



Modernizing Public Health Data Systems: *Lessons from COVID-19*

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Public Health 3.0

Expanding Scope of Practice



Leadership
and workforce



Essential
infrastructure



Strategic
partnerships



Data, analytics,
and metrics



Flexible
and sustainable
funding

Google During COVID-19

Elevating Public Health Authorities

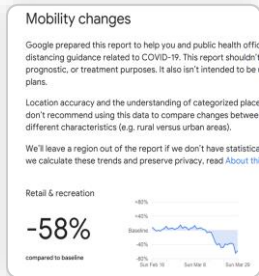
Authoritative Information at the Point of Need

Knowledge Panels, Ad Grants, Medical Misinformation Policy

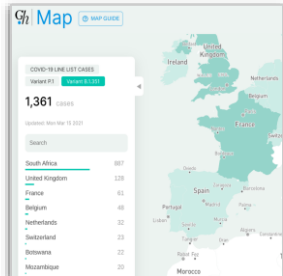


Data Insights for Public Health Decision-Making

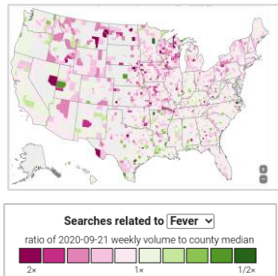
Traditional Data: Community Mobility Reports



Expanded Data: The Global.health Initiative



Novel Data: Search Symptoms Trends



Lessons for the Future

Data as Core Public Health Infrastructure

- 1** Foster interoperability with data inputs both **upstream (social determinants)** and **downstream (health care)** of public health
- 2** Build on **open access COVID-19 datasets** and leverage **novel data signals** to transform disease forecasting
- 3** Use cross-sector partnerships to help fill **informatics expertise** and support **infrastructure upgrades**