



## Health Campaign Planning

This guide helps local public health staff use ChatGPT to brainstorm and refine components of health promotion campaigns. ChatGPT can offer fresh ideas, simplify planning, and tailor messages and strategies for specific populations or goals.

### Strong campaigns often include:

- A clear theme and measurable objective
- Messaging that resonates with your audience
- Tactics for outreach and engagement
- Visual and narrative consistency across platforms

### Gathering the following information first can improve ChatGPT's results:

- Campaign topic or health issue
- Target population(s)
- Known barriers or misinformation
- Preferred communication channels
- Tone or style (e.g., empowering, playful, direct)

### Sample prompts to use with ChatGPT:

Use these prompts to jumpstart your health campaign planning. Each includes a clear role, context, and an invitation for ChatGPT to ask questions or suggest follow-ups.

- “Act as a public health communications specialist. Develop 3–5 campaign themes to address vaccine hesitancy among parents of young children in suburban and rural areas. The tone should be empathetic, trustworthy, and parent-focused - emphasizing protection, empowerment, and community well-being. Themes should work well across digital media, printed flyers, and school or clinic settings.”
- “You are a public health planner. Write 2–3 measurable objectives for a campaign promoting childhood vaccination confidence among rural parents. Focus on objectives that increase trust, improve knowledge, and encourage behavior change. Use plain language and public health terminology where helpful.”
  - Follow-up tip: “Can you suggest an outcome indicator and a method for tracking each objective?”
- “You are a creative strategist helping us reframe the conversation around vaccines. Propose 2–3 fresh or unexpected angles to engage vaccine-hesitant parents who are overwhelmed by misinformation. Avoid medical jargon and suggest approaches that focus on relatable values—like care for family, protecting routines, or reducing stress.”
  - Follow-up tip: “Which of these could be turned into short video scripts or testimonial campaigns?”
- “Act as a culturally responsive campaign planner. Generate messaging or campaign concepts to promote childhood vaccines among Marshallese and Hispanic families living in our area. Include ideas that reflect language access, family-centered values, and cultural considerations. The tone should be warm, respectful, and focused on community trust.”
  - Follow-up tip: “Can you translate these messages into Spanish and suggest culturally appropriate imagery or settings for outreach materials?”





# AI IN PUBLIC HEALTH



- “You are a public health educator creating short, parent-facing messages that promote vaccine confidence. Write 3 example messages that could be used on social media, flyers, or text campaigns. Keep them brief, positive, and emotionally resonant, with a focus on protecting loved ones and getting reliable information.”
  - Follow-up tip: “Can you adapt these for different reading levels (6th grade and 9th grade)?”
- “Act as a health communications advisor. Write three different variations of a campaign headline promoting routine childhood vaccinations. One should be direct and factual, one emotionally engaging, and one community focused. The target audience is millennial parents, and the format is a Facebook ad.”
- “You are a vaccine educator helping to counter misinformation in a community Facebook group. Write brief, respectful responses to two common myths: (1) vaccines weaken the immune system, and (2) childhood vaccines aren’t needed anymore. Keep responses factual, calm, and easy to understand.”
- “Act as a local health coalition coordinator. Recommend 3 potential partners to help reach vaccine-hesitant families in our county. Include trusted messengers or organizations (e.g., school nurses, churches, daycare providers). Explain how each could contribute to message delivery or community engagement.”
  - Follow-up tip: “Can you write a short email pitch I could send to one of these partners?”
- “You are a community outreach planner. Suggest 3 interactive events or activities to engage families in conversations about vaccines. These should be low-cost, family-friendly, and designed to build trust, not pressure. Include options like Q&A sessions, story-sharing, or partnerships with pediatricians.”
  - Follow-up tip: “What materials would we need to prepare for each activity to support accurate information sharing?”
- “Act as a public health communications advisor preparing messaging for county commissioners. Draft talking points or a one-pager that frames vaccine confidence as a community health and economic stability issue. Emphasize the role of commissioners as trusted messengers and partners in reducing misinformation. The tone should be professional, nonpartisan, and focused on public trust, workforce readiness, and community well-being.”
  - Follow-up tip: “Can you translate this into a short presentation script or handout for a commission meeting?”

