

# **AI in Action: Strengthening Public Health Communications with Care & Clarity**

TUESDAY, SEPTEMBER 30

1:00 – 2:30 pm EST / 10:00 – 11:30 am PST

This event will be recorded. The recording and slides will be available on [publichealthcollaborative.org](https://publichealthcollaborative.org) later this week.

All attendees are automatically muted upon entry.

# Join the PHCC Newsletter

All the latest public health...

- Messaging
- Resources
- Communication tools
- Trending topics
- Trainings

Delivered directly to your inbox!



# *Closed Captioning and ASL Interpretation*

**If you'd like to use closed captions or ASL interpretation:** Hover over the “More” button or the “Interpretation” button on the bottom of your Zoom screen.

- Live closed captioning is being provided by AI Media.
- ASL interpretation is being provided by Keystone Interpreting Solutions.

# Meet Today's Experts



**Amelia Burke-Garcia, PhD, MPH**  
*Director*  
Center for Health Communication Science  
NORC at the University of Chicago



**Aaron Davis, MPA MBA**  
*Director*  
Wichita State University  
Community Engagement Institute



**Kristen Hackbarth, MS**  
*Communications Director*  
Nevada Cancer Coalition



**Brinleigh Murphy-Reuter, Ed.M**  
*CEO & Founder*  
Science To People





# AI in Health Communications

**Practical, Ethical, and Strategic Uses**

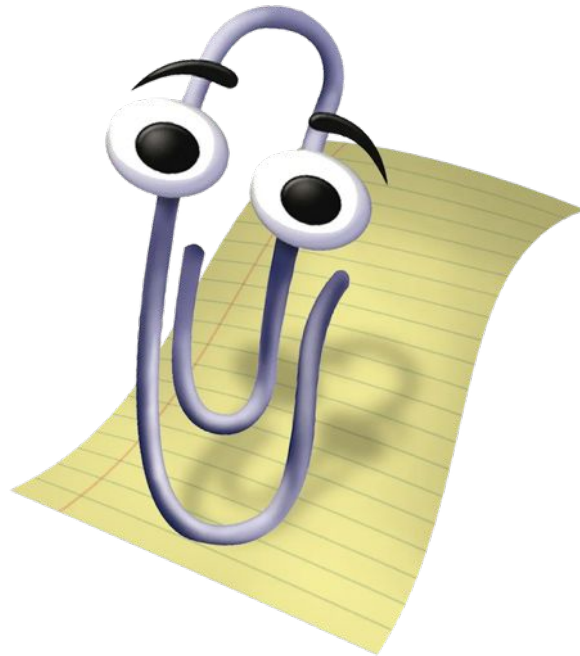
*Kristen Hackbarth, MS, Nevada Cancer Coalition*

*\*presentation content developed with AI assistance*



# The easy hard part

- AI tools are expanding rapidly
- Opportunities to improve efficiency, accuracy, and creativity
- Need for responsible use: balancing innovation with ethics



# Core principles of AI use

- ✓ Accountability and Trust
- ✓ Privacy
- ✓ Equity and Bias
- ✓ Mission Alignment
- ✓ Ethical Considerations
- ✓ Budget
- ✓ Value



# Do you have a policy?

- ✓ Define what AI will and won't be used for
- ✓ Establish training and monitoring for staff
- ✓ Ensure human oversight of AI-generated content
- ✓ Choose tools carefully



# Why reinvent the wheel?

Look outside your field – who is using AI and how?

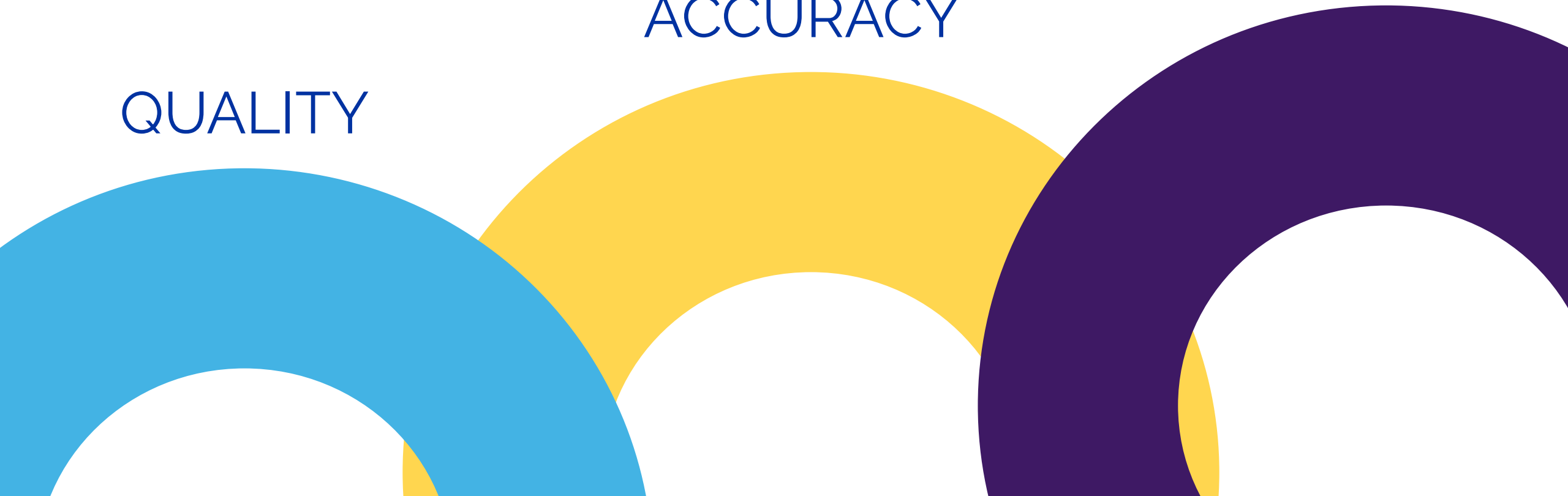


**But whose wheel is it? Training matters.**

QUALITY

ACCURACY

BIAS





# What can your AI assistant do?

- ✓ Write or refine writing
- ✓ Data analysis and visualization
- ✓ Transcription
- ✓ Edit images
- ✓ Language translation
- ✓ Document processing
- ✓ Research
- ✓ Automation
- ✓ Check for bias, 'blindspotting,' play Devil's advocate, interview prep
- ✓ Be a sounding board

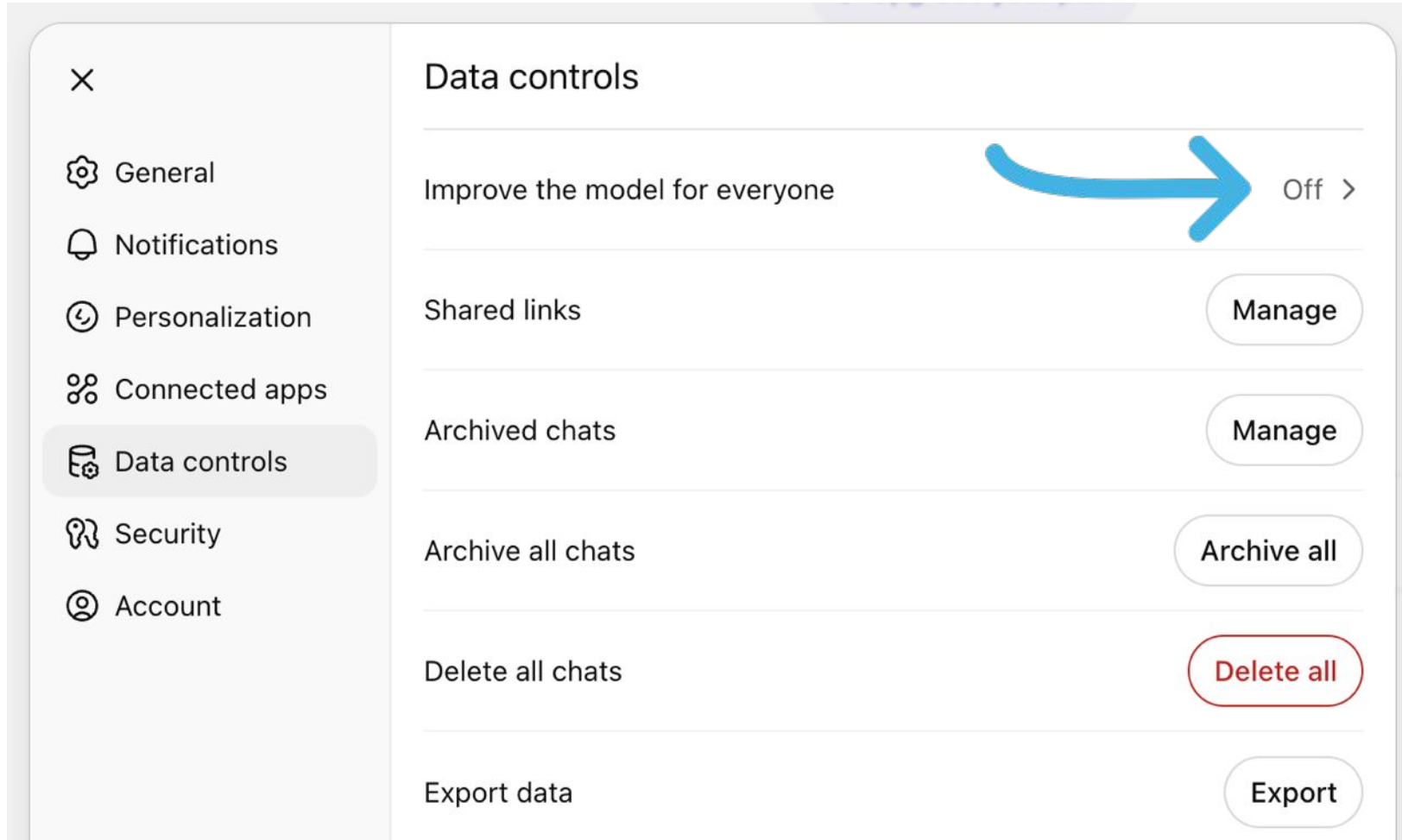


# My favorite tools





# Set your preferences



# Explore GPTs



## Scholar GPT

Enhance research with 200M+ resources and built-in critical reading skills. Access Google Scholar, PubMed, bioRxiv, arXiv...

By awesomegpts.ai



## Data Analyst

Drop in any files and I can help analyze and visualize your data.

By ChatGPT



## Coloring Book Hero

Take any idea and turn it into whimsical coloring book pages.

By ChatGPT



## YouTube Video Summarizer

Provides concise, easy-to-read video summaries.

By Tarsense Technologies Pvt. Ltd.

# Example: Tasks

Scheduled task

Instructions

Weekly news digest featuring materials published within the last week on cancer research and innovations, focusing on U.S. news and academic papers. Include topics such as cancer prevention, early detection, genetics, survivorship, and palliative care.

Schedule

WeeklyMonday7:00 AM

Expiration date

None selected

Notification platform

In-app, Email, and Mobile

Active

Delete

Cancel

Save

## perplexity tasks

- Federal funding concerns: Looming budget cuts to NIH and NCI threaten early-stage cancer research, disrupt trials, and jeopardize long-term innovation and patient care.
- Precision prevention & early detection: Major academic advances focus on tailored vaccines, omics technologies, AI tools, and targeted therapies to personalize prevention and improve early diagnosis.
- Survivorship & palliative care: New care models stress mental health, integrative therapies, and early palliative care integration, improving outcomes while addressing ongoing disparities and financial uncertainty.

[View Full Response](#)

# Example: Content generation

Draft a blog post for a cancer control nonprofit summarizing the key points of this article and linking back to the original article. Limit the use of bulleted lists and subheadings to just one or two, and use plain language. Focus on the importance of cancer prevention, early detection or survivorship as applicable. Along with the blog post, generate social media posts including: a caption for facebook to post with a link to the blog; an image concept, image text and caption for an instagram post; and an image concept and text for a reel. Article is here: <https://www.nbcnews.com/health/kids-health/hepatitis-b-vaccine-newborn-rfk-jr-immunization-rcna229884>

# Example: Content generation

## Why the Newborn Hepatitis B Shot Matters — and What's at Stake Now

09 September, 2025 | Hepatitis-B | Immunization | Liver Cancer | Vaccination | Vaccine

SHARE    

Hepatitis B is a virus that attacks the liver and, if not prevented, can lead to serious chronic illness — including liver cancer. The vaccine for hepatitis B, given within 24 hours of birth, is one of the most effective tools we have to stop transmission — especially from mother to child — and to reduce cancer risk later in life.

Recently, the U.S. Health Secretary, Robert F. Kennedy Jr., and a newly reconstituted vaccine advisory group have questioned whether the hepatitis B vaccine needs to be given to newborns in the first days of life. Critics, including pediatricians and public health experts, warn this could weaken protections that have been in place for decades.

Here are the key points, according to [STAT News](#):

- Before the vaccine was routinely given at birth, many people with hepatitis B had no known risk factors — meaning screening alone missed cases.



# Example: Content generation

## Social Media Posts

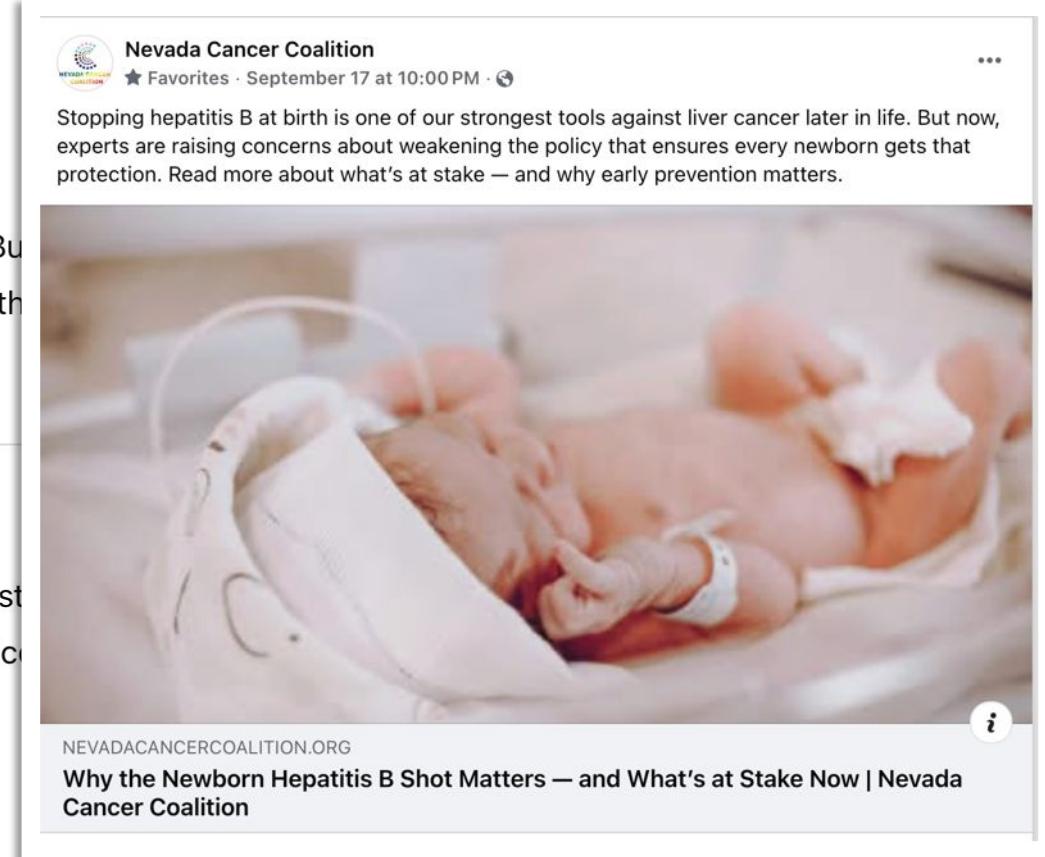
### Facebook Caption

"Stopping hepatitis B at birth is one of our strongest tools against liver cancer later in life. But now, experts are raising concerns about weakening the policy that ensures every newborn gets that protection. Read more about what's at stake — and why early prevention matters." + link to the blog.

### Instagram Post

- **Image concept:** A gentle photo of a newborn baby in a hospital bassinet with medical staff (nurse) giving a vaccine, or a stylized graphic showing a newborn and shield or barrier icon representing protection. Soft, warm tones.
- **Image text (overlay):** *"First Dose. Lifelong Protection."*
- **Caption:**

"For newborns, the hepatitis B vaccine is more than just a shot — it's a shield against serious liver disease and cancer down the road. Questions about changing the timing or removing the newborn dose put that shield at risk. ✍️ Read our latest blog to see why early detection & prevention are so vital. [link in bio] #CancerPrevention #HepatitisB #VaccinesWork"



# Example: Prompts

draft me a short introductory paragraph about childhood cancer awareness month to preview data and resources for clinicians and public health professionals


draft me five social media posts that I can use on facebook or instagram using this text as a starting point: Prostate cancer screening, often performed as a blood test to detect levels of prostate specific antigen or PSA, has a USPSTF C-grade recommendation for those with a prostate, aged 55 to 69 who are at increased risk such as due to race/ethnicity or family history. Screening should be done only after a discussion of the potential


# Example: Generating ideas, tedious tasks

we are leading a conference session on collaborating for impact as we launch the new 2026-2030 Nevada Cancer Plan, a five-year cancer control strategic plan. We want to have an interactive q&a or poll session to gather feedback from attendees on how they can develop actionable ideas for cross-sector collaboration that align with the plan's framework to reduce the burden of cancer and promote equity. What are some questions or ideas for engaging the audience?

Perplexity Sources · 20 Steps

 Health Equity  
Communicating About  
Health Equity Concepts...

 who  
Eurohealth — Vol.31 | No.1 |  
2025

 you  
Voices  
Panel I

## format these citations into mla style:

Perplexity Sources · 2 Steps

Attachment  
paste.txt




1. Nevada Radon Education Program 2025. What is Radon?  
<https://www.nvradon.org/radon-what-is-radon/>  
Neenager, M.B. (2024). High percentage of cancers potentially preventable.  
Cancer, 130, 380-382. <https://doi.org/10.1093/cncr/ckad377>  
2. Evans, F., Marlow, E.C., Thomson, B. et al. Proportion and number of cancer cases and  
deaths attributable to potentially modifiable risk factors in the United States, 2019.  
CA Cancer J Clin, 2024, 74(9), 409-431. doi:10.3323/caj.2024.09  
3. Pong, C., Harely, D., Chen, M. et al. National Immunization Survey-Teen, United States,  
2023. MMWR Morbidity and Mortality Weekly Report, 2024, 73(7):108-114. DOI:  
<https://doi.org/10.15585/mmwr.mm7307a1>  
4. Torres, A., Quintanilla, F., Samel, E., Sanchez, C., Acevedo, F., Walbaum, B., Merino, T.  
Nations Unbound: The Cancer Revolution. An Initiative by APC International


Here are the provided citations formatted in MLA style:

- Huerta, D., et al. "Probabilistic risk assessment of residential exposure to metal(loid)s in a mining impacted community." *Science of the Total Environment*, vol. 872, 2023, p. 162228, doi:10.1016/j.scitotenv.2023.162228.
- Abdul-Wahab, Sabah, and Fouzul Marikar. "The environmental impact of gold mines: pollution by heavy metals." *Open Engineering*, vol. 2, no. 2, 2012, pp. 304-313, <https://doi.org/10.2478/s13531-011-0052-3>.




# Example: Keeping tabs with VisualPing


**Memos to the Mayor and Council | City of Reno**

**Job Settings**

Frequency

Every 15 min

Change Trigger

Any change

Mode

TEXT

CITY OF  
RENO

SERVICESCOMMUNITYBUSINESSGOVERNMENTHOW DO I...SEARCH

City Council

Mayor Hillary Schieve

Community Engagement Program


**Memos to the Mayor and Council**

Agenda Memos to the Mayor and Council

Memos to the Redevelopment Agency Board

Government > City Council

Memos to the Mayor and Council

Font Size:  [Share & Bookmark](#) [Feedback](#) [Print](#)

Below are recent memos that have been sent to the Mayor and City Council.

2025

2024

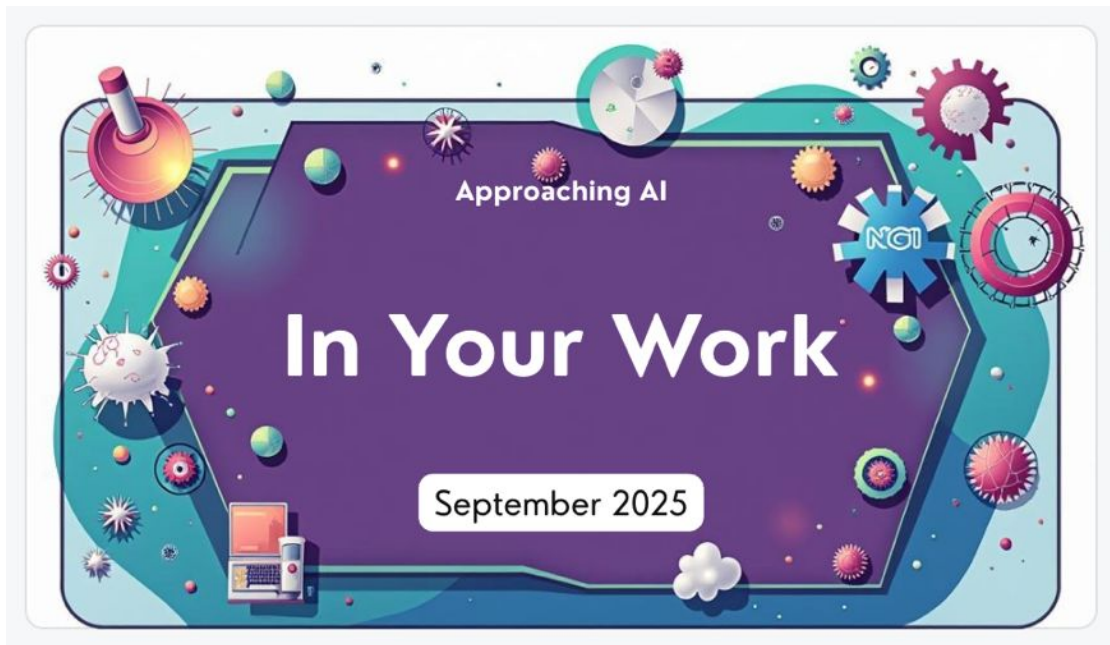
2023

January 3, 2025 - [Weekly Reports Public Records Requests, Media Requests, and Code Enforcement Service Requests](#)

January 3, 2025 - [Silver and Swan Lake Federal Emergency Management Agency \(FEMA\)](#)

# Be curious, and judgmental

The prompt: Create a presentation based on this outline. use colors from the NCC brand library for cancer plan: [my outline]



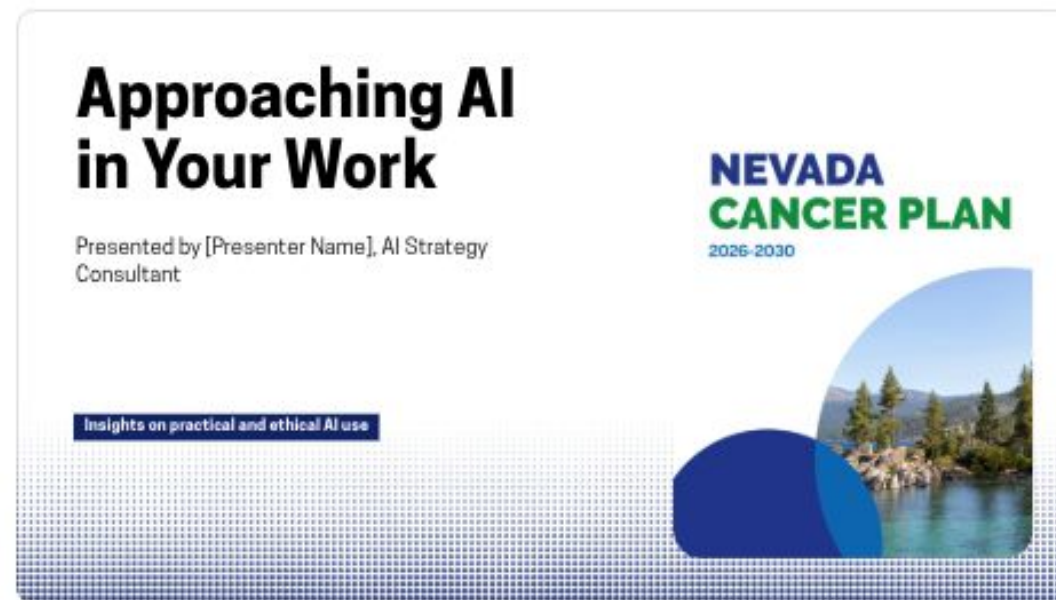
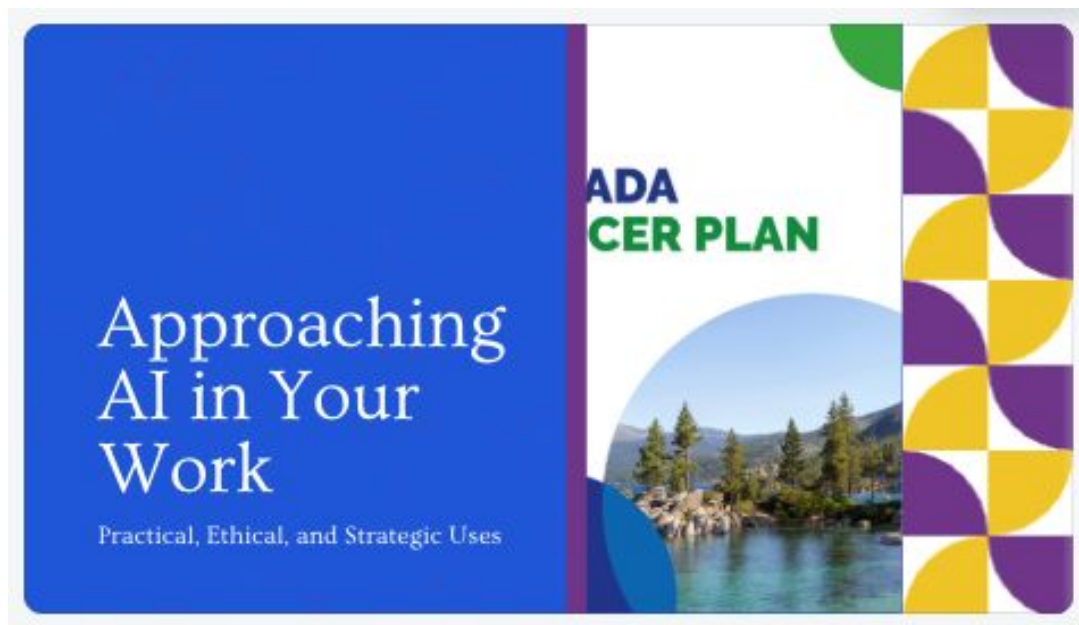
# Be curious, and judgmental

Follow-up prompt: Use this image as inspiration and use these colors: [list of hex codes, cover of a report]



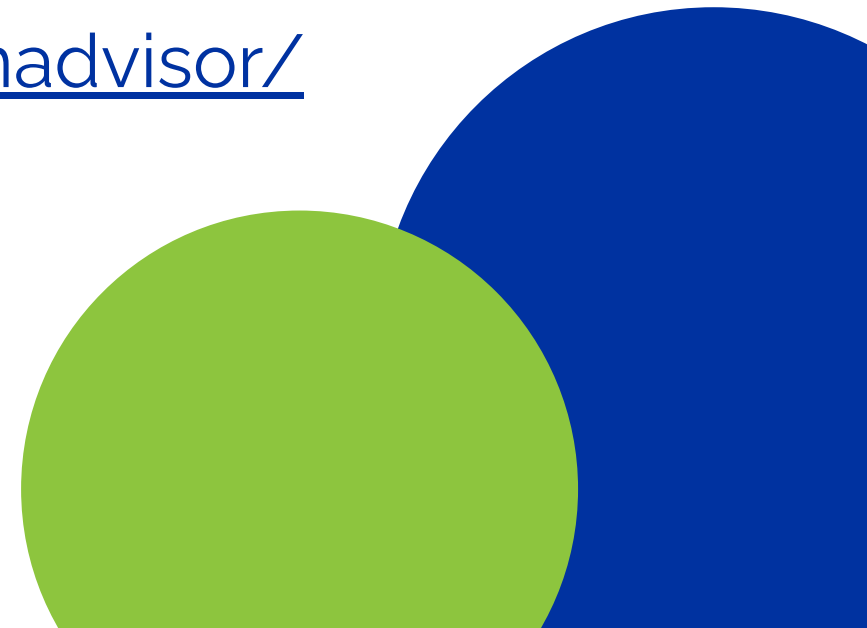
# Be curious, and judgmental

Follow-up prompt: Use the good result, but use more photos of people, and make photos coordinate with the color palette.



# Explore like a journalist

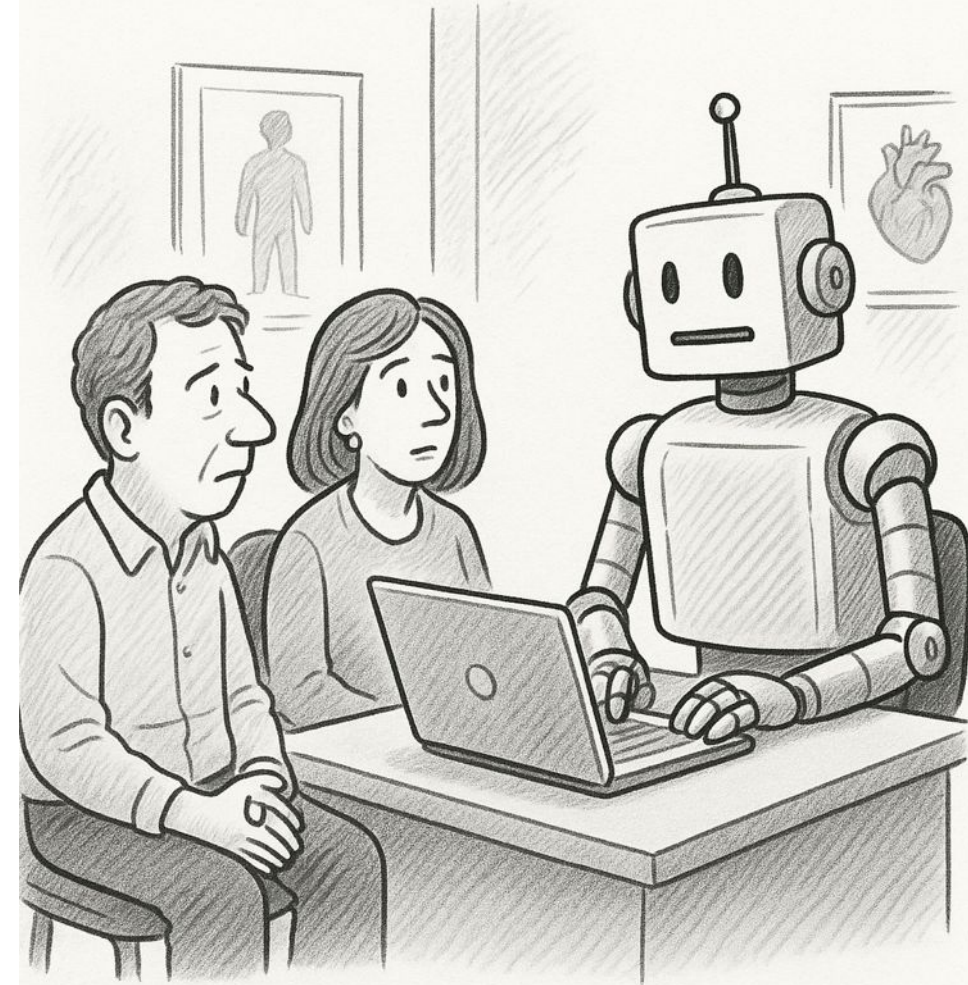
- ✓ Jeremy Caplan's Wonder Tools,  
<https://wondertools.substack.com/>
- ✓ Mike Reilley's Journalists Toolbox,  
<https://journaliststoolbox.substack.com/>
- ✓ LLM Journalism Tool Advisor,  
<https://centerforcooperativemedia.org/llmadvisor/>





# Closing thoughts

- ✓ AI is a **tool**, not a replacement
- ✓ Must be used **responsibly, ethically, and strategically**
- ✓ **Stay curious**: explore tools, but evaluate them critically



*“We’ve been using A.I. for our health communications.”*



# THANK YOU!

[Kristen@NevadaCancerCoalition.org](mailto:Kristen@NevadaCancerCoalition.org)







September 30, 2025

# **AI in Action: Strengthening Public Health Communications with Care and Clarity**



# Hello!

## Areas of Expertise:

Public Health 3.0, Kansas Public Health Systems, Local Health Department Operations, Community Health Coalitions, Technical Assistance, Systems Thinking

## Interests:

Artificial Intelligence (AI), Systems Disruption

## Contact:

- Email: [aaron.davis@wichita.edu](mailto:aaron.davis@wichita.edu)



**Aaron Davis, M.P.A., M.B.A**  
*Director, Center for Public Health  
Initiatives, Wichita State University  
Community Engagement Institute*

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# Community Engagement Institute

## Our Purpose

Collaborate with partners to facilitate learning, develop innovative solutions, promote equity, and build capacity to create real change.



### COMMUNITY

We promote best practices in organizations and communities interested in improving people's lives.



### ENGAGEMENT

We foster meaningful connections and engagement with community partners to create positive change.



### IMPACT

We conduct high-impact, applied research and provide trainings, coaching, project management with diverse organizations.

# Hello!

## Areas of Expertise:

Health in All Policies, Health Impact Assessments, Qualitative Research, Population Health, Facilitation, Technical Assistance, Artificial Intelligence (AI)

## Contact:

- Email: [tlin@khi.org](mailto:tlin@khi.org)
- Phone: (785) 233-5443



**Tatiana Lin, M.A.**  
*Director of Business Strategy and  
Innovation, Kansas Health Institute*



# About KHI



**Vision:** Kansas will become the healthiest place to live through evidence-based and innovative strategies, policies and practices.

**Mission:** To improve the health of all Kansans by providing nonpartisan information, convening crucial conversations and facilitating learning that leads to meaningful change.



 **khi.org**





# **Goal: Leverage AI Technologies to Advance Public Health**

- Developing resources and toolkits (e.g., AI Policy Guidance)
- Creating AI policies (e.g., APHA)
- Co-leading AI community of practice (Kansas and NNPHI)
- Testing AI tools for public health functions
- Delivering AI educational sessions



# KHI & WSU AI Trainings

(September 2023 – September 2025)

**Total Trainings: 44**

**2023: 2 | 2024: 12 | 2025: 30 \***

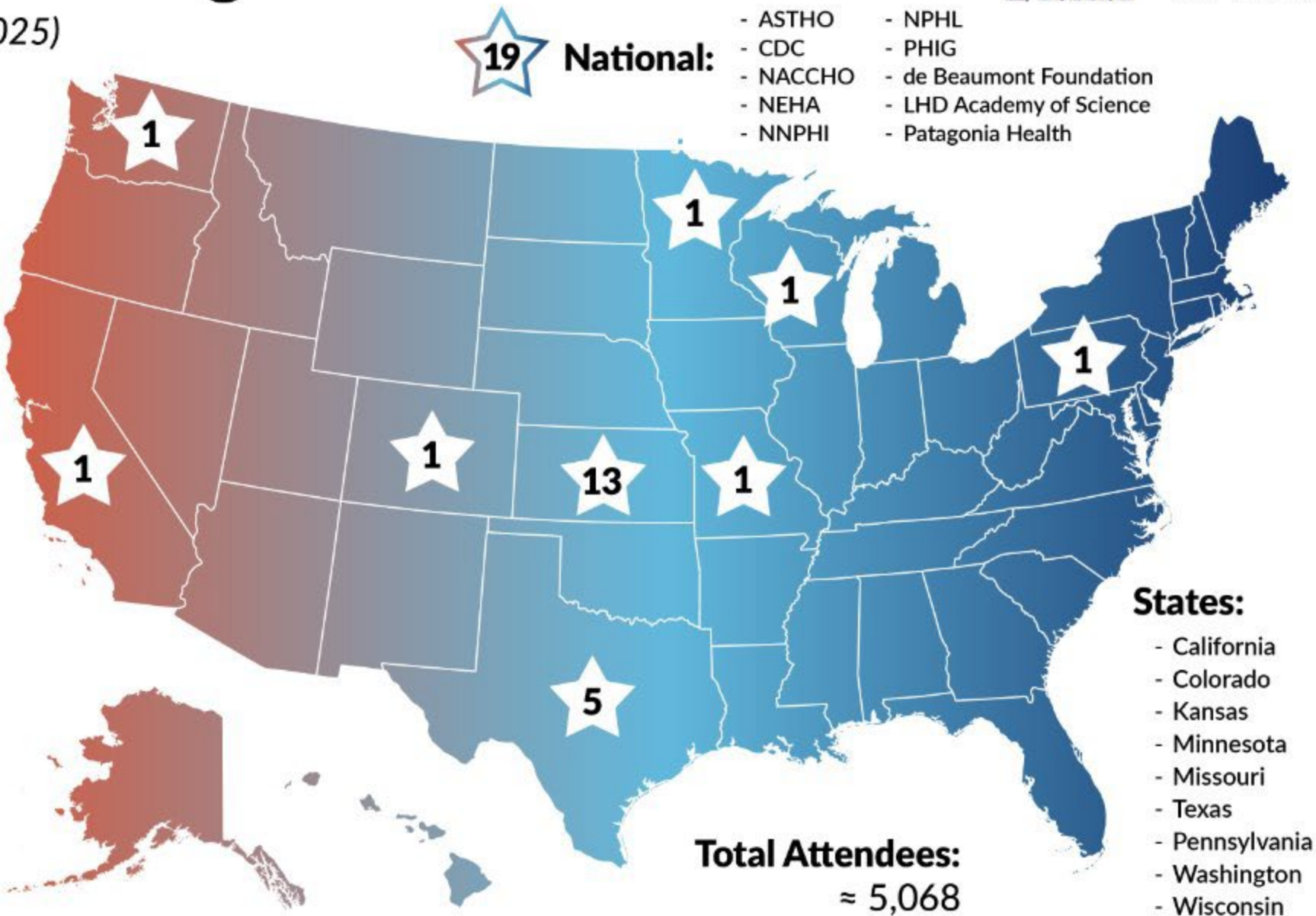
*\*more trainings scheduled in 2025*

## Attendees:

- Public health professionals
- Environmental health professionals
- Elected officials and policymakers
- Faculty and students
- Nonprofit staff
- Human resources professionals

## Topics:

- AI concepts, use cases, prompts and tools
- Ethics
- AI policy development
- AI policy landscape and research



# AI Fluency Ladder for Organizations (Ai-F-L-O)



## Enterprise Transformation

**Organization-wide rollout:** Strategy alignment, culture change, ongoing measurement.



## Collaborative Integration

**Teams leverage AI for projects and automation:** Workflow optimization, collective innovation, pilot systems.



## Individual Application

**Empower individuals to use AI in tasks:** Small scale experimentation, increased comfort, clear rules.



## Awareness & Foundations

**Build a basic and shared understanding:** Shared language, demystification, relevance.

# Resource to Develop Your AI Policy



[bit.ly/PublicHealthAIPolicy](https://bit.ly/PublicHealthAIPolicy)





# A Template and Guidance: Sample Outline for AI Policy



[bit.ly/PublicHealthAIPolicy](https://bit.ly/PublicHealthAIPolicy)

## APPENDIX E: AI POLICY OUTLINE

### Appendix E. Sample Outline for AI Policy

#### 1. Introduction and Context

- Overview of AI and its significance in the organization or locality.
- Reference to relevant legislative orders, collaborations, or ongoing initiatives.
- Establishes the goals for the AI policy, such as promoting innovation while addressing risks like bias and privacy concerns.

#### 2. Purpose

- Clearly states the intent of the policy: ensuring responsible and ethical AI usage.
- Outlines the expected benefits and risks of AI, emphasizing transparency, accountability and security.
- Often aligns with principles like privacy, fairness and innovation.

#### 3. Scope

- Defines the departments, teams and types of AI technologies to which the policy applies.
- Specifies whether the policy covers external stakeholders, contractors and vendors.

#### 4. Definitions

- Provides clear definitions of key terms, such as "AI," "Generative AI," "Machine Learning," "Data Privacy," "Bias Audit," "Sensitive Information," etc.

#### 5. Principles for AI Use

- Lists principles guiding AI usage.

#### 6. Sections and Provisions

The list may include:

- Authorship
- Bias Mitigation
- Community Engagement
- Copyright
- Data Privacy
- Environmental Considerations
- Evaluation
- Governance
- Human Oversight
- Quality Improvement
- Training and Capacity Building
- Transparency.

#### 7. Review and Updates

- Specifies how the policy will be reviewed and updated, including the frequency of revisions and who is responsible for overseeing these changes.

#### 8. Related Policies and References

- Links to other relevant policies, regulations or guidelines that intersect with AI governance, such as cybersecurity policies or public record laws.

#### 9. Contact and Support Information

- Provides contact details for departments or personnel responsible for AI oversight, policy enforcement and support.



# What You Need to Consider Before Using AI Tools in Your Work

## What is Your Rationale for Using AI?

*What specific problem are you trying to solve with AI?*

## What Ethical Considerations (Responsible Use) Should You Keep in Mind?

*What values, risks or responsibilities are involved?*

## How Can You Do It Effectively?

*What are the best practices for developing prompts?*





# Prompt Engineering

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- A "prompt" refers to a set of instructions or a specific request designed to elicit a response from Chat GPT
- Good prompts get good results
- Bad prompts get “eh” results
- Just like any tool, the more you know how to use it, the better results you will get.

# RISE: Role, Input, Steps, Expectation

- **Role:** Specify the role of ChatGPT
- **Input:** Describe the information or resources
- **Steps:** Ask for detailed steps
- **Expectation:** Describe the desired result

*"Act as a public health communications specialist and draft a clear and engaging public health message about the importance of childhood immunizations. This needs to be Evidence based, provide citations. Provide step-by-step guidance on structuring the message, including an attention-grabbing opening, key facts backed by data, and a call to action for parents. The final message should be easy to understand, culturally appropriate, and formatted for a flyer or social media post."*

Source: Brainstorming structures inspired by AI-generated insights (ChatGPT, OpenAI)



# Critical Thinking for Prompt Generation



# Responsible Use Rubric for Communications

## *Be Intentional*

H-uman Review

E-vidence

A-udience-first

L-anguage access

T-ransparency

H-arm check

Human review means a named person signs off.

Evidence means claims trace to sources you trust.

Audience-first means plain language and cultural fit.

Language access means translation and readability.

Transparency means disclose AI assistance when material.

Harm check means scan for impact on real communities.

**Dialog**

**Guardrails**

**AI for Good**



# AI Support

## Knowledge Building and Foundational Work:

- Introduction to AI (AI-101) and related workshops
- Support assessment of AI capacity and literacy among staff
- Support identification of potential use cases
- Support development of risk-based criteria for AI use

## AI Policy:

- AI policy development workshop
- Assist with AI policy development



**Tatiana Lin, M.A.**

*Director of Business Strategy  
and Innovation, Kansas  
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**Aaron Davis, M.P.A., M.B.A**

*Director, Center for Public  
Health Initiatives, Wichita  
State University Community  
Engagement Institute*

**aaron.davis@wichita.edu**



# THANK YOU!

*Any Questions?*

# Experimenting with AI in Public Health Communication

## Tools, Risks, & Best Practices

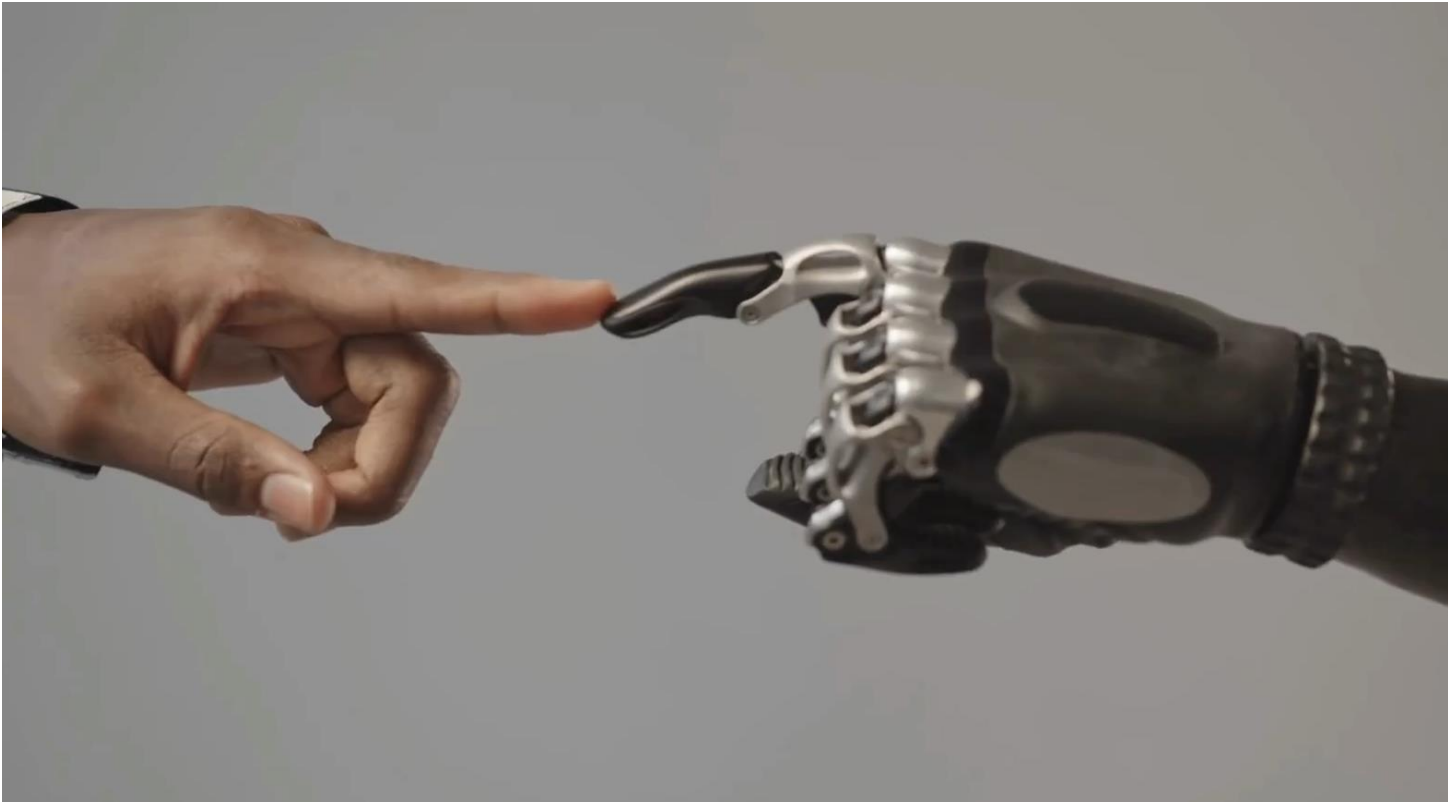
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September 2025

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Amelia Burke-Garcia, PhD, MA

# What is Artificial Intelligence?



***Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think and learn.***

## Types of AI

*We are still  
here!*



- Narrow AI: Performs specific tasks (e.g., voice assistants)
- General AI: Human-level intelligence (still theoretical)
- Superintelligent AI: Surpasses human intelligence (hypothetical)



## How AI Works



- Data Collection
- Algorithm Training
- Pattern Recognition
- Decision Making

## Common AI Techniques



- Machine Learning (ML)
- Natural Language Processing (NLP)
- Computer Vision
- Robotics

## Why AI Now?



- Rapid adoption of generative AI across sectors
- Public health faces challenges: speed, scale, misinformation, trust gaps



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# Applications & Potential Applications of AI

## Everyday Applications of AI



- Virtual Assistants (e.g., Siri, Alexa)
- Recommendation Systems (e.g., Netflix, Amazon)
- Smart Home Devices
- Healthcare Diagnostics
- Fraud Detection

## AI in Health & Medicine



- Personalized treatment plans
- Medical imaging analysis
- Predictive analytics for patient outcomes
- Virtual health assistants



## AI in Health Communication & Education



- Analyzing social media to understand trends and sentiment
- Translating and simplifying complex medical content
- Personalizing health education materials
- Chatbots for answering health-related questions

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# What Early Research Tells Us

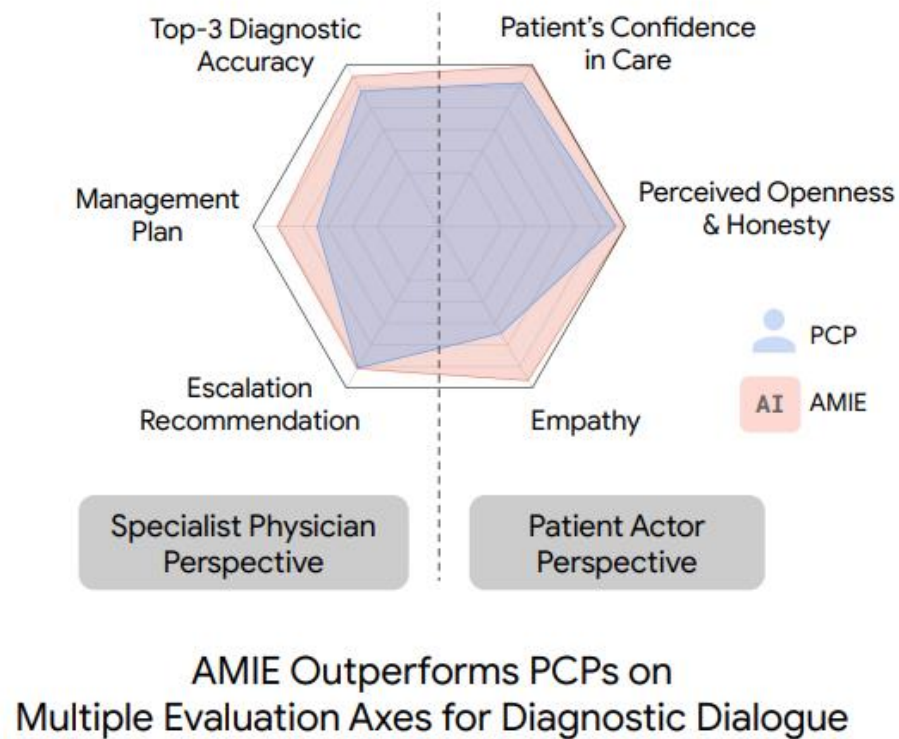
## Early Research Signals Positive Use Cases of AI for Health



- Individuals are drawn to empathetic AI responses and prefer them to human responses in some environments
- Some models have been shown to surpass general human emotional awareness



## More Recent Research Finds Similar Outcomes



- Research at Google demonstrated that their LLM outperformed primary care physicians



## Latest Research!

- Digital Opinion Leadership in the Age of Social Media and Generative AI: A Vision for the Future of Health Communication Science
- Scaling the Idea of Opinion Leadership to Address Health Misinformation: The Case for “Health Communication AI”
- Pioneering an AI clinical copilot with Penda Health
  - In a study of 39,849 patient visits across 15 clinics, clinicians with AI Consult had a 16% relative reduction in diagnostic errors and a 13% reduction in treatment errors compared to those without
- The Journal of Health Communication is publishing a feature issue on AI, Health, and Digital Spaces (to come!)

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# Considerations & Tools



## Benefits of AI

- Increases efficiency and accuracy
- Automates repetitive tasks
- Enables data-driven decisions
- Supports innovation in multiple fields



# Upsides of AI for Health Communication

- Tailored communication based on user needs
- Scalable public health education
- Real-time monitoring of public sentiment
- Greater access through multilingual, 24/7 tools





## Challenges and Considerations of AI for Health Communication

- Risk of bias in AI training data
- Limited transparency in decision-making (black box models)
- Potential for spreading misinformation if not carefully managed
- Medical harm
- Data privacy and security concerns
- Job displacement





## Mitigation Strategies & Governance



- Establish review boards/ethics committees
- Use validation datasets and human review
- Audience testing before launch
- Declare AI usage clearly

## Implementation Best Practices

- Human-centered design & co-creation
- Transparency/disclosure of AI assistance
- Iterative improvement (versioning)
- Accessibility (multilingual, low-literacy, neurodiverse adaptations)



## Practical AI Tools for Health Communicators



- **Copilot, ChatGPT or Claude:** Draft clear, accessible messaging
- **Canva:** Visual storytelling + AI copy
- **Visla:** Develop low-cost video content
- **Feedly AI:** Track news and health misinformation trends



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# NORC's Health Communication AI Initiative



## Health Communication AI

- Examining the intersection of AI and health in today's communications environment
- Working in partnership with multiple clients
- Developed NORC's Trusted Health Information Agent™, or T.H.I.A.™, to test AI-driven messages and engagement
- Also working on several other studies that are identifying benchmarking for key public health measures and examining the effects of AI engagement on health and wellbeing for multiple topics and populations
- [Learn more about this project](#)



## Developing a Supervised Model of Online COVID Vaccine Information

- Examining AI biases in model development to accurately detect and classify online COVID-19 vaccine information
- Conducted with support from Amazon Web Services
- Developed an AI model to identify and classify inaccurate health information on social media
- NORC's model empowers stakeholders to combat inaccurate information and help reduce health disparities responsibly
- [Learn more about this project](#)



## Looking Towards the Future



***AI will continue to evolve,  
shaping industries and daily  
life.***

***Understanding its  
fundamentals is key to  
engaging with its future  
responsibly and effectively.***

# References

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- <https://www.tomsguide.com/ai/has-ai-exceeded-human-levels-of-intelligence-the-answer-is-more-complicated-than-you-might-think>
- <https://www.paloaltonetworks.com/cyberpedia/artificial-intelligence-ai>
- <https://ischool.syracuse.edu/types-of-ai>
- <https://www.ft.com/content/c0c8d205-e158-409e-963c-a3ac821cd7ba>
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## Read More About Our Work

- MurphyReuter, B., and A. Burke-Garcia. Digital opinion leadership in the age of social media and generative AI: A vision for the future of health communication science. NAM Perspectives. Commentary, National Academy of Medicine, Washington, DC. <https://doi.org/10.31478/202508c>.
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- **NORC webpage:** <https://www.norc.org/research/projects/health-communication-ai.html>
- **Rapid Response in BMJ:** <https://www.bmj.com/content/384/bmj.q69/rr>
- **PLOS Your Say Blog Post:** <https://yoursay.plos.org/2024/05/introducing-health-communication-ai-the-next-iteration-of-opinion-leader-for-the-age-of-artificial-intelligence/>



## AI Tools Used to Create This Presentation

- Visla
- Adobe Firefly
- ChatGPT
- Dall-e

# Thank you.

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# Q&A



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