

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



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

STUDENTS AND FAMILIES ▾

FACULTY AND STAFF ▾

HEALTH AND WELLNESS ▾

ABOUT ▾

CAROLINA TOGETHER

THE ROADMAP FOR FALL 2020



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



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



CAROLINA
TOGETHER

