

Health Communications Short Course

May 6, 2026



**NORTH CAROLINA
FOUNDATIONAL
CAPABILITIES**

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WELCOME!



Please introduce yourself!

Name, pronouns, location, roles, etc. in the chat.

What's the best lunch you've had this week?

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

Foundational Capabilities of Focus

- Communications
- Policy Development & Support
- Organizational Competencies
- Accountability & Performance Management

IN 2025,

the NC Foundational Capabilities Task Force, sponsored by the Division of Public Health under the Public Health Infrastructure Grant, will pilot several initiatives for the governmental public health workforce to strengthen the Foundational Capabilities in North Carolina.



Public Health Policy Forum
Every second Friday of the month.



Communications Collaboratives
Ongoing Monthly Meetings



Culture of Quality Improvement Session



Health Communications Short Course



PHuture Leaders Program



Foundational Capabilities Webinar



Policy Skill-Building Seminar Series



Aligning Reporting Requirements Technical Assistance

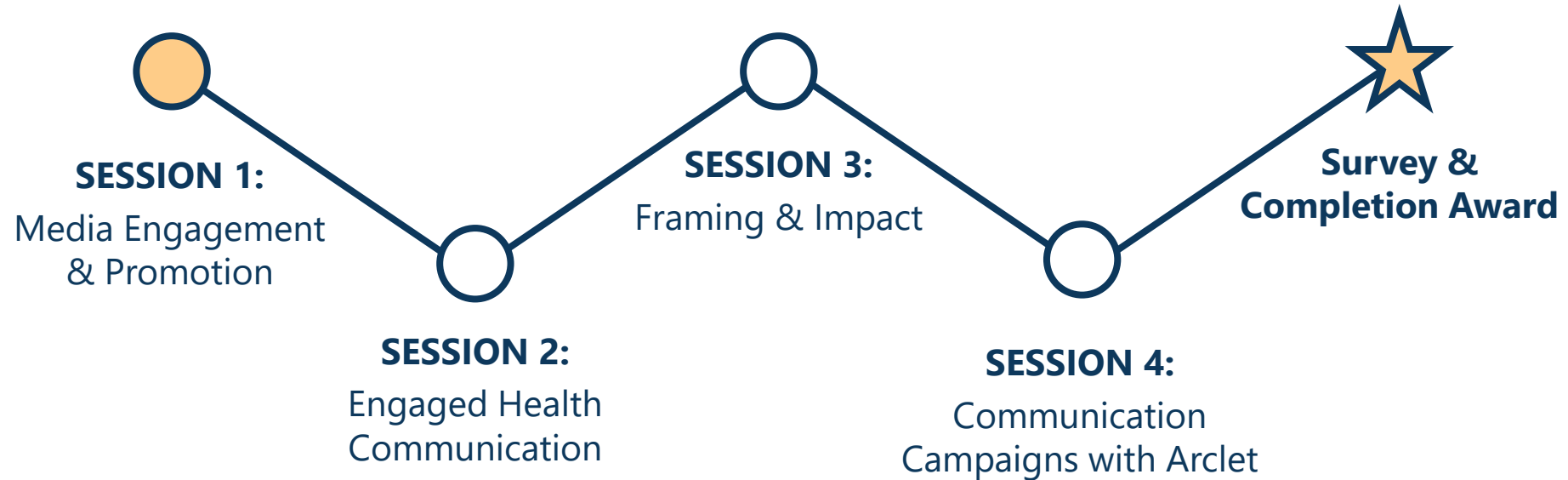


Implementation of Communications Strategic Plan



Executive Leadership Short Course

Short Course Structure





Session Structure

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

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



Overview

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

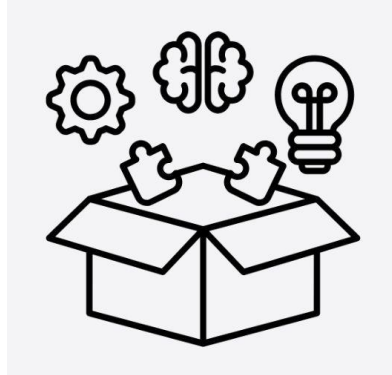
What to Expect in This Session:

- Get familiar with the structure of the short course
- Communicate about public health across sectors
- Integrate asset-based framing and storytelling into communication efforts, including data visualization
- Increase public health visibility in news and additional media

This Short Course is Designed for YOU



Support a deeper understanding of foundational topics relevant to NC public health communicators



Provide real-time reference and easy access to related resources



Hold space for sharing and networking

Health Communications at Work



What's a current need related to health communication at your workplace?



Media Engagement & Promotion



Jeremy McClayton

JS Consulting & Marketing

Telling Your Story – Tips for Going Public

Jeremy is co-founder, political organizer and strategist with JS Consulting and Marketing. Jeremy has more than 14 years of experience specializing in community organizing, union consulting, and more. His passions include baseball, politics, and hiking with his beloved dog.

www.jsconsultingco.com

Why Use the Media for Health Communication?

- Visibility and credibility
 - People pay attention to and trust media
 - Can (and often does) guide community, national or international conversation about a particular topic.
 - “News media portrayals, rather than reflecting reality, become reality.” –Wallack et al, News for a Change
- Influence decision-makers about current events and topics
 - Seeing an issue covered in the news can move a decision maker to action.
 - Cost effective - lower cost options through social media and engaging news outlets

Earned & Organic Media

Definition

Earned media is the publicity a brand/organization gains organically through non-paid, third-party recognition.

Characteristics

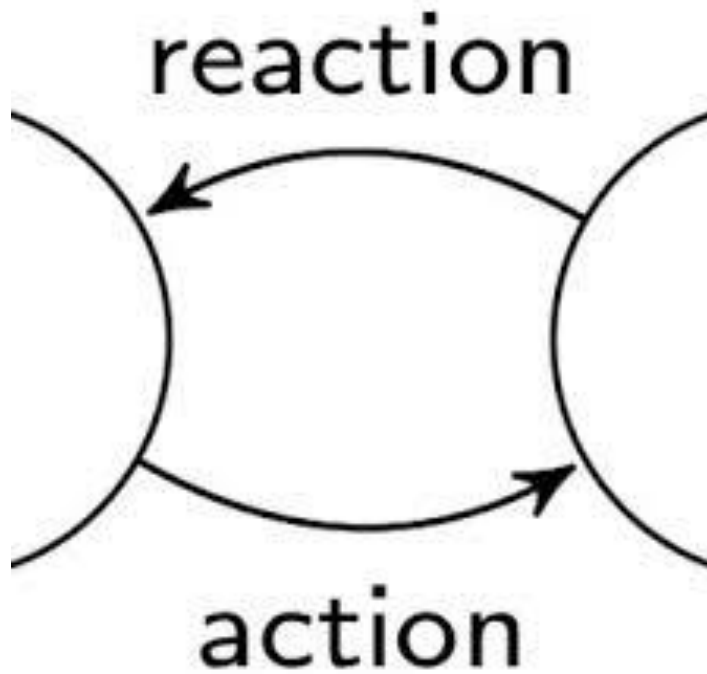
- **Cost:** No direct cost, but requires effort and resources to "earn."
- **Control:** The brand has little to no control over the message.
- **Credibility:** High credibility and trustworthiness because it comes from an independent source.

Examples

- Positive customer/client reviews and testimonials
- Social media shares, mentions, and user-generated content (UGC)
- News articles, interviews, or features in media publications
- Organic mentions from influencers and bloggers

Physics - The Key to Public Relations

- Newton's Third Law - "For every action, there is an equal and opposite reaction"



CONTROLLING YOUR NARRATIVE

~~//
—What's the story you want the constituents you serve in your region to hear? What do you want them to know?"~~

"What's the story that *YOUR AUDIENCE* needs to hear for you to get the result you want?"

Framing a Story



- What is framing?
 - Frames are the boundaries around news stories; the angle or spin
 - Decision process a reporter goes through when deciding what information, quotes, and images to use for a story
- Checklist for Framing:
 - Translate individual problem to a social issue
 - Assign a primary responsibility and present a solution
 - Make a practical appeal

Elements of Newsworthiness

- Controversy/conflict
- Broad interest
- Injustice
- Local peg or hook
- Personal angle
- Breakthrough
- Anniversary peg
- Seasonal peg
- Celebrity/influencers
- Visuals

Putting It All Together – An Example

- Minority Business Association

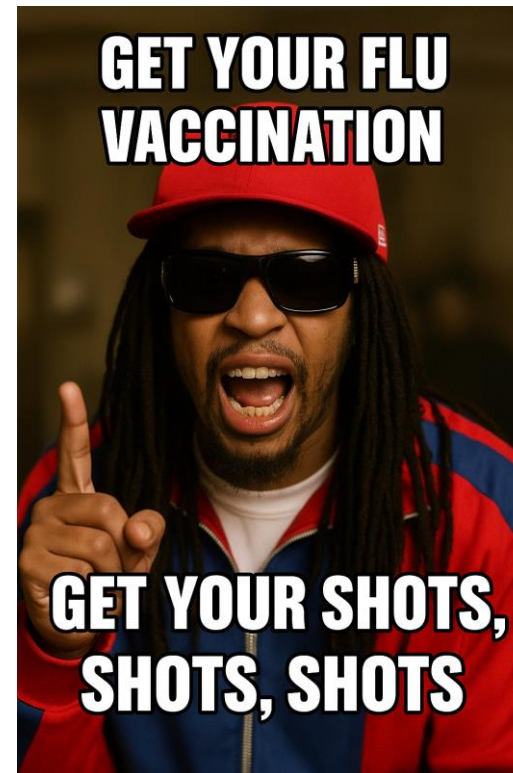
Common Media Kit Elements

- Organization and contact information
- News information about the issue (what makes this newsworthy; what's the “hook”)--including the 5 W's
- Talking points
- Compelling visuals
- Media bites
- Social Math
- Images & Infographics
- Media release - Contains news information, talking points, and media bites
- Links to testimonials, sample blog entries, Op-Eds, etc.

Tips for Working with Journalists

- Respond promptly; most are on a short timeline
- Ask them for some information about their story, outlet, timeline and angle
- Make time to prepare
- Be on time/available for the interview
- Only say things you are comfortable seeing in print, or on air
- If a written piece, request review of your quotes prior to print.
- Follow-up with a thank you; make it easy for them

Understanding Audience's Platform Expectations



News Media Advocacy

ASTHO Media Relations Toolkit



News Media Advocacy



- Connect and build relationships with journalists.
- Make it local.
- Remember to highlight personal stories and structural solutions.
- Use asset-based language.



**Let's hear
from you!**



What's one way you could reframe a current or recent topic to make it more newsworthy, localized, or action-oriented?



How have you built partnerships across sectors? What's been successful for you?

Resources & Opportunities to Engage

Resources



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

- [Media Relations Toolkit For Health Departments](#)
- [Media Advisories](#) - basic structure
- [Media Advisories](#) - Final example, [other example](#), [2800 example](#),
- Media Advisory - [confrontational example](#), [other confrontational example](#)
- De Beaumont Foundation [Communicating about Public Health](#)
- FrameWorks Institute [PHRASES Toolkit](#)
- [CDC Clear Communication Index](#)

Opportunities to Engage



Come back to this!

Join a Regional Communications Collaborative

Continue connecting with health communicators in your region, building effective campaigns with Arclet, and creating messaging for your communities.



Next Session: Engaged Health Communication

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

Please put it in the chat.

Thank you!

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