Dr. Kurt M. Ribisl, Gillings School of Global Public Health

# Public Health Communications Strategies

Presentation to Chapel Hill Town Council July 29, 2020



# **Public Health Education Working Group**















### **Public Health Education Team Members**

#### **Campus Health Team**

- Michelle Camarena, Director of Nursing
- Thevy Chai, Director for Medical Services
- Ken Pittman, Executive Director

#### Communications Team

- Joel Curran, Vice Chancellor for Communications
- Tania deLuzuriaga, Director of Internal Communications
- · Amy Grau, Project Manager
- Philip Jones, Director of Social Media
- Beth Keith, Associate Vice Chancellor,
- John Roberts, Digital Content Producer
- Lindsey Slack, Graduate Student Intern
- Natalie Vizuete, Director of Content Development
- Kristen Smith Young, Director of Community Relations
- Amanda Zettervall, Director of Strategic Resources

#### **Epidemiologists**

- Audrey Pettifor, Professor, Epidemiology
- Allison Aiello, Professor of Epidemiology

#### **Infectious Disease Experts**

- Suzanne Day, Post-Doc Research Associate, Infectious Disease
- Lisa Hightow-Weidman, Professor, Division of Infectious Diseases
- Joseph Tucker, Associate Professor, School of Medicine, Infectious Diseases

#### **Public Health & Health Behavior Experts**

- Nabarun Dasgupta, Senior Research Scientist, Injury Prevention Research Center
- Edwin B Fisher, Professor, Health Behavior
- Lauren Hill, Assistant Professor, Health Behavior
- Allison Lazard, Assistant Professor, School of Media and Journalism
- Samantha Luu, Temporary Research Assistant, Health Behavior
- Leah Mccall Devlin, Professor of the Practice, Health Policy & Management

#### Public Health & Health Behavior Experts (cont.)

- Rohit Ramaswamy, Clinical Professor, Public Health Leadership Program
- Kurt Ribisl, Distinguished Professor, Health Behavior
- Patrick Tang, Program Manager, Health Behavior

#### **Student Affairs/Provost Office**

- Debbi Clarke, Associate Provost, Strategy & Special Projects
- Allison Reid, Exec Director of Communications, Student Affairs
- Desirée Rieckenberg, Dean of Students

#### **Student Representatives**

- Andrea Santiago, Student Representative
- Neel Swamy, Graduate Student
- Ananya Tadikonda, Undergraduate Student

#### **Other Campus Partners**

- Cathy Brennan, Executive Director, EHS
- Katherine Wagner, Director of Arts Everywhere

### **Public Health Education Working Group**

### Expert feedback has informed:

- How to apply behavioral science to public health problems
- Key behavioral changes to focus on
  - Wearing a face mask, physical distancing, washing hands
- Types of messages and channels that work best with students
- Accessibility and information as keys to success
- Need to address mental health component (empathy)

### What Our Students Say They Will Do

- Research by Dr. Audrey Pettifor, Gillings School
- >7,000 student respondents
- "Extremely" or "somewhat likely to wear a mask to class"
  - 84% of undergraduates
  - 92% of graduate students
- 92% of students are currently practicing mask wearing





STUDENTS AND FAMILIES ~

FACULTY AND STAFF V

**HEALTH AND WELLNESS** ~

ABOUT ~





carolinatogether.unc.edu

# KNOW YOUR Ws





# **WEAR**

a cloth or protective face covering.



# WAIT

6 feet apart and avoid close contact.



### WASH

your hands often or use hand sanitizer.

# Iconography



### **Communications Tactics**

### **Videos**

- Acknowledgment of Community Standards
- Why I Wear a Mask
- "Unboxing" the Care Kit
  - Two masks
  - Hand sanitizer
  - Thermometer

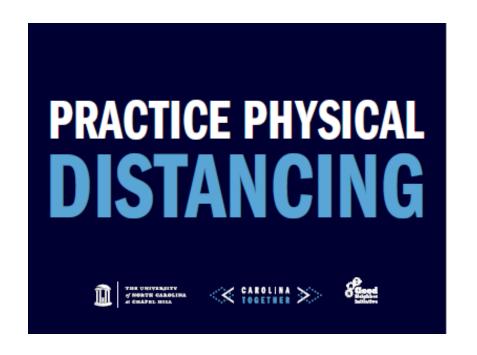
### **Other Tactics**

- Mask of the Week
- Working with student leaders and ambassadors
- Peer-to-peer communications
- Open calls for ideas
- Messages from schools and units
- Social media
- Physical signage

# Signage on Campus

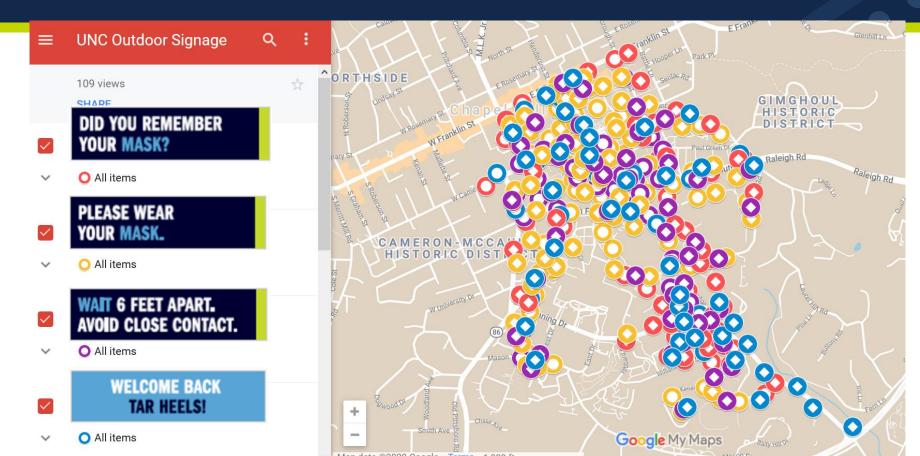


### Signage on Campus and Throughout Town





# **Proposed Signage for Campus**



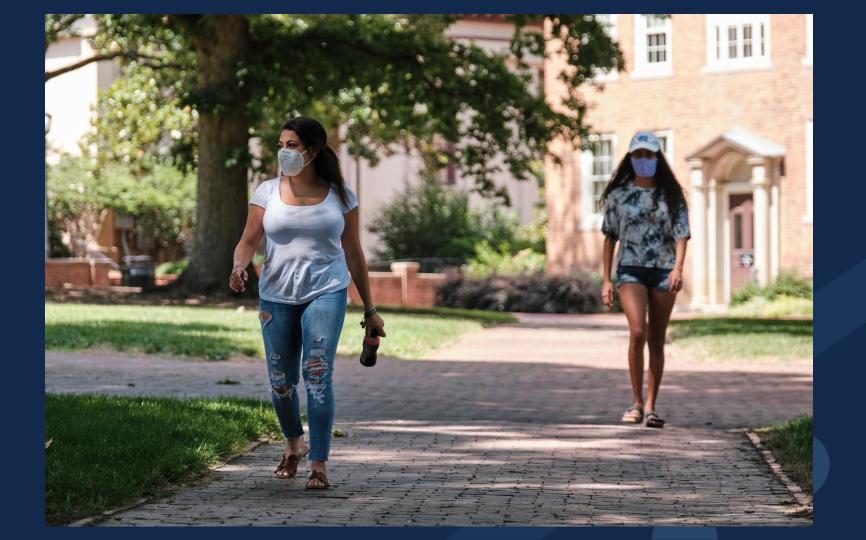
### Thanks to partners who are assisting with signage

- Town of Chapel Hill
- Chapel Hill Transit
- Town of Carrboro
- Jackson Center











THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

