Communications Across Platforms
One Strategy, Many Vehicles

- Everything we focus on –

  Leadership, scholarship, innovation, excellence, rankings, promoting the UNC-Gillings “brand”

  – needs to be spread across all our communications platforms.

- Carolina Public Health, Social Media, Web and, ultimately, the campaign will reflect these messages.
We are showing people what makes Gillings Special.
We’ve made some changes to the newest issue:
A more fluid layout, bolder images

Power of community, strength in diversity

Growing up on a small farm in Jacksonville, Fla., as the great-granddaughter of a Chinese immigrant tenant farmer, Eng experienced cultural clashes as well as the power of community.
Gentry’s areas of expertise are disaster management and preparedness skills training.

He has led training for the Orange County (N.C.) school system to prepare for winter storms, during which students and staff members with special health needs may need to shelter overnight at school.

He facilitated a full-scale hazardous materials exercise in Vance County,

“In all these exercises, Gentry says, “the importance of preparedness, communication and collaboration were emphasized. We stress the importance of sustaining training and education opportunity – and also of sustaining partnerships.”

In 2004, the U.S. Department of Agriculture funded a cooperative agreement with N.C.’s SART to develop local animal response teams on a national scale, based on North Carolina’s model.

—Linda Kastleman
Social Media

Next to our website, social media is perhaps the most important communication vehicle for reaching prospective students.

Our peers are very predicated on this and devoting substantial resources to their efforts.

We’re #2! (this time it’s Hopkins playing catch-up).
Facebook – Over 4 Billion Served Worldwide (don’t forget to “Like” us!)
Twitter – Fastest Growing Social Media Outlet
Engagement and Churn are the Keys

- Interaction must occur several times a day.
- It cannot simply be event and school news announcements.
- Keep an eye on the competition and new vehicles.
Over the last few months we’ve had media “hits” appear through the AP, NPR, CNN, USA Today and dozens of international and regional outlets.

More is coming, but there’s never enough. Give us great stories to push!
The Website – Progress and Transition
Student Affairs Site Already Providing Benefits

At Gillings, public health also means...

- Solving potable water access and sanitation problems.
- Pioneering new efforts to prevent and control cancer.
- Preventing diabetes, asthma, HIV, cardiovascular disease, premature births, traumatic brain injuries, interpersonal violence.
- Improving health care quality and access.
- Reducing health disparities.
The Website – New Look and Feel

Epidemiology Research

Our renowned faculty members provide students with training in effective research practices and methods. We work with our students to apply their epidemiology research to a variety of health problems here in North Carolina and around the world.

Our Outstanding Research Includes:

- Professor Mike Cohen’s research on the early initiation of antiretroviral therapy created a paradigm shift in the way HIV and AIDS patients are treated worldwide and was featured on the cover of Science magazine in 2011 for “Breakthrough of the Year.”
- Professor Ralph Baric discovered a new live vaccine approach for SARS (severe acute respiratory syndrome) and novel coronaviruses, bringing the world one step closer to a usable vaccine.
- Associate Professor Ken North’s research identified genetic variants that influenced the amounts of low-density lipoprotein (LDL) cholesterol and high-density lipoprotein (HDL) cholesterol in the blood.
- Assistant Professor Karen Yee and Dr. Eric Whitsett’s research revealed that cardiovascular diseases, such as heart attacks and strokes, were associated with chemical air pollutant properties.
- Associate Professor Julie Daniels is examining time trends, geographic patterns, and environmental and other risk factors for autism in North Carolina. Her research is leading to a cleaner understanding of the causes and risk factors for autism.

SPECIFIC AREAS OF FOCUS

- Cancer etiology, prevention and control
- Cardiovascular health
- Environmental and occupational health
- Health care
- Infectious diseases
- Injury etiology, prevention and control
- Pharmacoepidemiology
- Reproductive health care

SPECIFIC AREAS OF INTEREST

- Genetics Epidemiology
- Social Epidemiology
The Website – Still Working Through Glitches

- Joomla to WordPress transition presented some unanticipated challenges.

- Search function needs refinement site-wide.

- “Newness” presents its own challenges.

- Working through these and other issues. Looking for feedback.
A Polish is Coming...

- We hope to smooth out some of the rough edges.
- Improve ease of use.
- Improve “Responsive Design.”
- Again – we value your feedback!
Thank You!

(any questions?)