

# AI in Public Health Communication

## 5 Steps You Can Take Now

### Opportunities

- Targeted messaging
- Real-time monitoring
- Automation of routine tasks
- Improved accessibility
- Enhanced engagement

### Challenges

- Privacy concerns
- Bias
- Accuracy and authenticity
- Misinformation and misinterpretation
- Technical challenges

## Practical Steps for Public Health Leaders

01



### *Build Awareness and Expertise*

Demonstrate commitment, gather input, and pursue collaborations

02



### *Establish Governance Policies*

Develop clear policies for data use and AI disclosure

03



### *Address Ethical Concerns*

Ensure transparency, privacy, accountability, and inclusion

04



### *Think Big, but Start Small*

Pilot low-cost, low-risk AI applications

05



### *Invest in Staff Training*

Enhance AI literacy and technical skills

Source: "Leveraging AI for Public Health Communication: Opportunities and Risks," by Mark R. Miller, Connie Moon Sehat, and Robert Jennings, *Journal of Public Health Management and Practice*, July/August 2024.