



AI for Public Health Track

The AI for Public Health Track at NACCHO360 is designed to support local health departments in responsible AI adoption, from basic literacy to advanced implementation. The track includes 12 sessions organized by expertise level to serve diverse audiences from beginners to advanced practitioners. The track is designed to accommodate public health professionals at all levels of AI familiarity.

The sessions are structured into three progressive levels:

- **Beginner (101):** Six foundational sessions covering AI literacy, operational efficiency, policy toolkit, ethics and governance, public health communication, and AI readiness assessment
- **Intermediate (201-301):** Four sessions covering governance frameworks, health communication, procurement, prompt engineering, and environmental health policy
- **Advanced (401):** One advanced session covering epidemiology and surveillance applications

Session Schedule

| Date | Time | Session |
|-----------------|--------------------|---|
| Tuesday, 7/14 | 3:30 PM to 4:30 PM | AI Readiness Assessment |
| Wednesday, 7/15 | 8:00 AM to 9:00 AM | AI for Local Public Health – Literacy, Terms, and Practical Guardrails |
| Wednesday, 7/15 | 1:30 PM to 3:00 PM | AI Policy Toolkit (Interactive) – Getting Started with Responsible Use |
| Wednesday, 7/15 | 3:30 PM to 4:30 PM | AI and Public Health Communication: Message Development and Outreach |
| Wednesday, 7/15 | 3:30 PM to 4:30 PM | AI for Epidemiology & Surveillance |
| Wednesday, 7/15 | 5:00 PM to 6:00 PM | AI Ethics & Governance including HIPAA – What Everyone Needs to Know |
| Thursday, 7/16 | 8:00 AM to 9:00 AM | Governance & Ethical Use of AI in Public Health: Frameworks for Trust, Equity, and Accountability |
| Thursday, 7/16 | 1:30 PM to 3:00 PM | AI Operational Efficiency: Administrative and Public Health Workflows Saving Time |
| Thursday, 7/16 | 1:30 PM to 2:30 PM | AI & Health Communication: Multilingual Messaging, Targeted Outreach, and Trust |
| Thursday, 7/16 | 3:30 PM to 4:30 PM | Prompt Engineering for Public Health: Practical Techniques for Better AI Outputs |



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| Thursday, 7/16 | 5:00 PM to 6:00 PM | Data Centers, Community Health and AI's Environmental Footprint: Implications for Local Public Health Policy and Practice |
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Beginner Level Sessions (101)

AI Readiness Assessment

Tuesday, July 14 from 3:30 to 4:30 PM

This beginner-friendly session introduces an organizational AI readiness assessment tool developed by the Kansas Health Institute (KHI). Unlike traditional IT-focused readiness checklists, the KHI tool centers on culture and leadership—surfacing staff comfort levels with AI, trust and transparency with leadership, informal or “hidden” AI use, and what teams say they need (training, guidance, and support) to innovate responsibly. Participants will learn how to use readiness results to align leadership, target capacity-building, and prioritize practical next steps for responsible AI adoption.

Level: 101 (Beginner)
Duration: 60 minutes
Primary Audience: All

Speaker:

Tatiana Lin, Kansas Health Institute

Learning Objectives

1. Learn why organizational readiness for AI includes culture, leadership, and psychological safety—not just technology
2. Identify common readiness signals (e.g., fear or uncertainty, hidden AI use, training needs, and leadership alignment gaps) that influence safe adoption
3. Describe how to use assessment results to prioritize next steps (communications, policies, training, and governance supports) for responsible AI adoption

AI for Local Public Health – Literacy, Terms, and Practical Guardrails

Wednesday, July 15 from 8:00 AM – 9:00 AM

This foundational session introduces artificial intelligence in plain language for local public health professionals. Participants will learn core AI concepts—including generative AI, machine learning, automation, and data ethics—through a public health lens, with emphasis on what AI can and cannot do today. The session also highlights practical guardrails for responsible use, helping staff engage with AI confidently and appropriately in their daily work.

Session Overview

Level: 101 (Beginner)
Duration: 60 minutes
Primary Audience: Broad LHD audience (directors, operations, communications, IT/informatics)

Speaker:

Dustin Haisler, Darwin AI

Learning Objectives

1. Define key AI terms and concepts relevant to local public health practice



2. Distinguish between common AI use cases and unrealistic expectations
3. Identify basic guardrails for responsible and appropriate AI use in LHD settings

AI Operational Efficiency: Administrative and Public Health Workflows Saving Time in LHDs **Thursday, July 16 from 1:30 PM to 3:00 PM**

Designed for local health department administrative, operations, and program staff, this session highlights low-risk, high-value ways AI can support the work teams do every day. Participants will explore practical examples such as drafting board memos, summarizing leadership or staff meetings, organizing accreditation or grant materials, preparing routine reports, and drafting internal communications. The session will also cover public health program uses such as creating health education materials, summarizing community listening session feedback, drafting outreach messages for immunization or emergency preparedness campaigns, and organizing program information for staff or partners. Attendees will leave with concrete local health department examples of where AI can improve efficiency, support service delivery, and reduce routine administrative burden without venturing into complex clinical or surveillance applications.

Session Details

Level: 101 (Beginner)

Duration: 90 minutes

Primary Audience: Administrative, operations, and program staff

Speakers:

Aaron Davis, Center for Public Health Initiatives at Wichita State University

Jefferson McMillan-Wilhoit, Flourish & Thrive Labs

Learning Objectives

1. Identify local health department workflows where AI can add value, such as meeting summaries, board materials, grant support, community outreach content, and program reporting
2. Recognize low-risk, high-impact AI use cases that can save time in local health department operations, communications, and public health programs
3. Apply criteria for selecting appropriate AI pilots that support everyday departmental functions while maintaining responsible use

AI Policy Toolkit (Interactive) – Getting Started with Responsible Use **Wednesday, July 15 from 1:30 PM to 3:00 PM**

This interactive workshop helps participants move from curiosity to action by introducing an AI policy toolkit tailored for public health organizations. Through guided discussion and hands-on activities, attendees will explore core policy elements such as acceptable use, transparency, accountability, and staff guidance. Participants will leave with a starter framework to adapt for their own department's AI governance needs.

Session Details

Level: 101 (Beginner)

Duration: 90 minutes

Primary Audience: Leadership, legal, policy, informatics, and program managers



Speakers:

Tatiana Lin, Kansas Health Institute
Shelby Rowell, Kansas Health Institute

Learning Objectives

1. Identify core components of an organizational AI use policy
2. Apply responsible-use principles to real-world public health scenarios
3. Draft initial policy elements that can be adapted for local implementation

AI and Public Health Communication: Message Development and Outreach **Wednesday, July 15 from 3:30 PM to 4:30 PM**

This session highlights applied research led by the Public Health Communications Collaborative (PHCC) examining how AI tools can support public health communication while maintaining accuracy, equity, and trust. PHCC researchers will share insights from studies and pilot projects conducted with local health departments, focusing on AI-assisted message development, multilingual translation, and targeted outreach. Local health departments that participated in pilot efforts will offer real-world perspectives on what worked, where challenges emerged, and why human oversight remains essential. Participants will leave with evidence-informed lessons and practical considerations for responsibly exploring AI in public health communications.

Session Details

Level: 101 (Beginner)

Duration: 60 minutes

Primary Audience: Communications staff, health educators, LHD leaders, and program staff involved in public messaging, outreach, and community engagement

Speakers:

Amanda Kwong, Public Health Communications Collaborative
Brinleigh Murphy-Reuter, Science to People
Case Study/Pilot - TBD

Learning Objectives

1. Identify communication use cases where AI has been piloted with LHDs and the lessons learned
2. Assess risks related to accuracy, equity, and trust in AI-assisted messaging
3. Apply evidence-informed considerations when exploring AI tools for local public health communications

AI Ethics & Governance including HIPAA – What Everyone Needs to Know **Wednesday, July 15 from 5:00 PM to 6:00 PM**

This session provides a practical introduction to ethical and governance considerations when using AI in public health settings. Topics include privacy, HIPAA implications, relevant legal frameworks and other applicable laws, bias awareness, and maintaining public trust. Designed for staff at all levels, the session establishes a shared baseline understanding of responsible AI use and reinforces why ethics and governance must be integrated from the start—not added later.

Session Details

Level: 101 (Beginner)

Duration: 60 minutes

Primary Audience: All staff



Speaker:

Dustin Haisler, Darwin AI

Learning Objectives

1. Recognize common ethical risks associated with AI use in public health
2. Describe how HIPAA and privacy considerations apply to AI tools
3. Explain why governance and ethics are foundational to responsible AI adoption

Intermediate Level (201-301)

Governance & Ethical Use of AI in Public Health: Frameworks for Trust, Equity, and Accountability

Thursday, July 16 from 8:00 AM – 9:00 AM

This session provides practical governance frameworks for establishing trust, equity, and accountability in AI use. Building on foundational ethics content, participants will examine decision-making structures, data stewardship, transparency, community trust, and oversight responsibilities that support responsible implementation over time. Attendees will leave with tools to assess AI initiatives through an equity-centered lens and clarify leadership roles in ongoing governance.

Session Details

Level: 201 (Intermediate)

Duration: 60 minutes

Primary Audience: Executives, managers, informatics leads, policy staff

Speaker:

Dustin Haisler, Darwin AI

Learning Objectives

1. Apply governance frameworks to assess AI initiatives over their lifecycle
2. Evaluate AI use cases through trust, equity, and accountability lenses
3. Identify leadership roles and decision points for ongoing AI oversight

AI & Health Communication: Multilingual Messaging, Targeted Outreach, and Trust

Thursday, July 16 from 1:30 PM to 2:30 PM

This session explores how AI tools can support public health communication while maintaining accuracy, equity, and trust. Through practical examples, participants will consider AI-assisted content development, multilingual translation, and targeted outreach, along with risks such as misinformation and over-automation. The session emphasizes human review and community context so attendees can identify appropriate uses of AI in communication efforts.

Session Details

Level: 201 (Intermediate)

Duration: 60 minutes

Primary Audience: Communications staff, health educators, leadership



Speakers:

Amanda Kwong, Public Health Communications Collaborative
Brinleigh Murphy-Reuter, Science to People

Learning Objectives

1. Identify appropriate AI applications for public health communication efforts
2. Assess risks related to accuracy, trust, and misinformation
3. Integrate human review and community context into AI-assisted messaging

Prompt Engineering for Public Health: Practical Techniques for Better AI Outputs

Thursday, July 16 from 3:30 PM to 4:30 PM

This hands-on session focuses on prompt engineering techniques health department staff can use to get more accurate, useful, and efficient results from AI tools. Participants will practice writing clear prompts, adding context, structuring requests, refining outputs, and troubleshooting weak responses using examples drawn from common public health tasks. Attendees will leave with practical methods they can apply right away to improve everyday AI use.

Session Details

Level: 201 (Intermediate)

Duration: 60 minutes

Primary Audience: Health department staff across programs, operations, communications

Speaker:

Aaron Davis, Center for Public Health Initiatives at Wichita State University

Learning Objectives

1. Apply core prompt engineering techniques, including role-setting, context framing, task specification, and output formatting
2. Use iterative prompting techniques to improve weak outputs, clarify responses, and adapt results for specific public health tasks
3. Identify practical ways to use AI more effectively and responsibly for everyday work such as drafting, summarizing, brainstorming, and planning

Data Centers, Community Health and AI's Environmental Footprint: Implications for Local Public Health Policy and Practice

Thursday, July 16 from 5:00 PM to 6:00 PM

This session examines the growing environmental footprint of AI and why it matters for local public health. Participants will consider how data center electricity and water use, emissions, and other infrastructure impacts can affect community health and equity at the local level. The session frames these issues as an emerging public health concern that local agencies should understand as AI adoption expands. The session will review findings on AI's environmental impacts, highlight emerging state and local policy responses, and explore how local health departments can engage in cross-sector planning and AI governance. Attendees will leave with a clearer understanding of where environmental health, infrastructure, and AI policy intersect in their communities.

Session Details

Level: 201 (Intermediate)

Duration: 60 minutes

Primary Audience: Local health leaders, environmental health staff, policy staff, and program managers



Speakers:

Emma Uridge, Kansas Health Institute
Evelyn Kelly, Kansas Health Institute

Learning Objectives

1. Understand the environmental and public health impacts of AI infrastructure at the local level
2. Recognize where AI-related environmental changes intersect with existing health inequities in their communities
3. Identify opportunities for local health agencies to engage in cross-sector AI infrastructure planning and permitting
4. Contribute to policies that guide AI adoption in ways aligned with local community health goals

Advanced Level (401)

AI for Epidemiology & Surveillance

Wednesday, July 15 from 3:30 PM to 4:30 PM

This advanced session explores how AI can support epidemiology and surveillance workflows in practical public health settings. Participants will review applied use cases such as signal detection, anomaly identification, data cleaning and classification, and investigation prioritization, along with the risks, limitations, and oversight requirements these approaches introduce. Through case-based discussion, attendees will leave better prepared to judge when AI is appropriate, what safeguards are needed, and how to align AI-enabled approaches with surveillance practice and public trust.

Session Details

Level: 401 (Advanced)

Duration: 60 minutes

Primary Audience: Epidemiologists and data analysts

Speaker:

Jefferson McMillan-Wilhoit, Flourish & Thrive Labs

Learning Objectives

1. Identify epidemiology and surveillance workflow steps where AI may provide operational value
2. Evaluate AI-enabled surveillance approaches using criteria such as data readiness, validation needs, interpretability, and bias risk
3. Describe safeguards and oversight practices needed to support responsible use of AI in surveillance contexts