



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.

Since early 2025, **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



What's on your mind?

Pinned thread

You
Posted on 10/6/2024

Welcome to the North Carolina Creators Council!
Hey there NC Creators.

Welcome to a first-of-its-kind exclusive statewide Creators Council for North Carolina!

To prepare for the paid collaborations that will be offered to you exclusively through this Council - we would love to understand the public-good work you are most interested in! Please vote below and select all that apply.

By being a part of this Council, you all are truly setting the stage for all states across the country to understand the power that influencers and creatives hold to... [Read more](#)

<input checked="" type="checkbox"/>	Health & Social (e.g Immunizations, Mental Health, Family Service)	45 vote(s)
<input checked="" type="checkbox"/>	Safety Initiatives (e.g Emergency Response, Road Safety, NC National guard)	22 vote(s)
<input checked="" type="checkbox"/>	Civic Rights & Civic Engagement (e.g elections and advocacy)	26 ..

"Thank you for inviting me and I love this initiative, especially in the wake of hurricane Helene it would be great to have more centralized information from [the] state and state agencies."
- Morgan Conroy
Micro NC Lifestyle Creator,
Local Audience Base: 36%+

sliceofcft Follow Message

Morgan Conroy
876 posts 17.8K followers 7,174 following

sliceofcft
Capturing FOOD and DRINKS in CLT + Beyond 🌲
Food, Travel, Community, Events
m.conroy@gmail.com
Charlotte, North Carolina

Since the Launch of the North Carolina Creators Council:

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

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

4 Polling surveys were conducted with **95+ creator responses**.

988 Lifeline Awareness



The results



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



The campaign had an average engagement rate of **4.3%** on Instagram, **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 – English

The content overview consists of 12 individual pieces arranged in a 3x4 grid:

- Top Row:**
 - Video thumbnail: Laptop with code, text: "and it's okay to not be okay".
 - Video thumbnail: Family of four, text: "I've partnered with the North Carolina Department of Health".
 - Video thumbnail: Woman speaking, text: "I've partnered with the North Carolina Department of Health".
 - Text message screenshot: "Absolutely!! I'll see you later to try them out", "Cool! 😊 See you soon! ❤️", "Hey, I'm struggling 😞".
 - Video thumbnail: Woman drinking water, text: "in emotional crisis with support".
 - Video thumbnail: Man with glasses, text: "#988 #YouAreNotAlone".
- Middle Row:**
 - Video thumbnail: Man in dark room, text: "Trigger Warning: Suicide, Mental Health, Addiction, Self-Harm".
 - Video thumbnail: Child with coffee, text: "Mental health struggles can".
 - Video thumbnail: Hand holding phone, text: "REACH OUT".
 - Video thumbnail: Man with glasses, text: "to be able to reach out when you need".
 - Video thumbnail: Man on stool, text: "the 988 Lifeline is also for people who are worried about loved ones".
 - Video thumbnail: Woman in sash, text: "988 is the National Suicide and Crisis Lifeline,".
- Bottom Row:**
 - Graphic: Woman's face, text: "988LIFELINE.ORG", "The 988 Lifeline provides support 24/7 for anyone in emotional distress, those dealing suicidal thoughts, substance use, or simply needing someone to talk to. You can call, text, or chat 988 anytime you need help. It's okay to not be okay, and you're not alone in this fight. @ncdhhs @988lifeline #YouAreNotAlone #988".
 - Graphic: Cyclist, text: "When you feel like giving up, just remember the reason why you held on for so long! ❤️", "988LIFELINE.ORG", "@ncdhhs @988lifeline #YouAreNotAlone #988".
 - Graphic: Man with arms raised, text: "Trigger Warning: Suicide, Mental Health, Addiction, and Self-Harm", "If you are reading this, remember that I care about you and there is light, even on your darkest days! ❤️", "988LIFELINE.ORG", "Need more Help? 988 is here for you!", "@ncdhhs @988lifeline #YouAreNotAlone #988".
 - Graphic: Hands holding each other, text: "@ncdhhs @988lifeline", "YOU NEVER KNOW WHEN A SIMPLE 3-DIGIT NUMBER COULD SAVE A LIFE.", "#YouAreNotAlone #988", "988lifeline.org @988lifeline", "ncdhhs.gov @ncdhhs".
 - Video thumbnail: Woman walking, text: "Life can feel overwhelming but thanks to @988lifeline help is just a call or text away. Many think it's only for suicidal thoughts, but they're also here for emotional distress, substance struggles, and more. You're never alone- reach out when you need it. #988 #MentalHealthMatter @ncdhhs #YouAreNotAlone".
 - Video thumbnail: Man and woman, text: "it's alright to not feel okay.", "I'm teaming up with @ncdhhs to let you know about the 988 National Suicide & Crisis Lifeline", "@988lifeline #YouAreNotAlone #988".
 - Video thumbnail: Woman on phone, text: "I have partnered up with @ncdhhs to tell you more about the 988 Lifeline. You can call, text or chat to '988' anytime to talk to a trained counselor.", "@988lifeline #YouAreNotAlone #988".

Content Overview – Spanish



Estoy colaborando con el Departamento de Salud y Servicios Humanos de Carolina del Norte @ncdhhs para compartir algo importante @988lifeline #NoEstasSolo #988

Ayuda a los que más quieres
 @ncdhhs @988lifeline #noestassola

MITO: SOLO SE PUEDE RECIBIR AYUDA POR TELEFONO

AL 988.
 @ncdhhs @988lifeline #noestassola

LINEA988.ORG

No estás solo/a. Busca ayuda, la calma llegará

Llama o envía un texto al 988.
 @ncdhhs @988lifeline
 Para más información, visita:
 LINEA988.ORG
 #noestassola #988

Me estoy uniendo con @ncdhhs para compartir información importante. Como un fanático de autos, puedo decir con seguridad que muchos de nosotros los usamos para tratar de superar problemas personales junto a nuestra salud mental.

Desafortunadamente, algunas personas tienen problemas muy grandes que no pueden ser superados con el pasatiempo de autos.

#NoEstasSolo #988 @988lifeline @ncdhhs

#988 una línea segura y confiable donde encontrarás la ayuda que necesitas. Disponible 24/7 @ncdhhs @988lifeline #noestassola

Public Health Careers



The results

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

dph.ncdhhs.gov/about-us

5 trusted messengers posted **16** pieces of content on Instagram & TikTok generating **96** shares.

to the Division of Public Health

Over **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.

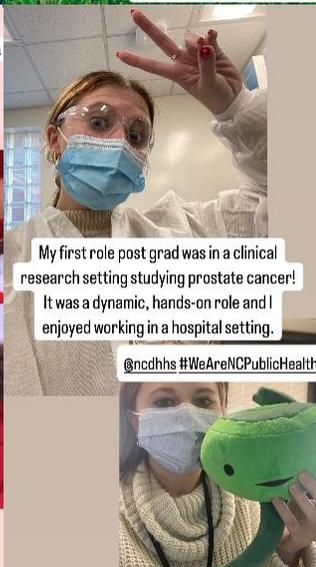
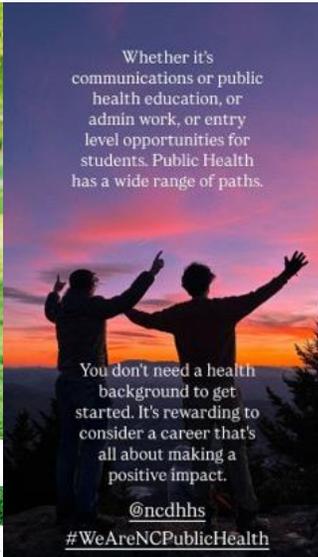
The campaign achieved **1.3M** impressions and a reach of **881K+**.

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



Reproductive Care Access



The results



6 trusted messengers created and posted **18** pieces of content on Instagram & TikTok generating **106** 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.

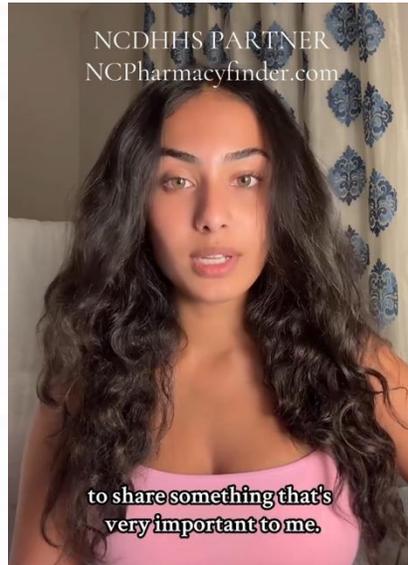
Content had over **2.3M** views across social media platforms.



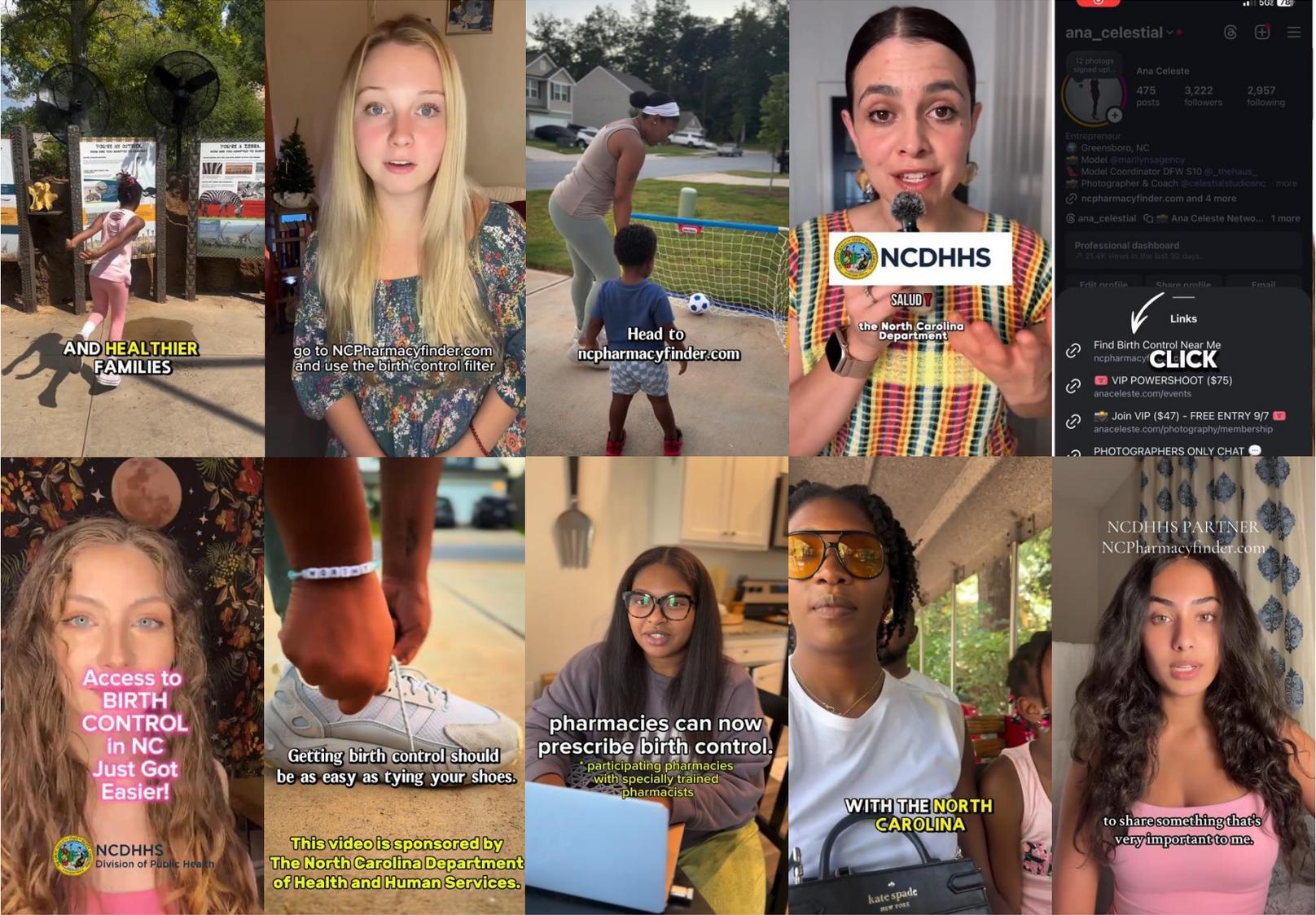
The campaign reached over **1M** women of reproductive age (18 - 44) in North Carolina.



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



Content Overview



Respiratory Health

(Campaign is In progress)



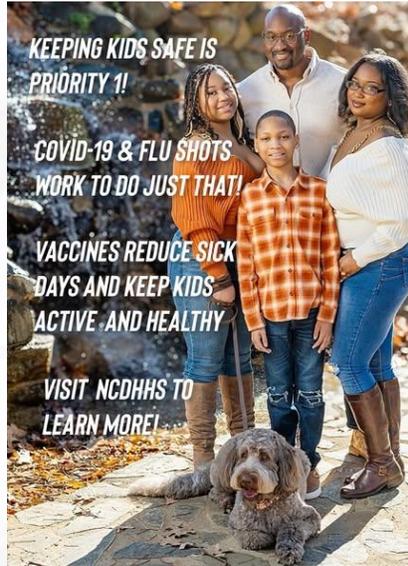
Up-to-date Results



10 trusted messengers and **17** collaborators created and posted **30** pieces of content on Instagram & TikTok, generating **204** shares / reposts.

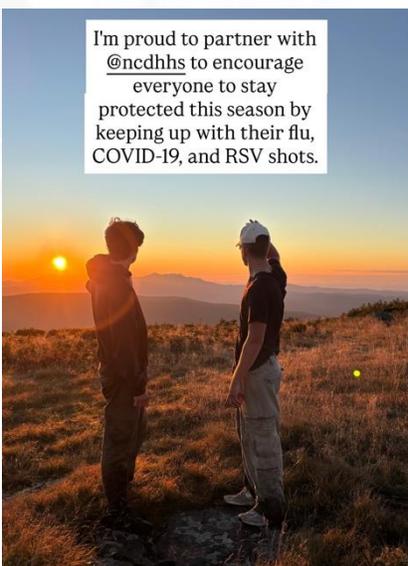


The campaign has an average engagement **2.2x** greater than industry standards!



65.1% of commenters express a positive sentiment toward the campaign.

49.3% of the audiences reached identify as Black, Latino/Hispanic, or Native American.



I'm proud to partner with @ncdhhs to encourage everyone to stay protected this season by keeping up with their flu, COVID-19, and RSV shots.

Content received **~5K** engagements across social media platforms.



59.3% of the messengers and collaborators identified as BIPOC, AAPI, Latino/Hispanic, or Native American.



Vaccination = more productivity. more weekend fun and less days being sick! Protect you and your loved ones this year! @ncdhhs #StayHealthyNC

Content Overview

