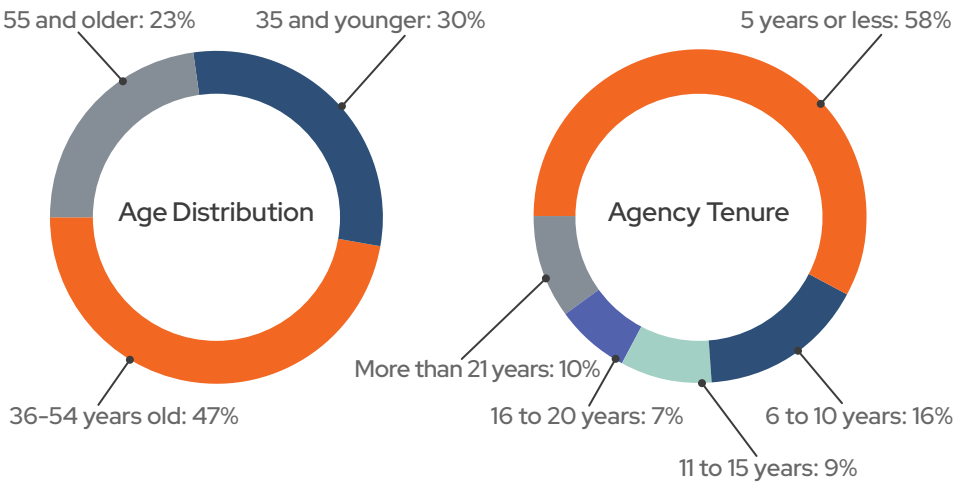


PH WINS 2024 Spotlight: Health Communications Workforce

PH WINS 2024 included public health employees across many specialty areas. This fact sheet describes the approximately 48,500 members of the communications workforce, who comprise about 20% of the total state and local government public health workforce.

PHWINS
PUBLIC HEALTH WORKFORCE
INTERESTS AND NEEDS SURVEY

Key Characteristics

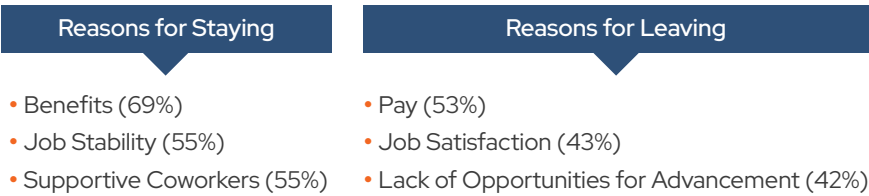


- Educational background:
- 40% have a bachelor's degree
 - 38% have a master's or doctoral degree
 - 31% have a degree in public health

The Public Health Workforce Interests and Needs Survey (PH WINS) supports the government public health workforce by measuring strengths and gaps to inform future investments in funding, training, recruitment, and retention. Conducted in 2014, 2017, 2021, and 2024, PH WINS is the only nationally representative source of data about the government public health workforce.

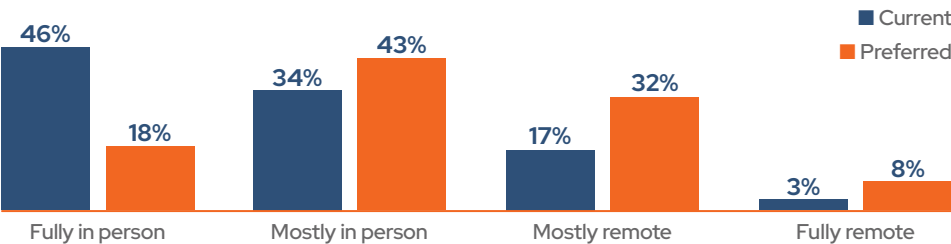
Most employees are committed to staying at their organization.

About 3 in 4 health communications employees (74%) plan to stay at their organization for the next year.



Employees value flexible work arrangements.

Current and Preferred Remote Work Status

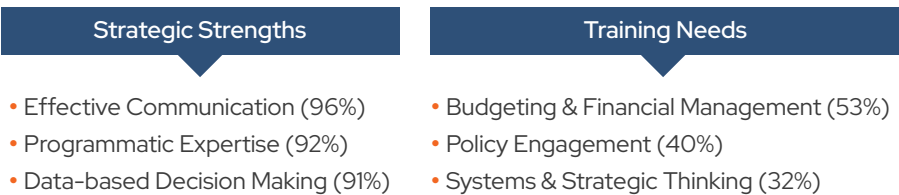


Supporting work-life balance can combat burnout.

Twenty-one percent of the workforce reports experiencing lasting symptoms of burnout. About three-quarters (74%) of the health communications workforce agree that their agency implements policies and programs to support their mental health.

Focused training can supplement existing skills.

Top Strengths and Training Needs



Actionable Insights

- When possible, provide **flex time** and allow remote work when needed.
- Expand programs and policies to address **mental health and burnout**.
- Improve opportunities for **shared decision making**.
- Remain committed to **fairness** within the workplace.

For more insights, explore the infectious disease workforce on the **PH WINS Dashboard** using the "Refine To" filter option.

Suggested Citation: "PH WINS 2024 Spotlight: Health Communications Workforce," de Beaumont Foundation. September 2025.

This work is supported by funds made available from the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS), National Center for STLT Public Health Infrastructure and Workforce, through OE22-2203: Strengthening U.S. Public Health Infrastructure, Workforce, and Data Systems grant. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.