

Health Communications Short Course

October 8, 2025



NORTH CAROLINA INSTITUTE
FOR PUBLIC HEALTH



NORTH CAROLINA
FOUNDATIONAL
CAPABILITIES

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Look out for
Beacon Bee to
highlight
important items!

Welcome In!



Icebreaker:

What is a quote or saying that you tell yourself when life is challenging? Put it in the chat.

Please note that we are recording today's session to share with anyone that misses it.



Individual Session Structure

1. Welcome & Overview
2. Mini-Presentations
3. Sharing & Discussion
4. Resources & Closing

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

Today's Objectives



Implement strategies to improve trust within communities



Develop strategic health communication messages and campaigns



Walk away with community partners in mind and next steps on how to involve them in the health communication process



Short Course Structure





What's the first thing that comes to mind when you hear ***Engaged Health Communication?***

Mini-Presentations



Kyle Pasche

Communications Strategist Chatham County Public Health Department

Kyle strives to make health information clear, accessible, and equitable for all, especially for underserved communities. In his role, he has pioneered innovative digital, print, and community-informed communications projects that build trust and awareness.





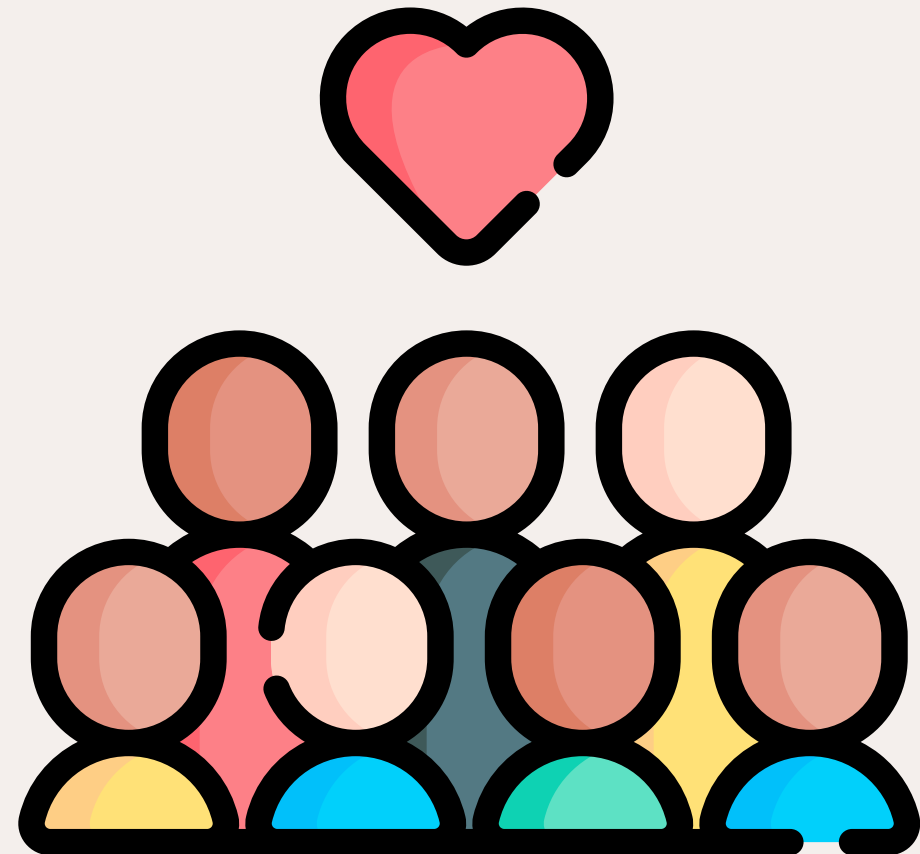
Bringing the Message Home

Chatham County

About Chatham County

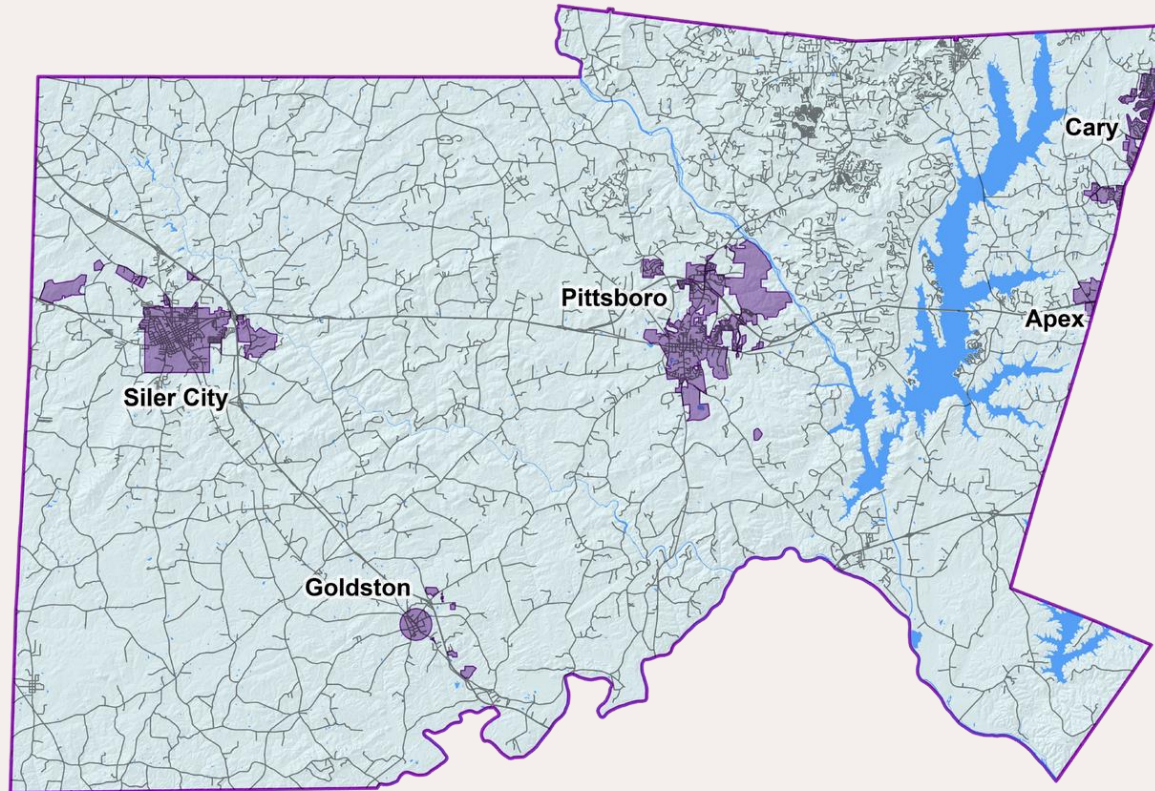
Demographics

- **81,624** residents
 - **70.9%** White, non-Hispanic
 - **13.4%** Hispanic/Latino
 - **11.6%** Black/African American
 - **2.8%** Asian
 - **>1 out of 4** residents 65+
 - **1 in 10** without reliable internet
 - **2 in 3** residents rural
 - **1 in 10** Spanish speaking





About Chatham County



Communications Needs



Audiences

- Hispanic residents
- Older adults
- Youth audiences
- Rural residents
- Black residents

County at a Crossroads

- Population growth
- Geographic isolation
- Lack of media exposure



Strategies for Success

1

Community Collaboration

2

Culturally Tailored Outreach

3

Cross-Division Partnerships



Community Collaborations



Focus Groups

- Community Advisory Council (**CAC**)
 - Compensation - \$40
 - Demographic Representation
 - Two-way communication
 - **Trust building**





Culturally Tailored Outreach

- **Community Informed-Communication**
 - Continues relationship building
 - Encourages community capacity
 - Reduces barriers to services and resources



Branding

CHATHAM COUNTY
NORTH CAROLINA
Public Health

Building a healthy Chatham County through community partnerships and a commitment to equity.

Visit us!

Pittsboro Office
80 East Street
Pittsboro, NC 27312

Siler City Clinic
1000 S. Tenth Ave.
Siler City, NC 27344

Pittsboro Divisions

- Environmental Health
- Health Promotion and Policy
- Administration

Siler City Clinic

- Clinical and Community Services

Scan the QR code using your phone's rear facing camera to learn more!

Follow Us on Social Media!

- Facebook: @chathamhealth
- Instagram: @chathamhealth_nc, @chathamyouthhealthnc
- YouTube: @ChathamCountyNCPublicHealth
- Website: www.chathamcountync.gov/publichealth

What is Naloxone?

Naloxone, sometimes known as Narcan, is a medication that quickly reverses an opioid overdose. This **life-saving medication** can be given as a nasal spray or as an injection. No prescription is needed — and Naloxone is easy to use and safe for anyone to carry.

In addition to most pharmacies, the Chatham County Public Health Department offers **free Naloxone** at either of its two locations:

- **Wellness Vending Kiosk**
 - Siler City Clinic, 1000 S 10th Ave, Siler City, NC 27344
 - *Naloxone is also available inside the clinic*
- **Pittsboro Office**
 - 80 East St., Pittsboro, NC 27312

More Information

Substance Use Resources
www.chathamcountync.gov/substanceusesupport

Additional Naloxone Resources
www.chathamcountync.gov/harmreduction

Scan the QR code above to learn more.

¿Qué es la Naloxona?

La naloxona, a veces conocida como Narcan, es un medicamento que revierte rápidamente una sobredosis de opioides. **Este medicamento, que salva vidas,** puede administrarse en forma de aerosol nasal o de inyección. No se necesita receta y la naloxona es fácil de usar y segura para que cualquier persona la pueda tener a la mano.

Además de la mayoría de las farmacias, el Departamento de Salud Pública del Condado de Chatham ofrece **Naloxona gratis** en cualquiera de sus dos ubicaciones:

- **Quiosco Dispensador de Bienestar**
 - Siler City Clinic, 1000 S 10th Ave, Siler City, NC 27344
 - *La naloxona también está disponible dentro de la clínica*
- **Oficina de Pittsboro**
 - 80 East St., Pittsboro, NC 27312

Más Información

Recursos sobre el Consumo de Sustancias
www.chathamcountync.gov/substanceusesupport

Recursos Adicionales sobre la Naloxona
www.chathamcountync.gov/harmreduction

Para obtener más información, escanee el código QR de arriba.

CHATHAM COUNTY PUBLIC HEALTH DEPARTMENT

Services Booklet

Building a healthy Chatham County through community partnerships and a commitment to equity.

CCPHD Communications

BRANDING STANDARDS

Rack Cards Displays



Print Ads



- Siler City area - Averages **200 miles** per day
 - Estimated Impressions: 30-40K
- Pittsboro area - Averages **150 miles** per day
 - Estimated Impressions: 20-30K



SNAP/EBT NOW ACCEPTED!

Pittsboro Farmers Market
220 Lorax Ln, Pittsboro, NC 27312
Thursdays; 3 - 6 P.M.

Logos: NC COOPERATIVE EXTENSION, PITTSBORO FARMERS MARKET, CHATHAM COUNTY PUBLIC HEALTH



Postcards

Well Water Testing

- Promote sliding scale aid
- Matching all-time highs of last year

SNAP EBT

- Also serve as eligibility card
- Increase in program participation



Scan the QR code to apply for a well water sample!

CHATHAM COUNTY NORTH CAROLINA PUBLIC HEALTH

Is Your Well Water Safe? Test It to Be Sure!

The Chatham County Public Health Department's Environmental Health Division recommends testing your water:

- **Every year:** Check for bacteria (Total and Fecal Coliform).
- **Every two years:** Check for metals, minerals, nitrates, and nitrites.
- **Every five years:** Check for pesticides and petroleum chemicals.

Testing is the **only** way to make sure your well water is safe to drink. Routine well water testing can also help you catch problems **early**.

Note: Only use a lab that is certified to test water for the contaminants listed above.

Need help with well water testing costs or tips to keep your well safe? Call **919-542-8208** to learn more!

NC COOPERATIVE EXTENSION CHATHAM COUNTY PUBLIC HEALTH

Using EBT Benefits? DOUBLE UP!

Every dollar from EBT spent will be matched by the Pittsboro Farmers Market's Double Bucks program, giving you **double** the money to spend!

Pittsboro Farmers Market
220 Lorax Ln, Pittsboro, NC 27312
Thursdays; 3 - 6 P.M.

Scan the QR code using your phone camera to learn more!

This institution is an equal opportunity provider.

Radio



97.9 The Hill WCHL

- Serves the Northern and Eastern half of Chatham County
- **40,000** weekly listeners
- Expert interviews - Chatham County Roundup
- PSAs (75)





Bringing Digital "Home"

Tablet Outreach

- *Monthly Newsletter*
- *Partner Newsletter*
 - Bi-monthly
- *Volunteer Opportunities*
 - Focus Groups
 - Trainings



TV Outreach

- Tabling
- YouTube Ads



Cross-Sector Partnerships

Faith Communities

- Health Ministry Collaborative
 - Began Nov. 2024
 - Meet congregation where they are
 - Newsletters
 - Guest speakers
 - Event planning
 - Information hubs



Cross-Sector Partnerships



Communications Resources

- Arclet
- Public Health Communications Collaborative





Contact Us

- **Kyle Pasche**
 - *Communications Strategist*
 - *kyle.chambers@chathamcountync.gov*
- **Jiona Mills**
 - *Community Engagement Specialist*
 - *jiona.mills@chathamcountync.gov*



Reflect & Share

Are there parts of Chatham County's work that could apply to your work?

What communities might you want to engage moving forward?





Adrienne Ammerman

Founder & CEO of Arclet

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.

Arclet is 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



Delivering trusted health information. Building healthier communities.

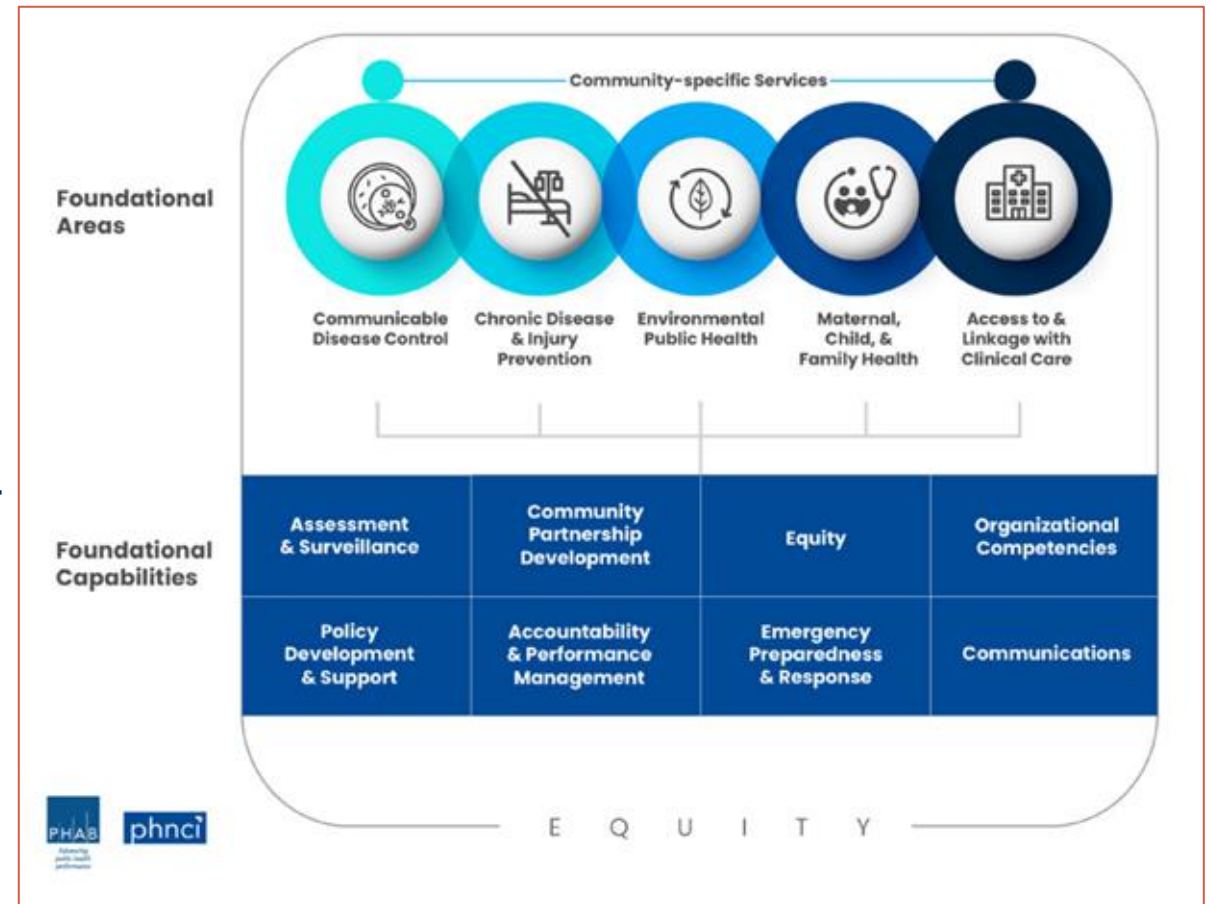


What we'll cover

- **Health comms best practice (vs reality)**
- **How we're building features to support best practice**
 - ◆ **Strategy Builder**
 - ◆ **Health Comms Co-Pilot**
 - ◆ **Community Feedback**
- **Next steps & homework**

Comms as a Foundational Capability & Accreditation Requirements

- Increase visibility of public health issues and communicate risks
- Transmit and receive routine communications 24/7
- Deliver proactive, culturally & linguistically appropriate health education
- Reflect the cultural and linguistic character of the local population (Title VI)
- Implement & evaluate population-based health promotion and prevention programs



Best practice for health comms includes...

- ❑ Audience-centered approach
- ❑ Engagement & co-creation
- ❑ Clarity and simplicity
- ❑ Credibility & trustworthiness
- ❑ Multi-channel strategies
- ❑ Combating false information
- ❑ Measurement & continuous improvement

The Challenge



Information Ecosystem:

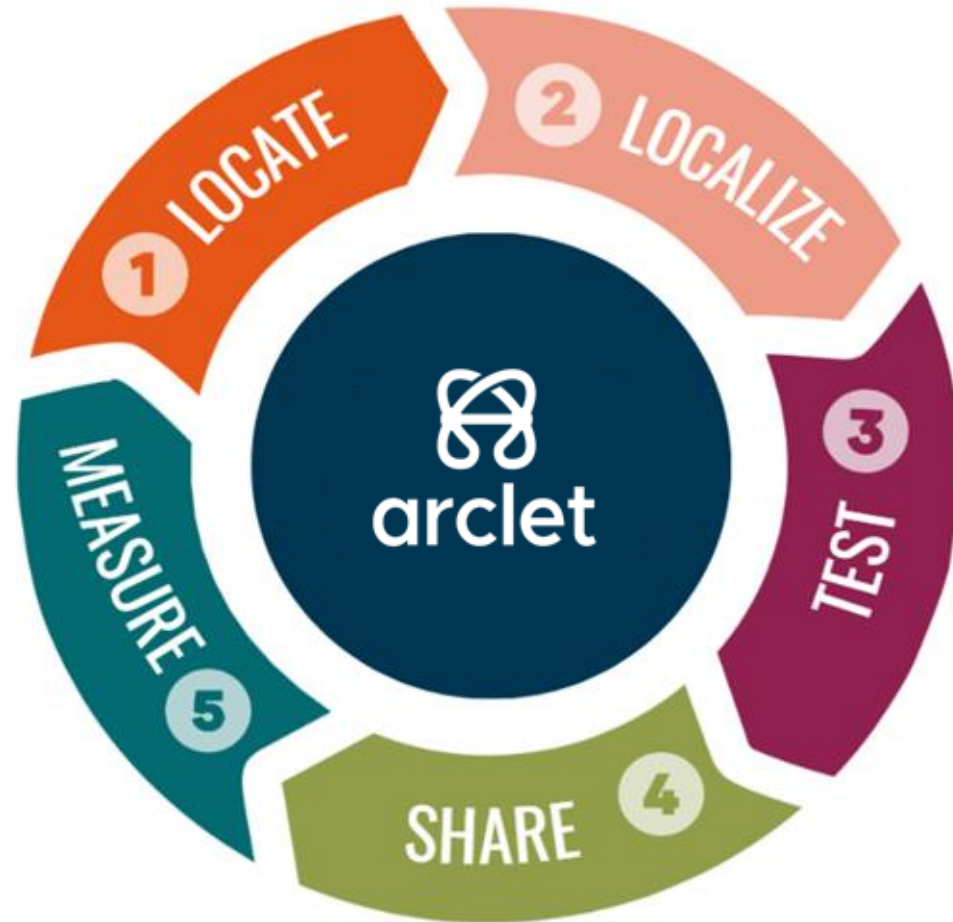
- Information overload
- Rapid spread of misinformation
- Erosion of public trust



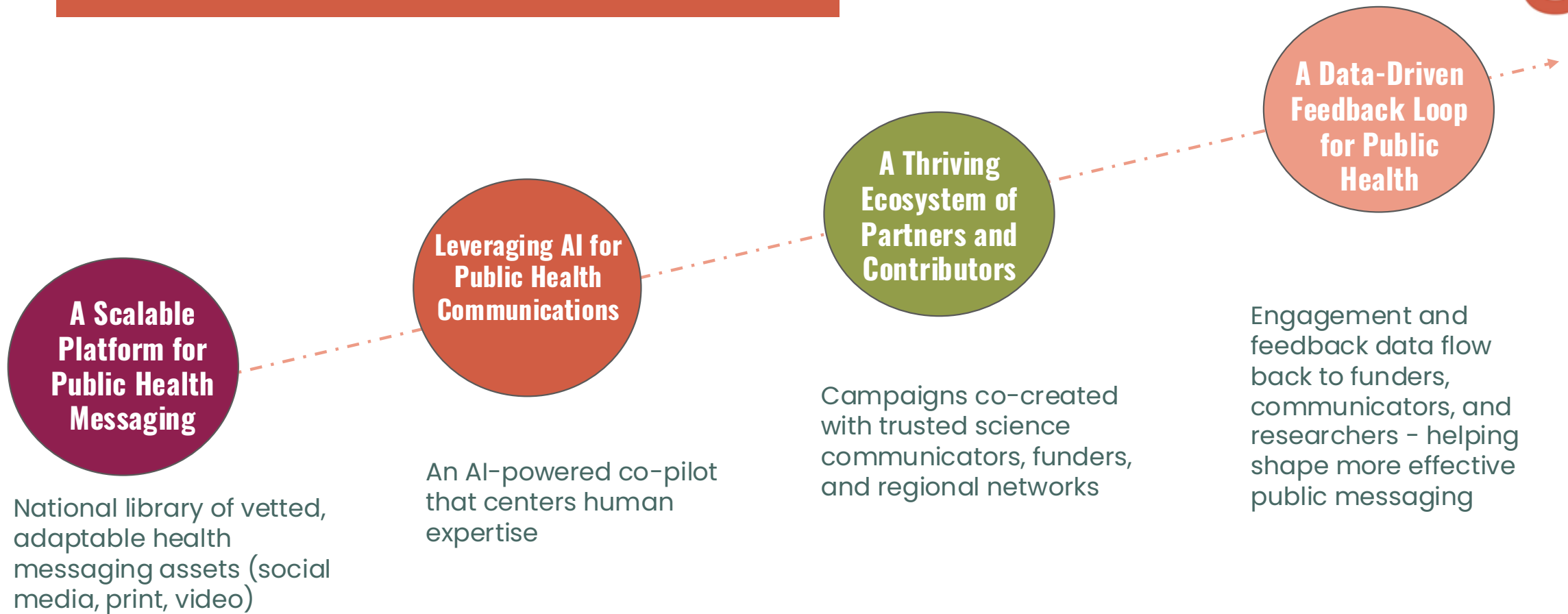
Public Health Communicators:

- Chronic under-resourcing
- Time & capacity constraints
- Fragmented workflows

Our Solution: "Canva for Public Health"



Arclet's Product Vision



Long-Term Impact: Millions more reached with timely, trusted public health information. Local voices empowered to lead public health storytelling. Stronger communications infrastructure for the next emergency—and the everyday



Communications Strategy Builder

Let's get started—fill out the form and build your strategy now.

What result do you have in mind for your campaign? (required)

(Examples: raise awareness, promote a health behavior, or reduce risky behavior)

Who is the priority audience for this campaign? (required)

(Describe your priority group briefly, including any specific characteristics like age, needs, or challenges.)

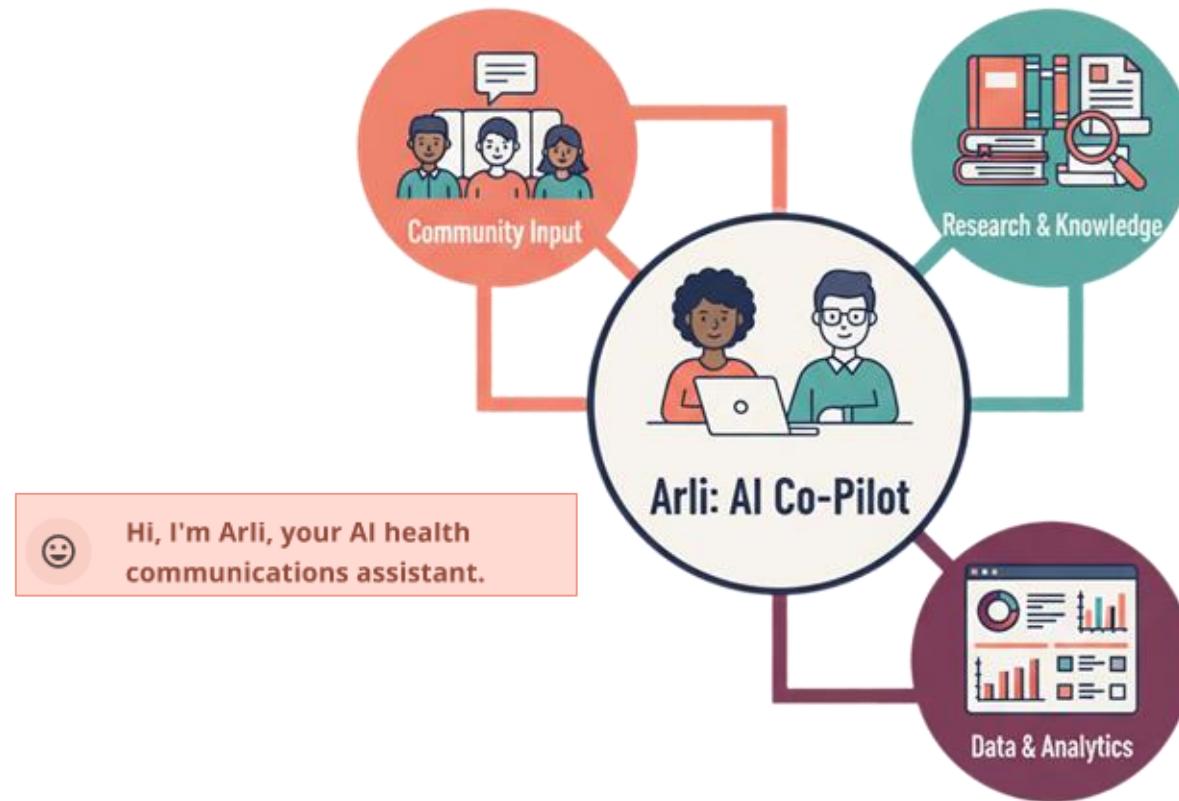
What geographic area will this campaign serve? (required)

What action do you want your audience to take? (required)

(Examples: reach out for help, adopt a behavior, or participate in an event.)



Arli - AI Co-Pilot





Feedback Feature

Ask for Feedback

Please enter one or more email addresses to send an invitation. Confirm each email by pressing Enter.
At least one confirmed email address is required to proceed.

Contacts

Contact

Youth Reviewers

- Immunization Task Force
- Arclet Team
- WNC Moms

Cancel Share



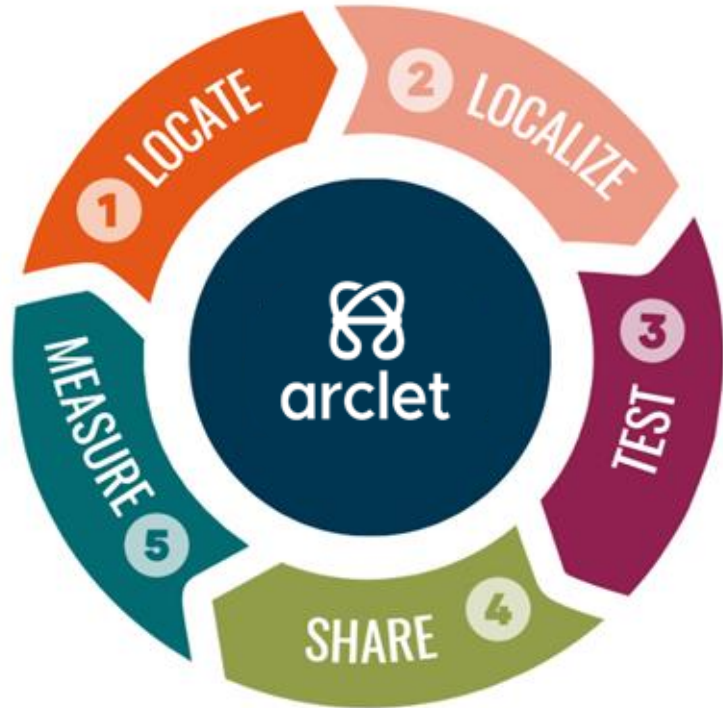
Your Turn:

Who are the partners with a role to play in your communications work?

Next steps & homework



- 1. Next steps:** Go to <https://www.arclet.com/communications-plan> and try out the comms strategy builder tool (beta) – then give us your feedback on how to make it better.
- 2. Homework for next week:** Make sure you've set up your Arclet account (at www.arclet.com) using the code NCLAUNCH. View our [Quick Start Guide](#).
 - **Think about who which orgs/ partners you'll want to invite to have their own Arclet account.**



Thank you!

adrienne@arclet.com /
www.arclet.com

Q&A with Presenters

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



Come back to this space now through October 29

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.

Next Session:

Health Communication Campaigns & Materials

What is one takeaway as you leave today's session?

Please put it in the chat.

Thank you!

Please share your feedback!

Martha Anne Sperandio
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