns

# Real Results for Users...



“Arclet helps me take a step back and see the bigger picture of our social media presence.

The templates cut down my workload and help keep branding consistent.”



*Kyle Pasche*  
Chatham County Health Department

# ... and for Communities



"Mental health is so important to keep up. I think a lot of times people forget, 'Hey, I need to take care of myself.'"

-MICHAEL CHAVIS

MENTAL HEALTH

About **1 in 5** people in the US who get measles will be hospitalized

National Foundation for Infectious Diseases

[www.nfid.org/measles](http://www.nfid.org/measles)

### What is brain health?

Brain health refers to how well a person's brain functions across several areas.

- Motor function**  
Controlling movements and balance
- Sensory function**  
Seeing, hearing, tasting, and smelling
- Tactile function**  
Feeling and responding to sensations of touch, including pressure, pain, and temperature
- Cognitive health**  
Thinking, learning, and remembering
- Emotional function**  
Interpreting and responding to emotions

Learn more about keeping your brain healthy as you age: [www.nia.nih.gov/brain-health](http://www.nia.nih.gov/brain-health)

NIA

**Stroke is one of the leading causes of death for Hispanic people in the United States.**

Know Stroke

[www.stroke.gov](http://www.stroke.gov)

**RECOVERY** is possible for everyone!

NATIONAL RECOVERY MONTH

arclight

If you're worried that someone you know is thinking about suicide, #BeThe1To take the 5 steps:

- Ask.**
- Be there.**
- Help keep them safe.**
- Help them connect.**
- Follow up.**

Learn how to help someone in crisis at [BeThe1To.com](http://BeThe1To.com).

Call or text 988 or chat at [988lifeline.org](http://988lifeline.org) for 24/7 support in English or Spanish.

# Call to action!



- **Sign up for your free annual subscription at [www.arclet.com](http://www.arclet.com) with code NCLAUNCH**
- **Help shape Arclet by testing new features and providing feedback**
- **Stop by our [monthly office hours](#) to share your thoughts, ask questions, & network with your peers**
- **Spread the word! (Share with a colleague; Follow us on LinkedIn; Share our newsletter)**

**Use the code  
NCLAUNCH to  
get free access!**



**arclet**

***adrienne@arclet.com***

## Sam McClayton (she/her)



Samantha McClayton is co-founder of JS Consulting and Marketing, which specializes in working with nonprofits and organizations. Sam has over 10 years of experience in marketing, graphic design and website development.

[www.jsconsultingco.com](http://www.jsconsultingco.com)

# Social Media Approaches & Metrics

Samantha McClayton  
JS Consulting & Marketing



# MAJOR SOCIAL MEDIA PLATFORMS



Most popular platform in U.S. **Over 80% of Americans reported using Youtube**



Professional  
Networking &  
Connections



Various post formats,  
informative, multi-faceted  
+ link-friendly  
**68% Reported Usage**



Visual-focused,  
personal + business,  
not link-friendly



Text-focused,  
news outlet, limited  
character count

**Each platform serves a different purpose with different audiences**

Source: Pew Research Institute (<https://www.pewresearch.org/internet/2024/01/31/americans-social-media-use/>)

# THE SOCIAL MEDIA ALGORITHM

## AFFINITY

The connection and strength between an organization/business page and the individual user.

## WEIGHT

The type of the content posted (stories vs. posts, images, videos/reels, etc.)

## TIME

The time since a post went live. When a post is first published, it will be the most visible to your audience.

# WALK WITH EASE CAMPAIGN

## THE DETAILS

**Platform** - Facebook

**Audience** - Ages 55-65+, lives in NC

**Ad Type** - Paid, \$100/month

**Ad Length** - Monthly (~30 days)

**Format Type** - Mix of static graphics and short form videos w/ captions and registration link

### Demographic Targeting:

Interests in health and wellness, quality of life, agriculture industry, and/or North Carolina



# MARKETING PLAN & ANALYTICS

[SPREADSHEET LINK](#)

## WALK WITH EASE AD CAMPAIGN

| CAMPAIGN STATUS                    | GRAPHIC   | CAPTION  | AD LINK                   | AUDIENCE  | AD ANALYTICS   |
|------------------------------------|---|--|---------------------------|---|--|
| Launched 11/7/23<br>Ended 11/30/23 |  | Join the free self-directed Walk with Ease program today!<br>Walk With Ease is proven to:<br>- Improve balance<br>- Reduce pain<br>- Build stamina, strength, confidence and walking pace  | <a href="#">Link here</a> | Adults 55 - 65+<br>Lives in North Carolina  | Ad Reach: 6,569<br>Link Clicks: 247<br>Amount Spent: \$103.35<br><br>Post engagements: 275<br>Link clicks: 247<br>Post reactions: 19<br>Post saves: 5              |
| Launched 12/5/23<br>Ended 12/31/23 |  | Walk with Ease is a free program that includes a guidebook and a walking schedule to get you safely moving toward better health. The Walk With Ease program is proven to improve balance, reduce pain and joint stiffness, build stamina and confidence while walking. | <a href="#">Link here</a> | Adults 55-65+<br>Lives in North Carolina<br>Interests: North Carolina, Quality of life or Health & wellness | Ad Reach: 9,110<br>Link Clicks: 515<br>Amount Spent: \$98.77<br><br>Post engagements: 7076<br>3-second video plays: 6474<br>Link clicks: 515<br>Post reactions: 60 |
| Launched 1/5/24<br>Ended 1/31/24   |  | Start the Walk with Ease program today!<br>This free program teaches you how to start walking safely and stay motivated with the support of a guidebook and weekly   | <a href="#">Link here</a> | Adults 55 - 65+<br>Lives in North Carolina  | Ad Reach: 15,144<br>Link Clicks: 694<br>Amount Spent: \$90.96<br><br>Post engagements: 776<br>Link clicks: 694<br>Post reactions: 42<br>Post saves:                |

# NC PUBLIC HEALTH PATHWAYS CAMPAIGN

## THE DETAILS

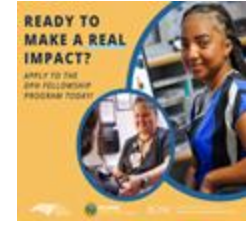
**Platform** - LinkedIn

**Audience** - Undergrad students or recent graduates from universities in North Carolina

**Ad Type** - Organic

**Ad Length** - 8 posts over the month of February

**Format Type** - Static imagery/graphics with caption and registration link



# MARKETING PLAN

## Marketing Plan | DPH Fellowship Positions

### Overview

The Division of Public Health (DPH) Fellowship aims to recruit early-career professionals for successful governmental public health careers in North Carolina, with a focus on high vacancy positions, by providing hands-on experience, education, coaching, and peer learning opportunities through the Learning and Performance Program.

### Key Audiences

Recent graduates and early-career professionals searching to expand their experience and professional network in the Public Health field, located in the North Carolina Triangle Area.

### Relevant Keywords & Hashtags

*These are used strategically for each post based on it's content.*

Data Science, Public Health, Fellowship, Career Opportunities, Young Professionals, Professional Development, Public Health Careers, Career Development, NC Jobs, North Carolina, Public Health, Epidemiology, Nursing, Health Statistics, Next Gen Leaders

### Posting Schedule & Timeline

Eight posts will be scheduled on the NCIPH LinkedIn page throughout the month of February. Posting twice per week over the course of one month builds momentum on the campaign and keeps the content relevant and top-of-mind.

Post dates and times correspond to the website launch, application period, and deadline. The post times are strategically chosen based on the LinkedIn algorithm to capture the largest target audience at times they are most likely on the platform.

### Key Performance Indicators (KPIs)

Website traffic, application submissions, social media engagement, and partner organization email open rates. Additional KPIs to be determined once access to metrics are available.

# MARKETING PLAN

| NC Public Health Pathways Marketing Plan             |                                 |          |   |                                  |
|--|---------------------------------|----------|---|----------------------------------|
| Theme  | Post Schedule                   | Graphics | Caption, Link & Tags  | LinkedIn Post Link               |
| <p>POST #1</p> <p>Website Launch + Program Intro</p> | <p>Monday 2/3</p> <p>10am</p>   |          | <p><b>Caption:</b> 🏡 Calling all public health recent grads and young professionals! 🏡 Are you passionate about making a difference in your community? The North Carolina Division of Public Health is offering exciting paid fellowship opportunities that start this Summer! Gain valuable hands-on experience, 1-on-1 coaching, peer learning opportunities, and launch your public health career. Applications open on February 10th and close on February 28th.</p> <p>Learn more and apply at: <a href="http://www.ncphpathways.org">www.ncphpathways.org</a></p> <p><b>Tag:</b> NCDHHS</p> <p><b>Hashtags:</b> #PublicHealth #Fellowship #CareerOpportunities #NorthCarolina #YoungProfessionals #RecentGrads #NCDPH</p> | <p><a href="#">Link Here</a></p> |
| <p>POST #2</p> <p>Intro and Application Dates</p>    | <p>Wednesday 2/5</p> <p>3pm</p> |          | <p><b>Caption:</b> Ready to make a real impact? NCDPH Fellowship Positions provide a unique opportunity to work alongside experienced public health professionals, contribute to meaningful projects, and build a strong foundation for your career. Don't miss out on this incredible chance to grow and learn! Applications open on Monday, February 10th and close on Friday, February 28th. Mark your calendars to apply next week!</p> <p>Learn more and apply at: <a href="http://www.ncphpathways.org">www.ncphpathways.org</a></p> <p><b>Tag:</b> NCDHHS</p>  | <p><a href="#">Link Here</a></p> |

# ANALYTICS REPORT



## DPH FELLOWSHIP CAMPAIGN RESULTS

2025/2026 DIVISION OF PUBLIC HEALTH FELLOWSHIP APPLICATION

### OVERVIEW

The Division of Public Health (DPH) Fellowship aims to recruit early-career professionals for successful governmental public health careers in North Carolina, with a focus on high vacancy positions, by providing hands-on experience, education, coaching, and peer learning opportunities through the Learning and Performance Program.

### KEY AUDIENCES

Recent graduates and early-career professionals searching to expand their experience and professional network in the Public Health field, located in the North Carolina Triangle Area.

### RELEVANT KEYWORDS & HASHTAGS

These are used strategically for each post based on its content. Tags include: Data Science, Public Health, Fellowship, Career Opportunities, Young Professionals, Professional Development, Public Health Careers, Career Development, NC Jobs, North Carolina, Public Health, Epidemiology, Nursing, Health Statistics, Next Gen Leaders

### POSTING SCHEDULE & TIMELINE

Eight posts will be scheduled on the NCIPH LinkedIn page throughout the month of February. Posting twice per week over the course of one month builds momentum on the campaign and keeps the content relevant and top-of-mind. Post dates and times correspond to the website launch, application period, and deadline. The post times are strategically chosen based on the LinkedIn algorithm to capture the largest target audience at times they are most likely on the platform.

### KEY PERFORMANCE INDICATORS (KPIs)

Website traffic, application submissions, and social media engagement metrics from the North Carolina Institute for Public Health (NCIPH) LinkedIn page.



NCIPH LinkedIn page

### IN SUMMARY

APPLICATIONS SUBMITTED **272**

UNIQUE APPLICANTS **245**

### NC PUBLIC HEALTH PATHWAYS WEBSITE

| VISITS         | UNIQUE VISITORS | PAGEVIEWS     |
|----------------|-----------------|---------------|
| 5.5K           | 3.9K            | 11K           |
| +23,652% mo/mo | +23,094% mo/mo  | +9,187% mo/mo |

### NCIPH LINKEDIN PAGE



#### Highlights

Data for 2/1/2025 - 3/1/2025

|   |                                     |                                   |                                  |
|---|-------------------------------------|-----------------------------------|----------------------------------|
| <b>29,013</b><br>Impressions<br>▲ 98.1% | <b>375</b><br>Reactions<br>▲ 294.7% | <b>16</b><br>Comments<br>▲ 1,500% | <b>23</b><br>Reposts<br>▲ 228.6% |
|---|-------------------------------------|-----------------------------------|----------------------------------|

#### Visitor highlights

|                                      |   |
|--------------------------------------|---|
| <b>570</b><br>Page views<br>▲ 101.4% | <b>298</b><br>Unique visitors<br>▲ 106.9% |
|--------------------------------------|---|

#### Follower highlights

|                                 |   |
|---------------------------------|---|
| <b>3,604</b><br>Total followers | <b>620</b><br>New followers in the last 29 days<br>▲ 206.9% |
|---------------------------------|---|



GILLINGS SCHOOL OF GLOBAL PUBLIC HEALTH  
North Carolina Institute for Public Health



NCDHHS

# LOOKING FOR AN INTERN?

## FIND A GREAT INTERN WITH THE NC PUBLIC HEALTH PATHWAYS PROGRAM

The program handles the position promotion, application process, and screens applicants for your LHD.

**Learn more about the benefits to LHDs:** <https://www.ncphpathways.org/host-benefits-and-faqs>

If you are interested or have any questions, please contact:

**Alexa Katon at [akaton@unc.edu](mailto:akaton@unc.edu)**

# HELPFUL RESOURCES

- Free Stock Photos and Videos:
  - [Pexels](#)
  - [Unsplash](#)
  - [Adobe Stock Library](#) & [Canva Stock](#) (more access with paid subscription)
- Canva - easy plug + play free social media graphics/templates
- Create template for planning your posts in advance
- Utilize toolkits from trusted public health organizations/institutions

## KEY TAKEAWAYS

- Each platform serves a different purpose, cater your message to each platform.
- **Know your audience!**
- Your messaging and imagery should reflect who you are aiming to reach
  - Keep things at an 8th grade reading level to reach a wider audience
- **Keep messaging straightforward, short and concise**
- Consistency is key
- Tag users or organizations in posts when applicable
- **Remember, every action for a reaction!**

*Feel free to reach out! Samantha McClayton at [sam@jsconsultingco.com](mailto:sam@jsconsultingco.com)*

## Brandon Romstadt (he/him)



Brandon is director of communications at the Western North Carolina Health Network (WNCHN). His work centers collaboration with and capacity development for public health communicators in WNC. The WNCH Health Communications Collaborative is a dynamic team of public health communicators embedded in the western 18 counties of North Carolina + the Eastern Band of Cherokee Indians. Prior to joining WNCHN, Brandon was Information and Communications Specialist with Buncombe County Health and Human Services.

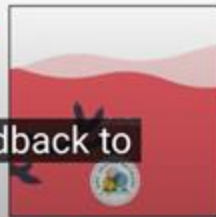
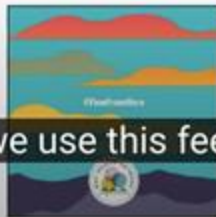
[www.wnchn.org](http://www.wnchn.org)

# Communicating About Contemporary Health Issues

Brandon Romstadt  
WNC Health Network



## Communicating about Contemporary Topics



MORE VIDEOS

stories. So, we use this feedback to guide



GILLINGS SCHOOL OF GLOBAL PUBLIC HEALTH  
North Carolina Institute for Public Health



NCDHHS



WNC HEALTH NETWORK



 **WNC** HEALTH COMMUNICATORS  
COLLABORATIVE





# 3 Campaign Tracks



SUBSTANCE USE



MENTAL HEALTH



HEALTHY EATING/  
ACTIVE LIVING

# Key elements for a successful social media health campaign in WNC



Source: Regional stakeholder listening sessions, March 2023

**FIND LOCAL FOOD NEAR YOU.**

**#ViewFromHere**

**1 out of 10 adults in WNC don't receive the mental health care that they need.**

**logo**

**#MyReasonWNC**

**MENTAL HEALTH**

**#ViewFromHereWNC**

**logo**

**"I believe that fitness and exercise are great catalysts for change. They build so much self-esteem, self-worth, & confidence."**

— Kallaj McCoy II

**logo**

**MENTAL HEALTH**

**#ViewFromHereWNC**

**Sevier County Health Department**

**MENTAL HEALTH**

**#ViewFromHereWNC**

**JACKSON COUNTY**

**HEALTHY LIVING BETTER LIVING**

**#ViewFromHereWNC**

**JACKSON COUNTY**

**DON'T WAIT TO VACCINATE.**

**JACKSON COUNTY**

**#ViewFromHereWNC**

**JACKSON COUNTY**

**HEALTHY LIVING BETTER LIVING**

**#ViewFromHereWNC**

**JACKSON COUNTY**

**HEALTHY LIVING BETTER LIVING**

**#ViewFromHereWNC**

**JACKSON COUNTY**

**HEALTHY LIVING BETTER LIVING**

**#ViewFromHereWNC**

**JACKSON COUNTY**

**#ViewFromHere**

**JACKSON COUNTY**

**#ViewFromHere**

**JACKSON COUNTY**

**Free, confidential, 24/7/365 treatment referral and information service**

**28801**

**#ViewFromHereWNC**

**Sevier County Health Department**

## 3 Concepts to Remember

Collaboration happens on a spectrum and does not have to be formal. There are a lot of ways to engage residents in this work!

### Key Concepts:

- You are not the expert
- Community members are
- Listening to your residents and promoting their stories is an effective way to build awareness, increase trust, encourage action, and inspire change.



**Brandon Romstadt | WNC Health Network**  
Director of Communications  
[brandon.romstadt@wnchn.org](mailto:brandon.romstadt@wnchn.org)  
(828) 808- 5313

# Additional WNCHN/HCC Toolkits

## Toolkits Page



### Hurricane/Flood Response Communications Toolkit

Can't find what you need? Contact [brandon.romstodt@wnchn.org](mailto:brandon.romstodt@wnchn.org) for help or to request additional materials

| Resource                           | Considerations  | Link  |
|------------------------------------|---|---|
| Rapid Response                     | Do you have an urgent message to promote or a Helene recovery event coming up? Submit a Rapid Response Request Form and we will create a custom graphic & caption or printable infographic for you. Additionally, we have funding to promote/support printing your message! | <a href="#">Rapid Response Request Form</a> |
| Social Media Graphics and Captions | Use this material to promote essential response messages on   | <a href="#">Social Media Toolkit</a>        |

Environmental Scan\_AE

File Edit View Insert Format Data Tools Extensions Help

100% View only

HURRICANE & FLOOD SOCIAL MEDIA TOOLKITS

|    | A   | B  | C  | D | E |
|----|---|--|--|---|---|
| 1  | <b>HURRICANE &amp; FLOOD SOCIAL MEDIA TOOLKITS</b>      | <b>WILDFIRE SOCIAL MEDIA TOOLKITS</b>    | <b>HOT WEATHER SOCIAL MEDIA TOOLKITS</b>                       |   |   |
| 2  | <a href="#">NWS Flood Infographics</a>                  | <a href="#">Ready.gov</a>                | <a href="#">Ready.gov</a>                                      |   |   |
| 3  | <a href="#">CDPH Storm Preparedness</a>                 | <a href="#">Living With Fire</a>         | <a href="#">National Weather Service (NWS) - Heat Safety</a>   |   |   |
| 4  | <a href="#">NWS Social Media Flood Safety</a>           | <a href="#">Airquality.org</a>           | <a href="#">National Weather Service (NWS) - Heat (Summer)</a> |   |   |
| 5  | <a href="#">Jax Ready Social Media Toolkit</a>          | <a href="#">FEMA</a>                     | <a href="#">Environmental Protection Agency (EPA)</a>          |   |   |
| 6  | <a href="#">CDC WASH</a>                                | <a href="#">Oregon Wildfire Response</a> | <a href="#">CDC</a>  |   |   |
| 7  | <a href="#">NCDHHS Helene Response</a>                  | <a href="#">Living With Fire Tabco</a>   | <a href="#">Listos, CA - Social Press Kit</a>                  |   |   |
| 8  | <a href="#">NOAA Hurricane Prep: Social Media</a>       | <a href="#">Fire Safe Marin</a>          | <a href="#">ACE.gov</a>  |   |   |
| 9  |   | <a href="#">NEPA</a>                     |  |   |   |
| 10 |   | <a href="#">Social Press Kit</a>         |  |   |   |
| 11 |   |  |  |   |   |
| 12 | <a href="#">Social Media Environmental Scan Process</a> |  |  |   |   |
| 13 |   |  |  |   |   |
| 14 |   |  |  |   |   |
| 15 |   |  |  |   |   |
| 16 |   |  |  |   |   |

# Q&A Discussion



# Resources & Opportunities to Engage



GILLINGS SCHOOL OF GLOBAL PUBLIC HEALTH  
North Carolina Institute for Public Health



**NCDHHS**

# Resources

[The Health Foundations' Communication Channels: a guide - Table with communication channels and advantages of each\)](#)

[A Field Guide to Developing Health Communication Strategy](#)

[ATSDR's Guide for Developing Materials and Identifying Communication Channels](#)

[WHO's Communicating for Health - Accessibility Infographic](#)

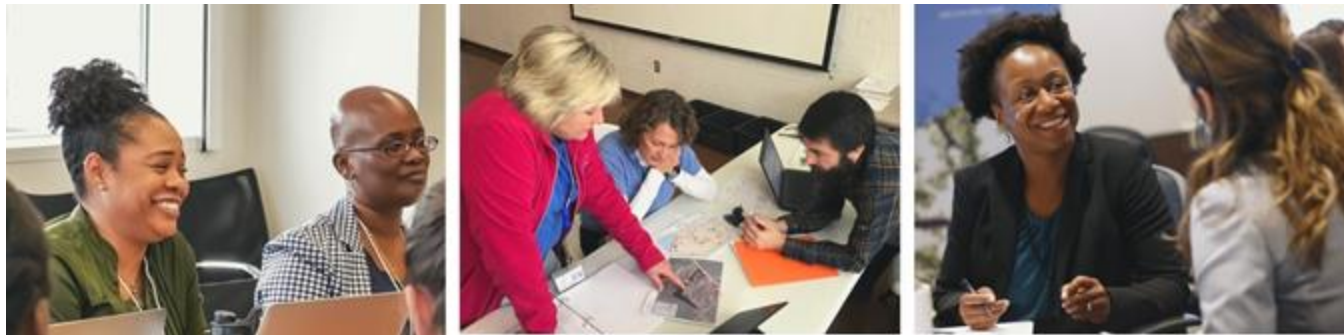
[Arclet \(Customizable Health Comms Assets\)](#) – <https://app.arclet.com/>

*(Use coupon NCLAUNCH to create free account at [www.arclet.com](http://www.arclet.com))*

[WNC Health Network's Toolkits](#)

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

# Opportunities to Engage



**Come back to this space now through May 28th!**

Fill out the link in the chat to connect with the NCIPH FC Communications Team.

*Your participation helps build a stronger, more connected public health infrastructure across our state.*

# Next Session & Closing