

Health Communications Short Course

May 20, 2026



**NORTH CAROLINA
FOUNDATIONAL
CAPABILITIES**

Welcome In!



What emoji describes your week so far? Drop it in the chat!

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



Today's Objectives

Please keep your camera on as much as possible and engage verbally and through the chat!

What to Expect in This Session:

- **Connect with other health communicators in the state**
- **Understand different framing approaches and how they effect a desired audience**
- **Use framing to support trust-building and improve clarity**

Framing Workshop



If someone ONLY knew your topic/issue from what they heard on the news, what would they know? What would they not know?

Framing

Portrait (episodic) framing



Framing

Landscape (thematic) framing



Portrait Frame

- Individuals have Diabetes due to poor eating habits and lack of physical exercise.

Landscape Frame

- No healthy eating options within 25 mins of home and no public transportation to grocery stores. It's difficult to maintain food stamps through the recertification system. Targeted marketing of unhealthy food options.

Re-Frame Diabetes Example

Your Turn!

- Define the problem. ***What's wrong?***
- State the value. ***Why does it matter?***
- Name the solution. ***Who should do what by when?***

Put it altogether and tweak for plain language!



Framing Metaphors

- Emergency Restrictions and Requirements
 - *Fire Departments have the authority to block roads to keep people safe, and the community trusts their regulations.*
 - *We don't de-fund the fire department just because it isn't wildfire season.*
 - *Not investing in public health infrastructure is like not hiring firefighters until you're in the middle of a five-alarm fire.*



Strong, Active Language

Before: Early in the pandemic, our public health workforce took quick, decisive action to protect our essential health care workers, who in turn protect all of us, by triaging masks to our hospitals. They also worked night and day to analyze the situation and make decisions based on new data and new supply chain developments, such as more cloth masks being available.

After: Early in the pandemic, our public health workforce **jumped in right away** to protect our essential health care workers — who protect all of us — by getting desperately needed medical masks to hospitals. They **stayed on the trail** of the virus 24/7, **strengthening** directives to urge mask use for everyone as soon as enhanced data on transmission and supplies were released.

Show, Don't Tell

Our team is out of office this week expanding our knowledge.



Environmental experts may be in your area this month.



Staff will be out in the community this week looking for your input!



Our new moms group meets in clinic every Tuesday morning.



Plain Language

PRICE OPTIMIZATION MEASURES FOR
Pomaceous Consumables
ARE NOW IN EFFECT



Bananas



Apples



Watermelon



Grapes

Plain Language

What is another way you say morbidity and mortality?

Ask Your Reviewers:

In your own words, what's the goal of this message?

Are there any words that are confusing or technical?

Who do you understand the audience of this message to be?



Resources

[Berkley Media Studies Group, Championing Public Health, 2022](#)

[Plain Language in Public Health Communications - UNC Gillings School of Global Public Health](#)

<https://publichealthcollaborative.org/communication-tools/plain-language-for-public-health/>

[North Carolina Public Health Photo Library - UNC Gillings School of Global Public Health](#)

[Clear Communication | National Institutes of Health \(NIH\)](#)



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

Next Session:

Communication Campaigns with Arclet

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

Please put it in the chat.

Thank you!

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