



**HARVARD
T.H. CHAN**

SCHOOL OF PUBLIC HEALTH
Center for Health Communication

2024-2025

ANNUAL IMPACT



REPORT



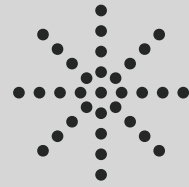
A MESSAGE FROM OUR DIRECTOR

In 2022, with the COVID-19 pandemic underscoring the urgent need for improvements in health communication, the Harvard T.H. Chan School of Public Health rebooted its storied Center for Health Communication.

Its new mission: To equip public health leaders of all kinds to credibly communicate health information in an increasingly skeptical, fragmented, and noisy world.

Three years in, the Center is well on its way to achieving that mission. For public health students and professionals, we've introduced popular—and practical—health communication courses. As well as a slate of hands-on workshops, seminars, and other ways to cultivate the communication skills they need.

We've also dramatically expanded the health-communication support we offer to those in the media who have become trusted sources of health information in today's world. For example, this year we welcomed the Health Coverage Fellowship, which has been training journalists who cover health for more than two decades, to its new home at the Center for Health Communication. And we began scaling up our Public Health Creator program, which in less than a year has grown to more than 1,400 social media influencers who want to get evidence-based health information to their communities.



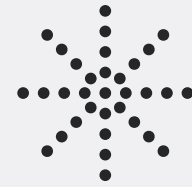
But the Center isn't just about teaching and sharing best practice in this space. We're also defining it: This year the Center's innovative creator research continued to reveal how public health can work with creators to support public health.

Read on for more, as well as what's ahead. We hope you'll leave inspired to join our growing community of health and science communicators—and maybe even to subscribe to our [Call to Action newsletter](#) for more practical health and science communication tips.

Amanda Yarnell

Senior Director, Center for Health
Communication

THE YEAR IN REVIEW

**11,000+**

People viewed resources in our health communication library

500+

People who learned from the expert communicators we brought to campus

100

Harvard students who enrolled in our communications classes

2000+

Followers of our social media channels

1500+

Subscribers to our newsletter, [Call to Action](#)

3

Working papers published from our communications research program

390M+

Total audience reached by the 13 journalists in our 2025 Health Coverage Fellowship

325+

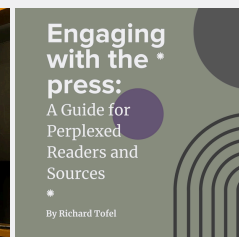
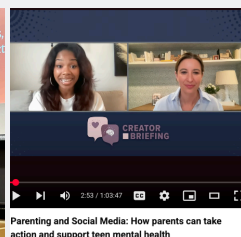
Health journalists who attended our briefings on covering Trump's second term

21.7B+

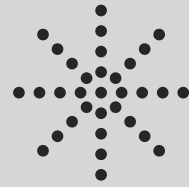
Total audience reached by the creators in our Public Health Creators program

1400+

Creators in our Public Health Creators program



BUILDING COMMUNICATION SKILLS



This year we helped hundreds of students, faculty, and professionals at Harvard and beyond connect with expert health communicators and build health communications skills.



Accomplishments

Launched SBS 213 | The Arts of Communication, a health-focused edition of the popular Harvard Kennedy School public speaking course, taught by longtime HKS instructor Lawrence Quartana

Launched our first communications elective for remote MPH students, ID 232 | Communications Strategies and Tactics for Public Health Advocates, taught by communications firm CEO Andy Burness and the Center's Amanda Yarnell.

Injected new communication modules into existing classes, for example a module that helps PhD students craft engaging 3-minute versions of their thesis work for broad audiences

Published and disseminated new health-communication resources on using numbers in communication, slide design, and more

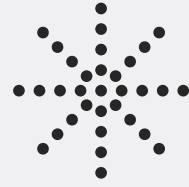
Co-launched a LGBTQ+ Health Voices Fellowship

What to watch for

- A new communication module on ethical use of AI in health communication
- Additional support for budding content creators at HSPH

Key collaborators: LGBTQ+ Health Center of Excellence, Stanford Health Equity Media Fellowship

THE HEALTH JOURNALISM FELLOWSHIP



The Health Coverage Fellowship is designed to help journalists do an even better job covering critical health issues. This year we welcomed it and its longtime director, journalist Larry Tye, to the Center for Health Communication at the Harvard T.H. Chan School of Public Health.



Accomplishments

Convinced a record number of health journalists to apply for the 2025 fellowship—9x the applications from previous years

Selected a class of 13 fellows for 2025, including the first journalists from outside the US

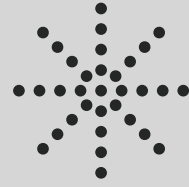
Helped equip 600 of the program's alumni and applicants cover health under the new US administration via regular virtual sessions with leaders from government, journalism, and beyond

What to watch for

- Our 2025 fellows to gather in Boston for the in-person portion of the fellowship

Supporters: the Blue Cross Blue Shield of Massachusetts Foundation, Bower Foundation in Mississippi, Connecticut Health Foundation, Endowment for Health in New Hampshire, Fledgling Fund, KFF, Gordon and Betty Moore Foundation, Rita Allen Foundation, Robert Wood Johnson Foundation, and, in Texas, the Episcopal Health Foundation, Congregational Collective at the H.E. Butt Foundation, Methodist Healthcare Ministries, and St. David's Foundation

THE PUBLIC HEALTH CREATOR PROGRAM



In an era where more and more of us are getting health news and information from social media, creators are poised to help public health counter misinformation and disseminate evidence-based science that will better serve our collective wellbeing. This year we scaled up our efforts to equip them to do so.



Accomplishments

Scaled the mental health creator program to 1200+ mental health creators with a regular series of briefings and toolkits and organized our second Harvard Creator Summit on Mental Health to take place on campus October 5-7, 2025

Expanded briefings and recruitment into additional areas of focus in public health such as Medicaid policy

Engaged with 200+ creators to join our program who focus on health equity, homelessness, harm reduction, maternal health, and reproductive health

Designed a health communication curriculum to be delivered to creators in our program and YouTube Health's program in 2025

Ran a creator-led workshop for faculty and students who want to build a mission-driven social video presence online

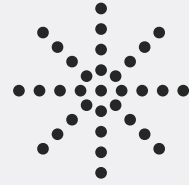
Spoke at Davos, UN General Assembly, Emerson Collective, Concordia, Project Healthy Mind's World Mental Health Day Festival, Dartmouth, and elsewhere about our creator program and research

Key collaborators: YouTube Health, Social Current

What to watch for

- Activation of our vibrant creator community online and at in-person events
- Launch of creator program with Housing Narrative Lab and Harvard's Initiative on Health and Homelessness

DEFINING BEST PRACTICE



Building on the Center's rich history, we are defining a public health campaign playbook for today's fractured and influencer-centered media environment. Last year, our research revealed simple, scalable interventions that can "influence the influencers" to spread evidence-based health information on social platforms. This year we turned our attention to how those interventions affect influencers' audiences.

Accomplishments

Produced two pieces of evidence that our creator supports have a positive effect on creators' audiences:

- An AI-assisted analysis of hundreds of thousands of user comments left on videos in our randomized trial on TikTok, showing signs of informal learning about mental health ([working paper](#))
- A survey-based RCT, showing that watching videos made by creators who use our supports can improve young people's ability to provide emotional support to friends ([working paper](#))

Conducted qualitative study showing that convening creators in person has lasting effects on their health communication beliefs and behaviors ([working paper](#))

What to watch for

- Tracking audience "trust" in health news on a platform like TikTok
- Evaluation of health communication curriculum for creators

Key collaborators: Active Minds, MTV, Social Currant, YouTube Health



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Get in touch with us at chc@hsph.harvard.edu

