

QUICK START GUIDE TO REFRAMING PUBLIC HEALTH INFORMATICS

Framing is a process of making choices about what to emphasize (for example, clear explanations of how informatics contributes to solving public health problems) and what to leave unsaid (for example, jargon). Here's a quick tour of themes to avoid, compared with alternatives to advance.

This abbreviated guide is intended to be used alongside other materials in the communications toolkit. The relevant materials are referenced in each row.

Instead of this:

Jumping straight into talking about a public health problem without providing context

Overemphasizing the problems faced by the field in collecting and using data

Focusing on the tools of informatics (systems) without naming the people who perform informatics work

Assuming people understand informatics' critical role in public health

Describing, not explaining, the importance to public health of integrated systems and timeliness

Leaving people to fill in their cognitive holes about informaticians as system designers who address end-users' needs

Using jargon and abstract concepts

Try this:

Appealing to the value of *Responsible Management*, by explaining how informatics is about the wise use of public health's resources
(Refer to the *Value: Responsible Management Reframe Card*)

Appealing to the value of *Ingenuity*, by explaining how informatics responds to public health's data challenges with ingenious solutions
(Refer to the *Value: Ingenuity Reframe Card*)

Promoting informatics as a discipline by referring to this group of professionals as "informaticians"

Using the *Public Health Information Translation* metaphor: Informaticians translate information and data into different "languages" across public health fields
(Refer to the *Metaphor: Public Health Information Translation Reframe Card*)

Using the *Public Health Data Logistics* metaphor: Shipping data "packages" quickly and securely requires modernization and standardization
(Refer to the *Metaphor: Public Health Data Logistics Reframe Card*)

Using the *Public Health Knowledge Architects* metaphor: Informaticians plan and design functional information infrastructures that suit local contexts and user needs
(Refer to the *Metaphor: Public Health Knowledge Architects Reframe Card*)

Walking through step-by-step explanations and specific, concrete examples