

## **2/21/24 NPHIC Call**

### **Kevin Griffis**

- Launch of beta of CDC.gov on Feb. 27, full site in April
  - Work to reduce footprint of site
  - Will have 60% less content – other content archived
  - About 170 topic areas
  - Chat question: Old links should still work?
  - Chat request: syndicated content and chronic health issues

### **Chris Voegeli**

- Link to playbook will guide process, page 42 step by step process  
[Practical playbook for addressing health misinformation \(centerforhealthsecurity.org\)](https://www.cdc.gov/healthsecurity/practical-playbook-for-addressing-health-misinformation/)

### **Lisa Briseno**

- PowerPoint presentation on CERC training
  - Questions and comments from Chat:
    - Some have not taken CERC – Donda shared link, cercrequest.gov / Use Website request for larger requests
    - Accolades for Barbara Reynolds
    - Train the Trainer training: Lisa not currently offering. Too difficult to be sure people have most recent/current information
    - Currently updating CERC, later phase – expand trainer capacity by supporting external trainers.
    - Lisa encourages everyone's feedback.
    - Risk communication cards – Lisa does not have these cards
    - Email to login? Use your standard email address
    - Inclusive communication
    - Attendee suggested monthly reminder of principals on these calls would be great
    - Not enough bandwidth for 5-day course
    - Possibility of scheduling NPHIC CERC training
    - CDC working on risk communication framework that includes CERC
- § Holding listening sessions. Anyone in call interested in participating?

### **Ann Rowe, new NPHIC president, executive board**

- Leading a work group to develop guidelines for AI in health communication, team with Hacks and Hackers to work on analysis and response toolkit for trust project
  - Will include public health professionals
  - Use of AI power tools raises 3 issues
    - Accuracy or information
      - § Can create sources and info out of thin air
    - Question of authority
      - § Who is authority behind messaging
    - Authenticity

§ How much of info must be created by public health pro to seem authentic vs bot

- o Guidelines – ready to share for feedback for Aug 2024.