**Spring and/or Summer 2024 Internship:
Help Build Arclet and Transform Public Health Communications**

What is Arclet?
Public health communication that is engaging, evidence-based, culturally competent, and delivered by trusted local messengers is critical for promoting health behaviors that can improve health. Yet health communicators - the people tasked with getting credible health information to their communities - lack the essential tools they need to consistently deliver high-quality information, measure impact, and engage effectively.

Arclet is an easy-to-use platform that allows health communicators to locate, localize, test, share, and measure engaging, evidence-based, and culturally competent health information in their communities.

 Key features of the platform include:

- A database of aggregated existing health campaigns (on a range of topics) from credible sources;
- Design customization so that communicators can tailor and localize information so it is clearly coming from a trusted local messenger;
- Message testing to ensure that it will have the intended impact with the target audience;
- Support for strategic & targeted online dissemination to reach intended audiences where they are already receiving information; and
- Data analysis and sharing to provide information on what works, what doesn't work, and what would work to do better.

Learn more about Arclet at www.arclet.com.

Internship Description:
This is an exciting opportunity to play a meaningful role in a social impact health tech startup at its earliest stages! This internship will involve working closely with Arclet's founder, Adrienne Ammerman, to improve on the prototype of the Arclet platform and roll it out to public health communicators across North Carolina and the U.S.

The scope of work may include:

1. Expand & improve the database of existing evidence-based health communications materials available in the Arclet platform, with an emphasis on culturally relevant materials
2. Help collect and synthesize early user feedback (from WNC Health Communicators Collaborative members and public health communicators in North Carolina) to communicate back with tech partners as we iterate the platform
3. Engage in research & conversations about generative AI and public health communications
4. Assist with grant writing

Internship Details:
- 5-10 hours per week
- Position may be fully remote, or hybrid (Arclet is based in Asheville, NC)
- This internship is currently unpaid, but opportunities for a stipend may be discussed.

Position Requirements:
A strong interest in public health communications, creating equitable access to high quality health information in every community, and social impact startups. Curiosity, passion, willingness to learn, and ability to think outside of the box are all welcome traits.

To Learn More & Apply:
- Interested applicants are invited to email adrienne@arclet.com to schedule a 15-30 minute conversation to see if this internship might be a good fit.
- To submit an application, email a cover letter and resume to adrienne@arclet.com

Our Mission:
To empower health communicators in sharing engaging, culturally competent, & effective health information with their communities.

Our Vision:
Individuals and communities have equitable access to trusted, actionable, and engaging health information that they need - when & where they need it - to live healthier lives.

About the Arclet Team:
Adrienne Ammerman is a health communications professional with 18 years of experience at the local, regional, state, & national levels. She has an MA in communications with a concentration in health communication from Johns Hopkins University and was a 2023 Information Futures Fellow at Brown University School of Public Health. The Arclet advisory team includes: Catherine Chao, Ad Council; Stefanie Friedhoff, Brown University; Lisa Macon Harrison, Granville-Vance District Health Department; Katelyn Jetelina, Epidemiologist & Scientific Communicator; Lee Lance, Ecobot; Khalilah LeGrand, ASTHO; Tracy Zimmerman, Neimand Collaborative.

www.arclet.com