



MAKING THE INVISIBLE VISIBLE

**COMMUNICATING THE VALUE OF PUBLIC HEALTH IN A
CHANGING LANDSCAPE**

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MARCH 2025

“When public health works it’s invisible”



“Public health saved your life today and you didn’t even know it”

1800s: Clean water & sanitation

1900s: Vaccines

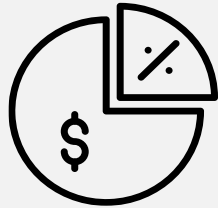
Mid- 1900s: Seatbelts, non-smoking areas

Present: Data pipelines

WHY



Rapidly changing information landscape.



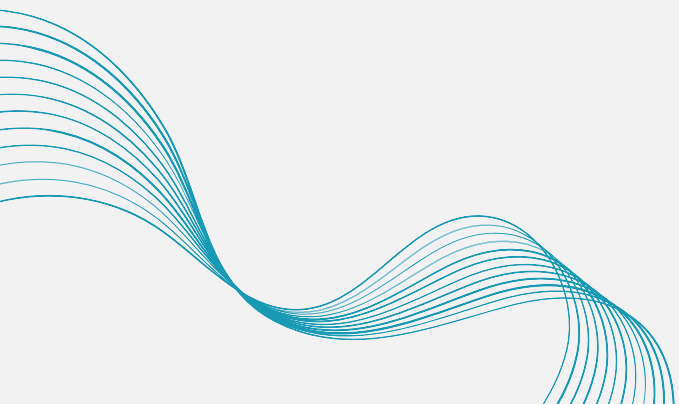
Budgets are shrinking.



Leadership is changing.



Trust is declining.



So, what can a bunch of public health nerds do about it?



Science isn't finished until it's communicated.

- MARK WALPORT

konstantiaachilleos.com

WHO



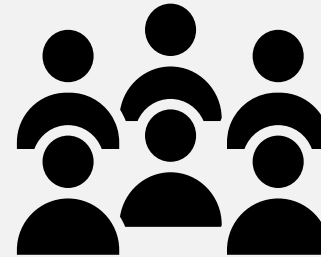
AGENCY LEADERSHIP

Data-driven decision-making.



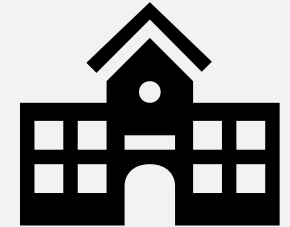
COMMUNITY PARTNERS

Actionable Data



GENERAL PUBLIC

Impacts to self or family



POLICY MAKERS

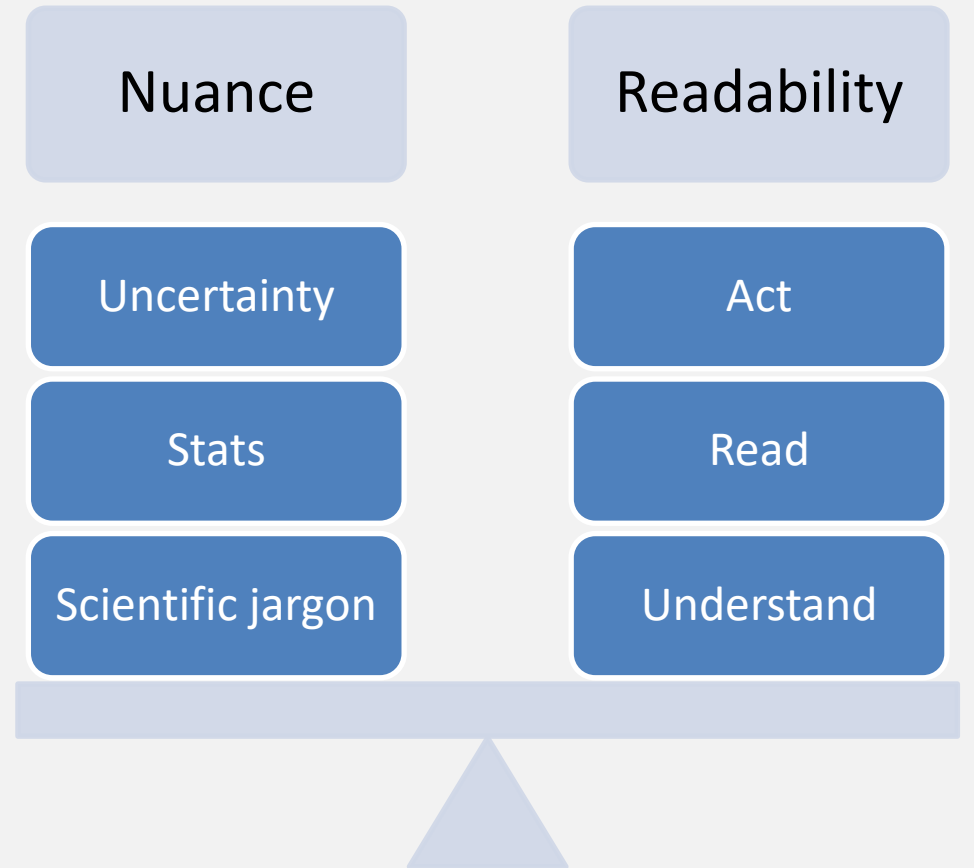
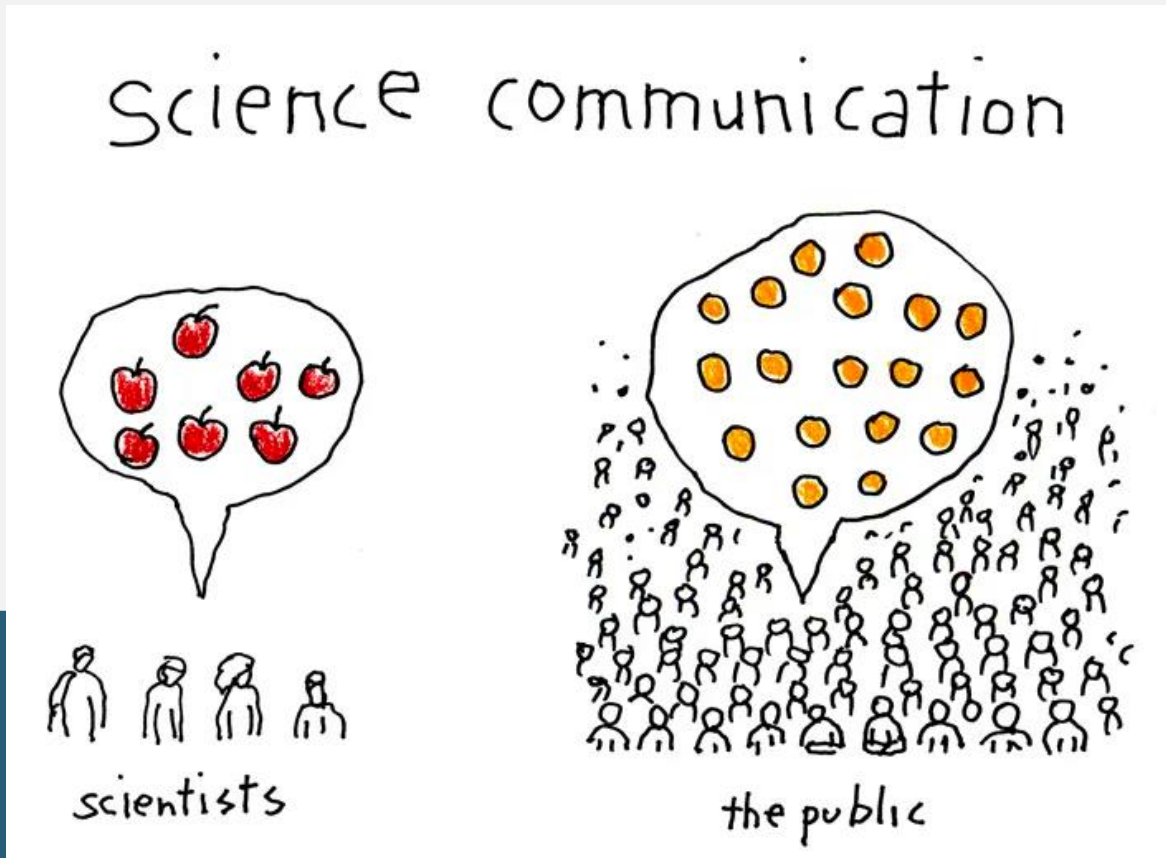
Dollars and Security

One message won't work for everyone. What do *THEY* care about?

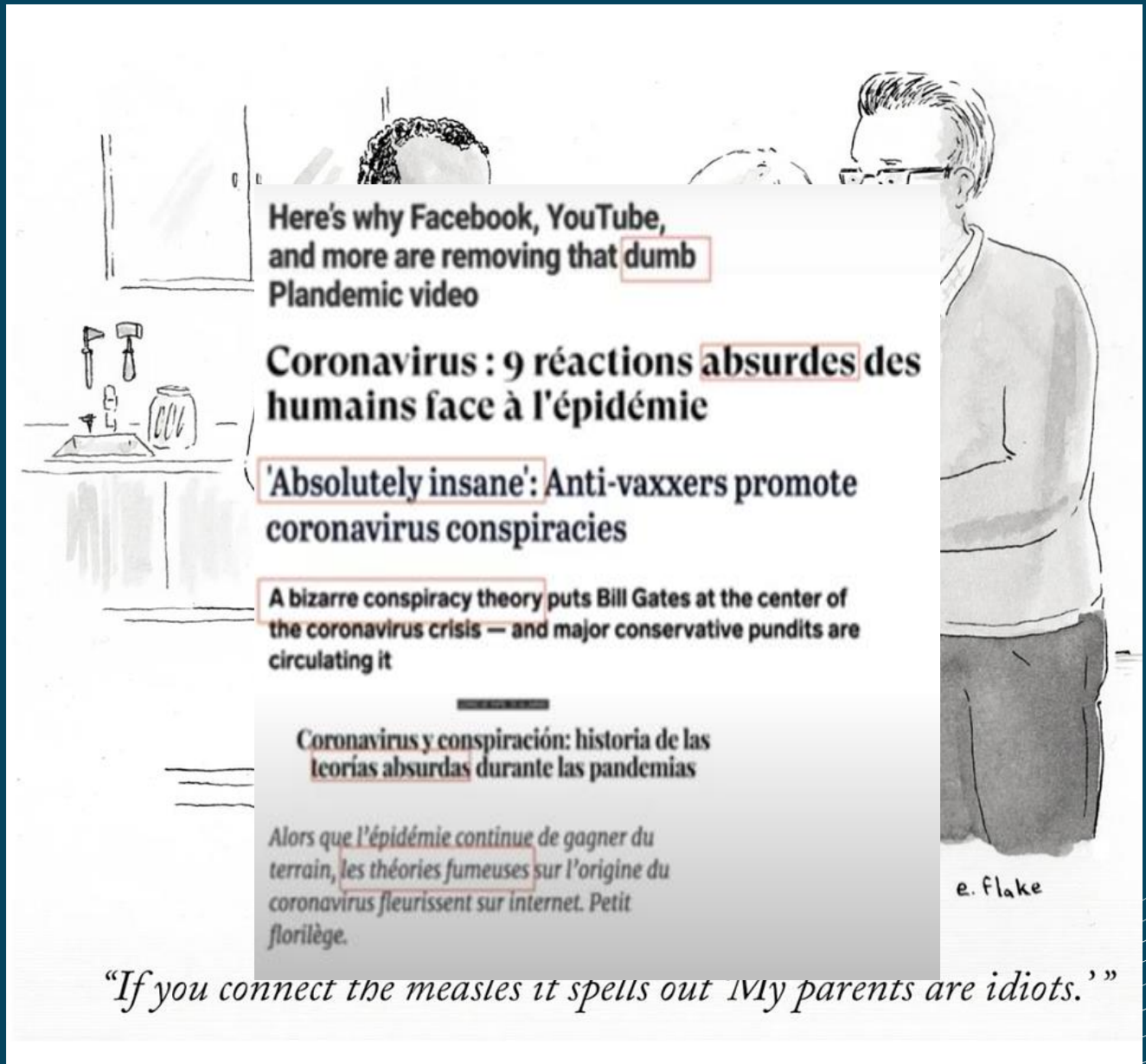
WHAT

“If you can’t explain it simply, you don’t understand it well enough.”

-Albert Einstein



What you say matters



“If you connect the measles it spells out MY parents are idiots.”

“Pandemic preparedness”

Misinformation

Community

Data

Innovation

“Biosecurity threat”

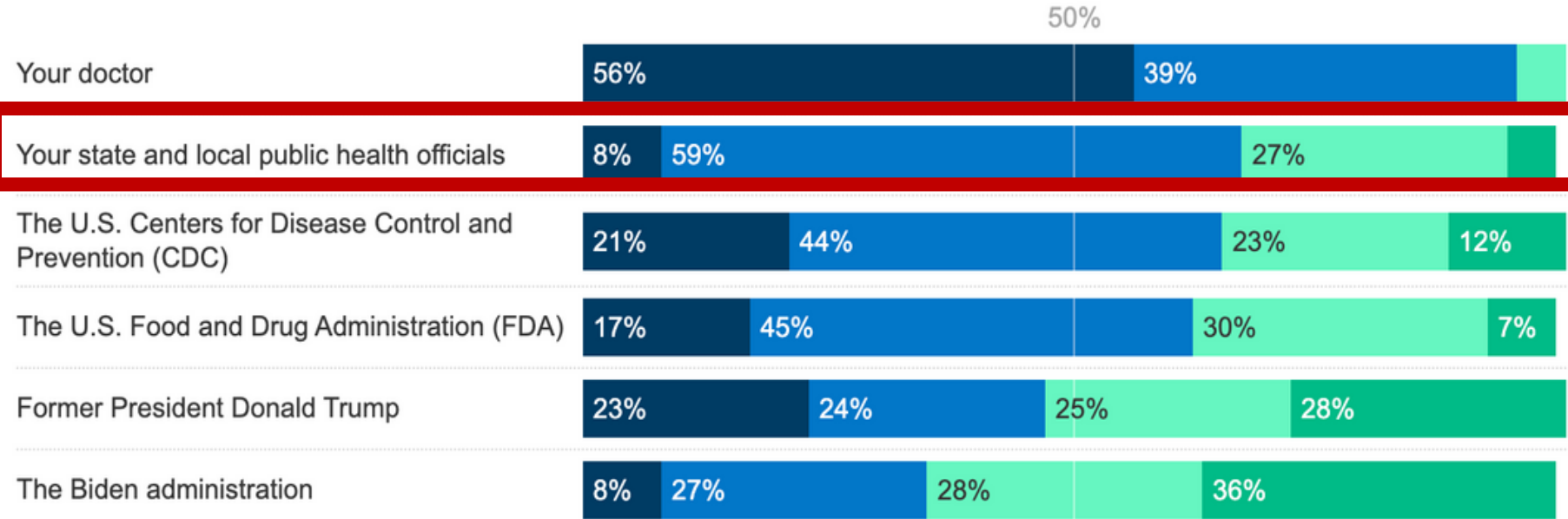
Rumor/Falsehoods

Your family

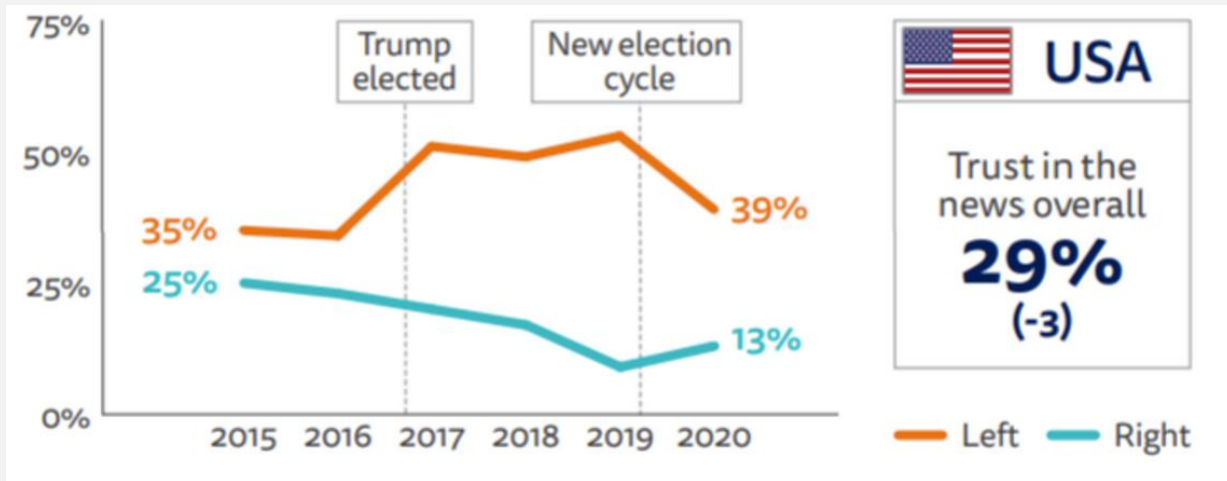


How much do you trust each of the following to make the right recommendations when it comes to health issues?

■ A great deal ■ A fair amount ■ Not much ■ Not at all



Meet people where they are at



PROPORTION THAT USED EACH AS A SOURCE OF NEWS IN THE LAST WEEK (APRIL 2020) – SELECTED COUNTRIES

	Online (incl. social media)	TV	Social media	Radio	Print (incl. mags)
🇬🇧 UK	79%	71%	47%	35%	18%
🇺🇸 USA	73%	60%	47%	21%	16%
🇩🇪 Germany	69%	72%	39%	41%	26%
🇪🇸 Spain	83%	71%	63%	24%	28%
🇰🇷 South Korea	85%	65%	51%	14%	19%
🇦🇷 Argentina	90%	77%	78%	24%	30%
Average change from January	+2	+5	+5	+2	-2

Meet people where they are at

Measles cases in 2023

During January 1-December 31, 2023, a total of 58 measles cases were reported by 20 jurisdictions: California, Colorado, District of Columbia, Florida, Hawaii, Idaho, Illinois, Kentucky, Maryland, Missouri, New Jersey, New York City, Ohio, Oregon, Pennsylvania, Texas, Utah, Virginia, Washington, and Wisconsin.

Measles cases in 2022

From January 1 to December 31, 2022, a total of 121 measles cases were reported by 6 jurisdictions. *

Measles cases in 2021

From January 1 to December 31, 2021, a total of 49 measles cases were reported by 5 jurisdictions. *

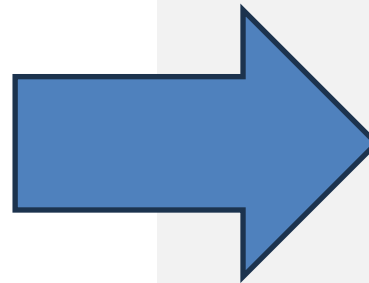
Measles cases in 2020

From January 1 to December 31, 2020, 13 individual cases of measles were confirmed in 8 jurisdictions.*

*Jurisdictions refer to any of the 50 states, New York City, and the District of Columbia.

Measles cases in 2019

- From January 1 to December 31, 2019, 1,274 individual cases of measles were confirmed in 31 states.
- This is the greatest number of cases reported in the U.S. since 1992. The majority of cases were among people who were not vaccinated against measles. Measles is more likely to spread and cause outbreaks in U.S. communities where groups of people are unvaccinated.



Data as of February 19, 2024 at TIME

Measles Outbreak Cases and Data

2024 Data Snapshot

CDC updates this data biweekly

U.S. Cases

Total Cases
31,689
Cases un-/under-vaccinated
95%

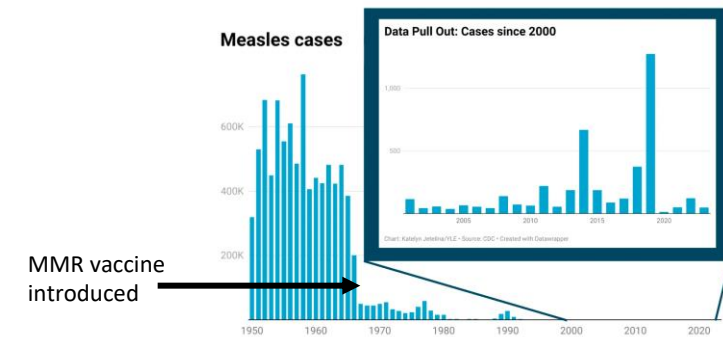
U.S. Hospitalizations

Total Cases
56
Hospitalizations un-/under-vaccinated
99%

Active Clusters

Total clusters
10

U.S. Case Trends



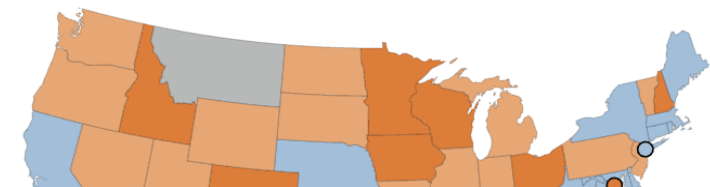
MMR Vaccine Coverage for Kindergarteners by School Year (2009–2023)

The measles, mumps, and rubella (MMR) vaccine is very safe and effective. When more than 95% of people in a community are vaccinated (coverage >95%), most people are protected through community immunity (herd immunity). However, [vaccination coverage among U.S. kindergartners](#) has decreased from 95.2% during the 2019–2020 school year to 93.1% in the 2022–2023 school year, leaving approximately 250,000 kindergartners at risk each year over the last three years. To dive into vaccine coverage data for MMR, visit [VaxView](#).

At local levels, vaccine coverage rates may vary considerably, and pockets of unvaccinated people can exist in states with high vaccination coverage. When measles gets into communities of unvaccinated people in the United States, outbreaks can occur.

Make a selection from the filters to change the visualization information.

2022-23



Be brave

To become visible we need to:

- **Transform** work into tools and stories and small bites that resonate with people
- Leverage data to not only inform but **inspire** action
- **Challenge** yourself in that last mile of public health

Trust is not declared but earned

