



How APHA is making public health information truly public with engaging videos on YouTube



Effective communication is essential to improve population livelihoods; individuals need to understand how their individual and communal actions affect their well-being and the well-being of others around them. And, in our increasingly digital world, video is the next stage in public health, enabling us to interact with individuals and address their problems in a way that is both comprehensible and interesting.

YouTube collaborates with medical authorities to strengthen their digital communication skills, and it promotes collaborations between creative digital content makers and medical specialists to redesign how health information is disseminated.

The American Public Health Association (APHA) and Complexly, the innovative educational production organization founded by long-time YouTube producers Hank and John Green, are among the most recent of these collaborations.

Through this partnership, APHA recently launched their new series, That's Public Health, about the many ways that public health helps improve our lives. From climate change and mental health to housing and racial equity, this 20-part series will showcase the breadth and depth of public health's role in our daily lives and how it works to make populations healthier over the long term. The series leverages Complexly's skills in storytelling alongside APHA's public health expertise to bring the facts to life in a fun and engaging way for learners of all levels.

As health leaders seek to make public health records genuinely public, mobile video platforms are a vital tool for reaching worldwide audiences at scale and enabling free and equitable access to information that is both authentically sourced and culturally acceptable.

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