

Welcome!

Please share in chat or unmute:

- Name
- Role
- State
- Topic area(s)
- A favorite content creator, podcast or resource (bonus points if it's public health related!)





State Technical Assistance Webinar

Top Trends Driving Public Health Communication in 2026

with the Center for Injury Research
Translation and Communication

February 18, 2026



Advancing the Field of Injury and Violence Prevention



Children's
Safety
Network

National
Partnerships



Training and
Technical Assistance



Learning
Collaboratives



Webinars and
Resources



Funding Sponsor

The Children's Safety Network is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under the Child and Adolescent Injury and Violence Prevention Resource Centers Cooperative Agreement (U49MC28422) for \$5,000,000 with 0 percent financed with non-governmental sources. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.



Engagement



Closed **Captions** can be viewed by clicking the CC button at the bottom of your Zoom screen



We will provide **verbal descriptions and summaries** of slide content and chat messages



Follow-up materials such as recordings and handouts will be available and meet or exceed compliance guidance



Use the **chat feature** to ask questions and make comments throughout



Please stay **muted** when not speaking



Please turn your **camera on**, if possible, to facilitate our engagement



This **session will be recorded** and posted on the CSN website



Rename yourself with your state abbreviation and full name

Community Guidelines

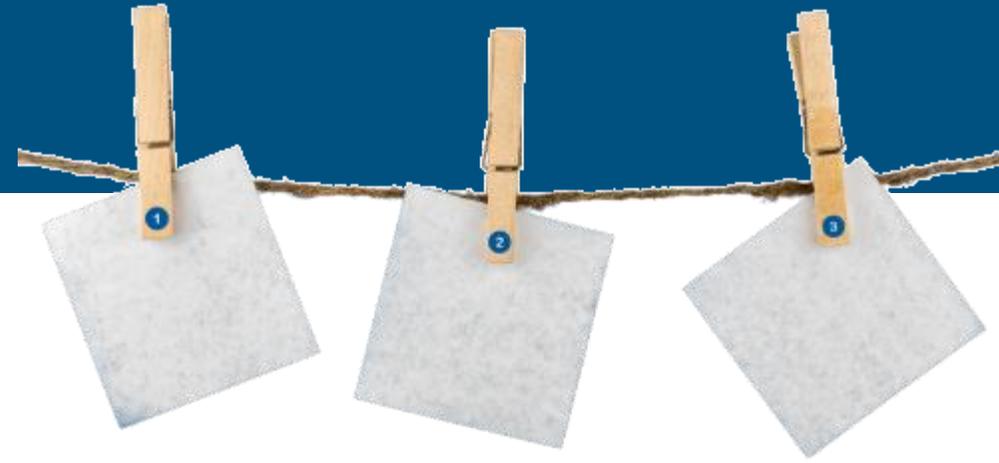
We ask during today's session that you:

- Focus on intentional presence
- Bring a curious stance
- Be partners in learning
- Honor others' perspectives, experiences and learning styles
- Take care of yourself as needed



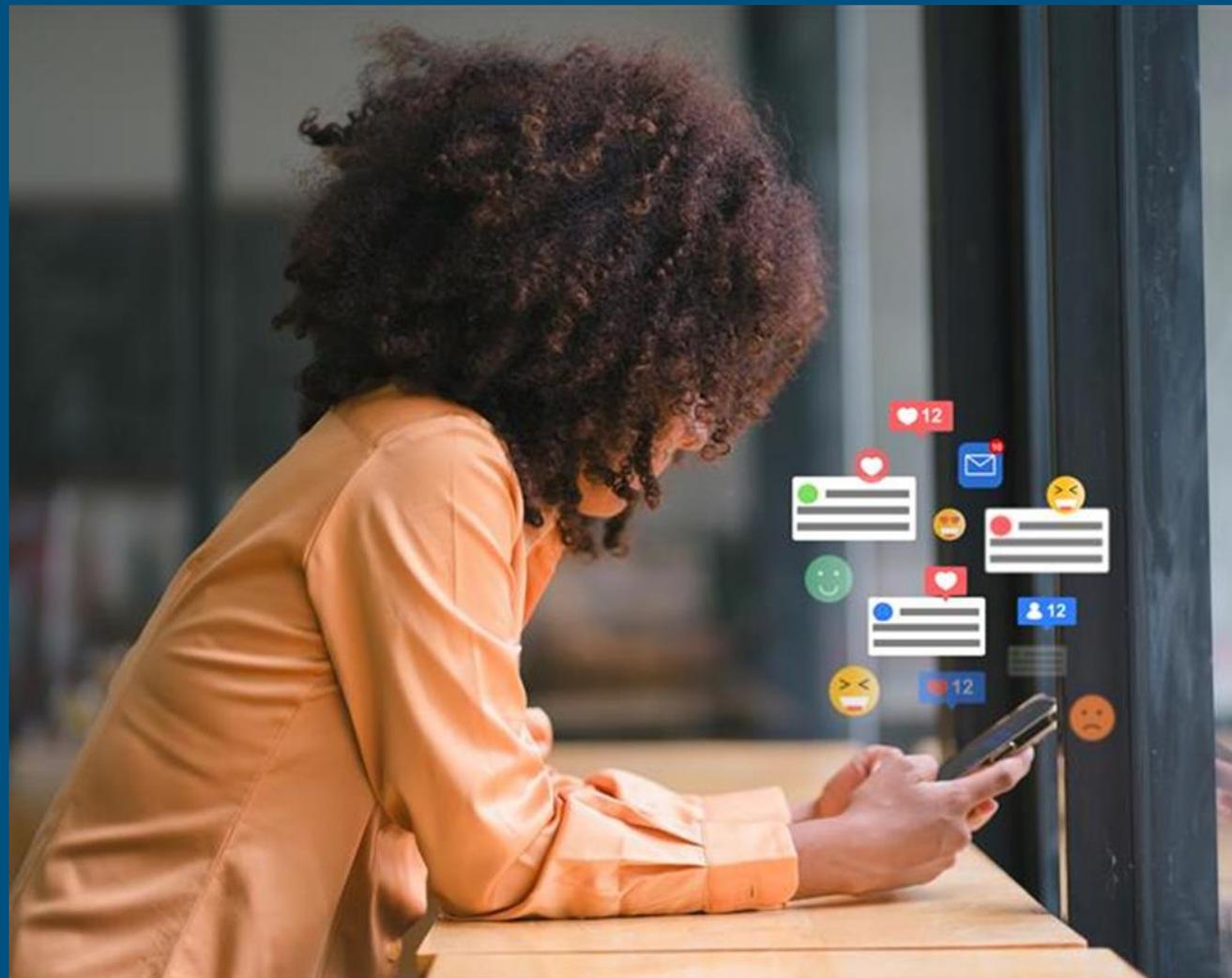
Agenda

- Welcome and introductions
- What's trending in the communications world, with Katrina Boylan, cohost of the Communications Breakdown podcast
- Questions and discussion
- Closing



Chat Share:

What role do you play in public health communications?



Today's Presenter



Katrina Boylan

Senior research writer at the
Center for Injury Research and Policy at
Nationwide Children's Hospital,
Co-host of Communications Breakdown

Top Trends Driving Public Health Communications in 2026



Context



Audience

Who is *your* audience?

And where are *they*?

Who is your audience? *(and why it isn't "the general public")*

Why "the general public" audience fails:

- Vague messaging
 - Stay safe.
 - Talk to your doctor.
 - Be informed.
- Hides real differences in risk and barriers
- It doesn't feel like it is "for me"

The "general public"

vs.

*Parents of kids under 5
who store medications in
the kitchen*

*If you try to talk to everyone,
no one feels spoken to.*

Audience Location

*Meeting people where **THEY** are, not where **WE** are.*



Audience

Authenticity

What is *your* role and your voice?

Audience

Authenticity



johnshopkinssph

johnshopkinssph We ❤️ Timothée ChalamaybescheduleyourflushotASAPifyouhaventalready
1w See translation

judy729 🥰
1w Reply

carolina.queirozz 😂😂😂
1w Reply

unityconsortium 🙏
1w Reply

nktrs_ 🧡🧡
1w Reply

mickybarbosa Amazing 😂😂😂
1w Reply

aritamiraf Yes! 😊
1w 1 like Reply

— View replies (2)

ka_spike Love this
1w Reply

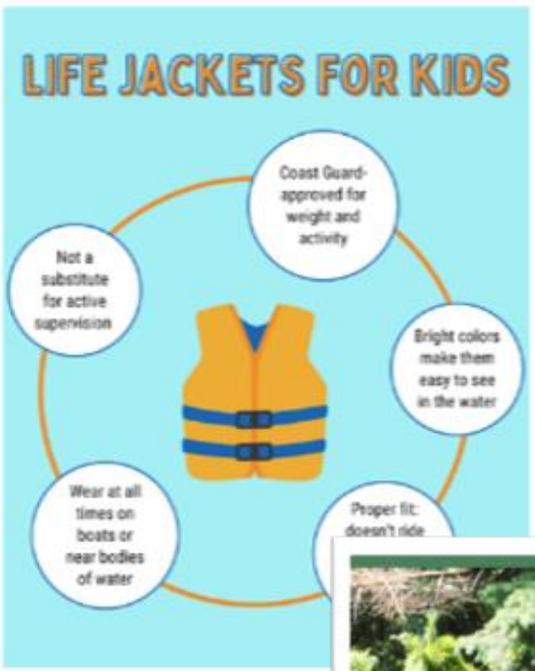
1,553 likes
January 15

Add a comment... Post

Audience

Authenticity

LIFE JACKETS FOR KIDS



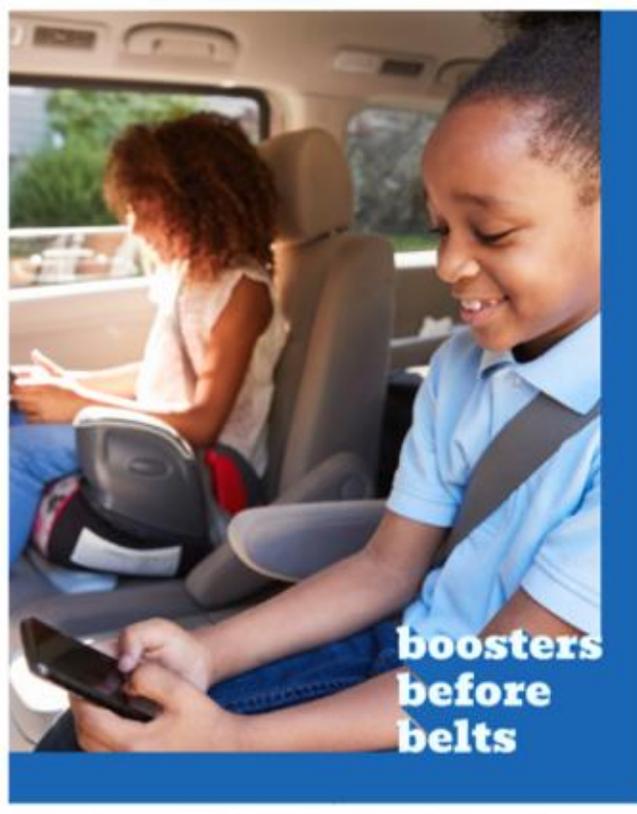
- Coast Guard-approved for weight and activity
- Bright colors make them easy to see in the water
- Proper fit: doesn't ride
- Wear at all times on boats or near bodies of water
- Not a substitute for active supervision

Back-to-school prep isn't just about supplies.

Start planning and practicing your child's route to school today.



GRILL SAFETY:
KEEP CHILDREN
AT LEAST 3 FEET AWAY



boosters before belts

Audience

Authenticity

- What is *your* role and your voice?
- Execute in a way that makes sense for your needs
- Look to your audience and other accounts with similar roles/voices for inspiration

Audience

Authenticity



TIDES + STORM = FLOOD

WATER USUALLY GOES HERE

THIS WEEK, IT MIGHT GO HERE

wsdot • Follow
Washington

wsdot • This is Greg. He's here to talk to you about water. You see, king tides + heavy rains = roadway flooding in coastal areas. @nws is telling us to expect heavy rains coupled with king tides Wednesday and Thursday.

If you're traveling near the coast this week:

- Don't drive around road closed signs. Believe it or not, **ROAD CLOSED** does, in fact, mean the road is closed.
- Six inches of water is enough to knock a person down and will stall most vehicles.
- One foot of water can make you lose control of your vehicle
- Two feet of water can sweep a vehicle away - even SUV's and trucks.

Use our real-time travel tools for info about state roads. Our travel map and our mobile app can be found in the link in our bio.

Stay dry out there.
Edited · 11w

futurecheme This is one of my favorite pages on the Internet
11w 25 likes Reply

neko.cat.cafe This actually cleared up a lot for us
11w 163 likes Reply

utahtransportation • This is why we besties
11w 481 likes Reply

— View replies (5)

subpop • Greg, can we be friends?

59.4K likes
November 4, 2025

Add a comment... Post

Audience

Authenticity

AI

Intro to AI
video:



SCAN ME



AI-generated images from ChatGPT and Canva

Audience
Authenticity
AI

Most electric bikes go 20+mph. That's way too fast for kids.



preventchildinjury

preventchildinjury Electric bike injuries are rising sharply. Before your child hops on an e-bike, make sure they're old enough—and ready—to handle the speed and responsibility. Some key safety tips:

- 🚫 Children ages 9–12 should not operate any device that travels faster than 10 mph, which puts most e-bikes out of a safe range.
- 🚫 Check your local laws—many places have minimum age requirements for e-bike use.
- ✅ Experts recommend waiting until at least driving age, depending on local laws and your child's maturity. When they're ready, teach them to:
 - Always wear a helmet
 - Follow traffic rules
 - Ride in bike lanes
 - Inspect their e-bike before every trip

#EBike #ElectricBike #BikeSafe

42w



*Created by Real Magic AI.

Disgraced Punctuation:

em dash

title with a colon

Audience

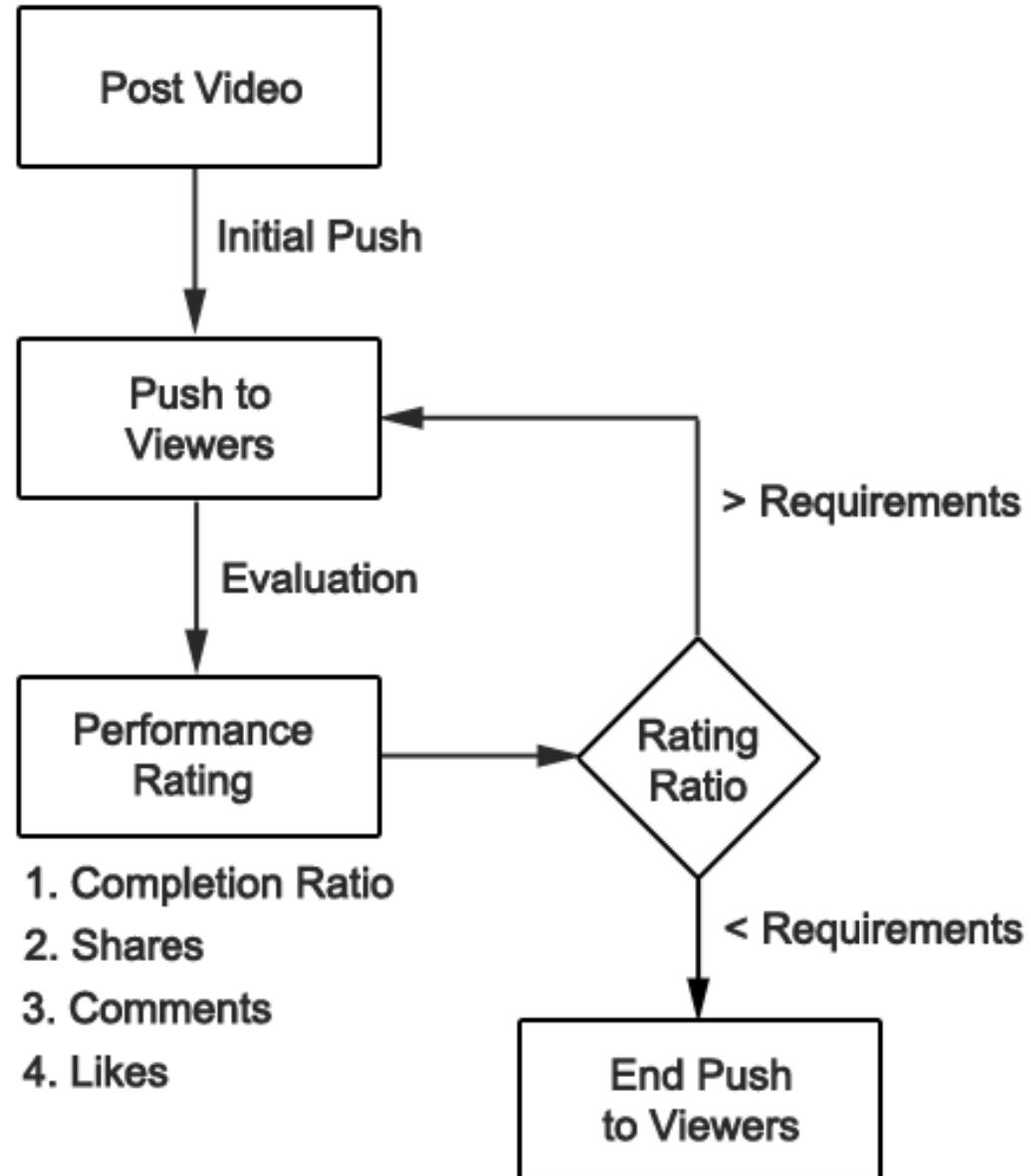
Authenticity

AI

Algorithm

- Proprietary algorithms decide what content platform users see
- Engagement is tough for public health, but it's what drives the algorithm
- Engaging content: video is king
 - Don't post lots of text on single images (people won't read or engage)

Audience
Authenticity
AI
Algorithm



Creating Accuracy Ecosystems to Combat Mis & Disinformation

Audience

Authenticity

AI

Algorithm

Accuracy

So What?



For more great tips:
<https://publichealthcollaborative.org/communication-tools/a-quick-guide-to-public-health-misinformation/>

Audience

Authenticity

AI

Algorithm

Accuracy

So What?

- Good communication requires knowing both your role/voice *and* what your audience needs from you
- Use AI thoughtfully: great for some purposes, but might not resonate with your audience
- Match content approach (video, static images, text) with comms best practices to create effective content

Resources



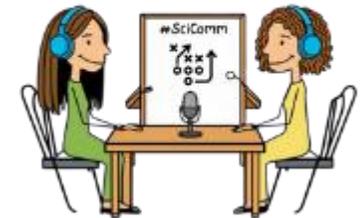
[CIRTC.org](https://www.cirtc.org)



https://www.youtube.com/@CIRTC_



Communications
BREAKDOWN

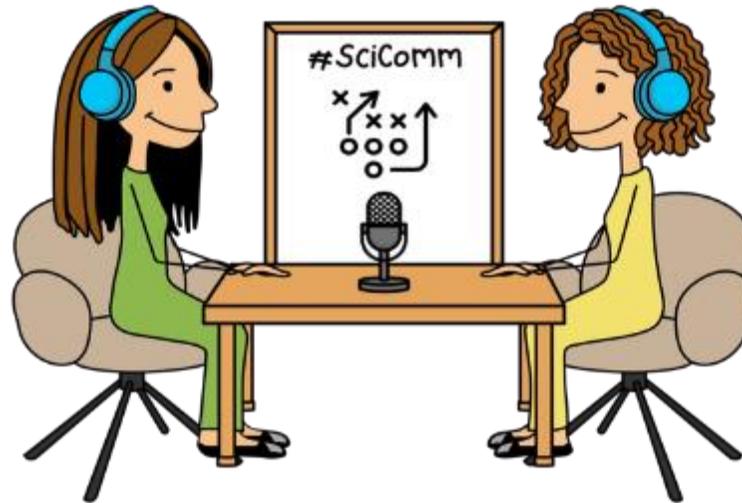


Breaking down what works (and doesn't)
in health & science communication

[CommunicationsBreakdown.org](https://www.CommunicationsBreakdown.org)
And anywhere you listen to
podcasts

Want More Info?

Feel free to contact us:



Katrina Boylan

Katrina.Boylan@NationwideChildrens.org



Tracy Mehan

Tracy.Mehan@NationwideChildrens.org

<https://linktr.ee/tracymehan>



CommunicationsBreakdown.org

Questions and Discussion



Additional Resources

Children's Safety Network

- [Improving Prevention Messaging with your Workforce](#)
- [Youth Voice in Mental Health Messaging: Creating Space for Youth to Lead](#)

University of North Dakota Center for Rural Health

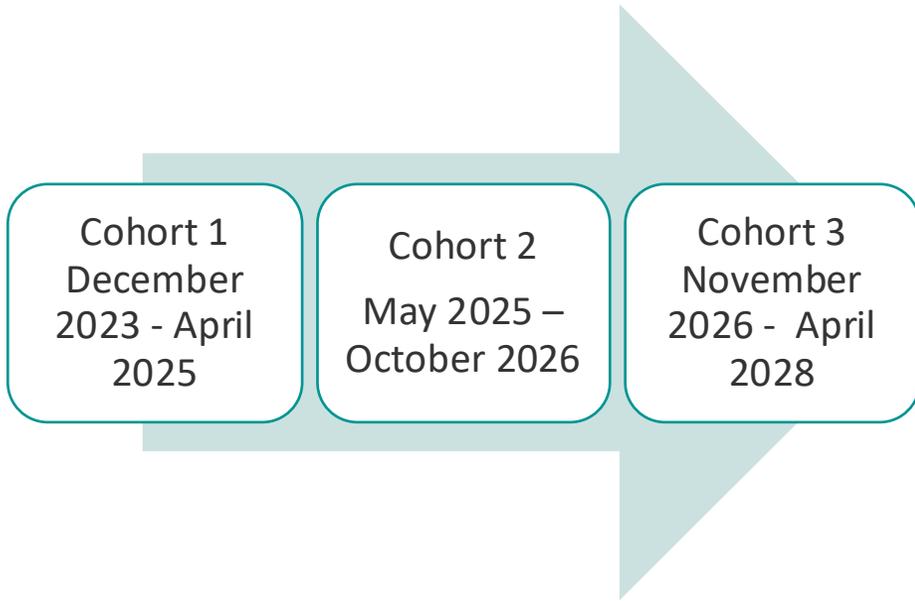
- [Communication Toolkit](#)

Prevention Technology Transfer Center Network

- [Say It So They Hear It: Prevention Messaging That Resonates](#)

Save the Date

Children's Safety Learning Collaborative Applications Open Summer 2026!



Thank you!

- 1 Please fill out our brief evaluation:



- 3 Visit our website:
childrenssafetynetwork.org

- 2 Follow us on social media:

 [Children's Safety Network](#)

 [Children's Safety Network](#)

 [@ChildrensSafety](#)

 [Children's Safety Network](#)