

AI with Intention: The TRAPP Framework

Thoughtful engagement with AI can support many aspects of public health communicators' work, but before you decide how to use AI tools you must make decisions about when AI is appropriate to use.

The TRAPP Framework, developed by [Health Resources in Action](#) (HRIA), is designed to help you decide when AI should and should not be used for specific public health communications tasks. TRAPP stands for Transparency, Risk, Approval, Privacy, Precedent. Use these five dimensions to ask yourself and your team questions that make your judgment about AI structured, visible, and defensible.

T Transparency

Can AI use be disclosed without undermining trust?

If you can't explain AI's role in a way that preserves trust with a skeptical audience, that's a signal to pause and reconsider whether AI belongs in this task at all.

R Risk

What happens if the AI output is wrong?

Consider the context. Is it a lower-stakes internal task, a high-stakes crisis communication, or somewhere in the messy middle? What are the consequences if the information is inaccurate or confusing? Remember, it is better to over-verify than underestimate the risk.

A Approval

Do you have the authority to use AI for this task?

Does creating this material or addressing this issue fall within your scope of work? Using AI may speed up a draft, but it doesn't bypass the need for necessary reviews and approval processes.

P Privacy

Does this involve protected or identifiable information?

If protected or identifiable information is involved, you should assume AI tools are not appropriate unless specific safeguards are in place and explicitly approved.

P Precedent

Can this level of quality be sustained over time?

Let's say your AI-assisted work produces good results. Can you continue to meet expectations if volume increases or resources decrease without sacrificing verification and quality?

To learn more about using AI with Intention, register for a free two-hour course on "AI with Intention: Tools and Judgment for Public Health Communicators" with Erika Gaitán, Public Health Strategist and Director of Impact and Innovation at Health Resources in Action at academy.publichealthcollaborative.org. This virtual course is part of the PHCC Academy, an initiative of the [Public Health Communications Collaborative](#) that aims to equip public health professionals with the confidence and competence to communicate effectively with their communities.

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