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TRUST MATTERS

News and Insights on Trust and Health

Welcome to the latest edition of "Trust Matters," your monthly update from the Health Trust Initiative.

In a world where health misinformation continues to spread, building trust in the information we rely on is more crucial than ever. The Health Trust Initiative aims to build trust in the health information ecosystem through a centralized hub that organizes resources and actions in empowering local, trusted messengers – those who are on the front lines of combating misinformation and fostering a healthier, more informed society.

Together, we're advancing strategies, sharing valuable resources, and strengthening the foundations of trust in the health information ecosystem.

If you would like to contribute your work on trust in health to this newsletter, please submit your materials [here](#).

TRUST RESOURCES

Last month, the Health Trust Initiative participated in the [Duke Global Health Innovation Center](#) and [Innovations in Healthcare](#) 2024 Annual Forum session, "[Building Trust in Health](#)." This session addresses the public health as well as socio-political aspects of trust, focusing on forward-looking actions that we can take to build trust by focusing on empowering communities and strengthening health communications.

Duke GLOBAL HEALTH INNOVATIONS IN HEALTHCARE

2024 Annual Forum

Building Health





Katelyn Jetelina
Epidemiologist; TIME100 Most Influential People in Health; Social Entrepreneur



Jack Leslie
Duke Global Health Institute; Duke-Margolis Institute for Health Policy



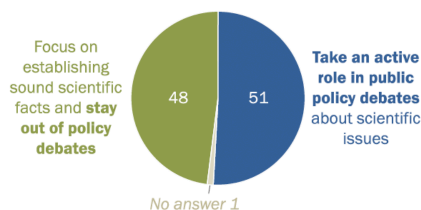
Emily Smith
Duke University; Duke Global Health Institute



Krishna Udayakumar
Duke Global Health Innovation Center and Innovations in Healthcare

Do Americans want scientists to be involved in making policy?

% of U.S. adults who say scientists should ...



Source: Survey of U.S. adults conducted Oct. 21-27, 2024.
"Public Trust in Scientists and Views on Their Role in Policymaking"

PEW RESEARCH CENTER

[Public Trust in Scientists and Views on Their Role in Policymaking](#)

A new Pew Research Center survey of 9,593 U.S. adults conducted Oct. 21-27, 2024, takes a close look at the public image of scientists, who serve as one potential source of information for Americans navigating complex policy debates and everyday decisions around things like their personal health and wellness.

Building trust in an environment of misinformation. The Johns Hopkins Center for Health Security has developed a checklist to help public health departments and communicators build trust, improve public health communication, and anticipate misinformation during public health emergencies. The Checklist contains recommendations backed by current communication science as well as the voices and lived experiences of experts and practitioners, but we also wanted to provide public health communicators the opportunity to learn more directly from their peers' experiences.



LATEST TRUST NEWS

[There's a Better Way to Talk About Fluoride, Vaccines, and Raw Milk](#)

This article critiques the way public health agencies handle complex topics, urging a more nuanced approach to communication. Providing more detailed, balanced information, rather than issuing broad, authoritative statements, will foster trust and help people make more informed decisions, even if those decisions involve some level of risk.

(November 13, 2024 | The New York Times)

[Trump promised a role to RFK Jr. What could that mean for healthcare?](#)

President-elect Donald Trump has promised that Robert F. Kennedy Jr. will have a significant health-related role in his administration. Here's what that could mean for vaccine policy, leadership of health-related government agencies, and more.

(November 12, 2024 | Advisory Board)

[COVID Vaccine Mistrust Levels Aren't Budging, Study Finds](#)

A recent study shows that more than a third of Americans continue to express mistrust in the science behind COVID vaccines. This level of mistrust has remained relatively consistent, expressed by 36% of people in 2021, 33% in 2022 and 36% in 2023. People who lost a family member or close friend to COVID were significantly more likely to trust vaccine science and accept vaccination, results showed.

(November 6, 2024 | US News)

Trust in the science behind COVID-19 vaccines as a driver of vaccine acceptance in the United States, 2021–2023

This study evaluates changes in public trust in the science behind COVID-19 vaccines in the United States (US) from 2021 to 2023, and assesses how loss of a family member or close friend to COVID-19, influences this trust and vaccine acceptance.

(October 2024 | Vaccine: X)

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