

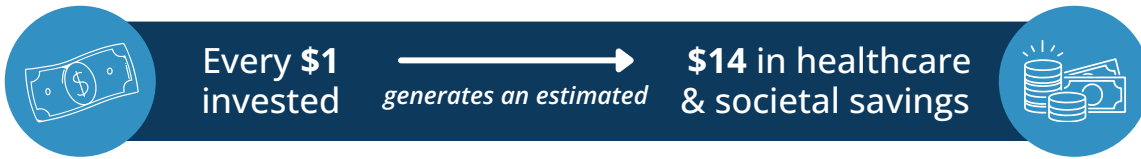
Investing in Public Health, Investing in North Carolina

Building Healthier Communities, Stronger Economies, and a Resilient Future

Public health infrastructure is the foundation of healthy, resilient communities.

Strategic investments in public health deliver lasting returns through healthier communities, stronger economies, enhanced preparedness, and more effective government systems.

PUBLIC HEALTH DELIVERS MEASURABLE RESULTS:



*The question is not whether we can afford to invest in public health;
The question is whether we can afford to pay the price when we don't.*

WHAT WE GAIN WHEN WE INVEST

When public health agencies have the workforce, tools, and partnerships needed to respond to local needs, their work yields strong returns on investment (ROI).

HEALTH

Improved population health through disease prevention, treatment, and management.



PREPAREDNESS

Earlier detection and faster response to emerging health threats.



ECONOMIC

Safer community amenities (i.e. schools, restaurants) and fewer disruptions from illness.



PUBLIC HEALTH ROI

GOVERNMENT

Data-driven decisions, maximized impact, and efficient use of taxpayer dollars.



Evidence shows that flexible public health investments empower agencies to protect lives, strengthen communities, and maximize impact.

FLEXIBLE FUNDING FOR TARGETED INVESTMENT WORKS

The NC DHHS Division of Public Health used findings from local assessments funded through the American Rescue Plan Act (ARPA) to identify priority infrastructure needs and guide Public Health Infrastructure Grant (PHIG) investments. **This adaptive, data-driven approach led to the development of 13 initiatives to strengthen foundational capabilities.**

REACH OF THE INITIATIVES



56

SESSIONS



400+

LOCAL & STATE STAFF



10 out of 10

NC REGIONS REACHED

IMPACT OF THE INITIATIVES



>80%

satisfaction, knowledge and confidence gains, and intent to use tools and learning **in all 13 Initiatives.**

Check Out This
Impact Story!

North Carolina's response to the Hurricane Helene crisis shows the value of investing before a crisis occurs.

“We've had activities throughout the lifespan of the [PHIG] grant that had a lot of focus on communication in general. **And then we were able to actually pivot and support with Helene response.** [...] We've been able to move quickly [and] get effective messaging out both internally and then externally with our partners.”

— NC Governmental Public Health Employee, 2026



Read the full **2025 Impact Report**: go.unc.edu/ncfcimpact25

THE NEXT STEP IS YOURS.

Sustained funding strengthens the systems communities rely on and delivers measurable returns in health, stability, and preparedness.

INVEST IN PUBLIC HEALTH TODAY. REAP LASTING RETURNS TOMORROW.



NCDHHS
Division of Public Health



**NORTH CAROLINA
FOUNDATIONAL
CAPABILITIES**



**Gillings School of
Global Public Health**