We are NC Public Health–everywhere, every day, everybody.

We all experience the impact of public health every day. From monitoring disease outbreaks and ensuring safe food and drinking water to supporting healthy families and preparing communities for emergencies, public health works alongside local partners to protect and improve the health of our state.

North Carolinians understand this. New statewide research shows that public health continues to be viewed as an essential public service, with 81 percent of respondents saying the work of the North Carolina Department of Health and Human Services (NCDHHS) is important to improving the health of North Carolinians.

The biggest driver of trust is familiarity. When people understand what public health does, they are more likely to trust it. North Carolinians who are very familiar with NCDHHS are more likely to trust the department, rate its performance high, believe its work is important and trust its health recommendations.

That's why making public health more visible matters. To help tell that story more consistently, the North Carolina Department of Health and Human Services has developed an updated bilingual communications toolkit informed by the latest statewide public trust research.

The toolkit includes:

- Public health trust research findings summary
- Social media graphics and sample posts
- Blog content you can adapt for your own audiences

By sharing these resources, partners across North Carolina can help reinforce the important work happening every day to keep communities healthy, safe and prepared. Together we can show how public health improves the everyday lives of North Carolinians.

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