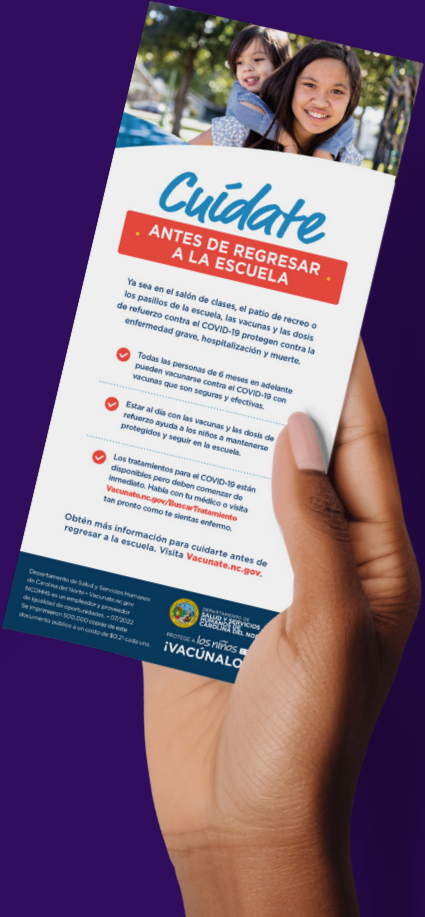


In the Digital Age, Print Still Matters to Promote Public Health & Trust in North Carolina

This evaluation sought to quantify the impact of print materials to help inform decision-making among communications and campaign teams.

In the digital age, print is still a vital outreach tool to get accurate public health information to communities, build trust and meet people where they are. Recognizing this, Neimand Collaborative (N/Collaborative) partnered with the North Carolina Department of Health and Human Services (NCDHHS) to design, develop and distribute free English and Spanish print materials between 2021 and 2024. Community organizations were able to order materials, which were printed and shipped to them at no charge. These materials supported outreach on critical health topics, including COVID-19, Medicaid, the 988 Suicide and Crisis Lifeline and Tailored Care Management.



To understand the value and effectiveness of this print strategy, N/Collaborative engaged an independent evaluator to assess how well materials supported clear messaging, built trust, engaged communities and empowered local partners.

Based on nearly 450 survey responses, this evaluation confirmed the significant scale and reach of the effort. Between 2021 and 2024, thousands of organizations placed nearly 8,000 orders for NCDHHS print materials, delivering critical health information to millions across all 100 North Carolina counties, including:

- **Over 2 million COVID-19 materials**
- **Nearly 2 million Medicaid resources**
- **More than 600,000 pieces related to the 988 Lifeline**
- **And 80,000 Tailored Care Management materials**

These materials reached priority populations—including marginalized communities and people with disabilities—and supported institutions like local governments, healthcare providers, schools and organizations serving Medicaid-eligible individuals and those with complex care needs.

Key Findings

This study overwhelmingly confirms that providing organizations with printed materials at no cost to them is a highly impactful strategy for trust and relationship building. It also supports community organizations to expand their outreach—while helping them save time and money.

Outcomes at-a-glance



Likelihood to recommend NCDHHS as a partner



Expanded outreach efforts



Increased confidence in NCDHHS

🎯 Messaging Effectiveness:

Materials were seen as successful in initiating and facilitating health-related conversations.

Nearly all organizations (97%) reported that the materials helped them communicate clearly about health topics, and 95% agreed that they addressed their community’s questions and concerns.

🌱 Trust-Building:

Community partners reported that receiving free print materials strengthened their relationships with NCDHHS and reinforced a sense of shared purpose.

96% agreed that the print materials supported trust-building, while 97% felt they demonstrated NCDHHS’ commitment to supporting community organizations. Additionally, 95% said the materials increased their confidence in NCDHHS’ ability to address public health and community issues. Notably, 98% indicated they are likely to recommend NCDHHS as a community partner—highlighting the role of print materials in fostering strong, trusted connections.

★ Empowerment and Efficiency:

Free materials helped partners focus on core outreach efforts while saving time and resources.

Most organizations reported that the materials expanded their outreach (97%) and saved time (96%) and money (97%) associated with creating or sourcing health materials.



“ *Having information readily available for families makes it easier to help them...It helps us do our job to help families connect with resources.* ”

— K–12 School Staff Member in Caldwell County that ordered 988 Lifeline materials

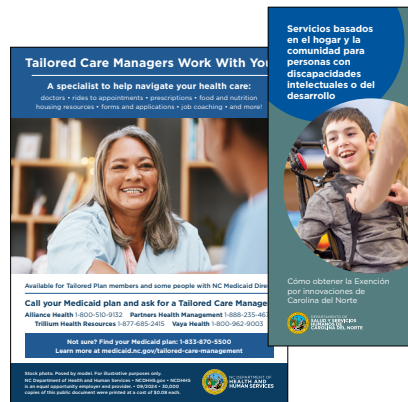
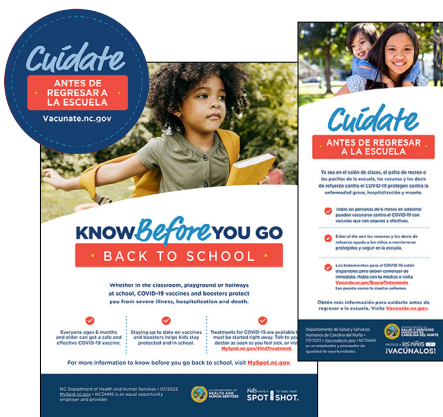
Is print right for your campaign?

Overall, the findings underscore the continued relevance and impact of print marketing as a tool for effective public health engagement—especially when integrated with community-centered strategies and support.

So, when is print right for your campaign?

We know that relative to digital, printing materials is more expensive, and budgets can be tight. When thinking about print for your own campaign, consider the following:

- ✓ Which audiences could benefit from more personalized engagement and support?
- ✓ How might community partners benefit from free print resources to expand their outreach?
- ✓ Would print materials make for more effective messaging delivery and address key community concerns?
- ✓ What's the current state of your relationships with partners and key audiences, and can print help increase trust and further your impact?



To learn more about N/Collaborative, visit ncollaborative.com