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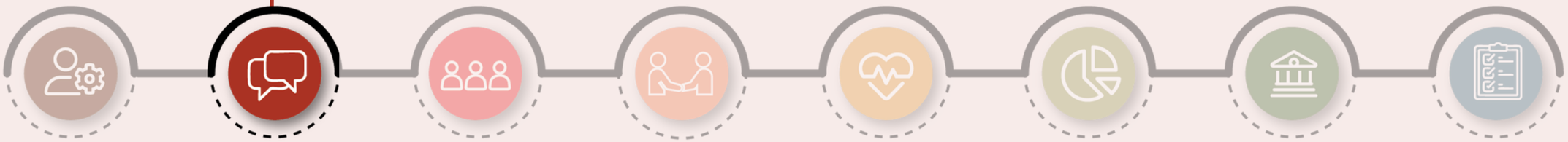
CLASSROOM TO CAREER

Governmental Public Health Toolkit

CENTER FOR PUBLIC HEALTH WORKFORCE DEVELOPMENT
ASPPH

DOMAIN 2

Communication



DOMAIN 2 COMMUNICATION

Learning Objectives

By the end of this module, students will be able to:

- Apply all seven Domain 2 communication job tasks in realistic governmental public health agency scenarios
- Develop accurate, accessible, and culturally responsive communication materials used by governmental public health agencies
- Collaborate across governmental public health programs, leadership structures, and external partners to support coordinated communication
- Anticipate and respond to information affecting governmental public health communication and community trust



CENTER FOR PUBLIC HEALTH WORKFORCE DEVELOPMENT
ASPPH

DOMAIN 2 COMMUNICATION

Topic Overview

Governmental public health agencies rely on effective communication to protect community health, maintain public trust, and support emergency response, prevention, and policy activities. Communication responsibilities in state, local, Tribal, and territorial (STLT) health departments include:

- Sharing timely and accurate public health guidance
- Coordinating communication across programs and leadership
- Responding to media, legislators, and community concerns
- Developing accessible and culturally responsive materials
- Addressing misleading or false information and maintaining public trust during uncertainty

Communication failures in governmental public health can delay response efforts, increase confusion, reduce trust, and worsen health outcomes.



Source: CDC. Crisis & Emergency Risk Communication (CERC). https://emergency.cdc.gov/cerc/

CENTER FOR PUBLIC HEALTH WORKFORCE DEVELOPMENT ASPPH

DOMAIN 2

COMMUNICATION

Job Tasks



CENTER FOR PUBLIC HEALTH
WORKFORCE DEVELOPMENT
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DOMAIN 2

2.1

Manage broad and timely public health communications across all communities and partners.

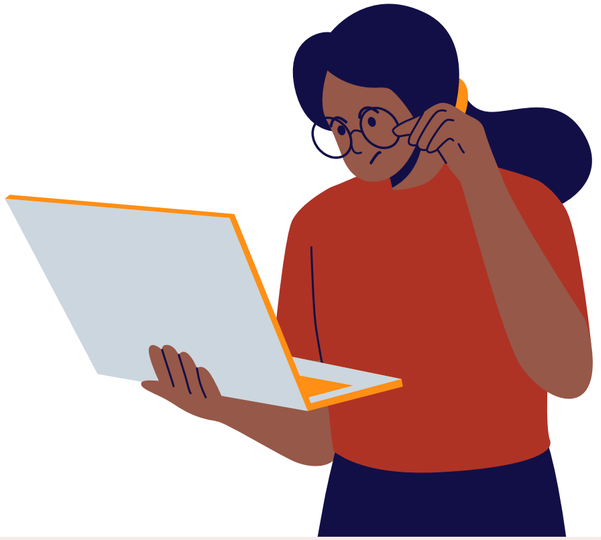


DOMAIN 2 COMMUNICATION

2.1 Manage broad and timely public health communications across all communities and partners.

What this task *involves*

Coordinating timely, accurate public health communication across communities, partners, and communication channels, including when information is incomplete or evolving.



DOMAIN 2 COMMUNICATION

2.1 Manage broad and timely public health communications across all communities and partners.

On the job, this looks like:

- Issuing early alerts before all details areknown
- Updating guidance as evidence evolves
- Communicating with multiple audiencesat once

Skills you are practicing:

- Judgment under uncertainty
- Clear, plain-language communication
- Trust-building and transparency



Source: CDC. Crisis & Emergency Risk Communication (CERC). https://emergency.cdc.gov/cerc/

DOMAIN 2 COMMUNICATION

2.1 Manage broad and timely public health communications across all communities and partners.

Real-World *Example*

Georgia Department of Public Health Measles Advisory

Who uses it: State and local public health agencies, epidemiology divisions, healthcare providers, schools, and emergency preparedness partners

What it supports: Timely governmental public health communication during emerging infectious disease investigations, including risk communication, public awareness, and coordinated response activities

Source: Georgia Department of Public Health. DPH Confirms Measles in Fulton County Resident. https://nwgapublichealth.org/dph-confirms-measles-in-fulton-county-resident/

DOMAIN 2 COMMUNICATION

2.1 Manage broad and timely public health communications across all communities and partners.

Real-World *Example*

(continued)

What the job task looks like:

- Issue public health alerts before all details are fully known
- Share accurate exposure information, symptoms, and prevention guidance
- Coordinate communication across healthcare providers, schools, media, and community partners
- Update recommendations as investigations and evidence evolve
- Balance transparency, urgency, and public reassurance during uncertain situations

Source: Georgia Department of Public Health. DPH Confirms Measles in Fulton County Resident. https://nwgapublichealth.org/dph-confirms-measles-in-fulton-county-resident/

DOMAIN 2 COMMUNICATION

2.1 Manage broad and timely public health communications across all communities and partners.

Governmental Public Health Practice

Strong governmental public health communication helps agencies build public trust, reduce misleading or false information, support rapid response efforts, and protect community health during emerging public health events.

Example

Source: Georgia Department of Public Health. DPH Confirms Measles in Fulton County Resident. https://nwgapublichealth.org/dph-confirms-measles-in-fulton-county-resident/

DOMAIN 2 COMMUNICATION

2.1 Manage broad and timely public health communications across all communities and partners.

Governmental Public Health Practice

Example

DPH Confirms Measles in Fulton County Resident

DPH Confirms Measles in Fulton County Resident

ATLANTA – The Georgia Department of Public Health (DPH) has confirmed measles in an unvaccinated resident of Fulton County. There is no known international travel associated with this case. The individual is out of the infectious stage of the disease, but may have exposed others between September 2 and 11, 2025.

Exposures may have occurred at the following locations and times:

- September 2 and 4: Georgia State University (GSU)
  - Aderhold Learning Building between 7:30 am and 2:15 pm
  - Langdale Hall between 9:00 am and 12:45 pm
- Sweetgreen Restaurant on North Avenue
  - September 3 between 10:30 am and 5:30 pm
  - September 6 between 2:30 pm and 10:00 pm
  - September 8 between 10:30 am and 5:30 pm
- September 3, 6, and 7 for soccer games and practice through Inter Atlanta FC. Individuals who were potentially exposed have been contacted. Since the practices and games were outdoors, the risk of infection is low.

DPH is working with the Fulton County Board of Health, GSU, Inter Atlanta FC, and Sweetgreen to notify individuals who may have been exposed to the virus and are at an increased risk of developing measles. DPH urges health care providers to maintain heightened awareness for patients with measles.

Measles symptoms appear 7 to 14 days after contact with the virus and typically include high fever, cough, runny nose, and watery eyes. Then a rash of tiny, red spots breaks out that usually starts at the head and spreads to the rest of the body.

Anyone who becomes sick or thinks they may have been exposed to measles should:

- Contact your healthcare provider immediately and let them know that you may have been exposed to measles. If you do not have a doctor, please call the DPH Acute Disease Epidemiology Section at 404-657-2588 during business hours, Monday through Friday, or 1-866-PUB-HLTH (1-866-782-4584) after hours on evenings and weekends.
- If you are not experiencing symptoms, there is no need to go to a doctor's office, the hospital, or a public health clinic.
- **If you need medical care, DO NOT** go to the doctor's office, the hospital, or a public health clinic without **FIRST** calling to let them know about your possible contact with measles. Your healthcare provider or public health nurse will advise you on what to do.
- If you think you might have measles, stay at home and avoid contact with other people, especially babies less than 1 year of age or people with weakened immune systems.
- Healthcare providers who suspect measles should notify public health immediately.

Measles can be prevented with the MMR (measles, mumps, rubella) vaccine. The vaccine is safe and effective. The Centers for Disease Control and Prevention (CDC) recommends children receive their first dose of MMR vaccine between 12 and 15 months of age and a second dose between 4 and 6 years old. **More than 95% of people who receive a single dose of MMR will develop immunity to all three viruses. A second dose boosts immunity, typically enhancing protection to 98%.**

For more information about measles, log on to https://dph.georgia.gov/epidemiology/acute-disease-epidemiology/vaccine-preventable-diseases/measles or

Source: Georgia Department of Public Health. DPH Confirms Measles in Fulton County Resident. https://nwgapublichealth.org/dph-confirms-measles-in-fulton-county-resident/

DOMAIN 2 COMMUNICATION

Teaching Job Task 2.1

INSTRUCTOR GUIDANCE

2.1 Manage broad and timely public health communications across all communities and partners.

Key points to emphasize:

- Governmental public health agencies must communicate quickly, even when information is incomplete or evolving
- Timely communication supports public trust, coordinated response, and community safety
- Communication decisions in governmental public health often involve balancing transparency, uncertainty, and operational realities

Instructional focus:

- Emphasize risk communication and decision-making within governmental public health systems
- Reinforce that delayed communication can increase false or misleading information, confusion, and mistrust
- Highlight trade-offs between speed, accuracy, legal considerations, and evolving evidence during governmental public health responses

DOMAIN 2 COMMUNICATION

2.1 Manage broad and timely public health communications across all communities and partners.

CEPH Crosswalk

Domain 2 Job Task	Related CEPH MPH Foundational Competencies
2.1 Manage broad and timely public health communications across all communities and partners.	**Competency 18:** Select communication strategies for different audiences and sectors. **Competency 19:** Communicate audience-appropriate public health content, both in writing and through oral presentation to a non-academic, non-peer audience with attention to factors such as literacy and health literacy.

Source: CEPH Accreditation Criteria (2024) https://media.ceph.org/documents/2024.Criteria.pdf

DOMAIN 2

2.2

Review and develop health education and other materials published by the agency for accuracy and compliance with applicable public health communication standards (e.g., National CLAS Standards).

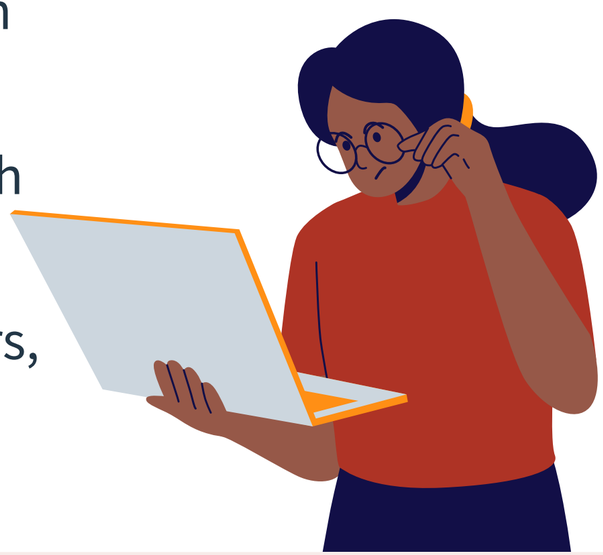


DOMAIN 2 COMMUNICATION

2.2 Review and develop health education and other materials published by the agency for accuracy and compliance with applicable public health communication standards (e.g., National CLAS Standards).

What this task *involves*

Ensuring governmental public health communication materials are accurate, clear, appropriate for intended audiences, and aligned with established public health communication standards before distribution to communities, partners, and the public.



DOMAIN 2 COMMUNICATION

2.2 Review and develop health education and other materials published by the agency for accuracy and compliance with applicable public health communication standards (e.g., National CLAS Standards).

On the job, this looks like:

- Applying plain language principles to governmental public health communication materials
- Reviewing translated and interpreted content for relevance, language access, and community understanding
- Evaluating visual accessibility, readability, formatting, and digital accessibility features (e.g., contrast, font size, alt text)
- Ensuring materials align with National CLAS standards, accessibility requirements, and governmental public health guidance
- Coordinating review processes across communications teams, programs, and community partners before public release

Source: HHS. National CLAS Standards. https://thinkculturalhealth.hhs.gov/clas

DOMAIN 2 COMMUNICATION

2.2 Review and develop health education and other materials published by the agency for accuracy and compliance with applicable public health communication standards (e.g., National CLAS Standards).

Skills you are practicing:

- Accessibility and health literacy review practices
- Attention to detail and public accountability
- Community-centered communication
- Quality assurance in governmental public health communication
- Professional responsibility for public trust and accurate information dissemination



Source: HHS. National CLAS Standards. https://thinkculturalhealth.hhs.gov/clas

DOMAIN 2 COMMUNICATION

2.2 Review and develop health education and other materials published by the agency for accuracy and compliance with applicable public health communication standards (e.g., National CLAS Standards).

Governmental Public Health Practice

Example

Georgia Department of Public Health MMR Vaccine Social Media Post

Who uses it: Governmental public health agencies, immunization programs, communications teams, and community outreach staff

What it supports: Accessible and audience-centered governmental public health communication that promotes vaccine awareness, prevention behaviors, and community health education

Source: Georgia Department of Public Health. “Keep Your Child Safe and Healthy.” Facebook. https://www.facebook.com/GaDPH/photos/keep-your-child-safe-and-healthy-get-them-protected-against-measles-mumps-and-ru/1294385349391089/

DOMAIN 2 COMMUNICATION

2.2 Review and develop health education and other materials published by the agency for accuracy and compliance with applicable public health communication standards (e.g., National CLAS Standards).

Governmental Public Health Practice

Example

(continued)

What the job task looks like:

- Develop public-facing materials using plain language and accessible design
- Ensure communication materials align with governmental public health guidance and vaccine recommendations
- Tailor messages for parents, caregivers, schools, and community audiences
- Review visuals, formatting, and readability for accessibility and rapid understanding
- Coordinate communication across digital platforms to support consistent public health messaging

Source: Georgia Department of Public Health. “Keep Your Child Safe and Healthy.” Facebook. https://www.facebook.com/GaDPH/photos/keep-your-child-safe-and-healthy-get-them-protected-against-measles-mumps-and-ru/1294385349391089/

DOMAIN 2 COMMUNICATION

2.2 Review and develop health education and other materials published by the agency for accuracy and compliance with applicable public health communication standards (e.g., National CLAS Standards).

Governmental Public Health Practice

Example

(continued)

Strong governmental public health communication materials improve public understanding, support informed decision-making, support vaccine confidence, and help build trust between health departments and communities.



Georgia Department of Public Health MMR Vaccine Social Media Post

Source: Georgia Department of Public Health. “Keep Your Child Safe and Healthy.” Facebook. https://www.facebook.com/GaDPH/photos/keep-your-child-safe-and-healthy-get-them-protected-against-measles-mumps-and-ru/1294385349391089/

DOMAIN 2 COMMUNICATION

Teaching Job Task 2.2

INSTRUCTOR GUIDANCE

2.2 Review and develop health education and other materials published by the agency for accuracy and compliance with applicable public health communication standards (e.g., National CLAS Standards).

Key points to emphasize:

- Reviewing communication materials is a governmental public health responsibility tied to public trust and safety
- Clarity, usability, and relevance to intended audiences directly affect whether communities can act on public health guidance
- Small wording or design choices can unintentionally create barriers or reduce trust

Instructional focus:

- Emphasize accessibility, health literacy, and relevance to intended audiences within governmental public health communication
- Reinforce that communication materials should reflect community needs, language access, and public accountability standards
- Highlight trade-offs between urgency, readability, accuracy, translation needs, and resource limitations

DOMAIN 2 COMMUNICATION

2.2 Review and develop health education and other materials published by the agency for accuracy and compliance with applicable public health communication standards (e.g., National CLAS Standards).

CEPH Crosswalk

Domain 2 Job Task		Related CEPH MPH Foundational Competencies
2.2	Review and develop health education and other materials published by the agency for accuracy and compliance with applicable public health communication standards (e.g., National CLAS Standards).	**Competency 18:** Select communication strategies for different audiences and sectors. **Competency 19:** Communicate audience-appropriate public health content, both in writing and through oral presentation to a non-academic, non-peer audience with attention to factors such as literacy and health literacy.

Source: CEPH Accreditation Criteria (2024). https://media.ceph.org/documents/2024.Criteria.pdf

DOMAIN 2

2.3

Develop accessible public health communication campaigns.

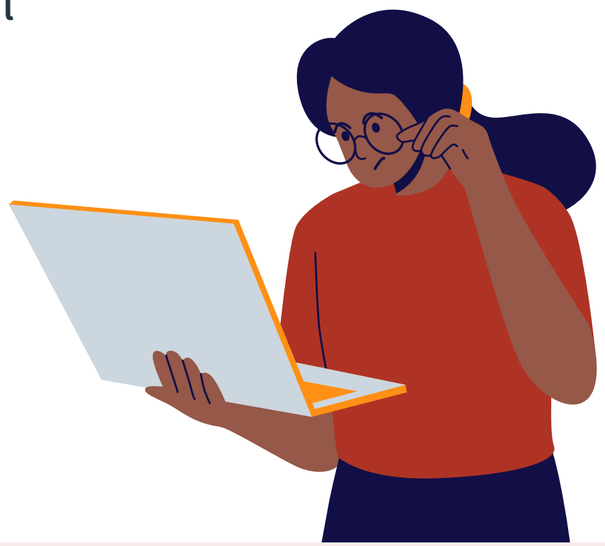


DOMAIN 2 COMMUNICATION

2.3 Develop accessible public health communication campaigns.

What this task *involves*

Designing coordinated governmental public health communication campaigns that deliver clear, actionable, and audience-centered messaging across multiple communication channels and community settings.



DOMAIN 2 COMMUNICATION

2.3 Develop accessible public health communication campaigns.

On the job, this looks like:

- Developing communication campaign goals aligned with governmental public health priorities and community health needs
- Tailoring messages to audience needs, literacy levels, language access, and community context
- Selecting complementary communication channels based on audience access, trust, and communication preferences
- Coordinating communication efforts across governmental public health programs, schools, healthcare partners, and community organizations
- Integrating clarity, health literacy, usability, and intended-audience needs from the beginning of campaign planning

Source: CDC. Gateway to Health Communication & Social Marketing. https://www.cdc.gov/healthcommunication/

DOMAIN 2 COMMUNICATION

2.3 Develop accessible public health communication campaigns.

Skills you are practicing:

- Strategic governmental public health communication planning
- Audience-centered and accessibility-focused campaign design
- Collaboration across governmental public health programs and community sectors
- Health literacy and audience-appropriate communication
- Multi-channel communication strategy and coordination



Source: CDC. Gateway to Health Communication & Social Marketing. https://www.cdc.gov/healthcommunication/

DOMAIN 2 COMMUNICATION

2.3 Develop accessible public health communication campaigns.

Governmental Public Health Practice

Example

Texas Department of State Health Services "Vapes Down" Campaign Toolkit

Who uses it: Governmental public health agencies, tobacco prevention programs, school health partners, communications teams, and community outreach programs

What it supports: Development of accessible, multi-channel governmental public health communication campaigns designed to improve health awareness, influence behavior change, and reach varied audiences

Source: Texas Department of State Health Services. Vape Materials Toolkit. https://www.dshs.texas.gov/vaping/vaping-resources/vape

DOMAIN 2 COMMUNICATION

2.3 Develop accessible public health communication campaigns.

Governmental Public Health Practice

Example

What the job task looks like:

- Develop coordinated communication campaigns aligned with governmental public health priorities
- Tailor messaging and visuals for different audiences, literacy levels, and communication platforms
- Use multiple communication channels, including social media, print materials, websites, and video content
- Integrate accessibility, plain language, and audience-appropriate communication strategies into campaign design
- Coordinate communication efforts across public health programs, schools, community partners, and media platforms

Source: Texas Department of State Health Services. Vape Materials Toolkit. https://www.dshs.texas.gov/vaping/vaping-resources/vape

DOMAIN 2 COMMUNICATION

2.3 Develop accessible public health communication campaigns.

Governmental Public Health Practice

Example

(continued)

Texas Department of State Health Services "Vapes Down" Campaign

Strong governmental public health communication campaigns help agencies increase public awareness, promote healthier behaviors, improve community engagement, and strengthen trust in governmental public health guidance across varied populations.

Source: Texas Department of State Health Services. Vape Materials Toolkit. https://www.dshs.texas.gov/vaping/vaping-resources/vape

DOMAIN 2 COMMUNICATION

2.3 Develop accessible public health communication campaigns.

Governmental Public Health Practice

Example

(continued)

Texas Department of State Health Services "Vapes Down" Campaign



VAPING MYTHS VAPES DOWN

MYTH	**Vaping is safer than cigarettes.**
FACT	Vapes are unsafe and highly addictive, especially for teens whose brains are still developing.
MYTH	**The only toxic chemical in vape juice is nicotine.**
FACT	Vape juice contains 31 chemicals or more. Some, such as formaldehyde, become toxic when heated.
MYTH	**The flavoring in vapes is harmless.**
FACT	Vape products get their flavoring from chemicals, which are not safe.
MYTH	**Vaping helps with anxiety and depression.**
FACT	Vaping can actually increase or worsen anxiety and depression.
MYTH	**Vaping doesn't have any negative impact to your physical well-being.**
FACT	Studies have shown that those who vape have lower fitness levels and higher blood pressure.
MYTH	**Teens who vape can easily focus because they vape.**
FACT	The nicotine in vapes makes it harder to focus, causing brain fog.
MYTH	**Anyone can legally purchase vapes.**
FACT	Texas law requires that you must be 21 years old to buy a vape.
MYTH	**The nicotine in one vape pod is equal to 10 cigarettes.**
FACT	Most vape pods are equal to 30 cigarettes, which is more than a pack of cigarettes.

READY TO DROP THE VAPE? Visit YesQuit.org

10/2025

TEXAS Health and Human Services | Texas Department of State Health Services



Source: Texas Department of State Health Services. Vape Materials Toolkit. https://www.dshs.texas.gov/vaping/vaping-resources/vape

DOMAIN 2 COMMUNICATION

2.3 Develop accessible public health communication campaigns.

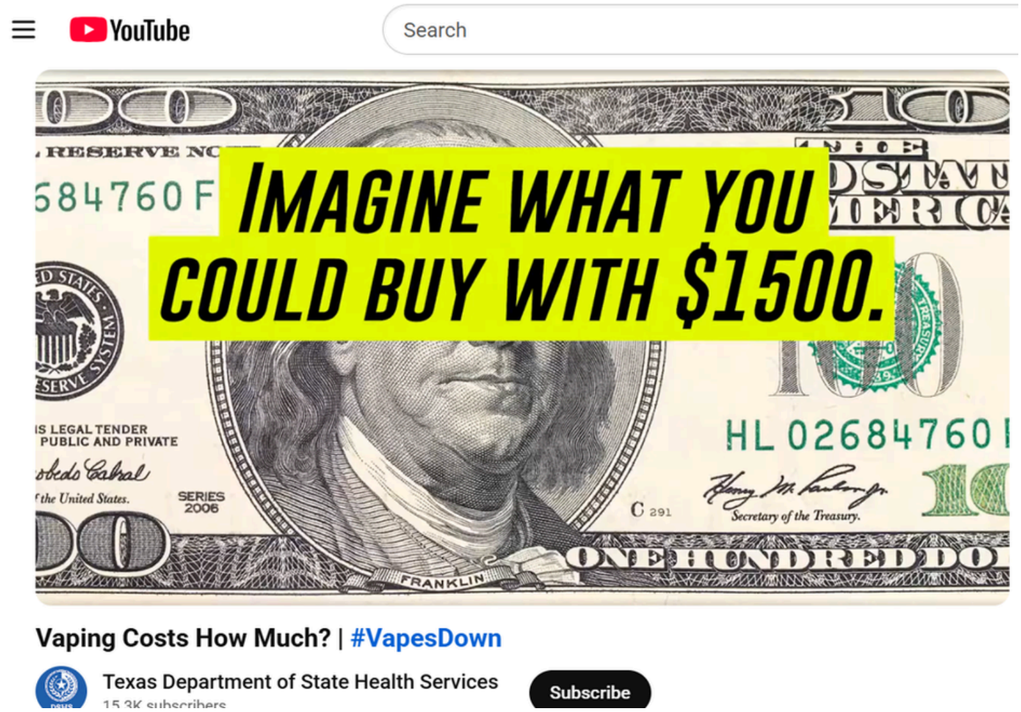
Governmental Public Health Practice

Example

(continued)

Texas Department of State Health Services "Vapes Down" Campaign





Source: Texas Department of State Health Services. Vape Materials Toolkit. https://www.dshs.texas.gov/vaping/vaping-resources/vape

DOMAIN 2 COMMUNICATION

2.3 Develop accessible public health communication campaigns.

Teaching Job Task 2.3

INSTRUCTOR GUIDANCE

Key points to emphasize:

- Governmental public health campaigns require coordinated planning across programs, audiences, and communication channels
- Accessibility and audience engagement must be integrated into campaign design from the beginning
- Different communities may require different communication approaches, trusted messengers, and outreach strategies

Instructional focus:

- Emphasize strategic communication planning within governmental public health agencies
- Reinforce that effective campaigns involve collaboration across communications, leadership, epidemiology, and community partners
- Highlight trade-offs between campaign reach, accessibility, staffing capacity, funding, and audience trust

DOMAIN 2 COMMUNICATION

2.3 Develop accessible public health communication campaigns.

CEPH Crosswalk

Domain 2 Job Task	Related CEPH MPH Foundational Competencies
2.3 Develop accessible public health communication campaigns.	**Competency 9:** Design a population-based policy, program, project, or intervention. **Competency 18:** Select communication strategies for different audiences and sectors. **Competency 19:** Communicate audience-appropriate public health content, both in writing and through oral presentation to a non-academic, non-peer audience with attention to factors such as literacy and health literacy. **Competency 20:** Describe the importance of cultural humility in communicating public health content.

Source: CEPH Accreditation Criteria (2024) https://media.ceph.org/documents/2024.Criteria.pdf

DOMAIN 2

2.4

Respond to requests for information and/or agency personnel appearances/ interviews requests from media, legislators, or public interest groups.

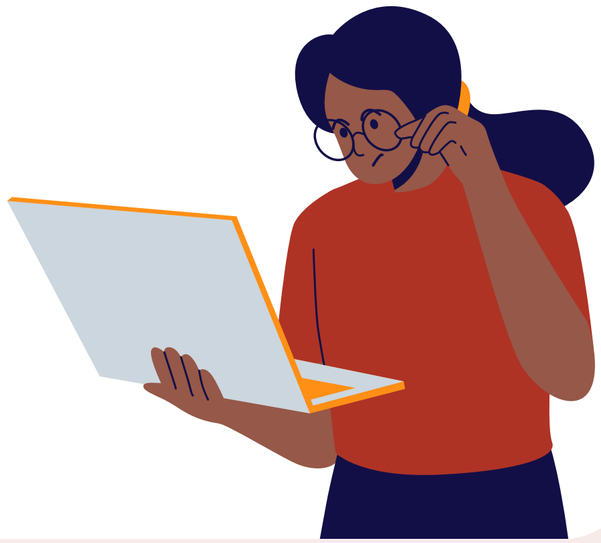


DOMAIN 2 COMMUNICATION

2.4 Respond to requests for information and/or agency personnel appearances/interviews requests from media, legislators, or public interest groups.

What this task *involves*

Communicating clearly, accurately, and professionally on behalf of governmental public health agencies in response to requests from media, legislators, community organizations, healthcare partners, and the public during rapidly evolving public health situations.



DOMAIN 2 COMMUNICATION

2.4 Respond to requests for information and/or agency personnel appearances/interviews requests from media, legislators, or public interest groups.

On the job, this looks like:

- Preparing talking points that translate complex governmental public health information into clear, audience-appropriate language
- Maintaining a neutral, nonpartisan, and professional tone when communicating on behalf of governmental public health agencies
- Identifying what information can legally, ethically, and operationally be shared with external audiences
- Responding to media, legislator, and public questions during evolving public health situations
- Addressing concerns, clarifying misunderstandings, and supporting public trust through timely communication

Source: CDC. Crisis & Emergency Risk Communication (CERC). https://emergency.cdc.gov/cerc/

DOMAIN 2 COMMUNICATION

2.4 Respond to requests for information and/or agency personnel appearances/interviews requests from media, legislators, or public interest groups.

Skills you are practicing:

- Professional governmental public health communication
- Translating technical information for public audiences
- Communicating uncertainty responsibly and transparently
- Public accountability and trust-centered communication
- Professional judgment under public scrutiny



Source: CDC. Crisis & Emergency Risk Communication (CERC). https://emergency.cdc.gov/cerc/

DOMAIN 2 COMMUNICATION

2.4 Respond to requests for information and/or agency personnel appearances/interviews requests from media, legislators, or public interest groups.

Governmental Public Health Practice

Example

Harris County Public Health Press Release

Who uses it: Governmental public health agencies, communication teams, epidemiology programs, emergency preparedness staff, media relations personnel, and community partners

What it supports: Timely and professional governmental public health communication related to emerging health threats, public information requests, media inquiries, and community risk awareness

Source: Harris County Public Health. Harris County Confirms Positive West Nile Virus Mosquito Samples. https://publichealth.harriscountytx.gov/Portals/hcph/Documents/Press_Releases/NR_WNVFirstSample2026_January2026_WEB.pdf

DOMAIN 2 COMMUNICATION

2.4 Respond to requests for information and/or agency personnel appearances/interviews requests from media, legislators, or public interest groups.

Governmental Public Health Practice

Example

What the job task looks like:

- Develop press releases and public statements aligned with governmental public health guidance
- Translate epidemiologic and environmental health information into clear, audience-appropriate language
- Coordinate messaging across leadership, epidemiology, preparedness, and communications teams
- Provide timely updates to media outlets, healthcare providers, and community partners
- Balance transparency, accuracy, and uncertainty while maintaining public trust and professionalism

Source: Harris County Public Health. Harris County Confirms Positive West Nile Virus Mosquito Samples. https://publichealth.harriscountytx.gov/Portals/hcph/Documents/Press_Releases/NR_WNVFirstSample2026_January2026_WEB.pdf

DOMAIN 2 COMMUNICATION

2.4 Respond to requests for information and/or agency personnel appearances/interviews requests from media, legislators, or public interest groups.

Governmental Public Health Practice

Example

(continued)

Strong governmental public health communication helps agencies provide accurate information during emerging public health events, support informed decision-making, maintain credibility, and strengthen coordination with communities and external partners.

Source: Harris County Public Health. Harris County Confirms Positive West Nile Virus Mosquito Samples. https://publichealth.harriscountytx.gov/Portals/hcph/Documents/Press_Releases/NR_WNVFirstSample2026_January2026_WEB.pdf

DOMAIN 2 COMMUNICATION

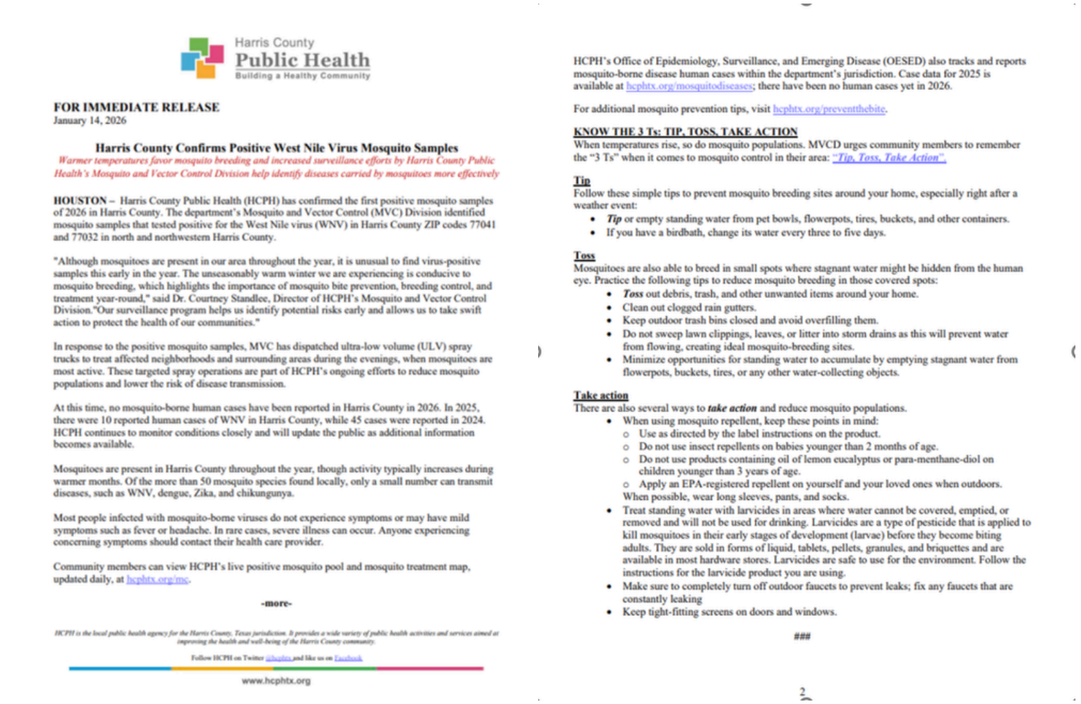
2.4 Respond to requests for information and/or agency personnel appearances/interviews requests from media, legislators, or public interest groups.

Governmental Public Health Practice

Example

(continued)

Harris County Public Health Press Release



Harris County Public Health
Building a Healthy Community

FOR IMMEDIATE RELEASE
January 14, 2026

Harris County Confirms Positive West Nile Virus Mosquito Samples

Warmer temperatures favor mosquito breeding and increased surveillance efforts by Harris County Public Health's Mosquito and Vector Control Division help identify diseases carried by mosquitoes more effectively

HOUSTON – Harris County Public Health (HCPH) has confirmed the first positive mosquito samples of 2026 in Harris County. The department's Mosquito and Vector Control (MVC) Division identified mosquito samples that tested positive for the West Nile virus (WNV) in Harris County ZIP codes 77041 and 77032 in north and northwestern Harris County.

"Although mosquitoes are present in our area throughout the year, it is unusual to find virus-positive samples this early in the year. The unseasonably warm winter we are experiencing is conducive to mosquito breeding, which highlights the importance of mosquito bite prevention, breeding control, and treatment year-round," said Dr. Courtney Standlee, Director of HCPH's Mosquito and Vector Control Division."Our surveillance program helps us identify potential risks early and allows us to take swift action to protect the health of our communities."

In response to the positive mosquito samples, MVC has dispatched ultra-low volume (ULV) spray trucks to treat affected neighborhoods and surrounding areas during the evenings, when mosquitoes are most active. These targeted spray operations are part of HCPH's ongoing efforts to reduce mosquito populations and lower the risk of disease transmission.

At this time, no mosquito-borne human cases have been reported in Harris County in 2026. In 2025, there were 10 reported human cases of WNV in Harris County, while 45 cases were reported in 2024. HCPH continues to monitor conditions closely and will update the public as additional information becomes available.

Mosquitoes are present in Harris County throughout the year, though activity typically increases during warmer months. Of the more than 50 mosquito species found locally, only a small number can transmit diseases, such as WNV, dengue, Zika, and chikungunya.

Most people infected with mosquito-borne viruses do not experience symptoms or may have mild symptoms such as fever or headache. In rare cases, severe illness can occur. Anyone experiencing concerning symptoms should contact their health care provider.

Community members can view HCPH's live positive mosquito pool and mosquito treatment map, updated daily, at hcphtx.org/mc.

-more-

HCPH is the local public health agency for the Harris County, Texas jurisdiction. It provides a wide variety of public health activities and services aimed at improving the health and well-being of the Harris County community.

Follow HCPH on Twitter @hcphtx and like us on Facebook

www.hcphtx.org

HCPH's Office of Epidemiology, Surveillance, and Emerging Disease (OESED) also tracks and reports mosquito-borne disease human cases within the department's jurisdiction. Case data for 2025 is available at hcphtx.org/mosquitodiseases; there have been no human cases yet in 2026.

For additional mosquito prevention tips, visit hcphtx.org/preventthebite.

KNOW THE 3 Ts: TIP, TOSS, TAKE ACTION
When temperatures rise, so do mosquito populations. MVCD urges community members to remember the "3 Ts" when it comes to mosquito control in their area: *"Tip, Toss, Take Action".*

Tip
Follow these simple tips to prevent mosquito breeding sites around your home, especially right after a weather event:

- ***Tip*** or empty standing water from pet bowls, flowerpots, tires, buckets, and other containers.
- If you have a birdbath, change its water every three to five days.

Toss
Mosquitoes are also able to breed in small spots where stagnant water might be hidden from the human eye. Practice the following tips to reduce mosquito breeding in those covered spots:

- ***Toss*** out debris, trash, and other unwanted items around your home.
- Clean out clogged rain gutters.
- Keep outdoor trash bins closed and avoid overfilling them.
- Do not sweep lawn clippings, leaves, or litter into storm drains as this will prevent water from flowing, creating ideal mosquito-breeding sites.
- Minimize opportunities for standing water to accumulate by emptying stagnant water from flowerpots, buckets, tires, or any other water-collecting objects.

Take action
There are also several ways to ***take action*** and reduce mosquito populations.

- When using mosquito repellent, keep these points in mind:
  - Use as directed by the label instructions on the product.
  - Do not use insect repellents on babies younger than 2 months of age.
  - Do not use products containing oil of lemon eucalyptus or para-menthane-diol on children younger than 3 years of age.
  - Apply an EPA-registered repellent on yourself and your loved ones when outdoors.

  When possible, wear long sleeves, pants, and socks.
- Treat standing water with larvicides in areas where water cannot be covered, emptied, or removed and will not be used for drinking. Larvicides are a type of pesticide that is applied to kill mosquitoes in their early stages of development (larvae) before they become biting adults. They are sold in forms of liquid, tablets, pellets, granules, and briquettes and are available in most hardware stores. Larvicides are safe to use for the environment. Follow the instructions for the larvicide product you are using.
- Make sure to completely turn off outdoor faucets to prevent leaks; fix any faucets that are constantly leaking
- Keep tight-fitting screens on doors and windows.

###

2

Source: Harris County Public Health. Harris County Confirms Positive West Nile Virus Mosquito Samples. https://publichealth.harriscountytx.gov/Portals/hcph/Documents/Press_Releases/NR_WNVFirstSample2026_January2026_WEB.pdf

DOMAIN 2 COMMUNICATION

Teaching Job Task 2.4

INSTRUCTOR GUIDANCE

2.4 Respond to requests for information and/or agency personnel appearances/interviews requests from media, legislators, or public interest groups.

Key points to emphasize:

- Governmental public health agencies are accountable to the public, media, policymakers, and community partners
- Professional communication requires neutrality, clarity, and responsible handling of uncertainty
- Responses from governmental public health agencies represent the agency and influence public trust

Instructional focus:

- Emphasize professionalism and public accountability in governmental public health communication
- Reinforce that communicating uncertainty responsibly strengthens credibility and transparency
- Highlight trade-offs between transparency, legal/privacy considerations, political sensitivity, and rapidly changing information

DOMAIN 2 COMMUNICATION

2.4 Respond to requests for information and/or agency personnel appearances/interviews requests from media, legislators, or public interest groups.

CEPH Crosswalk

Domain 2 Job Task	Related CEPH MPH Foundational Competencies
2.4 Respond to requests for information and/or agency personnel appearances/interview requests from media, legislators, or public interest groups.	**Competency 18:** Select communication strategies for different audiences and sectors. **Competency 19:** Communicate audience-appropriate public health content, both in writing and through oral presentation to a non-academic, non-peer audience with attention to factors such as literacy and health literacy.

Source: CEPH Accreditation Criteria (2024) https://media.ceph.org/documents/2024.Criteria.pdf

DOMAIN 2

2.5

Communicate across agency programs, divisions, and units.

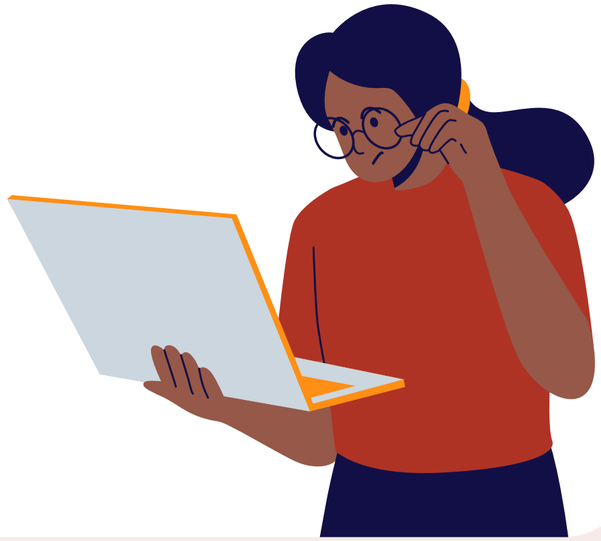


DOMAIN 2 COMMUNICATION

2.5 Communicate across agency programs, divisions, and units.

What this task *involves*

Ensuring clear, consistent communication within a health department so that staff across programs and divisions are aligned before communicating externally.



DOMAIN 2 COMMUNICATION

2.5 Communicate across agency programs, divisions, and units.

On the job, this looks like:

- Coordinating messaging so governmental public health teams share consistent information
- Ensuring programs understand how their work supports external public communication
- Sharing timely updates across leadership, preparedness, epidemiology, and communications teams
- Supporting unified governmental public health communication strategies across programs and partners
- Facilitating coordination during evolving public health situations and responses

Source: FEMA Incident Command System (ICS). Resource Center.
https://training.fema.gov/emiweb/is/icsresource/

DOMAIN 2 COMMUNICATION

2.5 Communicate across agency programs, divisions, and units.

Skills you are practicing:

- Collaboration and relationship-building
- Active listening and negotiation
- Adaptability to organizational context
- Professional judgment and diplomacy



Source: FEMA Incident Command System (ICS). Resource Center.
https://training.fema.gov/emiweb/is/icsresource/

DOMAIN 2 COMMUNICATION

2.5 Communicate across agency programs, divisions, and units.

Governmental Public Health Practice

Example

Internal Communication in Governmental Public Health Agencies

Who uses it: Governmental public health leadership, communications teams, epidemiology programs, preparedness staff, program managers, and cross-functional response teams

What it supports: Coordinated internal communication that helps governmental public health agencies maintain consistent messaging, align response activities, and support effective decision-making across programs and divisions

Source: FEMA Incident Command System (ICS). Resource Center. https://training.fema.gov/emiweb/is/icsresource/

DOMAIN 2 COMMUNICATION

2.5 Communicate across agency programs, divisions, and units.

Governmental Public Health Practice

Example

What the job task looks like:

- Coordinate communication across epidemiology, preparedness, communications, leadership, and program teams
- Share internal alerts, guidance updates, talking points, and operational information
- Conduct cross-department meetings, incident briefings, and daily coordination huddles
- Ensure programs understand how internal governmental decisions connect to external public communication
- Maintain consistent messaging across governmental public health divisions and partner agencies

Source: FEMA Incident Command System (ICS). Resource Center.
https://training.fema.gov/emiweb/is/icsresource/

DOMAIN 2 COMMUNICATION

2.5 Communicate across agency programs, divisions, and units.

Governmental Public Health Practice

Example

(continued)

Strong internal communication systems help governmental public health agencies improve coordination, reduce confusion, strengthen response operations, and support consistent communication with communities and partners.

Source: FEMA Incident Command System (ICS). Resource Center.
https://training.fema.gov/emiweb/is/icsresource/

DOMAIN 2 COMMUNICATION

2.5 Communicate across agency programs, divisions, and units.

Teaching Job Task 2.5

INSTRUCTOR GUIDANCE

Key points to emphasize:

- Strong internal communication is essential for coordinated governmental public health response and consistent public messaging
- Governmental public health agencies often operate across complex organizational structures and multidisciplinary teams
- Internal communication failures can create confusion, duplication, and inconsistent external messaging

Instructional focus:

- Emphasize communication coordination across governmental public health programs, leadership, and response systems
- Reinforce that organizational structure, authority, and workflow affect how communication occurs within agencies
- Highlight trade-offs between urgency, approval processes, information-sharing, and operational coordination

DOMAIN 2 COMMUNICATION

2.5 Communicate across agency programs, divisions, and units.

CEPH Crosswalk

Domain 2 Job Task		Related CEPH MPH Foundational Competencies
2.5	Communicate across agency programs, divisions, and units.	**Competency 18:** Select communication strategies for different audiences and sectors.

Source: CEPH Accreditation Criteria (2024) https://media.ceph.org/documents/2024.Criteria.pdf

DOMAIN 2

2.6

Review and manage the agency’s external communication (e.g., social media, billboards, print, news, radio, website).

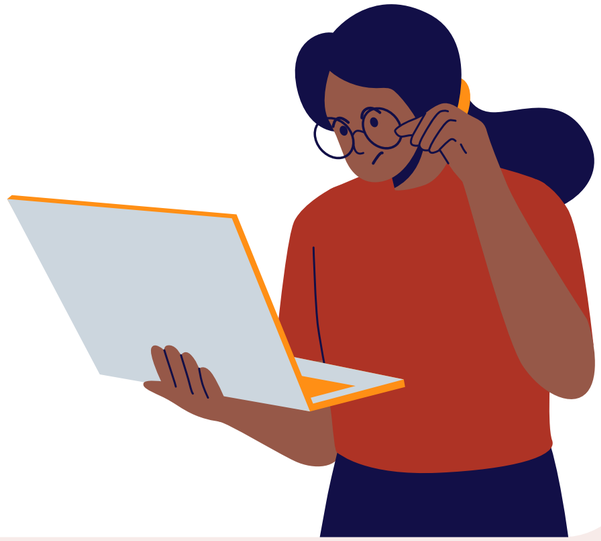


DOMAIN 2 COMMUNICATION

2.6 Review and manage the agency's external communication (e.g., social media, billboards, print, news, radio, website).

What this task *involves*

Managing governmental public health communication channels to ensure messaging remains accurate, timely, accessible, coordinated, and aligned with agency guidance.



DOMAIN 2 COMMUNICATION

2.6 Review and manage the agency's external communication (e.g., social media, billboards, print, news, radio, website).

On the job, this looks like:

- Managing accurate and consistent governmental public health messaging across communication platforms
- Ensuring channels reflect current guidance and maintain public trust
- Coordinating communication across websites, social media, alerts, and media channels
- Tailoring messages to audience needs, platform strengths, and accessibility considerations
- Supporting timely and trustworthy governmental public health communication

Source: CDC. Crisis & Emergency Risk Communication (CERC). https://emergency.cdc.gov/cerc/

DOMAIN 2 COMMUNICATION

2.6 Review and manage the agency's external communication (e.g., social media, billboards, print, news, radio, website).

Skills you are practicing:

- Multi-channel governmental communication management
- Audience-centered communication strategy
- Public trust and credibility management
- Communication prioritization under resource constraints



Source: CDC. Crisis & Emergency Risk Communication (CERC). https://emergency.cdc.gov/cerc/

DOMAIN 2 COMMUNICATION

2.6 Review and manage the agency's external communication (e.g., social media, billboards, print, news, radio, website).

Governmental Public Health Practice

Example

Georgia Health Alert Network (GAHAN)

Who uses it: Governmental public health agencies, epidemiology and preparedness programs, healthcare providers, emergency response partners, laboratories, and healthcare systems

What it supports: Coordinated external governmental public health communication that rapidly distributes time-sensitive health alerts, guidance, and situational updates across multiple audiences and communication channels

Source: Georgia Department of Public Health. Georgia Health Alert Network (GAHAN). https://dph.georgia.gov/epidemiology/epidemiology-emergency-preparedness/gahan

DOMAIN 2 COMMUNICATION

2.6 Review and manage the agency's external communication (e.g., social media, billboards, print, news, radio, website).

Governmental Public Health Practice

Example

What the job task looks like:

- Manage and coordinate communication across external governmental public health channels
- Share timely health alerts, outbreak notifications, and response guidance with healthcare and community partners
- Maintain accurate, consistent, and up-to-date messaging across websites, social media, press releases, and
- alert systems
- Tailor communication strategies for different audiences, platforms, and urgency levels
- Monitor communication effectiveness and adjust messaging as situations evolve

Source: Georgia Department of Public Health. Georgia Health Alert Network (GAHAN). https://dph.georgia.gov/epidemiology/epidemiology-emergency-preparedness/gahan

DOMAIN 2 COMMUNICATION

2.6 Review and manage the agency's external communication (e.g., social media, billboards, print, news, radio, website).

Governmental Public Health Practice

Example

(continued)

Strong external communication systems help governmental public health agencies improve situational awareness, support coordinated response activities, maintain public trust, and ensure communities and partners receive accurate information during both routine operations and emergencies.

Source: Georgia Department of Public Health. Georgia Health Alert Network (GAHAN). https://dph.georgia.gov/epidemiology/epidemiology-emergency-preparedness/gahan



DOMAIN 2 COMMUNICATION

Teaching Job Task 2.6

INSTRUCTOR GUIDANCE

2.6 Review and manage the agency's external communication (e.g., social media, billboards, print, news, radio, website).

Key points to emphasize:

- Communication channel selection affects which communities receive, trust, and act on governmental public health information
- Governmental public health agencies must maintain accurate and consistent communication across multiple platforms
- Poorly coordinated external communication can unintentionally spread misleading or false information and reduce public trust

Instructional focus:

- Emphasize strategic management of governmental public health communication channels
- Reinforce that communication channels should align with audience access, trust, and information needs
- Highlight trade-offs between reach, accessibility, staffing capacity, speed, and platform limitations

DOMAIN 2 COMMUNICATION

2.6 Review and manage the agency's external communication (e.g., social media, billboards, print, news, radio, website).

CEPH Crosswalk

Domain 2 Job Task	Related CEPH MPH Foundational Competencies
2.6 Review and manage the agency's external communication (e.g., social media, billboards, print, news, radio, website).	**Competency 18:** Select communication strategies for different audiences and sectors. **Competency 19:** Communicate audience-appropriate public health content, both in writing and through oral presentation to a non-academic, non-peer audience with attention to factors such as literacy and health literacy.

Source: CEPH Accreditation Criteria (2024) https://media.ceph.org/documents/2024.Criteria.pdf

DOMAIN 2

2.7

Monitor communications technologies to identify mass communications that differ from, or misrepresent, agency-accepted public health messaging.

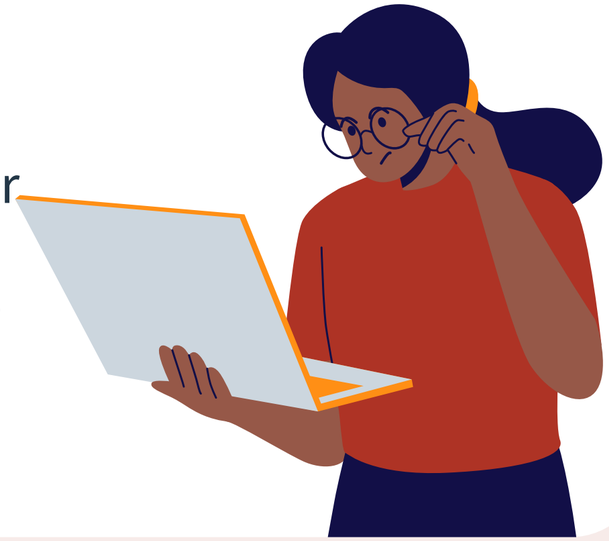


DOMAIN 2 COMMUNICATION

2.7 Monitor communications technologies to identify mass communications that differ from, or misrepresent, agency-accepted public health messaging.

What this task *involves*

Monitoring communication platforms and community information environments to identify misleading or false information that conflicts with governmental public health guidance.



DOMAIN 2 COMMUNICATION

2.7 Monitor communications technologies to identify mass communications that differ from, or misrepresent, agency-accepted public health messaging.

On the job, this looks like:

- Monitoring communication platforms for misleading or false information affecting governmental public health guidance
- Tracking misleading or false information trends to guide proactive communication and community outreach
- Identifying which populations and communication channels are most affected
- Coordinating consistent messaging across governmental public health teams and partners
- Correcting misleading or false information without amplifying harmful content or reducing public trust

Source: HHS. Confronting Health Misinformation: U.S. Surgeon General's Advisory on Building a Healthy Information Environment. https://www.hhs.gov/sites/default/files/surgeon-general-misinformation-advisory.pdf

DOMAIN 2 COMMUNICATION

2.7 Monitor communications technologies to identify mass communications that differ from, or misrepresent, agency-accepted public health messaging.

Skills you are practicing:

- Media literacy and information assessment
- Trust-centered communication strategies
- Platform and audience awareness
- Professional judgment in governmental communication



Source: HHS. Confronting Health Misinformation: U.S. Surgeon General's Advisory on Building a Healthy Information Environment. https://www.hhs.gov/sites/default/files/surgeon-general-misinformation-advisory.pdf

DOMAIN 2 COMMUNICATION

2.7 Monitor communications technologies to identify mass communications that differ from, or misrepresent, agency-accepted public health messaging.

Governmental Public Health Practice

Example

California Department of Public Health WhatsApp Communication Initiative

Who uses it: Governmental public health agencies, communications teams, community outreach programs, and multilingual public health communication staff

What it supports: Monitoring and responding to misleading or false public health information through accessible, audience-centered communication strategies delivered across trusted digital communication platforms

Source: California Department of Public Health. California Becomes First State to Launch Chatbot to Combat COVID-19 Misinformation, Especially Focused on the Spanish-Speaking Community. https://www.cdph.ca.gov/Programs/OPA/Pages/NR22-077.aspx

DOMAIN 2 COMMUNICATION

2.7 Monitor communications technologies to identify mass communications that differ from, or misrepresent, agency-accepted public health messaging.

Governmental Public Health Practice

Example

What the job task looks like:

- Monitor communication platforms for confusion and misleading or false public health claims
- Identify communities and communication channels most affected by misleading or false information trends
- Develop culturally and linguistically appropriate responses using trusted communication platforms
- Coordinate communication strategies across governmental public health, technology, and community partners
- Respond to misinformation in ways that support trust without unintentionally amplifying harmful content

Source: California Department of Public Health. California Becomes First State to Launch Chatbot to Combat COVID-19 Misinformation, Especially Focused on the Spanish-Speaking Community. https://www.cdph.ca.gov/Programs/OPA/Pages/NR22-077.aspx

DOMAIN 2 COMMUNICATION

2.7 Monitor communications technologies to identify mass communications that differ from, or misrepresent, agency-accepted public health messaging.

Governmental Public Health Practice

Example

(continued)

Strong governmental public health systems for addressing misleading or false information help agencies protect public trust, improve access to accurate health information, strengthen community engagement, and support informed public health decision-making during emergencies and rapidly evolving situations.

California Becomes First State to Launch Chatbot to Combat COVID-19 Misinformation, Especially Focused on the Spanish-Speaking Community

Date: April 21, 2022
Number: NR22-077
Contact: CDPHpress@cdph.ca.gov

CDPH partnered with WhatsApp to launch Spanish- and English-language chatbots that will provide accurate information on COVID-19 and vaccines

SACRAMENTO – The California Department of Public Health (CDPH) today unveiled new Spanish- and English-language WhatsApp chatbot tools to offer reliable information about COVID-19 to Californians, especially those in the Latino community. Thanks to a partnership with Meta, California is the first state in the country to launch a tool of this kind.

Source: California Department of Public Health. California Becomes First State to Launch Chatbot to Combat COVID-19 Misinformation, Especially Focused on the Spanish-Speaking Community. https://www.cdph.ca.gov/Programs/OPA/Pages/NR22-077.aspx

DOMAIN 2 COMMUNICATION

INSTRUCTOR GUIDANCE

2.7 Monitor communications technologies to identify mass communications that differ from, or misrepresent, agency-accepted public health messaging.

Key points to emphasize:

- Misleading or false information can undermine governmental public health response efforts, trust, and health outcomes
- Not all misleading or false information requires direct correction, and poorly designed responses can unintentionally amplify harmful content
- Trust, community context, and communication channels influence how misleading or false information spreads and how corrections are received

Instructional focus:

- Emphasize strategic media monitoring and response within governmental public health systems
- Reinforce that effective responses require audience awareness, platform understanding, and trust-centered communication approaches
- Highlight trade-offs between responding quickly, avoiding amplification, staffing limitations, and maintaining credibility

DOMAIN 2 COMMUNICATION

2.7 Monitor communications technologies to identify mass communications that differ from, or misrepresent, agency-accepted public health messaging.

CEPH Crosswalk

Domain 2 Job Task		Related CEPH MPH Foundational Competencies
2.7	Monitor communications technologies to identify mass communications that differ from, or misrepresent, agency-accepted public health messaging.	*No direct CEPH MPH Foundational Competency alignment identified.*

Source: CEPH Accreditation Criteria (2024) https://media.ceph.org/documents/2024.Criteria.pdf

DOMAIN 2 COMMUNICATION

Discussion Prompt

Small-group discussion (or individual reflection):

- What communication challenges commonly affect governmental public health agencies during emergencies, outbreaks, or rapidly evolving situations?
- Why might accurate, accessible, and timely communication be especially difficult in state, Tribal, local, territorial, rural, or underserved governmental public health settings?
- If you were part of a governmental public health communications team, what strategy would you prioritize to strengthen public trust and improve communication effectiveness?
- As an early-career governmental public health professional, how could you support clear, audience-centered, and trustworthy communication within a health department or community setting?
- Which communication channels do you think communities trust most? Why might trust differ across populations or settings?



DOMAIN 2 COMMUNICATION

Key Takeaways

Wrap-up

- Effective governmental public health communication depends on accuracy, accessibility, timeliness, and public trust
- Governmental public health agencies must communicate across multiple audiences, platforms, and organizational systems simultaneously
- Accessibility, cultural responsiveness, and audience-centered messaging strengthen communication effectiveness and community engagement
- Strong communication systems help governmental public health agencies respond to emergencies, address misleading or false information, and support community health outcomes



DOMAIN 2 COMMUNICATION

Next Steps

Wrap-up

- Reflect on what communication practices help build trust in governmental public health agencies
- Identify one strategy that improves accessibility and one strategy that strengthens public trust in governmental public health communication
- Consider how early-career professionals can contribute to accurate and community-centered communication practices
- Think about how communication decisions influence public trust, health behaviors, and governmental public health effectiveness during both routine operations and emergencies



Q & A





CENTER FOR PUBLIC HEALTH

WORKFORCE DEVELOPMENT

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