

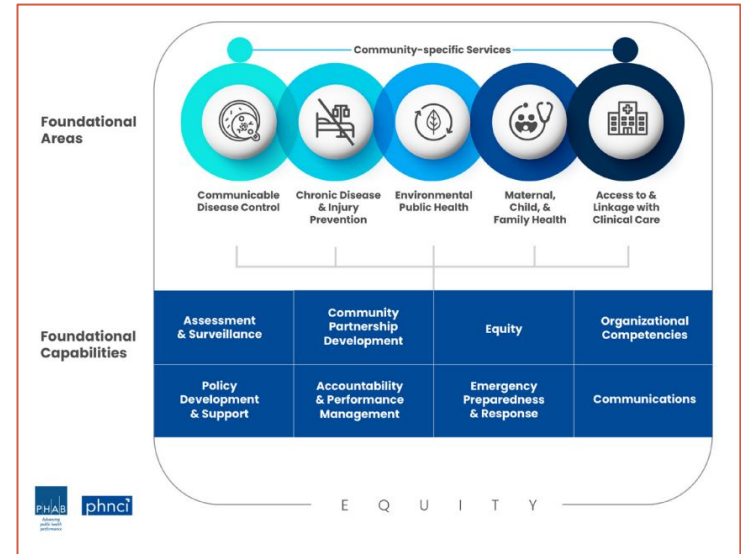
arclet

*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



Public Health Communications:

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

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

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

Founder Background



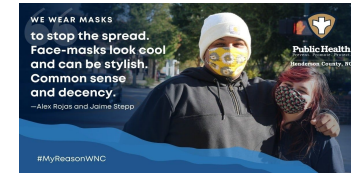
Above: Communicators from NC at the National Conference on Health Communication, Marketing & Media, Atlanta 2025

- 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



Search interface for "Mental Health" templates.

Create new campaign

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

Search Results
Total Templates: 213

Tend to Your Mind
MENTAL HEALTH MATTERS MORE THAN EVER.
Use Template

Support Those Around You
HARD TO NOTICE
MAKE SURE
THE PEOPLE AROUND YOU KNOW THAT YOU ARE THERE TO LISTEN
Use Template

Trash the Stigma
Use Template

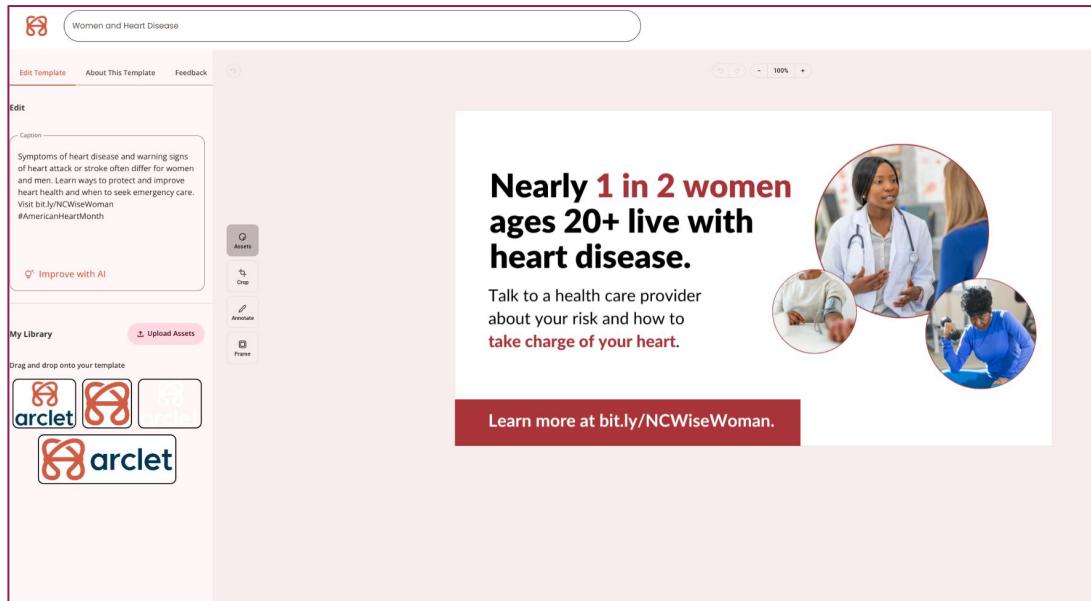
Understanding Mental Health
MENTAL HEALTH IS THE HEALTH OF OUR MIND.
Use Template

You Are Worthy and Loved
ARE MORE LIKELY TO EXPERIENCE DEPRESSION AND ANXIETY DUE TO STRESS AND
YOU ARE WORTHY AND LOVED JUST
Use Template

PTSD Development
Anyone can develop post-traumatic stress disorder, or PTSD.
PTSD is an illness where you see or experience a traumatic event, such as:
• combat during military service • serious accidents or injuries
• physical and/or sexual assault • natural disasters
You likely have PTSD if you have PTSD symptoms and find a support network for yourself or a loved one.
Use Template

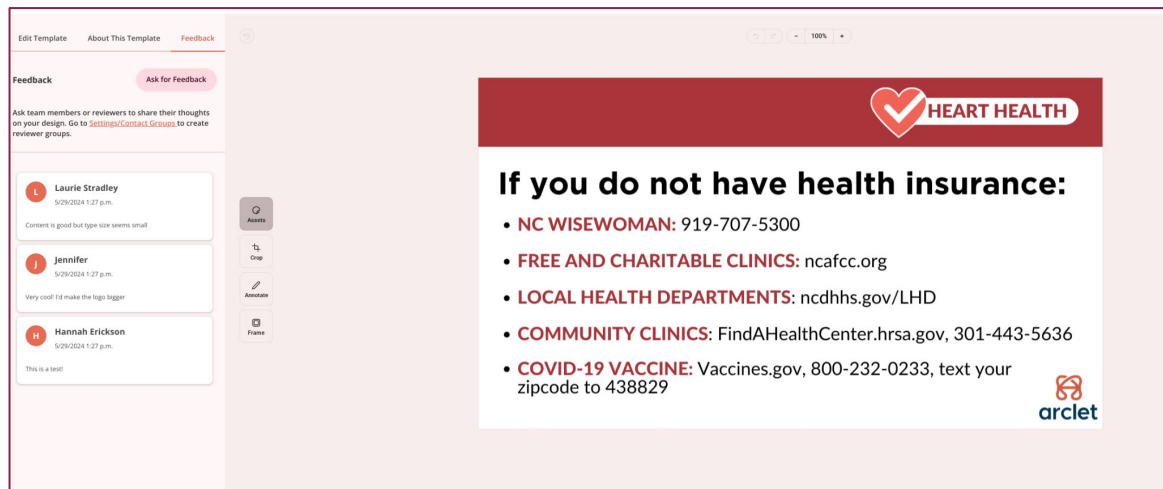
→ **Curated library of evidence-based health communications materials**

LOCALIZE



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

FEEDBACK

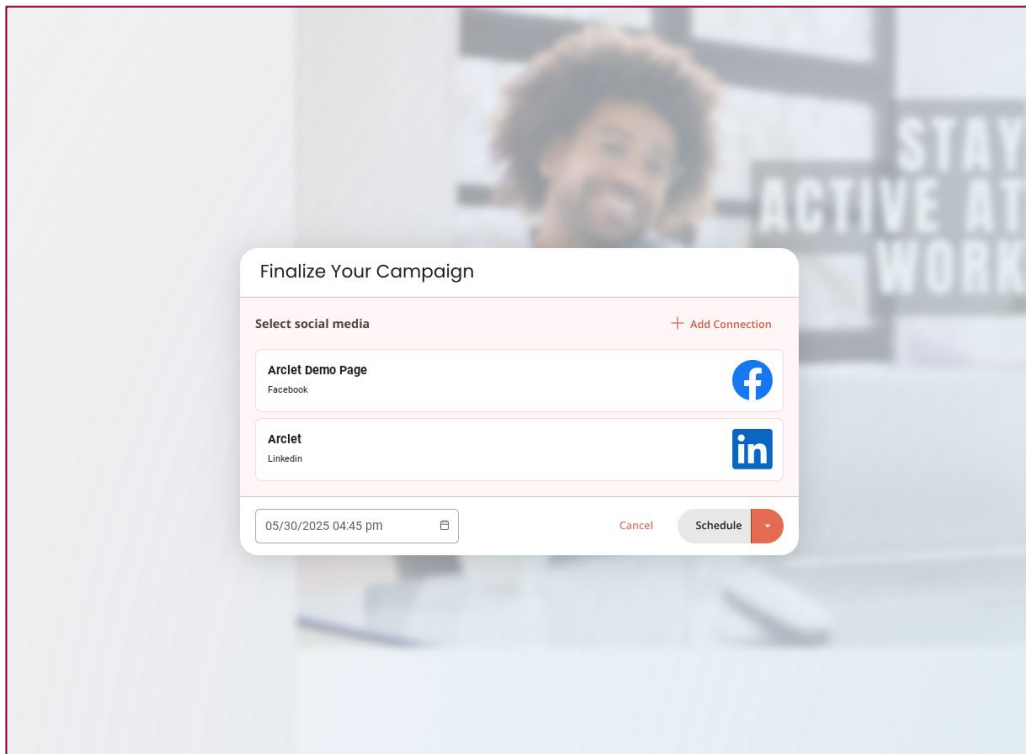


→ **Feedback from
intended audience/
subject matter
experts**

SHARE









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



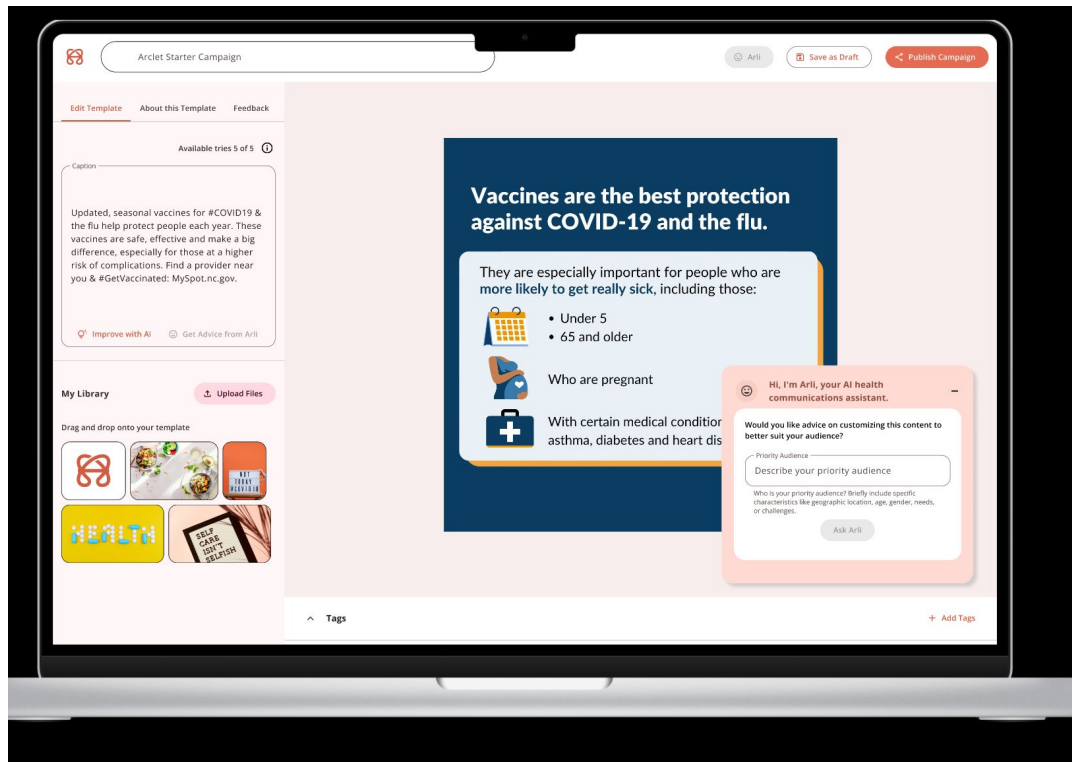
MEASURE



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



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



"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.

Survey with NC users, September 2025



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





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**.

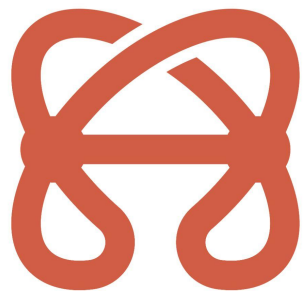
Call or text 988 or chat at **988lifeline.org** for 24/7 support in English or Spanish.

➔ 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 using code NCLAUNCH, or email 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



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