



AI IN PUBLIC HEALTH



Prompt Engineering Formulas Cheat Sheet

Prompt engineering is the skill of writing clear and effective instructions for AI tools like ChatGPT. Using simple formulas can help you get more accurate, relevant, and useful responses—especially when you're short on time or not sure how to phrase your request. Below are a few easy-to-use prompting formulas, each with public health examples, including mental health and public health emergency preparedness (PHEP).

APE: Action, Purpose, Expectation	GOAT: Goal, Output, Audience, Tone
<ul style="list-style-type: none"> • Action: Define the job, task, or activity • Purpose: Discuss the intention or goal • Expectation: State the desired outcome <p>Example (PHEP Scenario): <i>“Develop a training outline to help new emergency preparedness staff understand the Incident Command System. The goal is to build foundational knowledge and confidence. The final output should be a bulleted agenda with estimated time per section and key learning objectives.”</i></p>	<ul style="list-style-type: none"> • Goal: What outcome you want to achieve • Output: Format/structure you want • Audience: Who the output is for • Tone: How it should sound <p>Example (Mental Health Campaign Scenario): <i>“Draft a one-page student-friendly guide that helps high schoolers understand where they can go for mental health support inside and outside of school. Use a clear, compassionate, and relatable tone.”</i></p>
RAGE: Role, Audience, Goal, Execution	CREATE: Context, Role, Example, Action, Tone, Expectation
<ul style="list-style-type: none"> • Role: Who are you acting as? • Audience: Who are you speaking to? • Goal: What action or effect do you want to achieve? • Execution: How should it be delivered? <p>Example (Mental Health Campaign Scenario): <i>“You are a communications specialist at a local health department. Your audience is high school students. Your goal is to reduce stigma and encourage teens to seek mental health support. Write three short, punchy taglines (Execution) that could be used on posters or social media.”</i></p>	<ul style="list-style-type: none"> • Context: Provide the background or setting. • Role: Assign a role to the AI (e.g., health policy analyst). • Example: Give an example if possible. • Action: Define what AI should do (e.g., summarize, analyze). • Tone: Indicate tone/style (e.g., professional, plain language). • Expectation: State the final desired format/output. <p>Example (PHEP Scenario): <i>“We are developing a short, realistic scenario for a tabletop exercise focused on a localized measles outbreak. The setting is Alexandria, Minnesota, a small city with a population of about 15,000 and a large number of summer tourists. Act as a public health preparedness planner. For example, the outbreak may begin with a single unvaccinated child returning from international travel and spreading the virus in a daycare setting. Write a brief scenario summary (4–6 sentences) describing how the outbreak begins and spreads over the first week. Use a professional tone, appropriate for inclusion in a public health exercise document. The output should be a short, coherent scenario paragraph suitable for a TTX Situation Manual (SitMan).”</i></p>

