

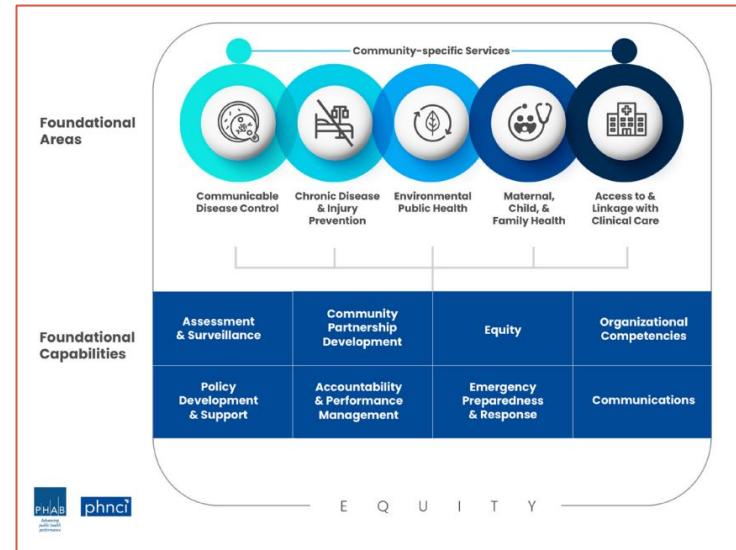


*Delivering trusted health information.  
Building healthier communities.*

# Comms as a Foundational Capability & Accreditation Requirements

## PHAB & Foundational Capabilities Ask Us To...

- 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



# The Challenge



## Information Ecosystem:

- Overwhelming & noisy
- Politicized health information that is rapidly changing
- Health info from social media
- Low trust & high scepticism



***"We're wearing so many hats, and communications is just one of them."***

## Public Health Communications:

- Under-resourced and overwhelmed
- Time & capacity constraints
- Fragmented workflows & generic, expensive tools

***"Being a one-person communications team makes balancing speed and accuracy really hard."***



# Founder Background



Above: Communicators from NC at the National Conference on Health Communication, Marketing & Media, Atlanta 2025

- 20 years health comms experience at the local, regional, state, national levels
- Led cross-sector health communications collaborative in western NC from 2019-2024
- MA in Communications from Johns Hopkins University
- 2023 Information Futures Fellow at Brown University School of Public Health

# How a Rural Collaborative Sparked a National Innovation



- WNC Health Communicators Collaborative: A network of local experts
- Tested concepts:
  - Collaborative approach w/ local autonomy
  - Social media support
  - Adapting existing materials
  - Local tailoring
  - Shared measures



WNC Health Communicators Collaborative members at regional summit, May 2025



# Our Solution: A Purpose-Built Platform for Community Health Messaging



**Health Information**

**Health Practitioners**

**Community Members**

# The Communications Collaborative Framework

**Goal:** Strengthen public health communications infrastructure and expertise statewide.

**Why:** Communication ranked #1 priority for added resources by both state and local health staff.

- **Convene health communicators** from LHDs, state agencies, and community-based orgs.
- Provide **access to capacity-building platform (Arclet)**, resource repositories, and short courses.
- **Co-create and pilot local/regional campaigns**; prepare for coordinated crisis response.



NC DEPARTMENT OF  
**HEALTH AND HUMAN SERVICES**  
Division of Public Health

 NORTH CAROLINA INSTITUTE  
FOR PUBLIC HEALTH

 NORTH CAROLINA  
FOUNDATIONAL  
CAPABILITIES



# LOCATE

Browse Content

My Campaigns

Scheduled Campaigns

Analytics

Settings

## Create new campaign

All Content By Observance

Search: Mental Health

Filter by: Priority Audience, Editability, Language, Agency, Type, Size, Reset

### Search Results

Total Templates: 213

**Tend to Your Mind**

Mental ... Mental Health Aware... +1

This asset was created by the Public Good Projects in 2024 in partnership with the Action Minded Program. Action Minded is...

☆☆☆☆☆ Use Template

**Support Those Around You**

This asset was created by the Public Good Projects in 2024 in partnership with the Action Minded Program. Action Minded is...

☆☆☆☆☆ Use Template

**Trash the Stigma**

This asset was created by the Public Good Projects in 2024 in partnership with the Action Minded Program. Action Minded is...

☆☆☆☆☆ Use Template

**Understanding Mental Health**

You Are Worthy and Loved

PTSD Development

Anyone can develop post-traumatic stress disorder, or PTSD.

PTSD can develop when you see or experience a traumatic event, such as:

- combat during military service
- serious accidents or injuries
- life threatening or violent assault
- natural disasters

Visit [NIMH PTSD](#) to learn about PTSD treatments and find a support network for yourself or a loved one.

Share Feedback

Suggest Campaign

Help

About Arclet

v0.6.22



## Curated library of evidence-based health communications materials

# LOCALIZE



Women and Heart Disease

Edit Template About This Template Feedback

Edit

Caption

Symptoms of heart disease and warning signs of heart attack or stroke often differ for women and men. Learn ways to protect and improve heart health and when to seek emergency care. Visit [bit.ly/NCWiseWoman](https://bit.ly/NCWiseWoman) #AmericanHeartMonth

Improve with AI

Assets

Crop

Annotate

Frame

My Library

Upload Assets

Drag and drop onto your template

arclet

Nearly 1 in 2 women ages 20+ live with heart disease.

Talk to a health care provider about your risk and how to **take charge of your heart.**

Learn more at [bit.ly/NCWiseWoman](https://bit.ly/NCWiseWoman).

→ **Edit campaign materials so that they reflect community and local branding/ language**

# FEEDBACK



Edit Template About This Template Feedback

Feedback Ask for Feedback

Ask team members or reviewers to share their thoughts on your design. Go to [Settings/Contact Groups](#) to create reviewer groups.

Laurie Stradley 5/29/2024 1:27 p.m.  
Content is good but type size seems small

J Jennifer 5/29/2024 1:27 p.m.  
Very cool! I'd make the logo bigger

H Hannah Erickson 5/29/2024 1:27 p.m.  
This is a test!

Q Assets

11 Snap

Annotation

Frame

## HEART HEALTH

If you do not have health insurance:

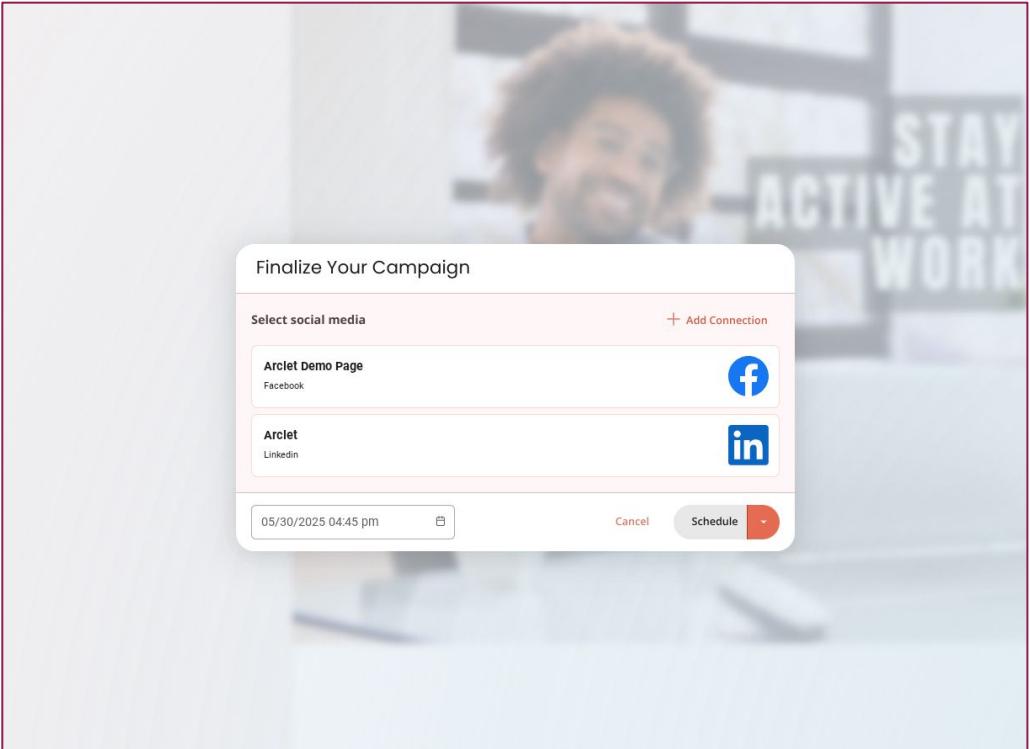
- NC WISEWOMAN: 919-707-5300
- FREE AND CHARITABLE CLINICS: ncafcc.org
- LOCAL HEALTH DEPARTMENTS: ncdhhs.gov/LHD
- COMMUNITY CLINICS: FindAHealthCenter.hrsa.gov, 301-443-5636
- COVID-19 VACCINE: Vaccines.gov, 800-232-0233, text your zipcode to 438829

arclet

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



# SHARE



→ **Support for strategic & targeted online dissemination**

# MEASURE



My Campaigns

Performance

## Campaign performance

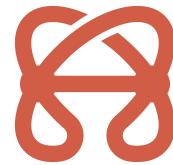
Facebook campaigns Last 30 days

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

< ● ○ ○ ○ >

→ **High level performance measures of active campaigns**

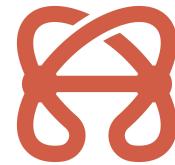
# ARLI: Health Communications Co-Pilot



The screenshot shows the ArLI Health Communications Co-Pilot interface. At the top, there's a navigation bar with 'Edit Template', 'About this Template', 'Feedback', 'Save as Draft', and 'Publish Campaign' buttons. The main content area features a dark blue callout box with the text: 'Vaccines are the best protection against COVID-19 and the flu.' Below this, a list of reasons for vaccination is provided: 'They are especially important for people who are more likely to get really sick, including those:' followed by a bulleted list: '• Under 5', '• 65 and older'. To the left of this text is a small icon of a calendar. To the right is a callout box for 'Who are pregnant' with a pregnant woman icon. At the bottom of the main content area is a box for 'With certain medical conditions' featuring a medical bag icon. A pink callout box on the right side of the screen says 'Hi, I'm Arli, your AI health communications assistant.' and asks 'Would you like advice on customizing this content to better suit your audience?'. It includes a 'Priority Audience' section with a text input field and a 'Describe your priority audience' section with a text input field. At the bottom of the screen, there are 'Tags' and 'Add Tags' buttons.



# Our Content



- 1,400+ health communication assets, including static social media & video
- 70 trusted agencies represented.
- Depth and breadth across 100+ health topics
- **Recent NC DHHS messaging added:**
  - Dry January
  - Respiratory health
  - Radon
  - Human trafficking
  - Emergency preparedness



NCDHHS

readync.gov



NCDHHS  
Division of Public Health



Más información en: cdc.gov/respiratory-viruses

NCDHHS

“We are integrating all of our health communication messaging assets into Arclet to ensure timely access to credible information.”

— Deanna Hawkes, Director of Strategic Communications, NC DHHS



**NCDHHS**



# Case Study, Early Findings: NC Collaborative Network

**Growing fast:** 145 users in North Carolina since spring 2025 launch – and growing each week.

**Proven efficiency:** Established users are already saving time on campaigns, with some estimating **saving 6+ hours per month.**

**Greater capacity:** More than **70% report Arclet has increased their capacity** to deliver health communications—some at the highest levels.

**Built for communicators:** Survey responses show staff use Arclet to **quickly find vetted, approved content, adapt messaging for local campaigns, and avoid starting from scratch.** Solo communicators and small teams noted Arclet helps them **keep up with workload and maintain quality and consistency**, making NC's investment a practical way to extend communications capacity without adding staff.



*Arclet workshop at the North Carolina Public Health Association Pre-Conference Communications Workshop, September 2025*



# Recent Quotes from NC Local Health Depts.

- **“Overall great tool that is easy to use!”**
- **“Big time saver to have curated resources in one place.”**
- **“Love the availability of approved content.”**
- **“From what I used so far, it seems to be very easy to use.”**
- **“Really appreciate the tool, it’s accessibility...”**

***Source: Arclet User Feedback Ongoing Survey, Winter 25-26***



# Real Results for Health Agencies

"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*

- Supports coordinated, consistent messaging
- Leverages trusted messengers
- Increases capacity for under-resourced teams
- Data-driven evaluation & improvement
- Supports preparedness & rapid response
- Sustainability beyond grant cycles



# ... and for Communities



**arclet**

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).

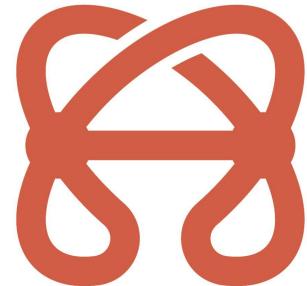
Call or text 988 or chat at [988lifeline.org](http://988lifeline.org) for 24/7 support in English or Spanish.

→ Greater awareness, reduced stigma, services utilized, lives saved, stronger health information ecosystem



# Free access for your agency & key community partners!

- Your team can sign up at [www.arclet.com](http://www.arclet.com) using code **NCLAUNCH**, or email [support@arclet.com](mailto:support@arclet.com)
- Support includes:
  - **Biweekly user newsletter highlighting new content, platform updates & comms resources**
  - **Video tutorial library**
  - **Monthly drop-in office hours**
  - **1:1 platform support as needed**



arclet

[Adrienne@Arclet.com](mailto:Adrienne@Arclet.com)