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# Public Health **Post**

## **Media Kit 2019-2020**

*Public Health Post (PHP) informs and  
inflects the broader conversation on health.*

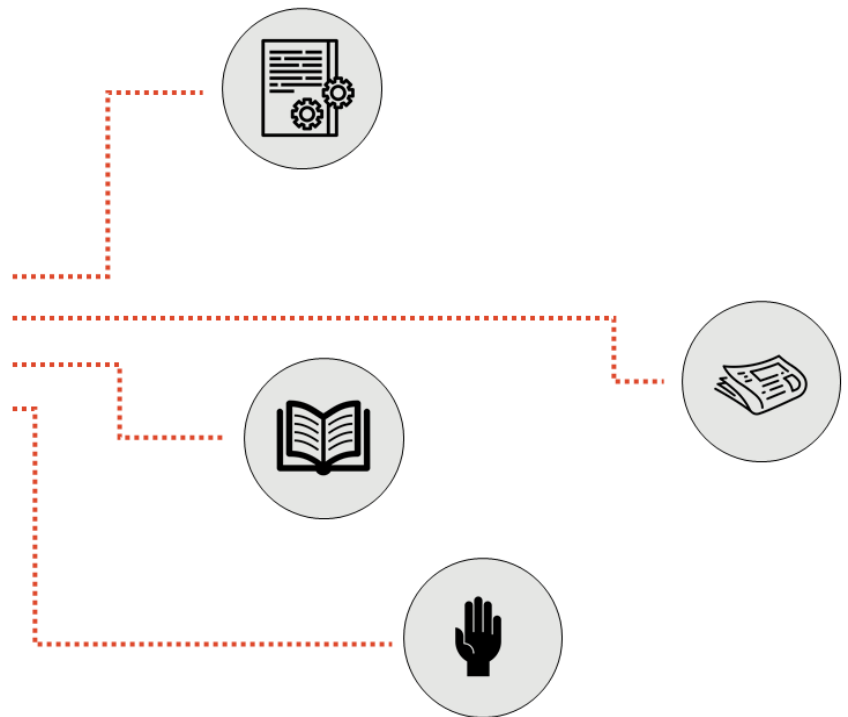


PHP

# Public Health **Post**

***Every day we feature new articles about the state of the health of the population.***

Our editors, working with graduate student Public Health Post Fellows, present health statistics, traditional journalism, research summaries, interviews with important health thinkers, and easy-to-understand data graphics to **start new conversations about health.**



**We invite policymakers, journalists, academics, and practitioners to share their work in ways that can influence health on a local, national, and global scale.**



**About Us: 60 Seconds with Public Health Post**



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# Public Health **Post**

**WE JOIN AND DRIVE  
THE NATIONAL  
DIALOGUE ON  
PUBLIC HEALTH.**

PHP's website and social media outlets highlight important research and perspectives. We strive to bring the public health topics of the moment to the public in an easy-to-understand interface with no jargon or hype.

## WEBSITE AND BRANDING

Public Health **Post** PHP<sub>od</sub>

Public Health **Post** PHP

Benton Modern Display

### RESEARCH

## Too Stressed for Academic Success

*By Douglas Hoston | Richard Lamb*  
July 10, 2019

For historically underrepresented students, persistence and grit is seen as important for success. It also plays into the development of chronic stress.

**...more**



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Helvetica + Arial

# Public Health Post

.....@PubHealthPost



**DO YOU HAVE A VIEW ON A PUBLIC HEALTH TOPIC OF THE MOMENT THAT NEEDS AIRING?**

.....@PubHealthPost



**Many universities now consider general media impact of research findings as part of the promotion process and PHP brings your material to a new world of readers.**

.....@PublicHealthPost



Once your article is scheduled for publication, we will ask you for Twitter handles and hashtags we can include in social media posts to push your article out to a broad audience. We will also ask you to retweet and share with your networks.

.....@Public-Health-Post



## SOCIAL MEDIA MARKETING

We source freely usable images to illustrate each publication. Please see below for example of how we disseminate on social media.

### TWITTER

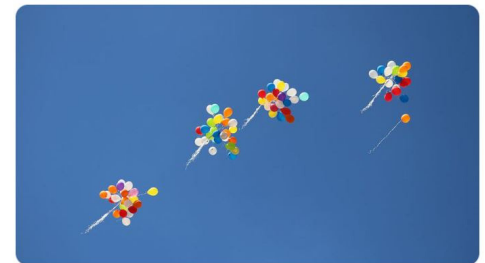
**Public Health Post** @PubHealthPost · Jul 30

As our tech advances, we should not lose sight of what Nelson Mandela said: "Our human compassion binds us the one to the other—not in pity or patronizingly, but as human beings who have learnt how to turn our common suffering into hope for the future." [spr.ly/6016EINds](https://spr.ly/6016EINds)



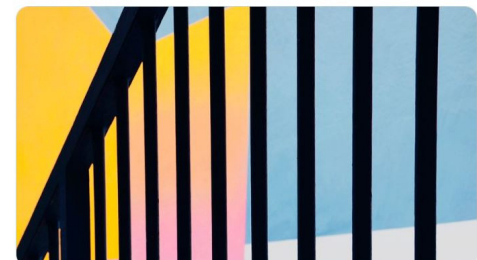
**Public Health Post** @PubHealthPost · Jul 17

Research: When a Pill Isn't Best for What Ails You. Christine Hartmann + Megan McCullough of @BUSPH examine public #health effects of de-implementation, the abandonment of outmoded or disproven clinical practice @BU\_Tweets @BUexperts [spr.ly/6012Ev5pj](https://spr.ly/6012Ev5pj)



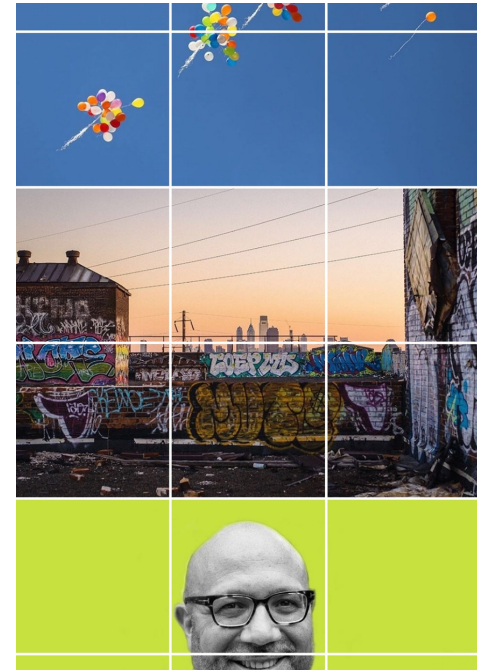
**Public Health Post** @PubHealthPost · Jul 23

Research: Prisoner's Health is Public Health. "Public #health has a unique responsibility not only to inspect facilities, but to speak out firmly when health of incarcerated people is at risk" via Christine Mitchell of @HarvardChanSPH + Jess Kant of @BUSPH [spr.ly/6017ExMkZ](https://spr.ly/6017ExMkZ)





## INSTAGRAM



## FACEBOOK



## LINKEDIN

**PHP** Public Health Post  
61 followers

After a mass violence, recovery and resilience efforts are most effective when they include local community organizations for promoting long-term wellbeing.

<http://spr.ly/6049EsVfN>



**PHP** Public Health Post  
61 followers  
1mo

Socioeconomic status can affect teenagers' perceptions of their peers' experiences with life problems, further driving health inequities. <http://spr.ly/6046Esp6e>

**Mental health concerns cross income boundaries, but teen pregnancy is seen as a much bigger problem by teens from lower-income households**

% of teens saying each of the following is a major problem among people their age in the community where they live, by household income

	<\$30,000	\$30,000-\$74,999	\$75,000+
Anxiety and depression	70	73	67
Bullying	65	62	45
Drug addiction	61	52	46
Drinking alcohol	50	45	43
Poverty	55	44	29
Teen pregnancy	55	38	22
Gangs	44	35	26

Source: Survey of U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2016.  
\*Most U.S. teens see anxiety and depression as a major problem among their peers.

PEW RESEARCH CENTER

## PHP FRIDAY ROUNDUP NEWSLETTER

### Public Health **Post**



#### VIEWPOINT

#### How Are We Doing?

By Claudia Williams

July 29, 2019

We must tune ourselves to the human, emotional impact of our healthcare technology advances to lower human suffering and build healthier healthcare systems.

#### In Case You Missed It



#### RESEARCH

#### Design Thinking for Public Health

By Tara Murphy

August 24, 2018

Five Borough Farm Project, an initiative launched in 2009, brought urban farmers, designers, and policy makers together, using design thinking to expand urban agriculture in New York City.