

PUBLIC HEALTH 
COMMUNICATIONS
COLLABORATIVE

Insights to Practice: *A Conference to Inspire Public Health Communications*



WELCOME TO
*Insights to Practice: A Conference to
Inspire Public Health Communications*



The program will start soon.



Insights to Practice:

Welcome and Opening Remarks – National Perspective



Amanda Kwong, MPH

Director

Public Health Communications Collaborative

Insights to Practice:

Opening Remarks – Local Perspective



Brandon Horvath, MPH

*Assistant Program Manager, Bioterrorism and
Public Health Preparedness Program*
Philadelphia Department of Public Health

Insights to Practice:

Keynote



Dr. Craig Spencer

*Emergency Medicine Physician and
Associate Professor of the Practice of
Health Services, Policy, and Practice*
Brown University School of Public Health

The Opportunity in Entropy

Better Communication Is Important. But Not Enough

Craig Spencer, MD MPH



June 2, 2026



Yale SCHOOL OF PUBLIC HEALTH

Rebuilding Trust in Public Health: Causes, Consequences, and Responses

February 10, 2026
Kline 14

JUST IN PUBLIC HE
TH **REBUILDING** TR
IN SCIENCE REBI
ING **TRUST** IN COM
UNITIES REBUILDIN
JUST **IN** PARTNERS
PS REBUILDING T
IN **PUBLIC** HEALTH
REBUILDING TRUS
LIC **HEALTH** REB
PERI III DING TDU

Tackling Rumors and
Understanding & Strengthening

TRUST
in Public Health

OMA ANNUAL CONFERENCE 2026
Medicine Now: Engage and Adapt in Challenging Times

Session 1:
Rebuilding Trust in Medicine
Practical Strategies for Oregon Clinicians in a Fractured Era

Wednesday, June 24, 6:00–7:30 p.m. (virtual)

INTERNATIONAL AND HYBRID CONFERENCE:

**BUILDING AND
REBUILDING TRUST:
REFLECTION AND ACTION
IN PROFESSIONALISM**

All the sessions are recorded

Academy for Professionalism in Health Care

June 4–6, 2025 | Rosalind Franklin University of Medicine and Science | North Chicago, Illinois | ZOOM

Poster design by Reyhane Golbaf (Medical Education PhD Candidate).

APRIL 10TH-11TH, 2025

Delivering on the Promise of Health Equity

**The Science of Trust: Restoring Confidence in
Science and Public Health**

MAHA Voters Have Many Different Priorities

Thinking about what the government could do when it comes to health and health care, which of the following is the **most important priority** to you?

Lowering the cost of health care, including prescription drugs **42%**

Restricting the use of certain chemical additives in the food supply **21%**

Reevaluating the safety of vaccines currently approved for use in the U.S. **10%**

Limiting corporate influence on U.S. food policy **8%**

Restricting the use of pesticides in agriculture **8%**

Note: Among registered voters who support the Make America Healthy Again movement. See topline for full question wording.

Source: KFF Health Tracking Poll (April 14-19, 2026)

KFF



OPINION 66 FIRST OPINION

I'm a MAHA activist. I went into the public health lion's den — and it changed how I think

Public health is not the enemy. The system is

By **Aaron Everitt** April 10, 2026

Everitt is a freelance writer from Colorado who was active in the RFK Jr. presidential campaign as a volunteer.



Elizabeth Frost · 1st
Political Consultant and Campaign Strategist
3d · 🌐

My dear friend [Craig Spencer MD MPH](#) here to answer the Hantavirus Qs!

Those of us in the MAHA-sphere take a lot of shit for criticizing how health agencies get it wrong on infectious disease without providing actionable alternatives. Outbreaks like Hantavirus, that may thankfully be less serious, are prime chances for those of us who desire reform to respond with rigor, curiosity, and commitment to build better response systems.

The answer is NOT to look away or minimize, but instead prove that we can respond rapidly and adequately while learning from yesterday's mistakes.



Craig Spencer MD MPH ✓ · 1st
Public Health Professor and Emergency Medicine Physician at Brown Universit...
5d · 🌐

I did a lot of interviews today about Hantavirus and tried to answer a lot of questions. If you're freaking out, here are things you should know:
... more



What spending a day in Ohio with 30 strangers taught me about the future of environmental public health

It's less about data and more about engaging everyday people.



AGENTS OF CHANGE AND AMI ZOTA

APR 30, 2026

As I received more information about the meeting, I began questioning my decision to go. I wasn't going to know anyone. What would I do if a shouting match broke out over whose facts were more credible? Imposter syndrome kicked in. But I resolved that my main role was to listen and to be an empathic human.

The bigger takeaway was this: we're not going to find answers by going to more academic conferences and talking to people who are trained like us. We must physically show up in new and different spaces. As scientists, we need to go to community meetings where local issues are being debated. Folks who feel safe to do so, should consider attending MAHA or other coalition events — if not to participate, at least to listen. We must take more risks and consider what collaborations with farmers, podcast hosts, and MAHA moms might look like.

We must build bridges, big and small.



Thank You

@Craig_A_Spencer

Craig Spencer, MD MPH



June 2, 2026

Insights to Practice

Q&A with Dr. Craig Spencer and Amanda Kwong

Resilience: A Practical Guide for Public Health Communicators

PHCC 



Stefanie Friedhoff

Co-Founder and Co-Director, Information Futures Lab



Pierce Nelson

*Chief Communications Officer
CDC Foundation*



RESILIENCE

A Practical Guide for Public Health Communicators

Sustaining health, safety, and purpose in public health communication through trauma-informed approaches



PUBLIC HEALTH COMMUNICATIONS
COLLABORATIVE

Hi, I'm Stefanie.

I connect people with information, so they have choices.

Roles I've been in include:

Foreign Correspondent. Newsroom leader.
Journalism Trainer. Communications Strategist.
White House Senior Policy Advisor.

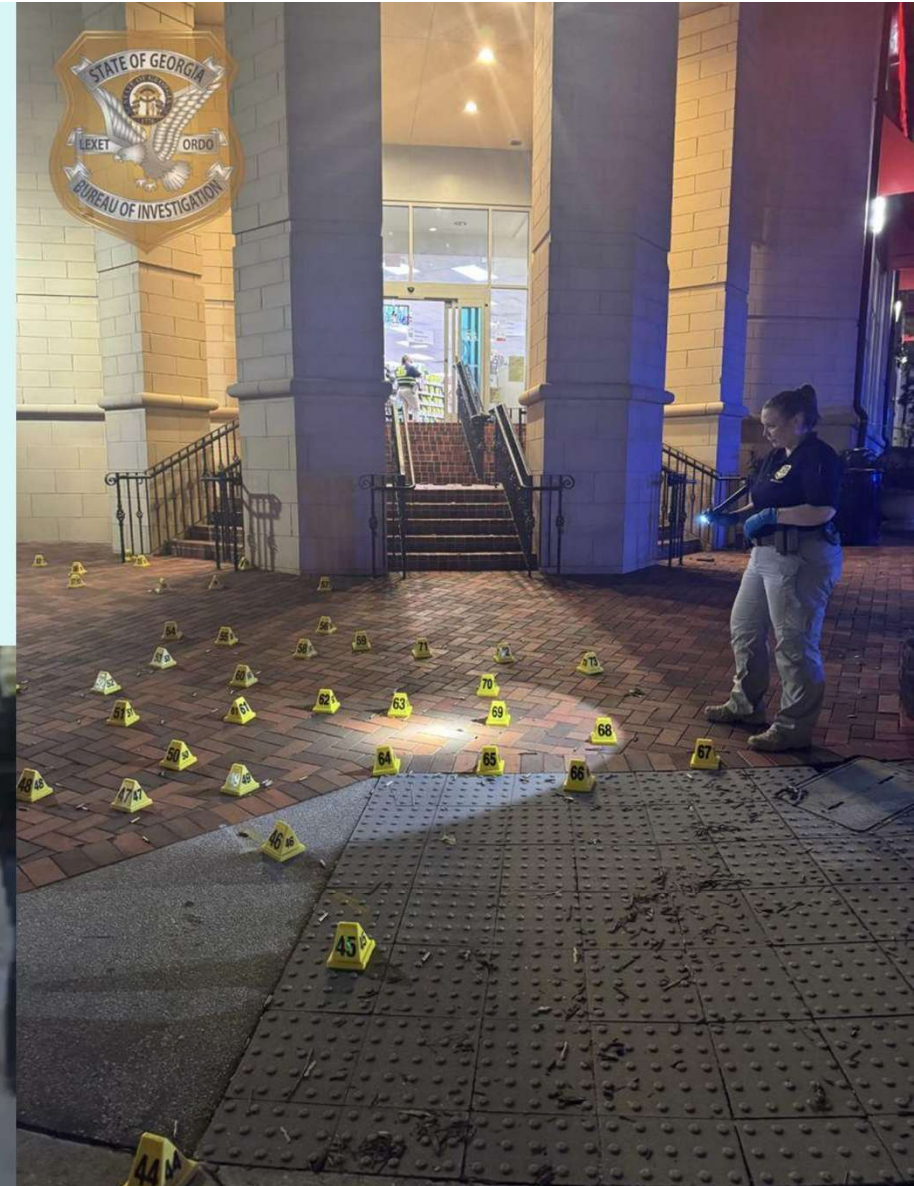
Identities I bring include:

Migrant. Mother. English Language Learner. Long Distance Runner. Trauma Survivor. Learning Disability. Dogs all the way.

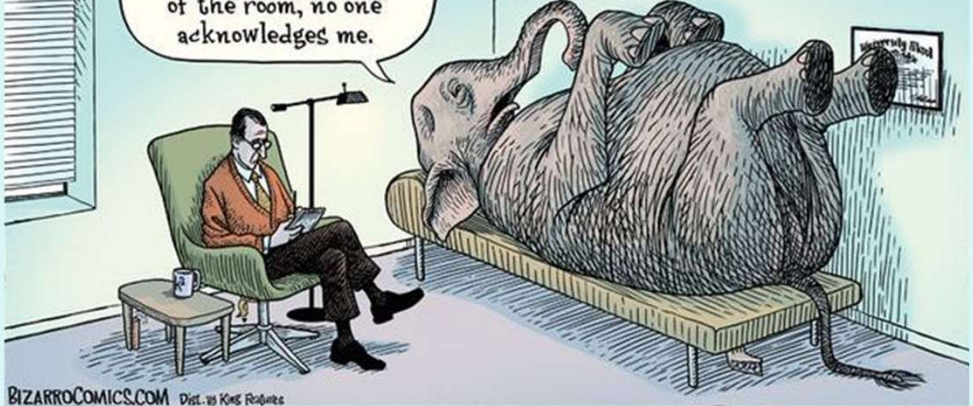


Let's face it:

It's a challenging time to be a public health communicator.



Let's acknowledge these truths

- Uncertainty is now the norm
 - Defunding leads to difficult, hard-to communicate realities
 - Disdain for public health has been normalized
 - Harassment is now an occupational hazard for health communicators
- 
- Fatigue & loss of purpose can slip in
 - Moral injury is real

So, how are you doing?



It's time for a reset

- Knowing what to expect, and how to respond, are key building blocks of resilience
- We don't have to go it alone
- Let's adapt learnings from others who have been here before



Four Building Blocks of Resilience

#1 Build emotional literacy:
Know what to expect

#2 Respect your needs: Integrate self-care into daily routines

#3 Be prepared:
Assess threats and make a response plan

#4 Build community:
Foster trauma-informed practices

1

Build Emotional Literacy:
Know what to expect

STRESS CURVE

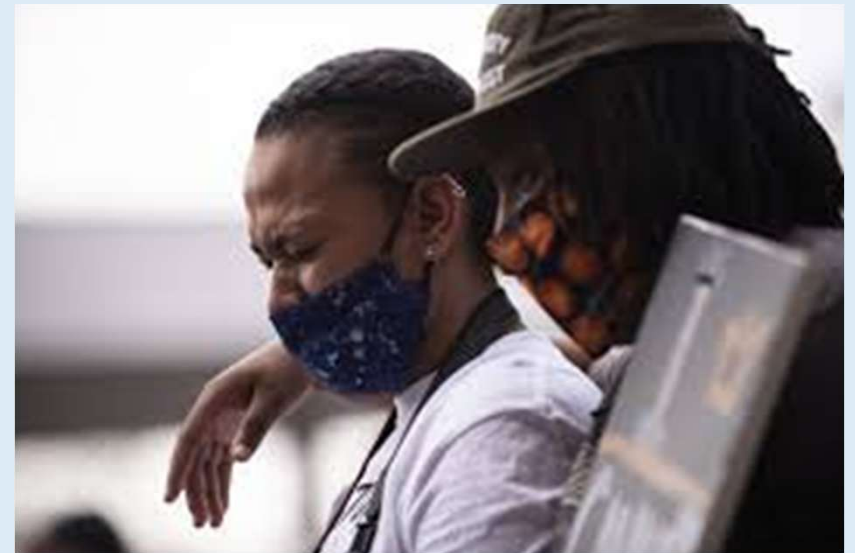


Psychological trauma is...

A person's or a community's response to an extremely negative experience.

The aftermath of an event that is now part of your sensory memory, and needs to be processed and integrated.

A mix of universal and individually specific responses – shaped by our cultures, lived experiences, social norms & more.



Resilience is...



An individual's or community's ability to recover from a traumatic event or adapt to sustained challenges.

NOT about being unaffected by negative emotions

The process that helps us balance negative emotions with positive ones & choose coping strategies that prevent long-term negative impacts.

Resilience is...

- Emotional flexibility
- Integration over time
- Post Traumatic Growth

It is NOT:

- getting over it
- returning to the person we were before
- forgetting



2

Respect Your Needs:
Integrate self-care into
daily routines

What is Self Care?



Not a chore, but a habit of mind

Actions that help you balance and bring you moments of joy, relaxation and relieve

Studies show that meditation, laughter, exercise & yoga reduce anxiety, restore positive biochemistry in our bodies

Sleep restores the brain.

Hydration maintains cognitive function.

What Helps?



Awareness & Training

Psychological First Aid

Peer Support

Self Care (Eat, Sleep, Rest, Exercise)

Supportive Superiors

Feeling Safe

Keeping Routines

Reflection

Humor

Medication

Asking for Help

3

Be Prepared:

Assess threats and make
a response plan

Preparation is a part of self care



Ask Key Questions

- Why might I become a target?
- How are we being perceived online?
- Who might target us?
- How may I be targeted because of my identity?



Build a personal safety network

- Let trusted people know what you do
- Create a personal support chain
- Establish ground rule with your family

Preparation gives us agency



Know what to do when you become a target

- Keep evidence
- Know your organization's safety protocols and how to alert your supervisor
- Protect your mental health (e.g. be prepared to get offline immediately)

4

Build Community:

Foster trauma-informed practices in the workplace

It's about workplace culture

Five pillars of trauma-informed leadership:

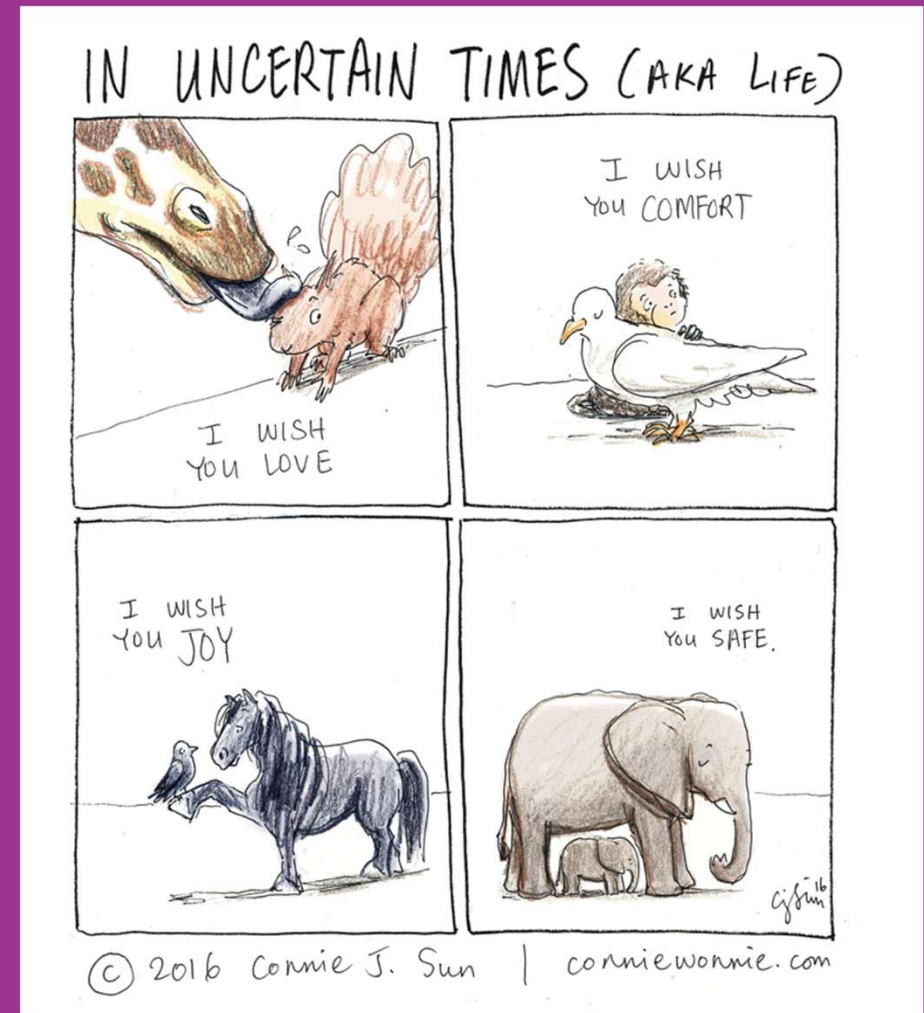
- Safety
- Trustworthiness
- Collaboration
- Peer support
- Empowerment



- Build a peer support program
- Model honesty, transparency
- Normalize well-being as a goal
- Communicate with care
- Build fairness & boundaries into team norms

Thanks,
and get in touch!

stefanie_friedhoff@brown.edu



SELF-CARE IDEAS

<p>Listen to that one song. Repeat.</p> 	<p>Talk to a friend. Or pet. (Wait, those are synonyms.)</p> 	<p>Comfort food.</p> 	<p>Fold laundry. (Repetition + Productivity = calm.)</p> 
<p>Write. Or draw.</p> 	<p>Play like a kid. Silly putty, bubbles, Legos, cartoons, coloring,...</p> 	<p>Make your bed. Fresh sheets!</p> 	<p>Drink cocoa by the fireplace.</p>  <p>Don't forget the marshmallows!</p>
<p>Look up funny memes.</p> 	<p>Compliment someone and watch their face light up.</p> <p>Nice hat!</p> 	<p>Take a shower. Better yet, soak in the tub with a magazine.</p> 	<p>Read a book. Bonus points if it has pictures.</p> 
<p>Make something without caring whether it's "good."</p> 	<p>Have a good cry, but keep it short. Use the expensive tissues.</p> 	<p>Buy yourself a smallish gift, just because.</p> 	<p>Forgive yourself for what you couldn't do today, and resolve to try again tomorrow.</p> 


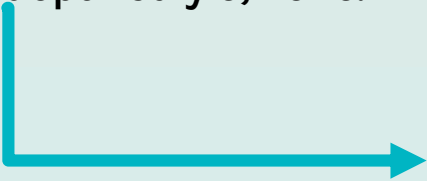
@introvertdoodles

Make Your Own Self Care Rubric!

More of Marzi's books & doodles @ <https://introvertdoodles.com/>

Become a PHCC Ambassador

The PHCC Ambassador program brings together public health communicators looking to build community with other professionals, and advance effective public health messaging.
Applications for the next cohort open July 6, 2026.



Soaring Demand, Declining Resources: Overcoming Funding Challenges to Meet Community Public Health Needs
starts at
2:25 pm ET / 11:25 am PT



Soaring Demand, Declining Resources: Overcoming Funding Challenges to Meet Community Public Health Needs

Session
Starts Soon!

Featuring



Monica Valdes Lupi
Managing Director, Health
The Kresge Foundation



Natalie S. Burke
President and CEO
CommonHealth ACTION



Rachel Baird
Program Officer
Episcopal Health Foundation



Tori Cope
Senior Strategist - Initiatives
Missouri Foundation for Health



Soaring Demand, Declining Resources: Overcoming Funding Challenges to Meet Community Public Health Needs

PHCC 



Monica Valdes Lupi
Managing Director, Health
The Kresge Foundation



Natalie S. Burke
President and CEO
CommonHealth ACTION



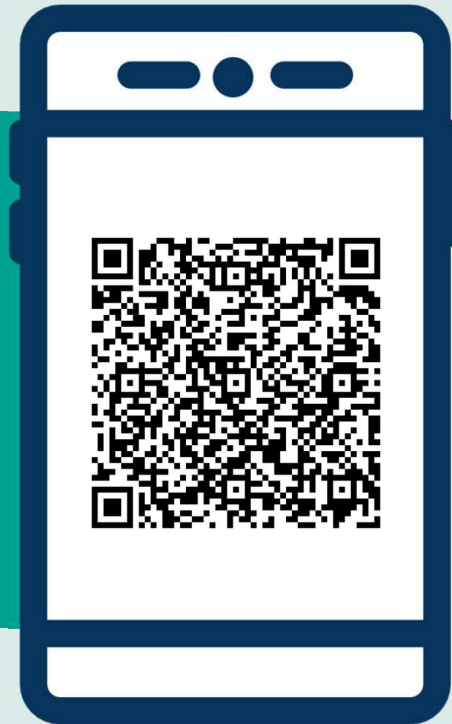
Rachel Baird
Program Officer
Episcopal Health Foundation



Tori Cope
Senior Strategist - Initiatives
Missouri Foundation for Health

Join the PHCC Academy

Coming July 29: PHCC Academy's new free course, *AI with Intention: Tools and Judgment for Public Health Communications*. Explore practical, responsible, and strategic uses of AI in public health communications. **Mark your calendars and register for the PHCC Academy today.**



Speaking Truth: Building Connections When Talking About Structural Racism and Health
starts at
3:05 pm ET / 12:05 pm PT.



Speaking Truth: Building Connections When Talking About Structural Racism and Health

PHCC 

Session
Starts Soon!

Featuring



Ekta Saksena, MPH
Senior Communications Specialist
FHI 360



Allyn Brooks-LaSure
*Chief Communications Officer and Vice
President, Communications*
Robert Wood Johnson Foundation



Speaking Truth: Building Connections When Talking About Structural Racism and Health

PHCC 



Ekta Saksena, MPH
Senior Communications Specialist
FHI 360



Allyn Brooks-LaSure
*Chief Communications Officer and Vice
President, Communications*
Robert Wood Johnson Foundation

Speaking Truth

Building connections when talking about structural racism and health

Allyn Brooks-LaSure, Chief Communications Officer and Vice President, Communications
June 2, 2026

The guide provides the tools you need to inspire change

- Messages that will resonate with and move people
- Practical tips
- Examples on how to use messages across formats
- Guidance to address common concerns and resistance

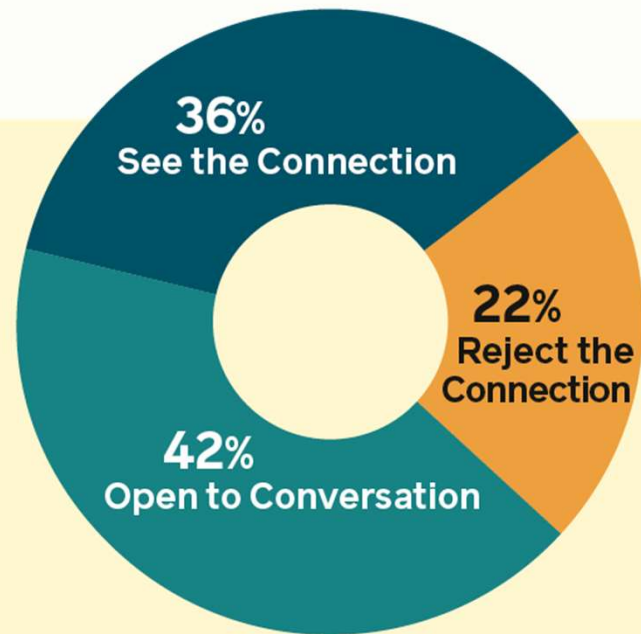
- Race, class, and ZIP code shouldn't dictate health.
- Inequities come from human action and decisions.
- Voters are concerned about rising prices.
- We have shared values.
- We share a vision where our children, grandchildren and communities can thrive.

Know your audience

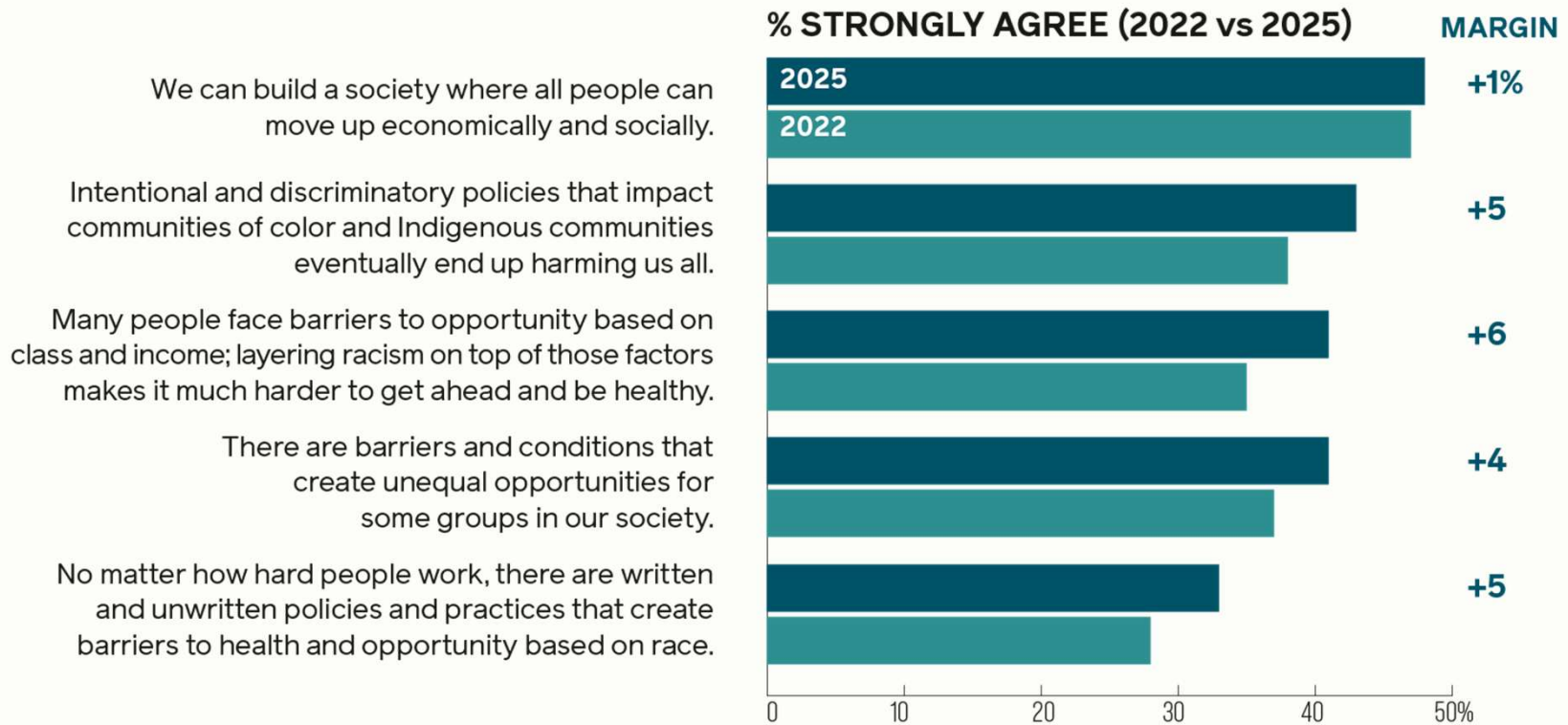
Our latest research shows that

78%

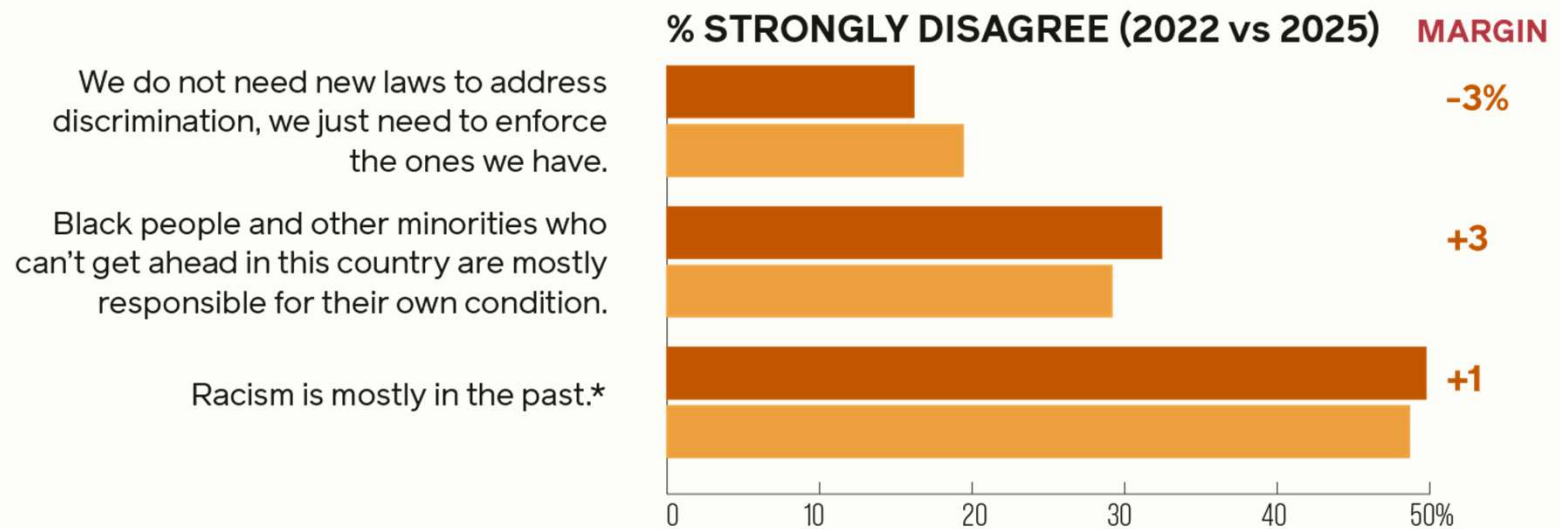
of people either already **See the Connection** between structural racism and health (36%) or are **Open to the Conversation** about it (42%).



Changes since 2022



Changes since 2022



* The survey language matches the language that people are more likely to be exposed to by opponents of addressing structural racism in health. It is not language RWJF would use.



Three-step messaging ladder

1. Shared Values Statement
2. Positive Vision and Problem Statement
3. Call to Action and Unity

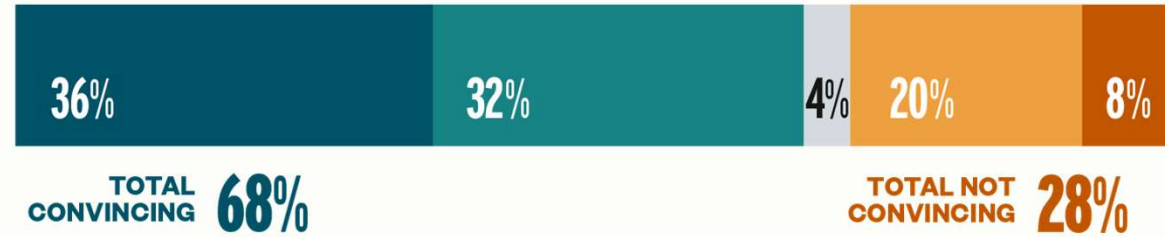
10 and 30 second messages

Our race, class, and ZIP code shouldn't dictate our health. But this is not the reality today. Let's work together so that everyone's children and grandchildren can have the best possible future.

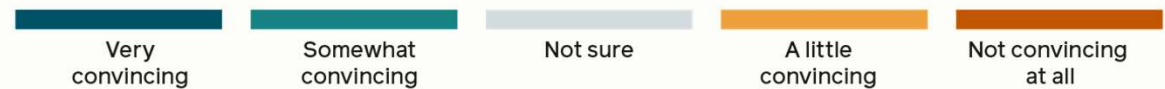
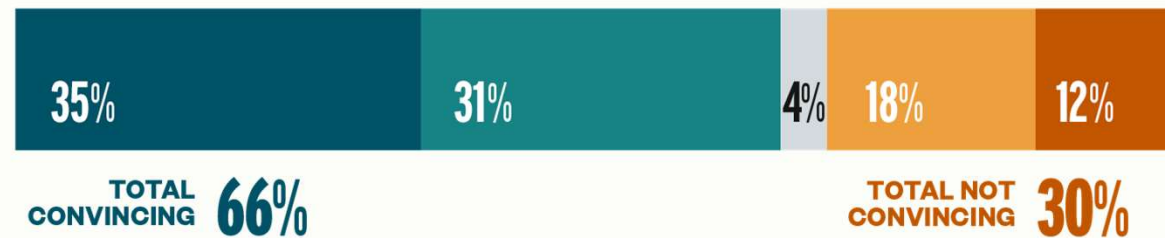
We can build a society where people can move up economically and socially. But this is not everyone's reality today. That's because there are barriers built in front of some of us that create unequal opportunity and threaten freedom and prosperity. Since people created the laws and social practices that shape these barriers, we can reinvent them. By joining together, we can unite to create a better future for everyone's children and grandchildren.

About two-thirds of voters find the FAIR AND JUST and the DREAMS messages convincing.

FAIR AND JUST

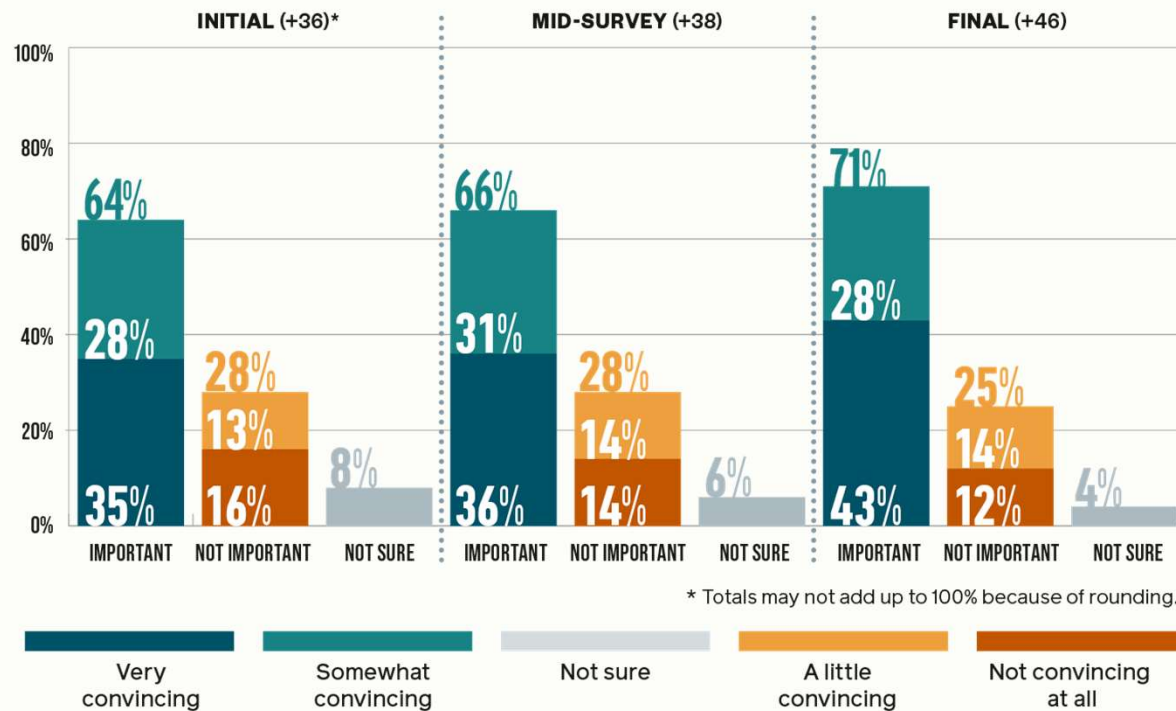


DREAMS



Our messages move people to action

How important is it to you personally for our country to try to address the differences in health by race?



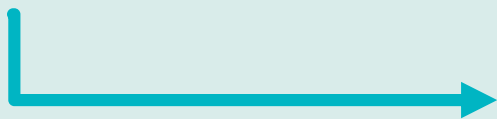
Thank you

rwjf

Engaging Business Leaders in Public Health Partnerships

A new toolkit that builds on de Beaumont Foundation's *Communicating About Public Health* series and offers a stepwise process for starting and deepening private sector engagement. Inside, you'll find:

- Interview-driven insights explaining the friction between businesses and public health
- An engagement formula for engaging with business leaders
- Guidance on which types of businesses to engage, when, and how



Exploring the Role of AI In Public Health Communications starts at
3:45 pm ET / 12:45 pm PT.



Exploring the Role of AI In Public Health Communications

Session Starts Soon!

Featuring



Andrea Takash
Director of Strategic Communications and Policy Research
Trust for America's Health



Erika Gaitan
Associate Director of Community Impact
Health Resources in Action



Brinleigh Murphy-Reuter
Founder and CEO
Science to People



Christa Hyson, MPH
Director, Emergency Preparedness
Hamilton County Public Health in Cincinnati, Ohio



Exploring the Role of AI In Public Health Communications



Andrea Takash
*Director of Strategic
Communications and Policy
Research*
Trust for America's Health




Erika Gaitan
*Associate Director of
Community Impact*
Health Resources in Action









Brinleigh Murphy-Reuter
Founder and CEO
Science to People



Christa Hyson, MPH
*Director, Emergency
Preparedness*
Hamilton County Public Health
in Cincinnati, Ohio





- +
- 
- |
- 
- 
- 
- 




Hi Brinleigh MurphyReuter, what do you want to create today?

Type the topic you want to create on


 Review content


 Design Studio





Creation History

[Full History →](#)

 Hantavirus Information

 Runny Nose in Kids


 Review My Content Social-Media-as-a-Leverage-Point_final.pdf


 Untitled Project


[View all](#)

What's Trending

[Find more →](#)

google fitbit air fitness tracker 

chocolate recall 

missing soldiers in morocco 

[Report a Bug](#)

Thank you for joining Insights to Practice!

Session recordings and slides will be available on publichealthcollaborative.org by June 5, 2026.

We value your feedback. You will receive a survey from Zoom as soon as you leave the conference and to the email you registered with later today.

