

NCDHHS

Transforming Public Health Communications Across North Carolina

In partnership with

neimand/collaborative X O M A D



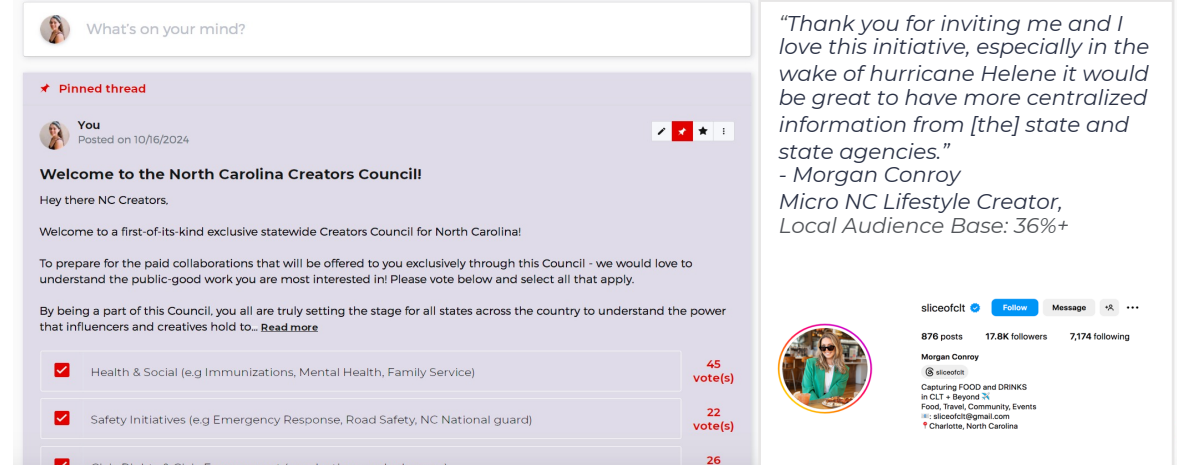
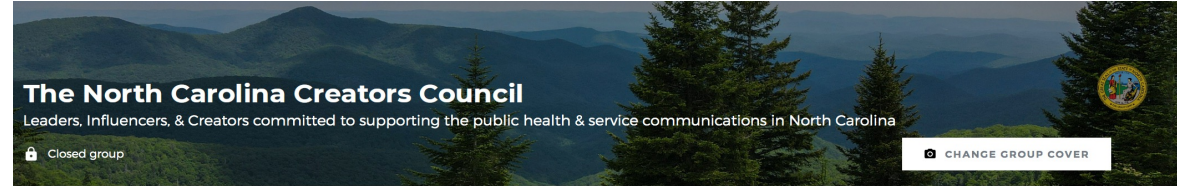
The North Carolina Council is The Next Generation of Communication

The North Carolina DHHS pioneered the most innovative communication engine available to the public and private sector in the country: A cutting-edge **Creator Council** that allows organizations to overcome communication barriers, optimize messaging strategy, and facilitate a community-based communication approach. Councils are always-on and the contracted messengers within them can be activated at the drop of a hat.

For the past 18 months, **NCDHHS has deployed Council members across their key public health priorities:**

- **Mental Health:** Driving awareness around the 988 National Suicide and Crisis Lifeline through educational content.
- **Student Recruitment for Public Health Careers:** Encouraging young adults to explore purpose-driven job opportunities within the Division of Public Health (DPH).
- **Reproductive Care Access:** Informing the reproductive age population about recent legislative changes to access birth control through pharmaceutical prescriptions.
- **Respiratory Health:** Encouraging residents to update COVID-19, flu, RSV, and other respiratory-related vaccines.

The North Carolina Creators Council



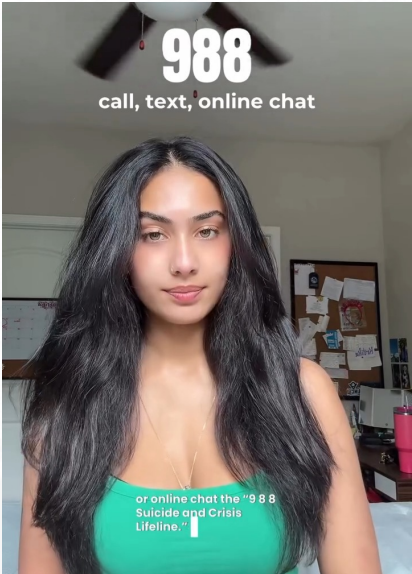
Since the Launch of the North Carolina Creators Council in 2024:

400+ Statewide Creators have joined the Council, offering 1st-party data demographics on themselves and their audience.

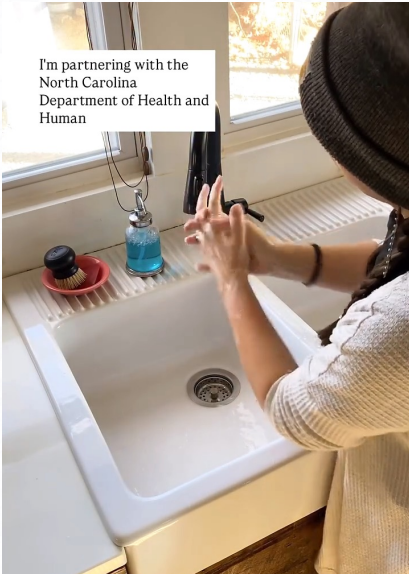
7 Coordinated Campaigns have been completed and more are in progress.

5 Polling survey was conducted with **99+ creator responses**.

The Results



400+ North Carolinians collaborated in a first-of-its-kind statewide public health network.



The North Carolina Creator Council ignited **2,441** discussions and engagement.



4 coordinated campaigns generated **919** pieces of content and shares on Instagram and TikTok.

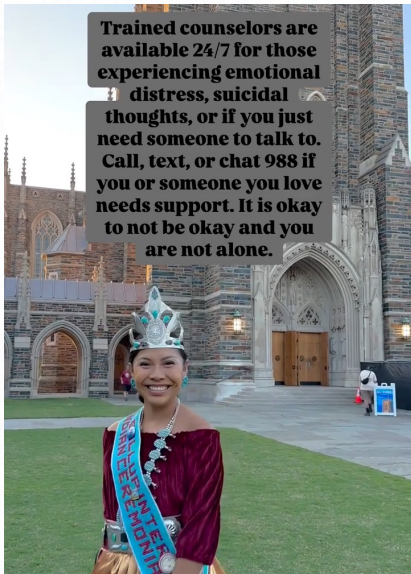
The **4** council campaigns reached targeted **3.9M+** North Carolinians **multiple times** throughout the past 18 months.



The council campaigns achieved an average engagement rate **3.6x** greater than industry standards.

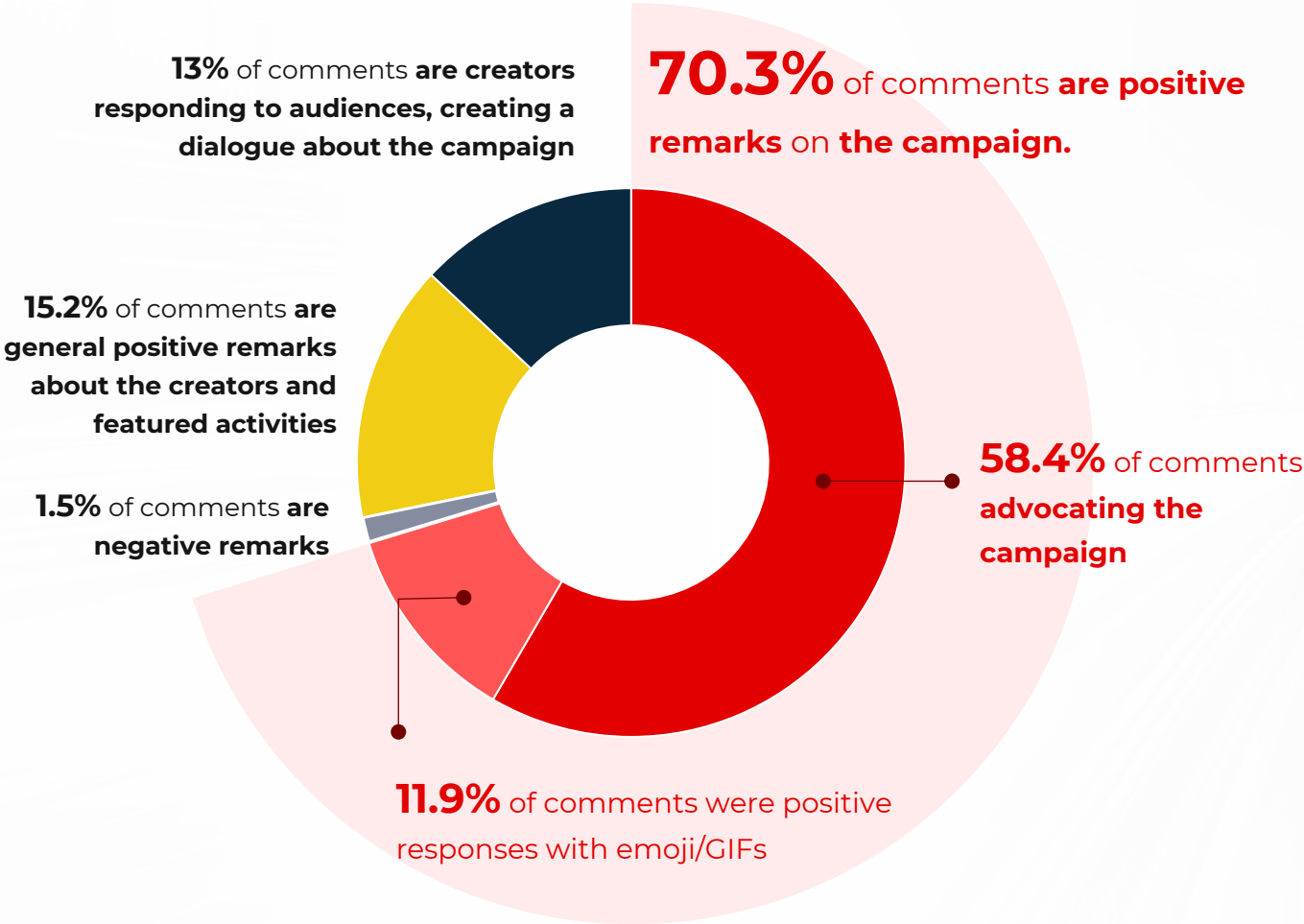


67.3% of the messengers and collaborators identified as BIPOC, AAPI, Latino/Hispanic or Native American.



Positive Dialogues Between Creators and Audiences

Instagram & TikTok Comment Analysis



Popular words in Audiences' Comments



Community Engagement Beyond Campaigns

Creator Council discussions extended public health conversations beyond campaign content. Members shared personal experiences, discussed how health issues and policies affected their families and communities, exchanged local resources, and helped one another stay informed on emerging health concerns.

THE PLOG
by XOMAD

GROUP BOARD

**Chamal Mediawa**
@chamalthecamel

Measles in North Carolina

Just wanted to share some awareness around the recent measles cases reported here in North Carolina. Measles is highly contagious, and while many of us haven't thought about it much in recent years, outbreaks like this remind us how important it is to stay informed and look out for one another.

If you or your family aren't sure about vaccination status or symptoms, it might be a good time to check in with your healthcare provider and stay up to date on guidance.

Has anyone been following the news on this?

Let's keep each other informed and support one another [Read less](#)

2

@chamalthecamel

Active Pluggers

**Logan Amigo**
@loganamigo

@chamalthecamel Hey there! I heard about this, I really hope that everyone can try and stay safe and protected. Thank you for sharing!

1

Reply

**Sarah Hagler**
@i.am.sarah

@chamalthecamel hey! I have been following the outbreak. Personally, it makes me angry! So many lives are at risk because people have decided to believe fake news instead of science. It's irresponsib... [Read more](#)

1

Reply

THE PLOG
by XOMAD

GROUP BOARD

**Tyesha Lyons**
@wifelxuovr

Mental Health-Take Some Time for YOU! 💜

Hello! My name is Tyesha & I live in Greensboro, NC. I am a wife and mother of 2.

I love learning about all things motherhood and family. The various roles you have in your life matter whether you are a friend, spouse, son, daughter, etc. I have recently took the time to take mental breaks at home to better promote a better peace of mind for myself, as being a SAHM can take a toll. Mental Health America ranks North Carolina as #32 when it comes to providing mental health access of mental care practices OUCH! 🤔 (<https://mhanational.org/issues/2024/ranking-states>)

As I am navigating postpartum, I am especially taking the time to be very particular about what I need on a daily basis to ensure I am giving myself a peace of mind and tending to me. I think sometimes we can get so busy within our roles that sometimes we forget that we matter too! Again, I love learning about parenthood/motherhood content and would love to collab on mental health pertaining to that!

So nice to meet everyone and don't forget to do something today that benefits YOU! 💜 [Read less](#)

5

@wifelxuovr

Active Pluggers

**Sarah Hagler**
@i.am.sarah

@wifelxuovr mental breaks at home are so important! It can be so easy to get swept up into all the little chores and things that need to be done, that it can be so easy to forget to relax. love this reminder <3 [Read less](#)

2

Reply

**MeganT - Ventures & Vines**
@venturesandvines

@wifelxuovr I had no idea what NC's ranking was for Mental Health. Thank you for sharing that!

1

Reply

THE PLOG
by XOMAD

GROUP BOARD

**Chamal Mediawa**
@chamalthecamel

New Heath Care Policies in 2025!

Did you know?

- Under the new President, policies aimed at promoting health equity, providing transgender healthcare, advancing women's health, and regulating Environmental, Social, and Governance (ESG) criteria have been revoked.
- Agency nominees are expected to shift focus away from rare and infectious diseases, emphasizing grant reporting, auditing, and oversight of NIH research funding. Foreign grants and partnerships are likely to face added scrutiny as the new administration begins implementing 'America First' initiatives aimed at positioning the US as the world leader in science and technology innovation. Additionally, there may be a trimming of the number of centers at NIH and a possible split of the CDC to separate policy-making and research entities, thereby limiting their ability to influence policy. [Read less](#)

6

@chamalthecamel

Active Pluggers

**Cara O'Malley**
@caranicole

@chamalthecamel Thanks for sharing this information! So disappointing to see the administration take these steps that are actually hindering America's success in science and technology rather than helping it. [Read less](#)

1

Reply

**Samantha Darling**
@myabysslife

@chamalthecamel as a woman and member of the LGBTQ+ community this absolutely breaks my heart. Why in the first couple months of this administration such harmful measures are being done instead of good is sadly not shocking but so disheartening. Cuts to Medicaid, department of education and all these other programs that normal people need and utilize that will no longer have the ability to is so incredibly sad. News has felt like a black hole lately, just trying to not be overwhelmed by it all 🤔 [Read less](#)

1

Reply

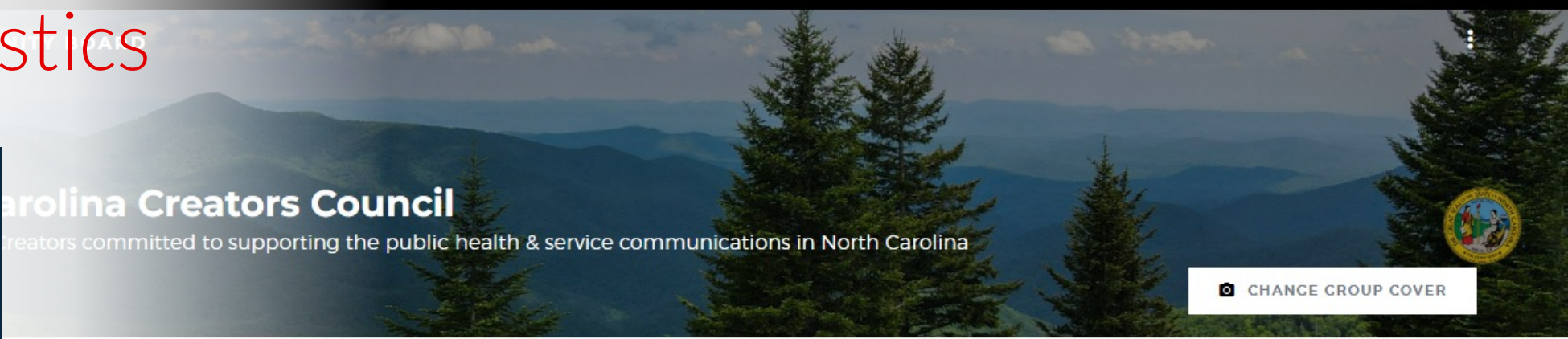
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Council Statistics

2,441
Council Engagements

906
Responses on
Council Threads

412
NC Creators in the
North Carolina
Council



What's on your mind?

Thread header area showing user avatars, a red star icon, and a 'PARTICIPANTS (9)' button.

PAID COLLAB: Share a Life-Saving Resource, 988 Lifeline

ing up for the North Carolina Creators Council!

d awareness of the 988 Suicide and Crisis Lifeline by emphasizing that help is available 24/7 through calling, aging people to learn, recognize, and share the number as a vital resource for mental health and crisis support.

other crises can affect anyone at any time. That's why 988 exists, to offer support when it's needed most. 98...



412 Members + ADD

Row of 12 member avatars.

Featured Threads

PAID COLLAB: Parent Creators Needed- Childhood Vaccine ...

PAID COLLAB: Help Keep North Carolina Healthy This Season

Welcome to the North Carolina Creators Council!

Popular Thread

WOW IT IS ALREADY AUGUST?



Comment Highlights

- 

ana_celestial Just got my RSV vaccine 🍊
- 

jenjenpaxi It's an amazing field to build a career! Great post.
- 

ricthelisuza 🟢 More people need reminders like this instead of pretending they're okay 💜
- 

raisingtherizzutis So true sometimes having someone to talk to could just change someone's day ❤️
- 

acmkindnessmatters Thank you for sharing this Kerry! Anyone can struggle and everyone needs to know that support is available @988lifeline
- 

ncmomadventures Kerry- this is such an important message. Thank you for sharing and letting folks know there are options out there for those in need. 🗨️
- 

thepharmdfoodie 🧡 love @ncdhhs for doing this! A much needed message during this respiratory illness season!
- 

jayliketheblu I've lost 5 people from suicide from 2012-2025 & they're NC residents. Thank you so much for sharing this 💙
- 

dieggorosario I don't know about you guys but I'm heading straight to the NCDHHS Division of Public Health website to learn more about careers in public health!
- 

haileyandbailey_ Love this 💜 Having one trusted place for updates makes it so much easier for families to stay informed and protected 🧡🧡
- 

thebaldandthebeautiful As someone who was hospitalized earlier this year for struggling with these thoughts, I thank you for sharing this.
- 

hatchnhaw I called 988 when a family member was having a mental crisis. They were wonderful and my family member got the help they needed and now speak publicly about mental health.
- 

Case of Hysteria I lost my best friend in 2020. I've used 988 twice then when I wanted to find a reason to live.
- 

Tracy K NC 988 is there 24/7 Thank you for sharing this resource. I am proud to work at NC988!
- 

ash.c.bach This is so great and empowering! Thanks for sharing and breaking the stigma around prescription birth control. 🧡💜🧡
- 

noahcorneliustv 🟢 Thank you for doing this. I've called the line before, not ashamed to say it. Everyone has to know this is a resource.
- 

abbywendler_public health/immunization nurse here and it's so refreshing to see someone I follow talking about this! This flu season is much worse than normal- 120,000 flu hospitalizations so far this season. The flu vaccine is the BEST way to prevent hospitalizations! This is what it means to be a part of a community, taking steps to look out for everyone 💚
- 

myphitpharmacist 🟢 Good info Doc! Pharmacist always keep us informed!
- 

samora.tuttle you just inspired me to work in the public health now!
- 

selfhelp.msd Such a great share, will pass it in my circle
- 

millennialrx 🟢 Love to see this and why pharmacists are so essential 🧡

988 Lifeline Awareness



The Results | Phase 1



15 trusted messengers and **40** collaborators created and posted **318** pieces of content on Instagram & TikTok including shares.



The campaign achieved an average engagement rate **4.3x** greater than industry standards.



52.7% of commenters expressed a positive sentiment toward the campaign.

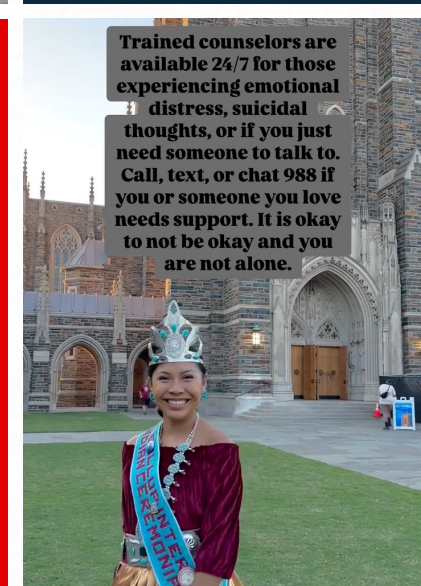
Campaign content received **10.4K+** engagements across social media platforms.



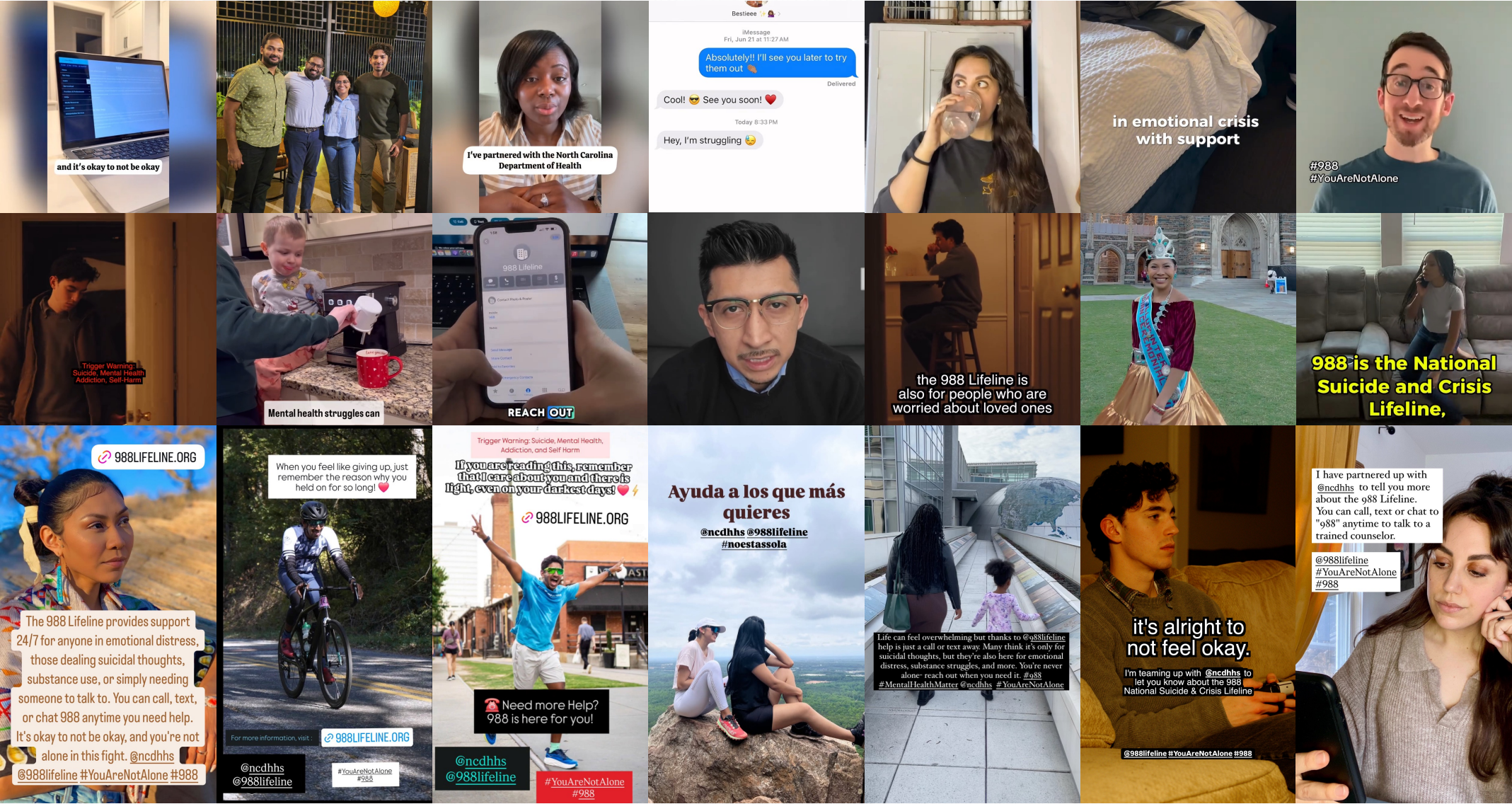
64.3% of the messengers and collaborators identified as BIPOC, AAPI, or Latino/Hispanic.



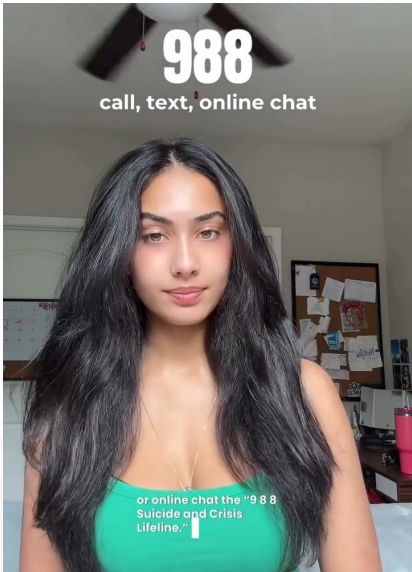
125K+ of the reached audience were Black, Hispanic and Native American.



Content Overview | Phase 1



The Results | Phase 2



9 trusted messengers
and **27** organic
amplifiers created and
posted **388** pieces of
content on Instagram
& TikTok, including
Shares and Reposts.



The campaign
achieved an
average
engagement rate
5.7x greater than
industry standards!

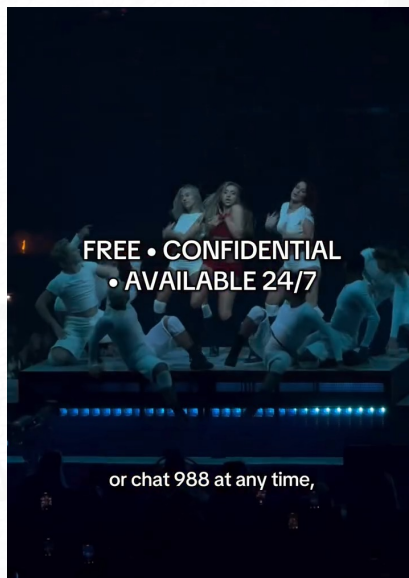


74.6% of
commenters
expressed a positive
sentiment toward the
campaign.

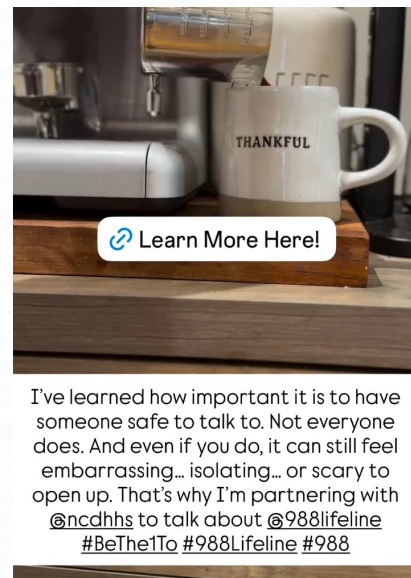
61.54% of the
messengers and
collaborators
identified as BIPOC,
AAPI, Latino/Hispanic
or Native American.



Content received over
7.6K+
engagements across
social media
platforms.



51.7% of the
Reached Audience are
Black, Hispanic, Asian
and Native American.



Content Overview | Phase 2



Comment Highlights



daniel421960 I may use it



ricthelisuza More people need reminders like this instead of pretending they're okay 💜



raisingtherizzutis So true sometimes having someone to talk to could just change someone's day ❤️



acmkindnessmatters Thank you for sharing this Kerry! Anyone can struggle and everyone needs to know that support is available @988lifeline



thecurlyqmom This is something people need to hear! Depression is just rising 🙄



ncmomadventures Kerry- this is such an important message. Thank you for sharing and letting folks know there are options out there for those in need. 🙏



selfhelp.msd Such a great share, will pass it in my circle



vanessa_steinebach It can be so hard to ask for help! Always great to have someone to listen to us.



dr.lyubov_tsaryk This is a very important topic to talk about. And it's important to get support.



noahcorneliustv Thank you for doing this. I've called the line before, not ashamed to say it. Everyone has to know this is a resource.



jayliketheblu I've lost 5 people from suicide from 2012-2025 & they're NC residents. Thank you so much for sharing this 💙



thebaldandthebeautiful As someone who was hospitalized earlier this year for struggling with these thoughts, I thank you for sharing this.



Mimi B Mental health care is so important. If you're struggling please ask for help.



Case of Hysteria I lost my best friend in 2020. I've used 988 twice since then when I wanted to find a reason to live.



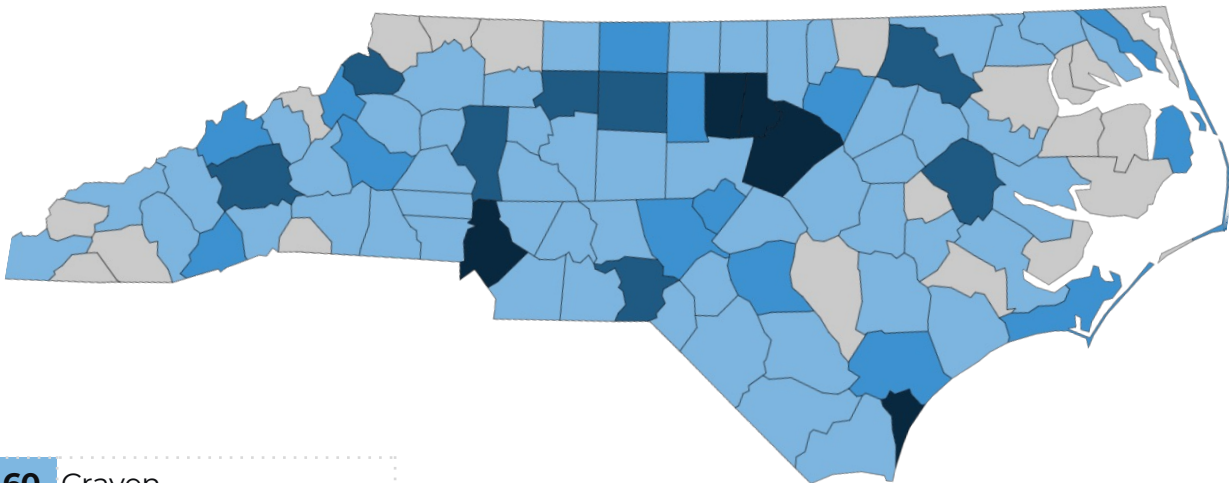
Tracy K NC 988 is there 24/7 Thank you for sharing this resource. I am proud to work at NC988!



hatchnhaw I called 988 when a family member was having a mental crisis. They were wonderful and my family member got the help they needed and now speak publicly about mental health.

Audience Reach | NC Counties Ranked by Saturation of Reach

1	Mecklenburg	21	Pender	41	Gaston
2	Wake	22	Madison	42	Rutherford
3	Orange	23	Lee	43	Nash
4	Durham	24	Avery	44	Pasquotank
5	New Hanover	25	Burke	45	Swain
6	Guilford	26	Moore	46	Onslow
7	Pitt	27	Dare	47	Cherokee
8	Buncombe	28	Hertford	48	Cabarrus
9	Halifax	29	Union	49	Stokes
10	Watauga	30	Wilson	50	Northampton
11	Forsyth	31	Gates	51	Davidson
12	Richmond	32	Johnston	52	Hoke
13	Iredell	33	Lincoln	53	Alexander
14	Rockingham	34	Brunswick	54	Lenoir
15	Carteret	35	Beaufort	55	Yancey
16	Alamance	36	Jackson	56	Person
17	Cumberland	37	Scotland	57	Harnett
18	Camden	38	Rowan	58	Cleveland
19	Franklin	39	Catawba	59	Chatham
20	Transylvania	40	Granville	60	Craven
				60	Craven
				61	Randolph
				62	Vance
				63	Martin
				64	Anson
				65	Caswell
				66	Wayne
				67	Columbus
				68	Montgomery
				69	Bladen
				70	Yadkin
				71	Robeson
				72	Henderson
				73	Davie
				74	McDowell
				75	Edgecombe
				76	Duplin
				77	Haywood
				78	Stanly
				79	Wilkes
				80	Caldwell



*Grey areas indicate counties not yet reached by the campaign.
**Saturation of reach is the percentage of the population reached in the county calculated by taking the known county reach of the program divided by the county population reported on the US Census data.

Public Health Careers



The Results

The council achieved an average engagement rate **3.6x** greater than industry standards.

so check out this link! you never know what might just feel right

dph.ncdhhs.gov/about-us

5 trusted messengers posted **112** pieces of content on Instagram & TikTok, including shares.

to the Division of Public

1.67K+ unique audiences clicked through to the NCDHHS' Division of Public Health's official website.

The campaign had 100% positive sentiment with **64%** directly expressing positive sentiment towards the campaign.

The content received over **4.5K** engagements across social media platforms.

Because we come from different backgrounds with different specialties, passions, and experiences...

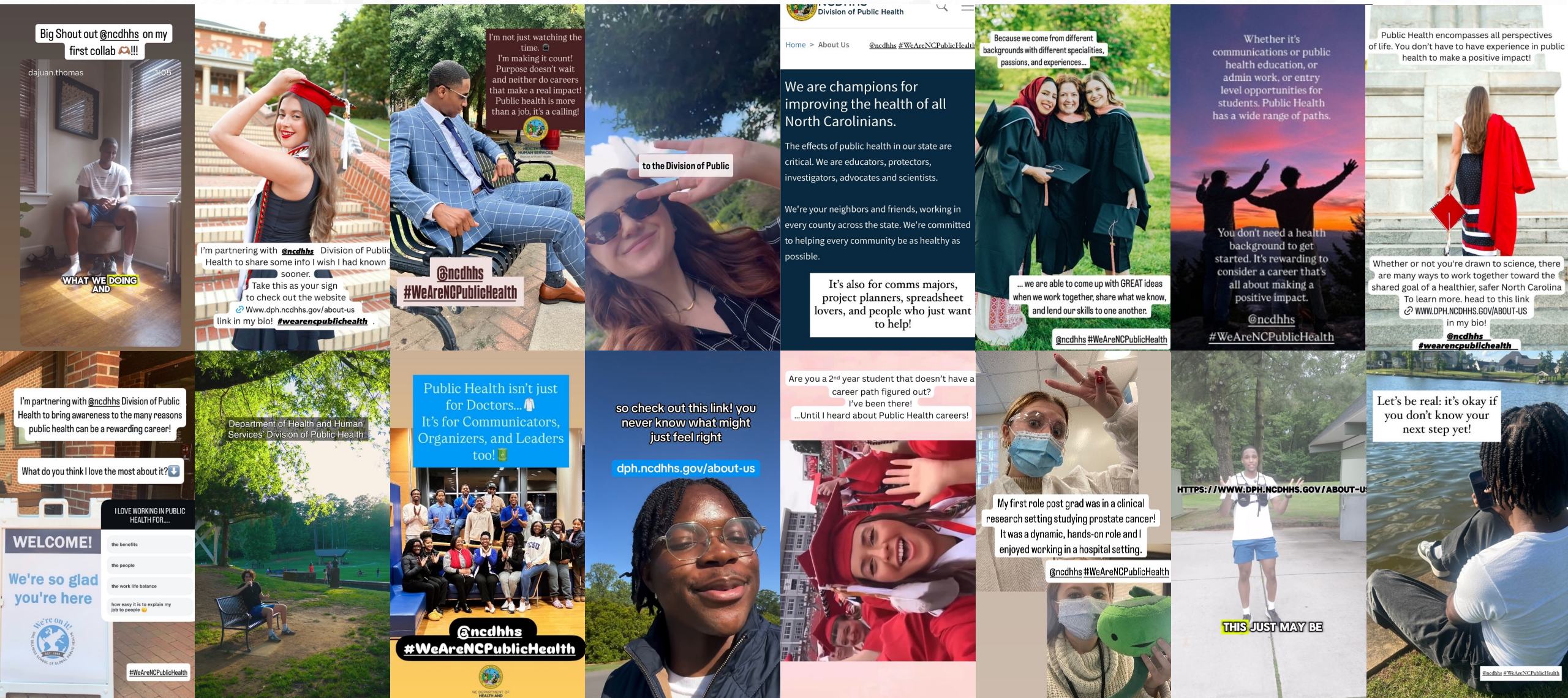
... we are able to come up with GREAT ideas when we work together, share what we know, and lend our skills to one another.

The campaign achieved **1.3M** impressions and had a reach of **881K**.

HEALTH LET'S GOOO!!!

The campaign reached **837K** NC audiences age 18-24, or about **77.7%** of North Carolinians ages 18-24!

Content Overview



Comment Highlights



jenjenpaxi It's an amazing field to build a career! Great post.



everygrace18 Public health is so so important 🍌



harshmansihra PUBLIC HEALTH ICONNN 🍌🍌🍌



janet.ort Tell the story! So excited we have YOU to look forward to in this field.



ameek.17 applying right now!!



lazytk PUBLIC HEALTH REP



ejcubitt what a coincidence! i'm ALSO partnering with [@ncdhhs](#) Division of Public Health! ¡qué barbaridad!



kathysims04 Wow, always amazed by you! Looks like you found your niche in life. Love this!!!



lucy_rosejones Public health queen



natty_b Consider me influenced!!



samora.tuttle you just inspired me to work in the public health now!



uncpublichealth Absolutely love this message and you as a spokesperson for NCDHHS!



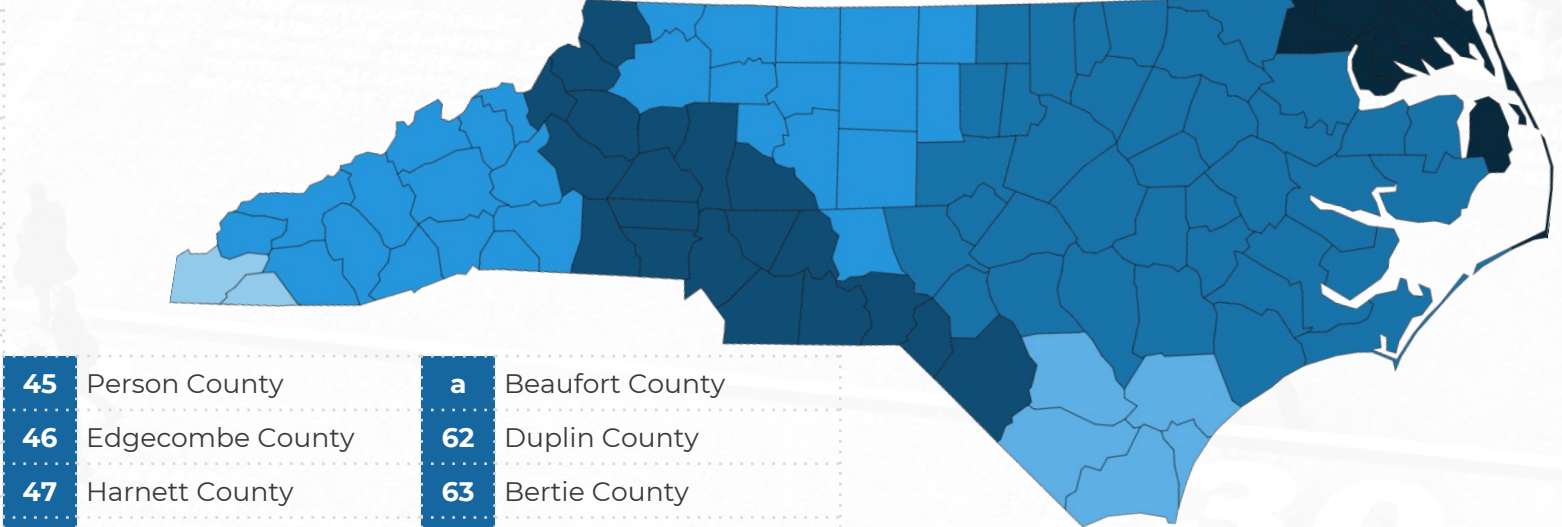
soph.randazzo wait, i love public health and i love the North Carolina Department of Health and Human Services!



dieggorosario I don't know about you guys but I'm heading straight to the NCDHHS Division of Public Health website to learn more about careers in public health!

Audience Reach | NC Counties Ranked by Saturation of Reach

1	Pasquotank County	23	Stanly County
2	Gates County	24	Anson County
3	Camden County	25	Lincoln County
4	Chowan County	26	Alexander County
5	Currituck County	27	Robeson County
6	Dare County	28	Scotland County
7	Hertford County	29	Orange County
8	Perquimans County	30	Wake County
9	Watauga County	31	Warren County
10	Mecklenburg County	32	Durham County
11	Richmond County	33	Halifax County
12	Burke County	34	Wilson County
13	Iredell County	35	Lee County
14	Avery County	36	Vance County
15	Cleveland County	37	Johnston County
16	Rowan County	38	Cumberland County
17	Catawba County	39	Franklin County
18	Ashe County	40	Wayne County
19	Union County	41	Hoke County
20	Caldwell County	42	Chatham County
21	Cabarrus County	43	Granville County
22	Gaston County	44	Moore County



45	Person County	a	Beaufort County	78	Transylvania County	91	Surry County
46	Edgecombe County	62	Duplin County	79	Graham County	92	Alleghany County
47	Harnett County	63	Bertie County	80	Forsyth County	93	Caswell County
48	Sampson County	64	Hyde County	81	Alamance County	94	New Hanover County
49	Nash County	65	Tyrrell County	82	Guilford County	95	Columbus County
50	Northampton County	66	Madison County	83	Yadkin County	96	Brunswick County
51	Pitt County	67	Buncombe County	84	Stokes County	97	Bladen County
52	Jones County	68	Polk County	85	Montgomery County	98	Pender County
53	Craven County	69	Swain County	86	Wilkes County	99	Cherokee County
54	Washington County	70	Macon County	87	Davie County	100	Clay County
55	Carteret County	71	Mitchell County	88	Davidson County		
56	Lenoir County	72	Jackson County	89	Rockingham County		
57	Greene County	73	Henderson County	90	Randolph County		
58	Pamlico County	74	Rutherford County				
59	Martin County	75	Yancey County				
60	Onslow County	76	Haywood County				
		77	Mcdowell County				

**Saturation of reach is the percentage of the population reached in the county calculated by taking the known county reach of the program divided by the county population reported on the US Census data.*

Reproductive Care Access



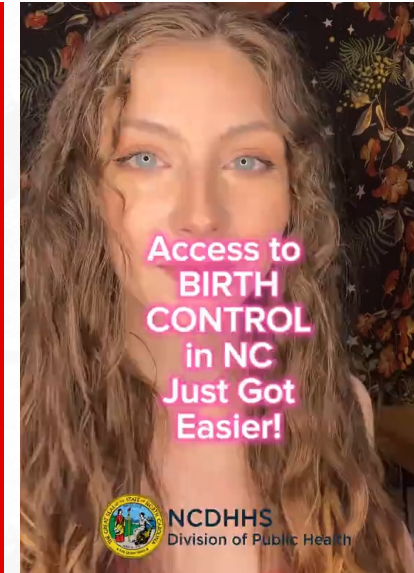
The Results



6 trusted
messaging
created and posted
124 pieces of
content on
Instagram & TikTok,
including shares.



100% of
commenters
expressed positive
sentiment, including
73.8% who were
specifically positive
about the campaign
message.



Content received
over **5.3K**
engagements
across social media
platforms.

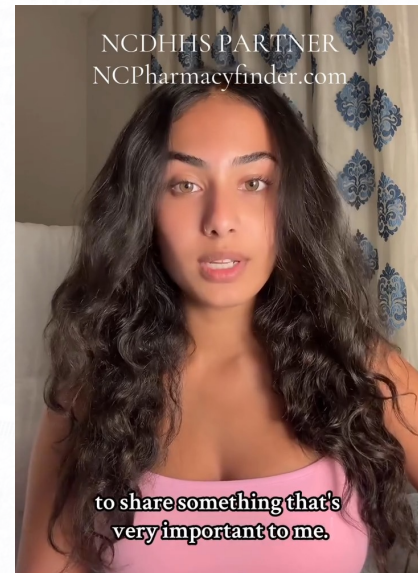
Content had over
2.3M views across
social media
platforms.



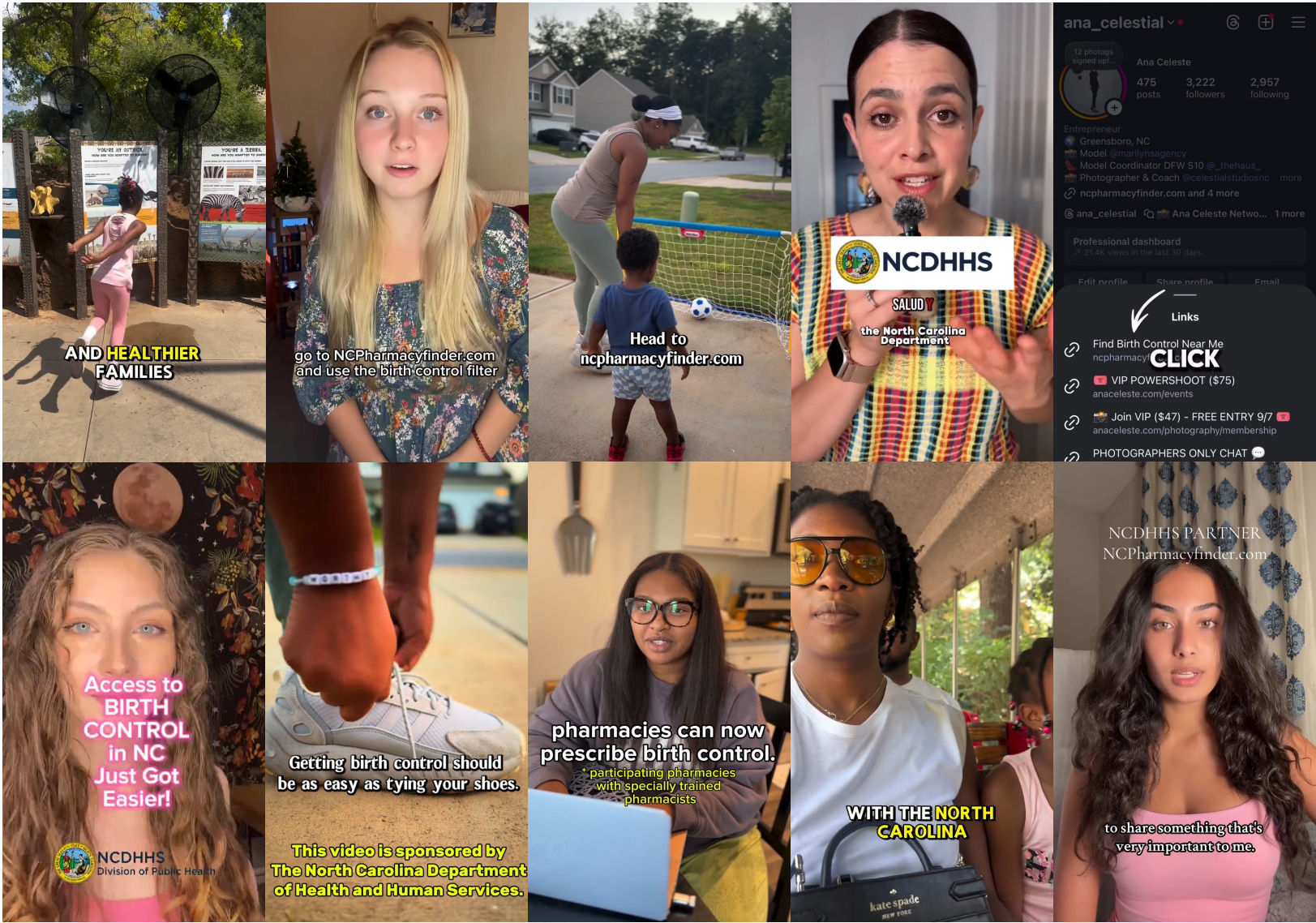
The campaign
reached over
1M women of
reproductive age
(18 - 44) in North
Carolina.



Over **2.9K**
audiences clicked
through to the
website for more
pharmacy
information.



Content Overview



Comment Highlights



julia.riter I love how you use your platform



carlihuffmann Amazing info to share thank you!!



taytaytalksalott thank you for speaking about this, you're awesome :)



millennialrx 🟦 Love to see this and why pharmacists are so essential 🍌



aartisen19 So proud of you for speaking on such important topics ❤️



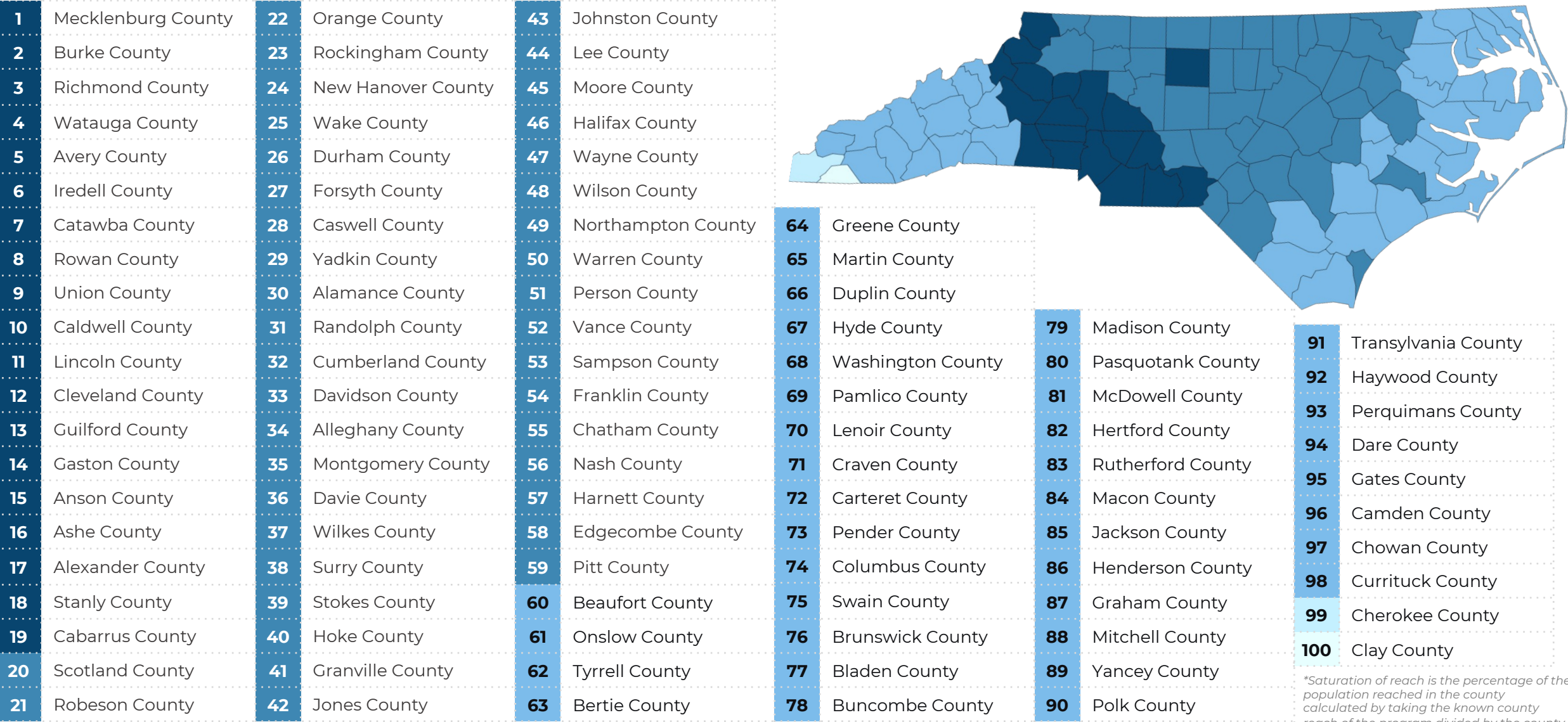
ash.c.bach This is so great and empowering! Thanks for sharing and breaking the stigma around prescription birth control. 🍌❤️🍌



myphitpharmacist 🟦 Good info Doc! Pharmacist always keep us informed!



Audience Reach | NC Counties Ranked by Saturation of Reach

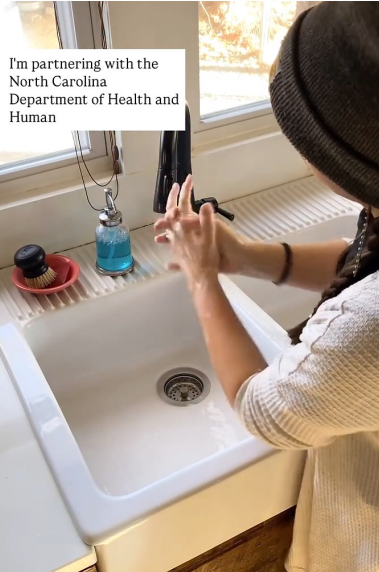


**Saturation of reach is the percentage of the population reached in the county calculated by taking the known county reach of the program divided by the county population reported on the US Census data.*

Respiratory Health



The Results



11 trusted messengers
and **20** organic
amplifiers, created and
posted **295** pieces of
content including
shares and reposts.



The campaign
achieved an average
engagement **2x**
greater than industry
standards!



Brought to you
in partnership with

stay healthy North Carolina

97.7% of non-
creator comments
expressed a positive
sentiment toward
the campaign.

63.7% of the
messengers and
collaborators
identified as BIPOC,
AAPI, Hispanic or
Native American.



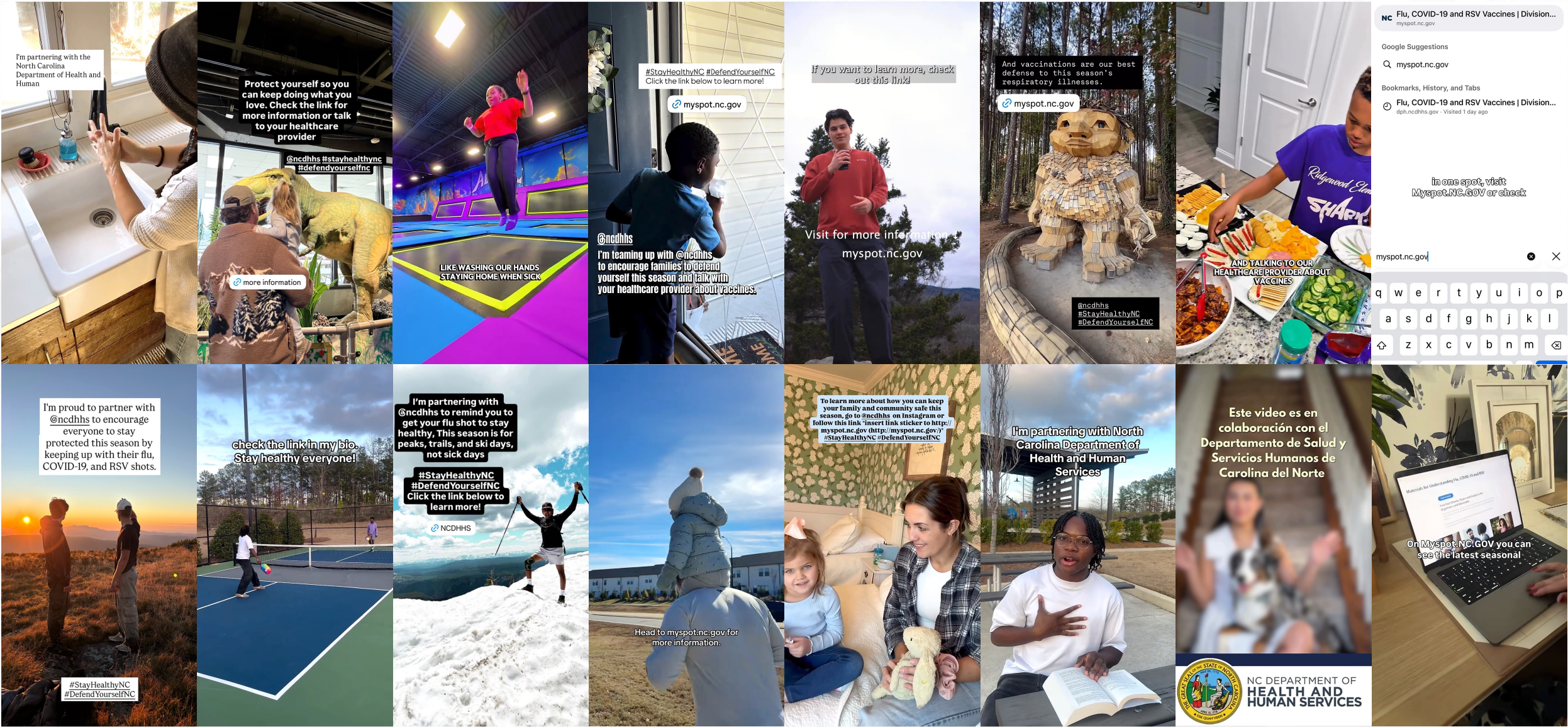
Content received
over **5.4K**
engagements across
social media
platforms.



The campaign
reached over
130.7K North
Carolinians,
including **67.6K**
Asians, Black,
Hispanic or Native
Americans in NC.



Content Overview



Comment Highlights



ana_celestial Just got my RSV vaccine 🔥



ocjackieo Such a really great resource ❤️👍



lizzieandsirius 🙌🙌🙌 buen consejo y Mía preciosa tan juiciosa ❤️❤️



sunshinegardenco I love this collab so much what an important message



chellscalmingoasis This be so handy to have specially these days ❤️



haileyandbailey_ Love this 💜 Having one trusted place for updates makes it so much easier for families to stay informed and protected 🙌👍



bradleymarlow_ I am adding this to my list



sierralizn Okay Rotimi I'll face my fear of needles



thepharmdfoodie 🙌 love @ncdhhs for doing this! A much needed message during this respiratory illness season!



omar_abuattieh_ Sang the ABCs while washing my hand but I was thinking of @rotimikukoyi



dtdgoo1 I told my son the same thing. He played football too and many of the guys around him would get sick.



acoolmomoftwo It's flu season 🤧 gotta stay protected 🙌



thelostbeegee Great message Rotimi! I'll share at my school



cariadsbeauty Im sure thsts a handy tool



curatedbyerinhope A great tool for info in your area!



queen_eb Such great tips and reminders for families and people! This is the season to be super on it about our health and wellness ❤️❤️



jennikwalker Thank you for being a wonderful public health advocate. Your message is so important.



rebekahchilders We are big fans of protecting ourselves and those around us through the well-researched and overwhelmingly effective vaccines available to us 🙌



emiliegarabrant this inspired me to wash my hands



abbywendler_ public health/immunization nurse here and it's so refreshing to see someone I follow talking about this! This flu season is much worse than normal- 120,000 flu hospitalizations so far this season. The flu vaccine is the BEST way to prevent hospitalizations! This is what it means to be a part of a community, taking steps to look out for everyone ❤️



merequan This needs to be talked about so much more! Love this



ava brown vaccines save lives 🙌🙌 go rotimi this is amazing!!!



Marissa We love a partnership with the PH departments!!!



Jess Owens The best resources! Thanks for helping me keep everything safe 🙌

Audience Reach | NC Counties Ranked by Saturation of Reach

