

Health Communications Short Course

May 13, 2026



**NORTH CAROLINA
FOUNDATIONAL
CAPABILITIES**

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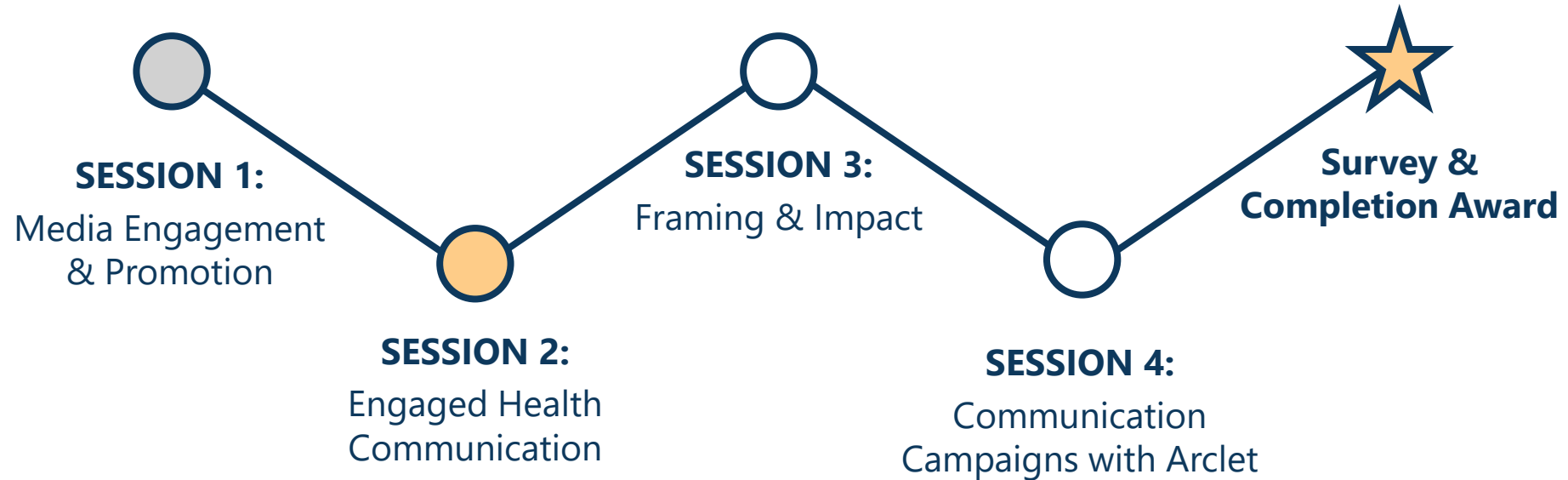
Welcome In!



Icebreaker: Hold up or show something on your desk that keeps you focused!

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

Short Course Structure



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





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



Ameena Batada, Dr.P.H.

Ameena is a Professor of Health Sciences at UNC Asheville whose work centers on advancing health equity through community-engaged research, communication, and policy. She collaborates with community partners and organizations to drive meaningful change and brings deep experience in health communication, public health education, and translating research into action.

Abatada@unca.edu

Intro & Acknowledgments



Thanks to:

- Family, Partners, Teachers, Students, Colleagues
- Health Resources in Action/Public Health Communications Collaborative (PHCC)
- Martha Anne and NCIPH
- YOU!



Our Time Together Today

- Importance and Benefits of Community-Engaged Health Communication
- Community Engagement through the HC Process
- Spectrum of Community Engagement to Ownership (Movement Strategy)
 - Breakout
- Building Relationships
- Role of Power
- Resources



Community Engagement

"the process of working collaboratively with groups of people who are affiliated by geographic proximity, special interests, or similar situations with respect to issues affecting their well-being." - CDC



Importance and Benefits of Engaging with Community Partners in Health Communication Efforts



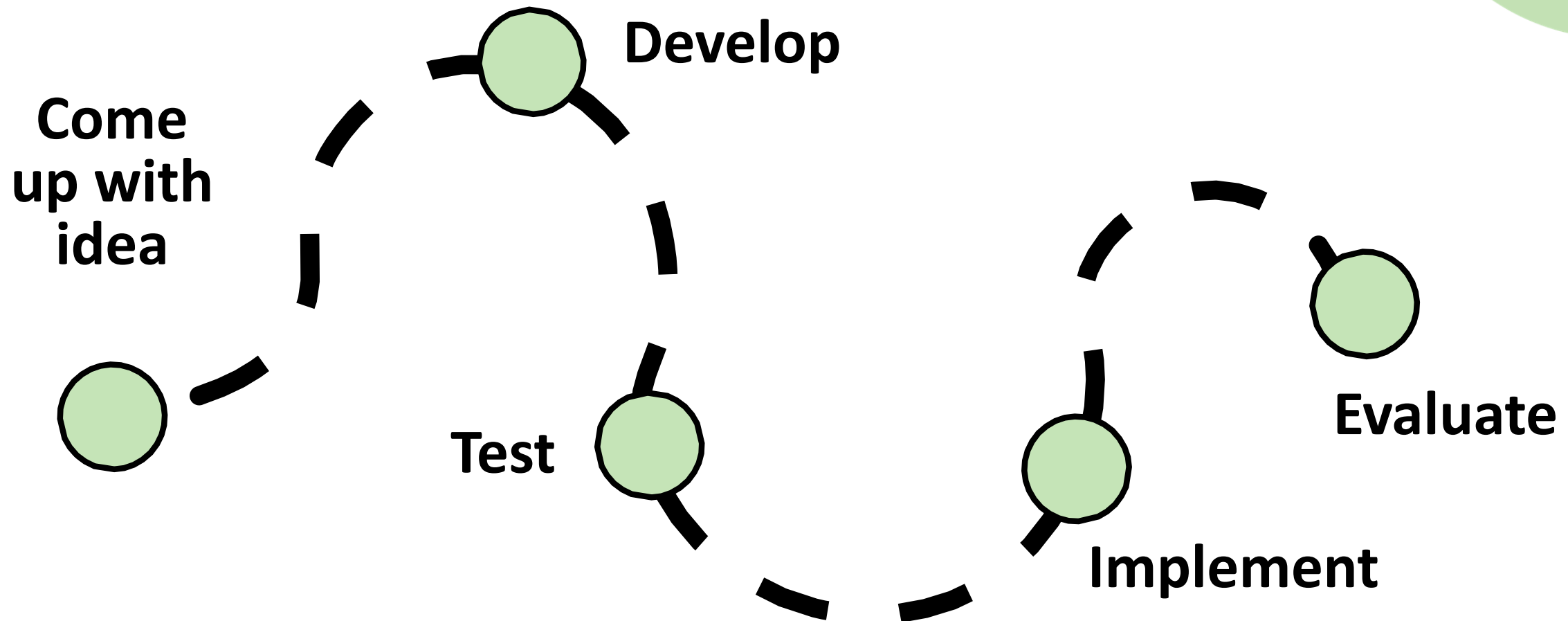
- **History of harm** in broader society and in public health - *“...when you know better do better.”* - Maya Angelou
- **Respecting autonomy** - *“Nothing About Us Without Us is For Us”* - Disability Rights Movement
- **Avoid mistakes** that could undermine trust or credibility
- **Strengthen attention to, relatability of, and action from** messages and materials

Community-Engaged Health Communication



<https://allcitycandy.com/products/reese-s-pb-cup-gift->
<https://www.hersheyland.com/kisse>

Community Engagement through the Health Communication Process



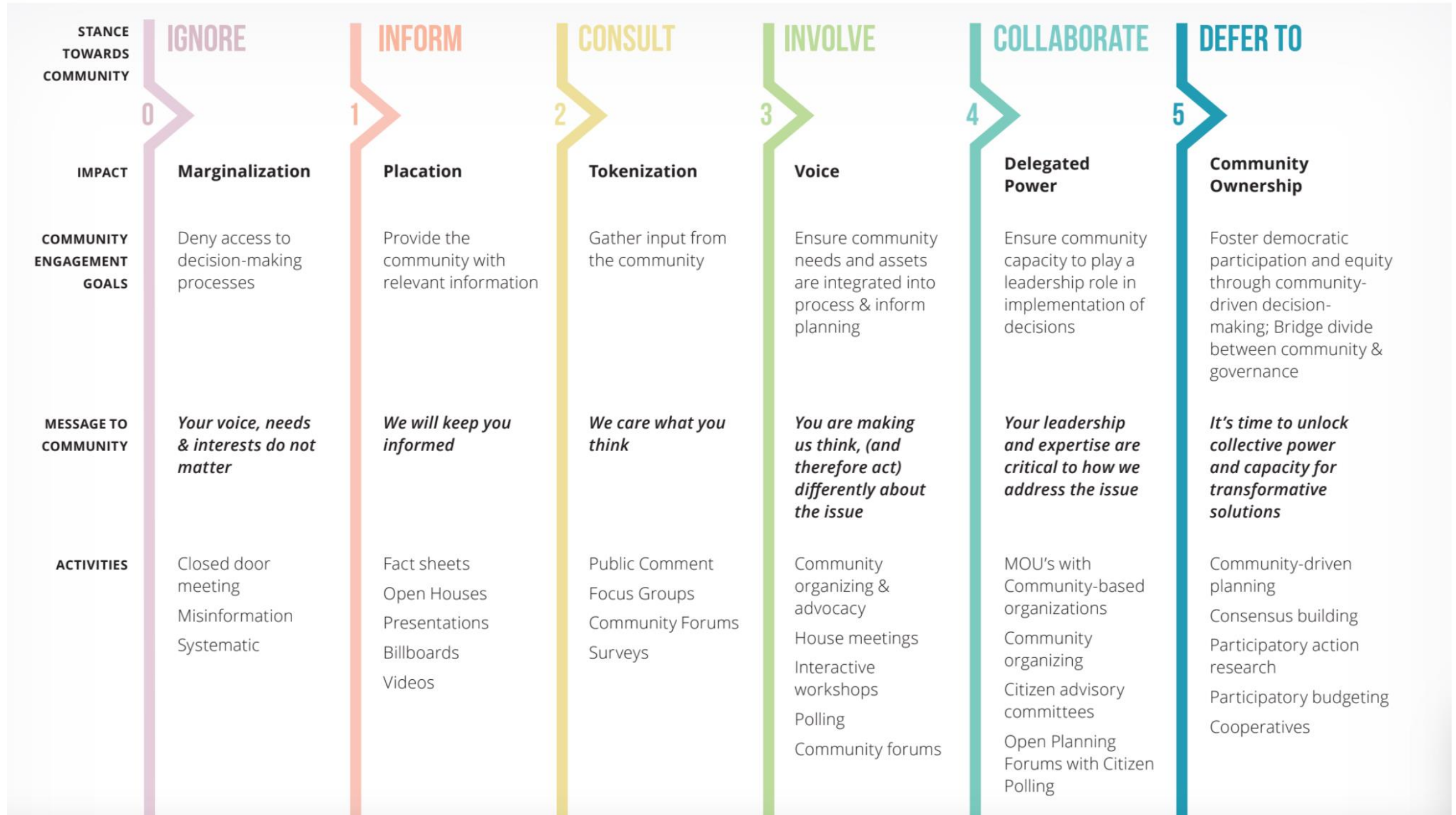
Spectrum of Community Engagement to Ownership



<https://movementstrategy.org/wp-content/uploads/2021/08/The-Spectrum-of-Community-Engagement-to-Ownership.pdf>



THE SPECTRUM OF COMMUNITY ENGAGEMENT TO OWNERSHIP





INFORM

Provide the community with relevant information

INFORM

Provide the community with relevant information

1





INFORM

Provide the community with relevant information

2

CONSULT

Gather input from the community





INFORM

Provide the community with relevant information



CONSULT

Gather input from the community



INVOLVE

Ensure community needs and assets are integrated into process and inform planning





INFORM

Provide the community with relevant information



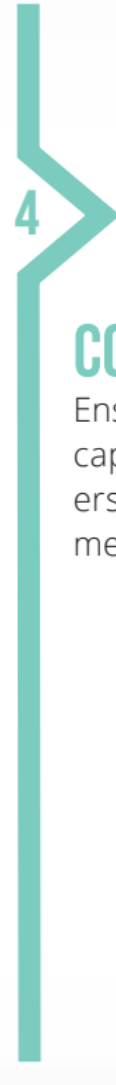
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Gather input from the community



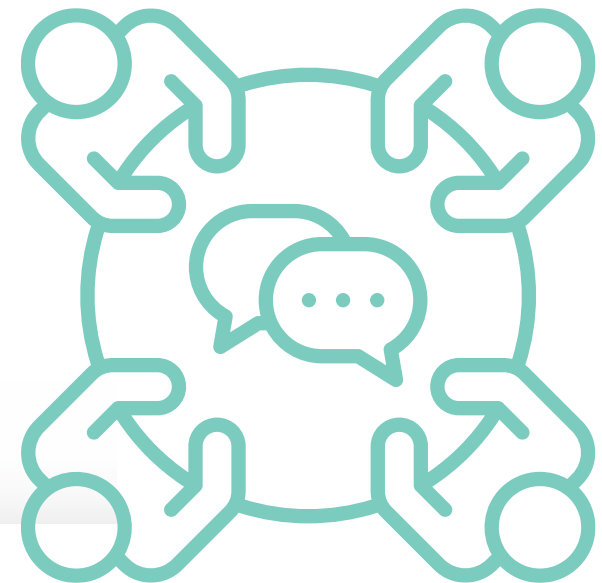
INVOLVE

Ensure community needs and assets are integrated into process and inform planning



COLLABORATE

Ensure community capacity to play a leadership role in implementation of decisions





INFORM

Provide the community with relevant information



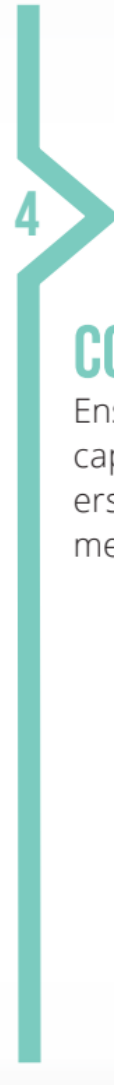
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DEFER TO

Foster democratic participation and equity by bridging the divide between community and governance, through community-driven decision-making



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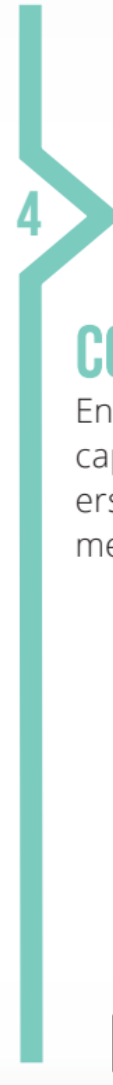
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BULL CITY STRONG

The background of the central section features several decorative elements: a blue triangle with a black scribble on the left, a green octagon with a black dot on the top right, a tan octagon on the bottom left, and an orange shape with a black spiral on the bottom right.

what are some relationship red flags?

look out for these
warning signs within
any and all
relationships.

<https://www.startstrongboston.org/>



INFORM

Provide the community with relevant information



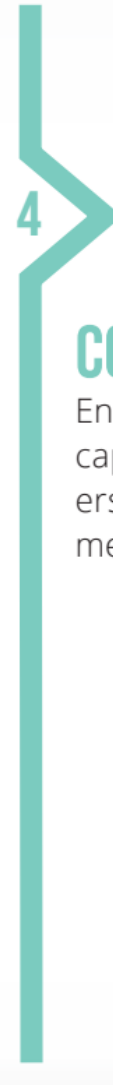
CONSULT

Gather input from the community



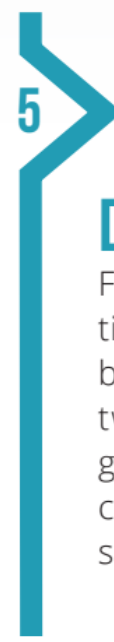
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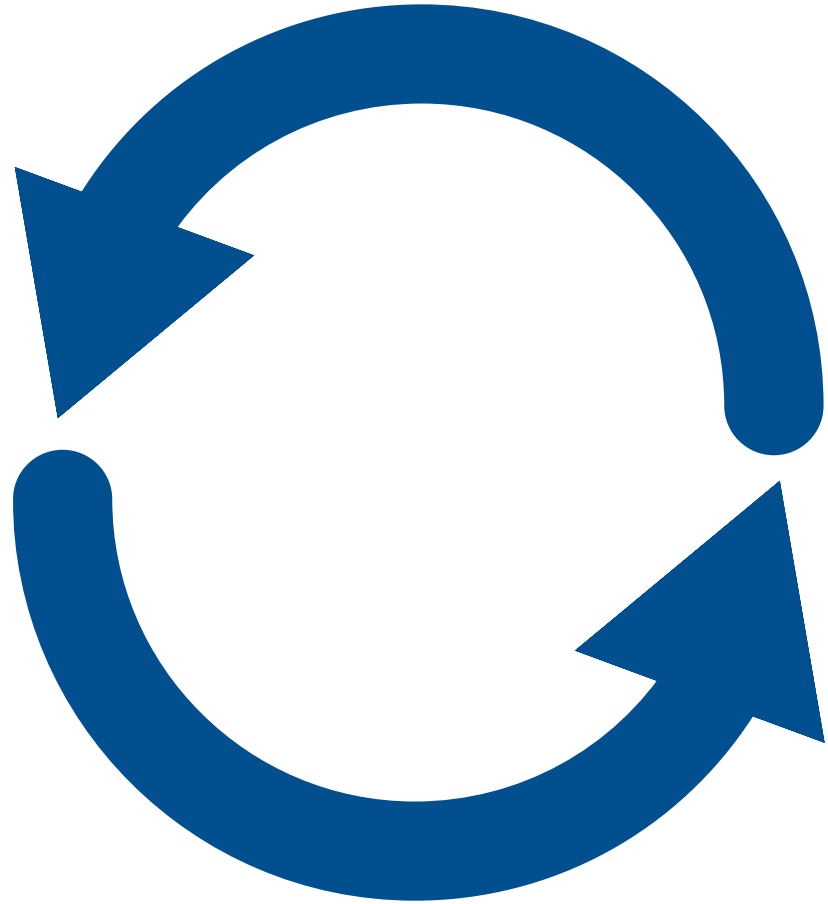
DEFER TO

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Where is your work on this spectrum?

Discuss with a partner and we'll share when we return from a breakout.

**Community
Engagement is
about Building
Relationships**



Look for Alignment



Active Older Adult Programs

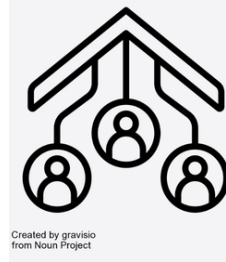


Join Community Efforts



Partnering with Asheville Parks + Rec, the P.E.A.C.E. Team of Community Health Workers* put together a beautiful morning of FREE haircuts and styling for seniors! [WATCH HERE](#)

Stay in Contact



Created by graviso
from Noun Project



Created by arkan studio
from Noun Project



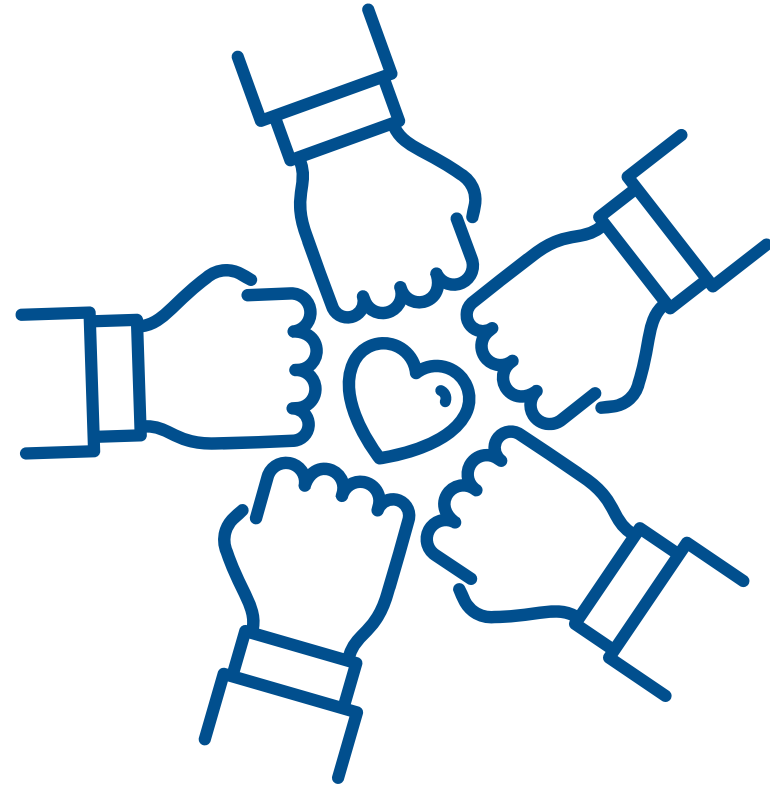
Created by Silviu Ojog
from Noun Project



Photo by ADDICTIVE STOCK from Noun Project

POWER

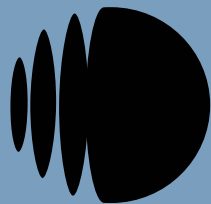
in Community-Engaged Efforts



Power **Over** vs Power **With**

Decisions and decision-making processes about resources, activities, and outcomes are determined by agency/organization and may be opaque or obscured.

- Invite contributions and feedback throughout process
- Be as transparent as possible about process and available resources
- Offer compensation for time spent when their position doesn't fund it
- Use asset-based language when talking with and about community partners



**Health in
Partnership**

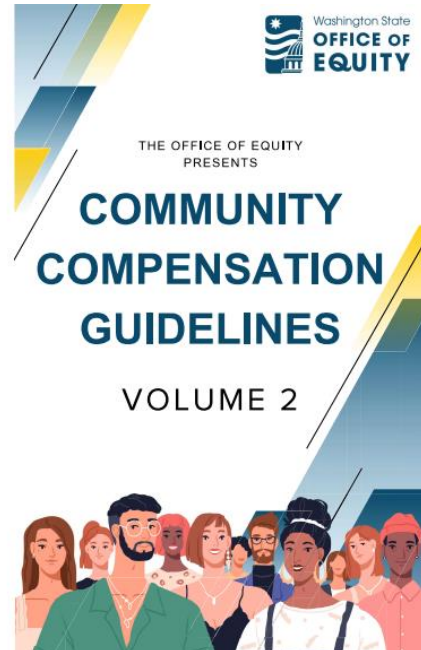
Acknowledging Challenges with Community Engaged HC

- Lack of time
- Limited interest or value in department or organization
- Limited funds
- Ask questions - “Is it possible to...”
- Take small steps - one relationship at a time
- Connect with people doing similar work
- Be creative
- Be kind to yourself

Selected Resources



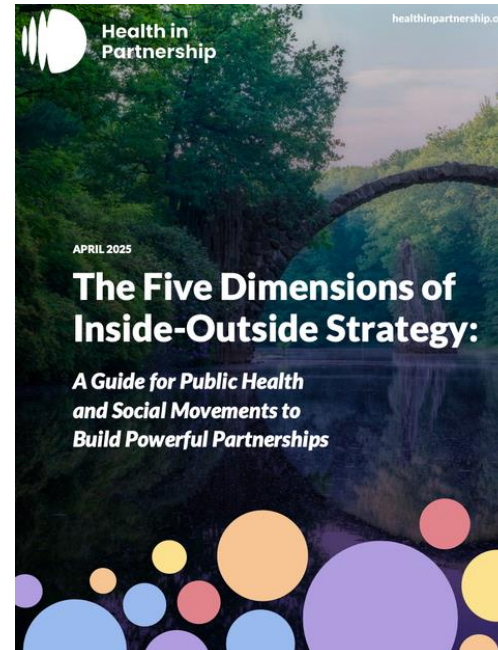
THE SPECTRUM OF COMMUNITY ENGAGEMENT TO OWNERSHIP



THE OFFICE OF EQUITY
PRESENTS

COMMUNITY COMPENSATION GUIDELINES

VOLUME 2



Health in
Partnership

healthinpartnership.org

APRIL 2025

The Five Dimensions of Inside-Outside Strategy:

*A Guide for Public Health
and Social Movements to
Build Powerful Partnerships*

Take PHCC Academy's first course: *Strengthening Public Health Communications through Community Engagement*

This free training is roughly two hours and designed to provide a foundation for understanding and applying principles of community engagement to public health communications work.

- Learning Introduction
- Module 1: Historic, Structural and System Factors Leading to Inequities and the Importance of Centering Communities
- Module 2: What is Community Engagement?
- Module 3: Meaningful Community Engagement in Health Communication
- Module 4: Communicating Data about, in, and with Communities



Meet the Expert: Dr. Ameena Batada

Ameena Batada, DrPH (she/her) is our subject matter expert for this first cohort on community engagement. Dr. Batada has over 20 years of experience in communications and public health both in the US and internationally. Dr. Batada has spent her career working with partners to improve health and



Thank You!
ameenbatada@gmail.com



Reflect & Share

What communities might you want to engage moving forward?

What questions do you have for Aameena or your peers in this space?



Next Session:

Communication Framing & Impact

What communities might you want to engage moving forward?

Thank you!

Martha Anne Sperandio
masperandio@unc.edu



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