



# Population-Based Medicine Forschungsdialog



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### „Making Public Health Truly Public “

In our increasingly digital world, the next phase in health communication is video, where we can connect with people and answer their questions in a way that is both visual and personal. Information is a determinant of health and the degree to which information and communication impact health outcomes has been brought into sharp view over the last few years. Video is an incredibly effective format for sharing health information in engaging, digestible, and emotionally supportive ways. YouTube Health partners with public health and clinical experts, such as the World Health Organization (WHO), from all over the world to provide equitable access to highly authoritative health information that is evidence-based and culturally relevant. YouTube is focusing on two areas in the effort to provide equitable access to highly authoritative health information: information quality and information equity.

People can utilize YouTube to learn from health experts and accredited organizations who have developed the skills to connect at scale with engaging and helpful information. YouTube Health’s mission is to make public health truly public, for the platform’s 2 billion users. This begins with revolutionizing the way people engage, interact, and receive accessible health information via video. Now, we are looking to inspire the healthcare industry and professionals alike, to contribute towards the greater mission.

**Donnerstag 18. Januar 2024 | 16:00-17:00 Uhr**

This lecture takes place online. Please see UKT event calendar



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