



AI IN PUBLIC HEALTH



Public Health Content Review and Refinement

ChatGPT can support public health professionals by reviewing and refining messaging before it reaches the public. Whether you're working on social media posts, press releases, or educational materials, ChatGPT can help improve clarity, cultural sensitivity, and audience engagement.

Key benefits of using ChatGPT include:

- Efficiency: Quickly evaluates large volumes of text for clarity and coherence
- Language Optimization: Recommends more accessible, audience-friendly language
- Cultural Sensitivity: Flags potentially exclusive or insensitive content
- Consistency: Helps maintain a unified voice across materials
- Data-Driven Insights: Supports alignment with language trends and community values

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

- Draft content you want to review (text, script, caption, etc.)
- Your intended audience
- Your desired tone or format (e.g., professional, youth-friendly, persuasive)
- Any specific concerns (e.g., literacy level, inclusivity, key messages)

Sample Prompts to Use

Use these prompts to review and improve your public health messaging. Each prompt is designed to help refine tone, boost clarity, and ensure your content is inclusive, engaging, and easy to understand for your target audience.

➔ Drafting Health Education Materials

- "Act as a public health educator. Review this STI handout written for teens and suggest ways to make the information more clear, approachable, and age-appropriate. The tone should be respectful, non-judgmental, and confidence-building."
 - Follow-up tip: "Can you rewrite one section using more teen-friendly language?"
- "You are reviewing a flyer promoting healthy eating among children. Identify language that could be simplified for better comprehension by parents with low health literacy. Keep the tone friendly and practical."
 - Follow-up tip: "Can you suggest a new headline that's more engaging and plain language?"

➔ Social Media Campaign Evaluation

- "Act as a youth-focused health communicator. Review this Instagram caption promoting condom use. Suggest edits to improve tone, increase engagement, and make it more inclusive for young adults of all gender identities."
 - Follow-up tip: "Can you give me 2 alternative captions in different tones: one playful, one empowering?"
- "You are reviewing a thread of tweets about healthy eating habits. Suggest edits to improve flow, increase clarity, and make the content more engaging for working parents."
 - Follow-up tip: "Which tweet would work best as a standalone visual post?"





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➔ Website Content Review

- “Act as a health equity advisor. Review the content on our sexual health info page. Ensure it’s inclusive of LGBTQ+ identities, uses people-first language, and is free from stigmatizing phrases.”
 - Follow-up tip: “Can you suggest an introductory sentence that better affirms inclusivity?”
- “You are reviewing our nutrition webpage. Check for clarity, up-to-date language, and cultural sensitivity—especially for families with diverse food traditions.”
 - Follow-up tip: “Can you propose a short section on how nutrition looks different across cultures?”

➔ Press Release Refinement

- “Act as a public information officer. Refine this press release announcing our new community sexual health clinic. Ensure the tone is welcoming, informative, and avoids stigmatizing language.”
 - Follow-up tip: “Can you suggest a one-line quote from a community partner to include?”
- “You are reviewing a media statement about a new school nutrition program. Suggest edits that make it clearer, more parent-focused, and positive in tone.”
 - Follow-up tip: “Can you rewrite the opening paragraph in a more engaging style?”

➔ Educational Video Script Assessment

- “Act as a script reviewer for teen health videos. Review this short video script about preventing STIs. Recommend revisions to improve tone, clarity, and relatability for a high school audience.”
 - Follow-up tip: “Can you suggest a more attention-grabbing opening line?”
- “You are reviewing an animated script encouraging fruit and vegetable intake for families with young kids. Suggest ways to make the tone fun, simple, and appealing to parents and children alike.”
 - Follow-up tip: “Can you recommend a visual cue or character to support the message?”





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Drafting Health Education Materials: Share draft educational materials for clarity, readability, and cultural relevance. ChatGPT can suggest edits to improve language and address potential confusion.	Example Prompts: • Evaluate this handout about sexually transmitted infections. Offer recommendations to make the information more accessible to teenagers. • Examine this flyer promoting healthy eating habits among children. Identify areas where the language could be simplified for better comprehension.
Social Media Campaign Evaluation: Share social media content to get feedback on clarity, tone, and engagement. ChatGPT can suggest edits to boost impact.	Example Prompts: • Review this Instagram caption promoting condom use. Suggest edits to improve tone, audience engagement, and inclusivity for young adults. • Review this series of tweets about healthy eating habits. Identify opportunities to enhance audience engagement and comprehension.
Website Content Review: Share website content for feedback on readability, accuracy, and inclusivity. ChatGPT can recommend revisions to improve accessibility and cultural sensitivity.	Example Prompts: • Assess the language used on our sexual health information page. Ensure it is inclusive of diverse gender identities and sexual orientations. • Ensure that the information on our nutrition page is accurate, up-to-date, and presented in a culturally sensitive manner.
Press Release Refinement: Share press releases/media statements for feedback on clarity, tone, and key messaging. ChatGPT can help refine language to better reach your audience.	Example Prompts: • Refine this press release about a new community sexual health clinic. Ensure the tone is welcoming, informative, and free from stigmatizing language. • Review this media statement announcing a new school nutrition initiative in the community. Suggest edits to improve clarity, highlight benefits to families, and ensure the tone is positive and accessible.
Educational Video Script Assessment: Provide video scripts for feedback on clarity, tone, and audience fit. ChatGPT can suggest edits to ensure the message is clear, inclusive, and engaging.	Example Prompts: • Review this video script about preventing STIs. Recommend revisions to ensure the tone is age-appropriate, engaging, and inclusive. • Assess this animated video script promoting fruit and vegetable intake for young kids. Suggest ways to make the language fun, simple, and appealing to families.

