



Using ChatGPT to Create Frequently Asked Questions (FAQs) for Public Health Programs

This guide helps local public health staff use ChatGPT to create FAQs tailored to the services and programs they manage, events hosted and general department guidance. Strong FAQs can support frontline staff, clarify services for the public, reduce call volume, and improve digital engagement.

Before using ChatGPT, consider the following:

- Audience: Are you writing for community members, providers, or partners?
- Tone: FAQs should be clear, jargon-free, and welcoming.
- Content Sources: Pull questions from front desk staff, program coordinators, and call logs.
- Equity: Include questions relevant to diverse community needs (e.g., languages, access, eligibility).

Sample prompts to try

These examples can help you brainstorm FAQs tailored to the services your organization offers.

- “Act as a public health nutrition educator. Draft a community-facing FAQ for a Kansas WIC program, focusing on eligibility, benefits, and how to apply. Include common questions parents or caregivers might ask, especially those new to the program or unfamiliar with government services. Please ask clarifying questions if you need more detail on how our WIC services are delivered locally (e.g., in-person vs. remote, clinic hours). Give me sample FAQ questions and answers on vaccines that address common myths.”
 - Tip: Follow up with, “Now please revise the answers in plain language at a 6th grade reading level”
- “You are an environmental health specialist. Help me draft an FAQ for parents concerned about lead exposure in older homes. Include questions about how lead exposure happens, testing options, follow-up steps if levels are high, and available resources. The tone should be calm, informative, and family-friendly. Ask if you need more details about our local testing services or referral processes. What are common FAQ questions to include about STDs, testing, and partner notification?”
 - Tip: After the draft, ask: “What visuals or handouts could pair with this FAQ for better understanding?”
- “Act as a public information officer creating an FAQ to support a new emergency alert system rollout in a rural county. Include common concerns about data privacy, cost, and how to sign up or opt out. The audience includes older adults and people with limited internet access. Please ask clarifying questions to ensure the FAQ is accessible for our community.”
 - Tip: Follow up with, “Can you adapt this FAQ for a flyer and a web page?”





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- “Act as a peer health educator creating an FAQ for teens and young adults about STI testing. Focus on confidentiality, cost, how to schedule a visit, and what to expect during the appointment. Keep the tone friendly, direct, and shame-free. Please ask questions if you need more info about local services, walk-in policies, or clinic hours.”
 - Tip: Then ask, “What slang or informal language should we avoid or translate for clarity?”
- “You are a family support worker drafting an FAQ about our home visiting program for new parents. Include common questions about who qualifies, how visits work, and what kind of support is offered. The goal is to reduce hesitation and build trust. Ask if more information is needed about how our local program operates or which partners are involved.”
 - Tip: Follow up with, “Can you suggest ways to visually format this for a print brochure?”
- “Act as a health educator creating a preparedness FAQ for older adults and caregivers. Focus on medications, emergency contacts, power outages, and how to get help if they live alone. Please use a clear, respectful tone and avoid technical terms. Ask clarifying questions if needed about local resources, shelter options, or transportation access.”

Roles to consider in your prompts

Including a role in your prompt helps ChatGPT tailor language, tone, and structure to match the needs of your audience. Try starting your prompt with: “Act as a...” or “You are a...”

Here are a few role ideas for developing strong FAQs:

- **Public Health Educator:** Focuses on simplifying language and promoting health literacy in community-facing materials.
- **Program Coordinator:** Brings a service-specific lens (e.g., WIC, MCH, immunizations) and understands common client concerns.
- **Front Desk or Call Center Staff:** Highlights real-world questions received from community members and how to answer them clearly.
- **Peer Health Educator:** Provides relatable, trustworthy messaging—especially helpful for teen and young adult audiences.
- **Public Information Officer (PIO):** Ensures consistency with department messaging, branding, and communication policies.
- **Equity Advisor or Cultural Liaison:** Helps make FAQs accessible across languages, literacy levels, and cultural contexts.
- **Environmental Health Specialist:** Brings technical accuracy with clear, plain language explanations for issues like water, air, or housing.
- **Emergency Preparedness Coordinator:** Frames questions around readiness, response, and safety in a way that’s practical and reassuring.

