YouTube Health

Improving access to authoritative health information online

October 2022
AGENDA

Part 1: YouTube Health Overview

*Dr Garth Graham*

- Introduction, Mission & Vision
- 4Rs: Responsibility Framework
- Our Recent Focus
- Future Expansion
- Join us / Q&A

Part 2: Creator Panel

*Ariel Altman*

*Doctor Mike*

*Dr Cedric ‘Jamie’ Rutland*
INTRODUCTION

Nira intro
Introduction, Mission & Vision
INTRODUCTION

YouTube is where the world comes for video

2B
Logged-in viewers visit YouTube every month.

100+
Localized versions of YouTube are now live in more than 100 countries across 80 languages.

500+
Hours of content are uploaded to YouTube every minute.

1B+
Hours of YouTube’s incredible content are watched every single day!
INTRODUCTION

We want to harness the opportunity of the internet to help people find **reliable health information**

- **Accessible**
  - Free and easily discoverable

- **Credible**
  - Sources who use the best available scientific evidence

- **Easy to understand**
  - Clear and helpful answers to questions
Our Mission
Empower people to live their healthiest lives, helping them make informed decisions through knowledge, belonging, and inspiration.

Our Vision
Transform how healthcare providers and public health organizations educate and motivate people to live healthier lives through the power of video at scale.
4Rs: Responsibility Framework
We deliver health information to our users using a responsibility framework called the 4Rs:

- **Remove**: Remove content that violates our policies
- **Raise**: Raise authoritative sources on our platform
- **Reduce**: Reduce the spread of borderline content
- **Reward**: Reward trusted, eligible content with monetization
Our Recent Focus
In the last 12+ months, our efforts have focused heavily on **REMOVE** and **RAISE**.
A panel convened by the National Academy of Medicine in 2021 informed our work in RAISE

Ask:
To develop principles to guide ALL platforms in better elevating credible health information.

High-level definitions of “categories” of providers / sources
Examples:
- Government agencies
- Academic medical centers, hospitals
- Professional associations

High-level definitions of methodologies for authority verification
NAM can help define the various ways in which authoritative health content providers “derive and maintain their authority” and how that varies across categories
OUR RECENT FOCUS

These principles enabled the launch of **two key features** to help US users more easily find and identify credible health information.
OUR RECENT FOCUS

Subsequently, WHO, NHS and AoMRC have adapted this work for global application - enabling international expansion.
Why do we need multiple sources of information?

**Health Literacy**
Ability of an individual to find/obtain, process, and use health information and services to make appropriate health decisions.

**Information Quality**
High quality refers to health information that is science-based or consistent with the best scientific evidence available at that time.

**Trust**
Trust affects the perception of credibility, and by extension, the influence of authoritative sources of health information.

Sources: Health Literacy, Information Quality, Representation, Trust
Why do we need multiple sources of information?

To empower people to attain their full health potential through high quality, accessible video, from diverse voices, at scale.

Sources: Health Literacy, Information Quality, Representation, Trust
Future Expansion
Investing to grow our platform’s role as an effective, engaging, and trusted tool for public health communication

**Principles**

Working with 3rd party experts to develop criteria for authoritative health sources

**Product**

Building features to better connect viewers with helpful resources that they can trust and relate to
Working with 3rd party experts

Experts convened by CMSS, NAM & WHO published Health Info Sharing Principles for how credible health content sources are defined including individuals and organizations. This work was built off of the 2021 research

YouTube launching a pilot in US + DE where individuals and organizations who meet certain criteria will be required to attest to the info sharing principles and be eligible for certain user facing health features
Application Process

1. Attestation
   - Creators agree to info sharing principles as defined by CMSS/NAM/WHO
   - Eligible applicants submit attestation via form on Health.YouTube

2. External Checks
   - 3rd party verifies identity and licensure

3. Internal Checks
   - Video information quality
   - Confirm adherence to YT policies and ToS

Entry into corpus and eligible to show up user-visible features
Minimum eligibility requirements

You or a representative of your company must

- Attest to Information Sharing Principles
- Be licensed in the United States or Germany in one of the health professions listed below. We’re working with LegitScript, a third party partner, to coordinate license verification upon application submission. LegitScript may work with other licensing bodies to verify licensure in each country - e.g., in the US, LegitScript is working with FSMB, Psych Hub + NCSBN
  - Licensed Doctor
  - Licensed Nurse (Registered Nurse)
  - Licensed Psychologist or equivalent
  - Licensed Marriage and Family Therapist or equivalent
  - Licensed Clinical Social Worker or equivalent

Additionally, you or your Company’s associated YouTube channel must

- Follow all the YouTube channel monetization policies, regardless of if the channel is monetizing
- Have more than 2,000 valid public watch hours in the last 12 months
- Primarily focus on covering health information
- Have no active Community Guidelines strikes
FUTURE EXPANSION: PRODUCT

Channel Context labels
FUTURE EXPANSION: PRODUCT

‘From Health Sources’ Shelves inclusion
We’re still getting started

Principles
Exploring ways to apply principles globally and apply to other credible sources

Product
Working on ways to expand feature eligibility for other sources, and developing new ways to surface helpful resources
Join us!

Let’s transform how we bring reliable, helpful health information to the world.
Applications are open in the US + DE at health.youtube
Q&A
Creator Panel
Q&A