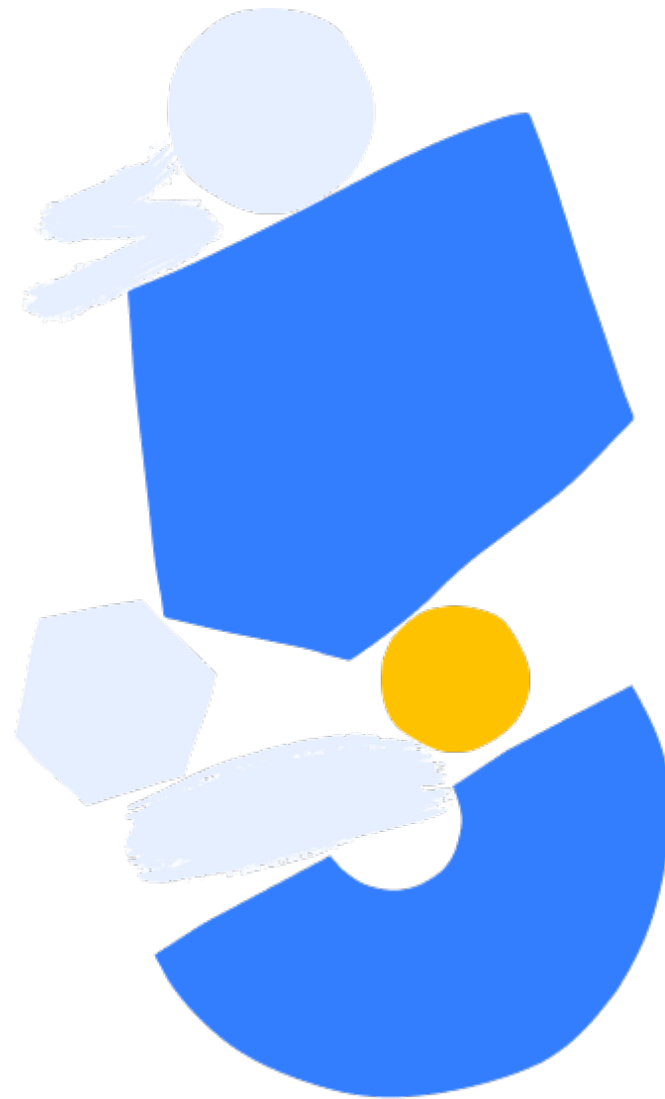


YouTube Health

Improving access to authoritative health information online

October 2022



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

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.

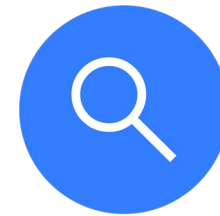
500+

Hours of content are uploaded to YouTube every minute.

1B+

Hours of YouTube's incredible content are watched every single day!

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



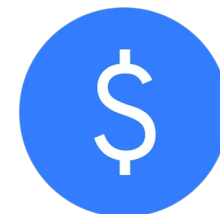
Raise

Raise authoritative sources on our platform



Reduce

Reduce the spread of borderline content



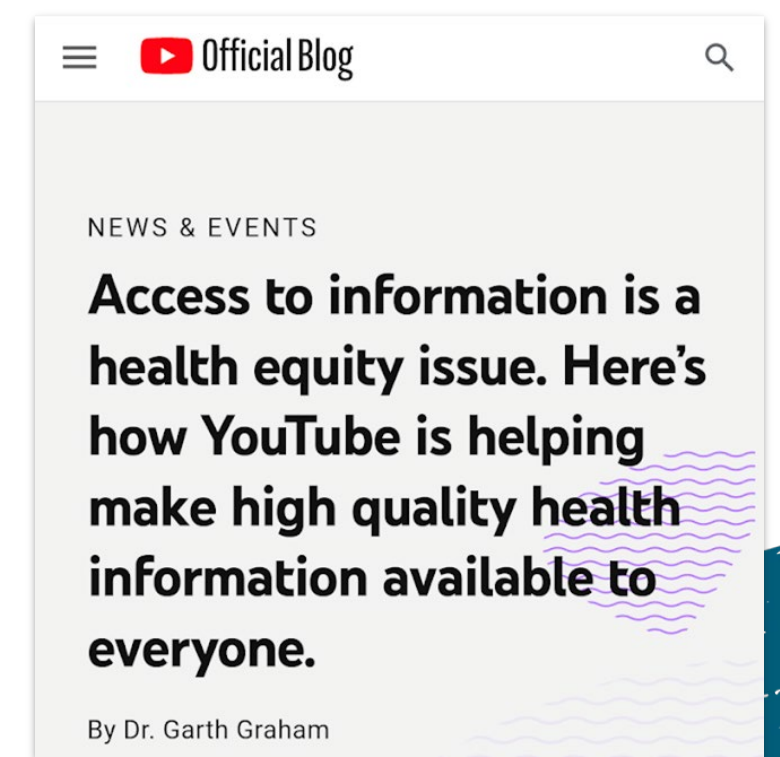
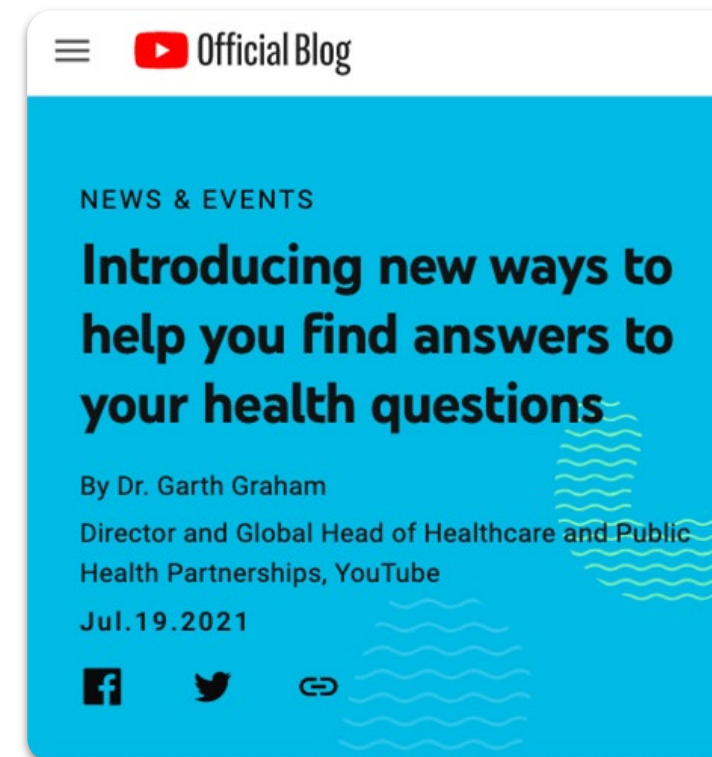
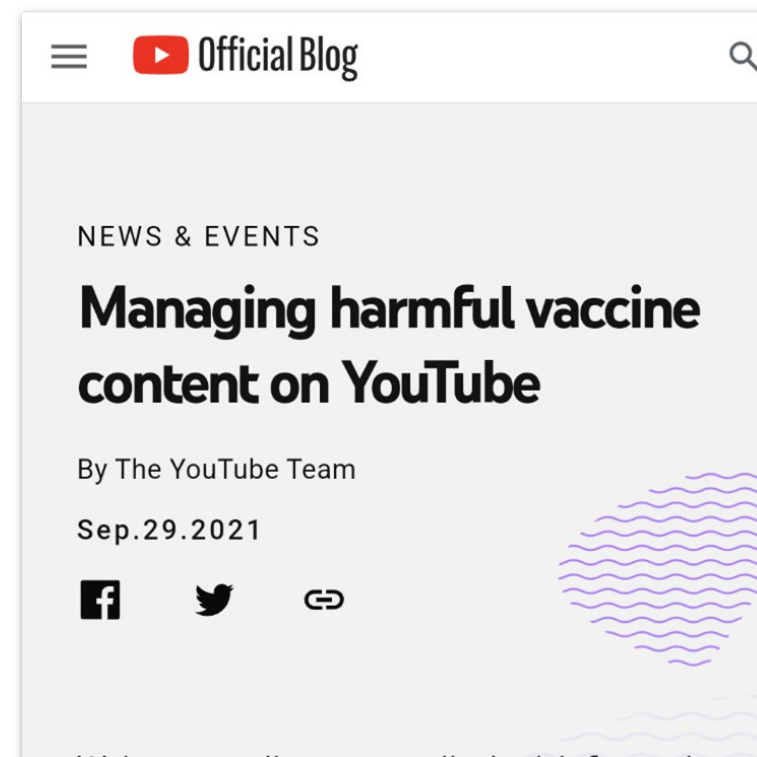
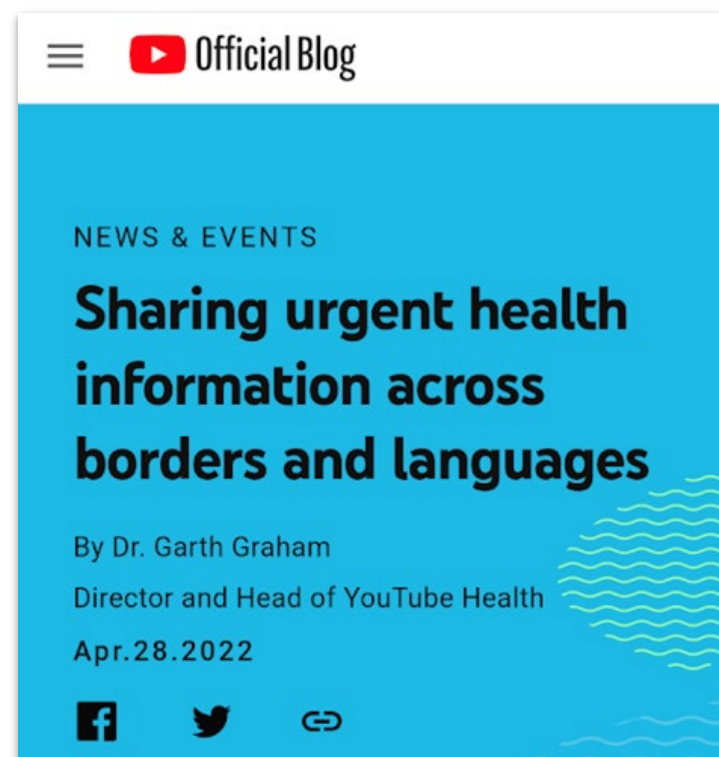
Reward

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

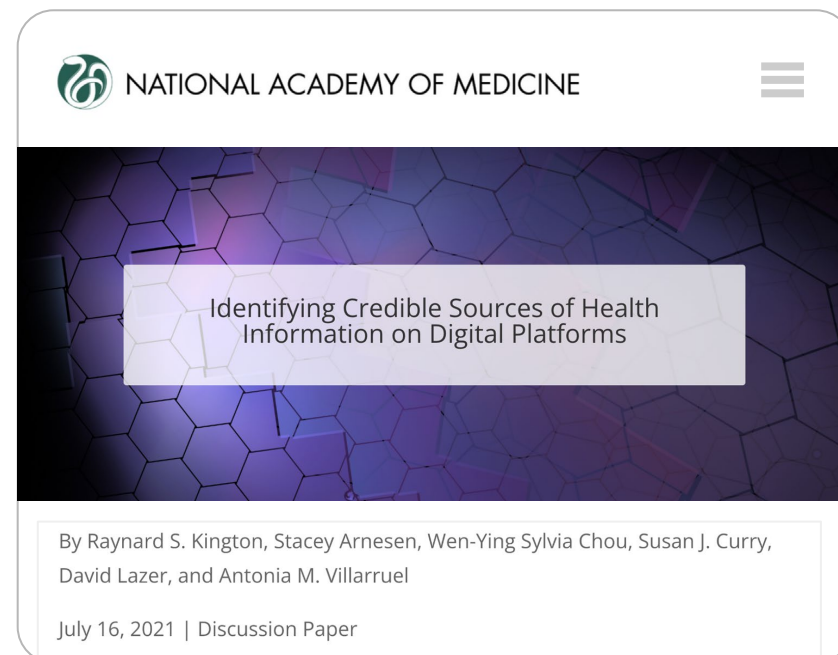
High-level definitions of methodologies for authority verification

NAM can help define the various ways in which authoritative health content providers “derive and maintain their authority” and how that varies across categories

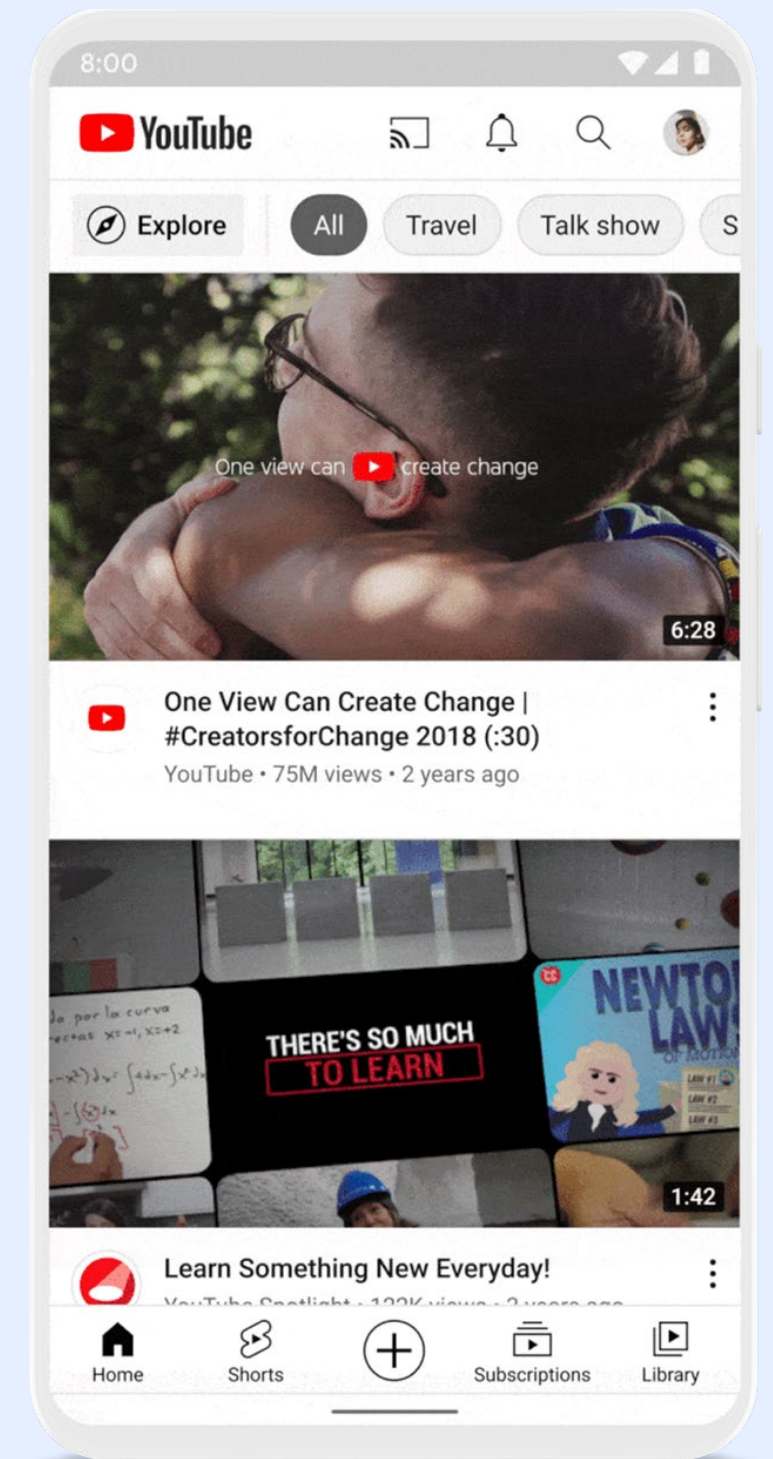
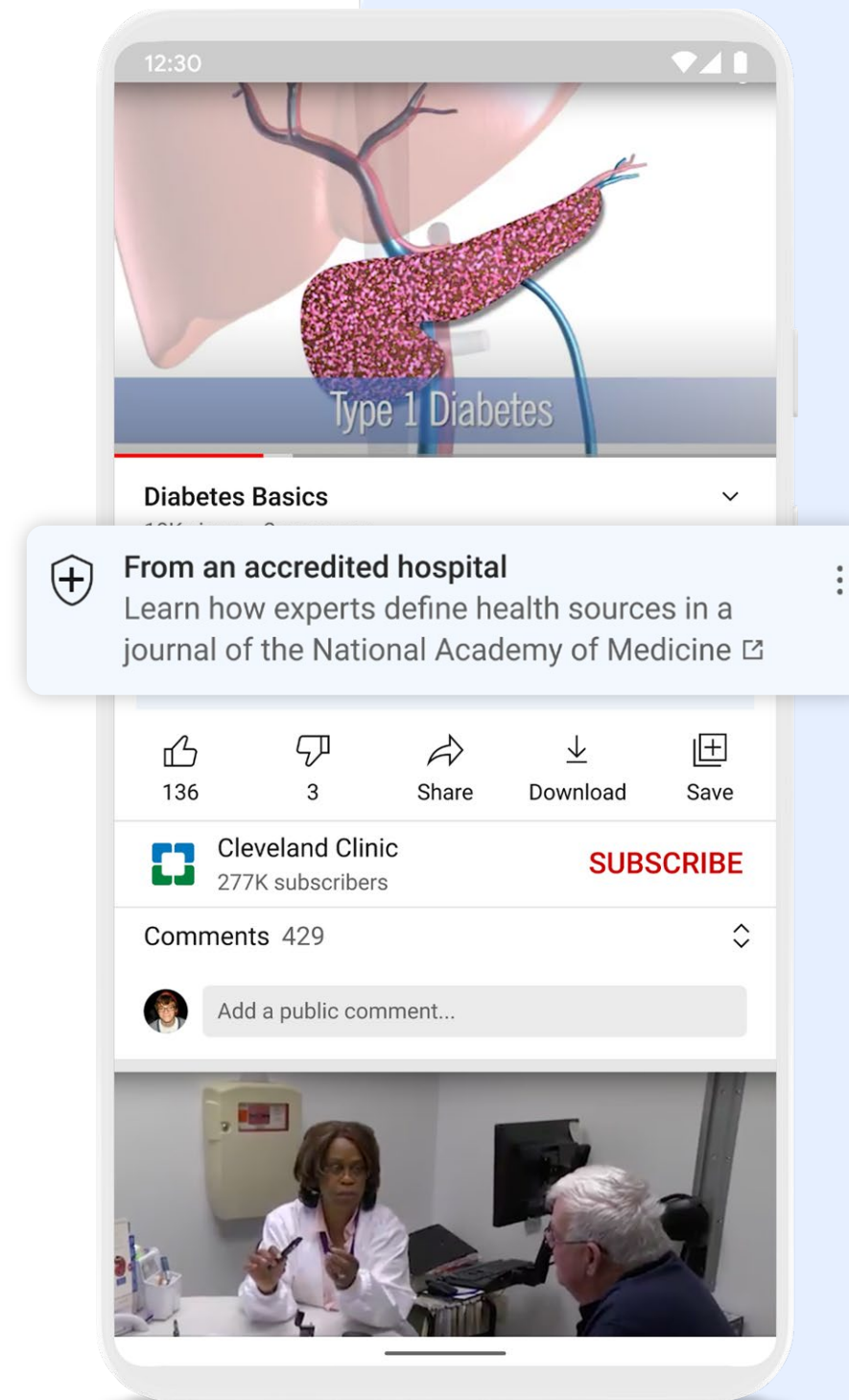


OUR RECENT FOCUS

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



Published by NAM on 7/6/21 on a [public project page](#).



OUR RECENT FOCUS

Subsequently, WHO, NHS and AoMRC have adapted this work for global application - enabling international expansion

World Health Organization

Home / Publications / Overview / Summary global principles for identifying credible sources of health information on social media

Summary global principles for identifying credible sources of health information on social media

30 December 2021 | Technical document

NHS Digital service manual

Home > Content style guide

Content style guide

Standard for creating health content

This standard outlines some essential requirements and best practice guidance for creating high quality health content. It's designed for any organisation that produces health and care information.

The National Academy of Medicine discussion paper

Identifying credible sources of health information in social media: principles and attributes



Official Blog

NEWS & EVENTS

New ways to answer your health questions in the United Kingdom

By Dr. Garth Graham
Director and Head of YouTube Health
Jun. 15. 2022

Starting this week, users in the UK will see new features next to health-related searches and videos.

Official Blog

NEWS & EVENTS

Answering your health questions in Brazil, India, and Japan

By Dr. Garth Graham
Director and Head of YouTube Health
Mar. 24. 2022

Starting this week, users in Brazil, India, and Japan will see new features next to health-related searches and videos.

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

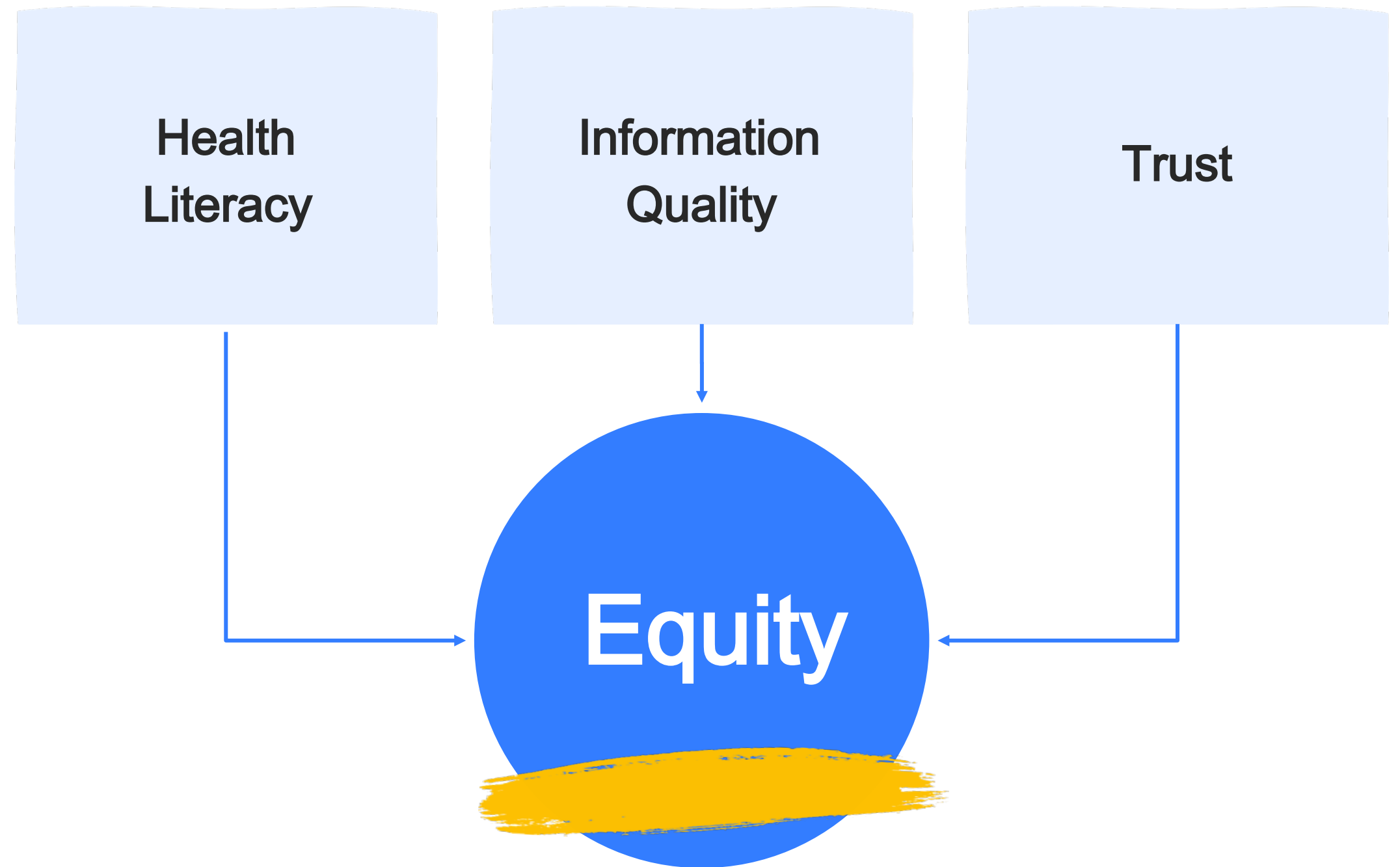
High quality refers to health information that is science-based or consistent with the best scientific evidence available at that time.

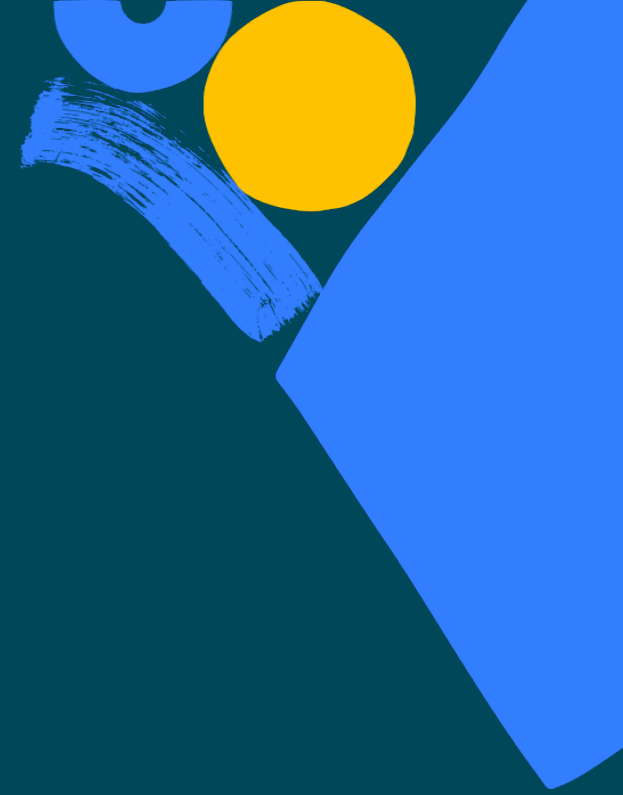
Trust

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

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.





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

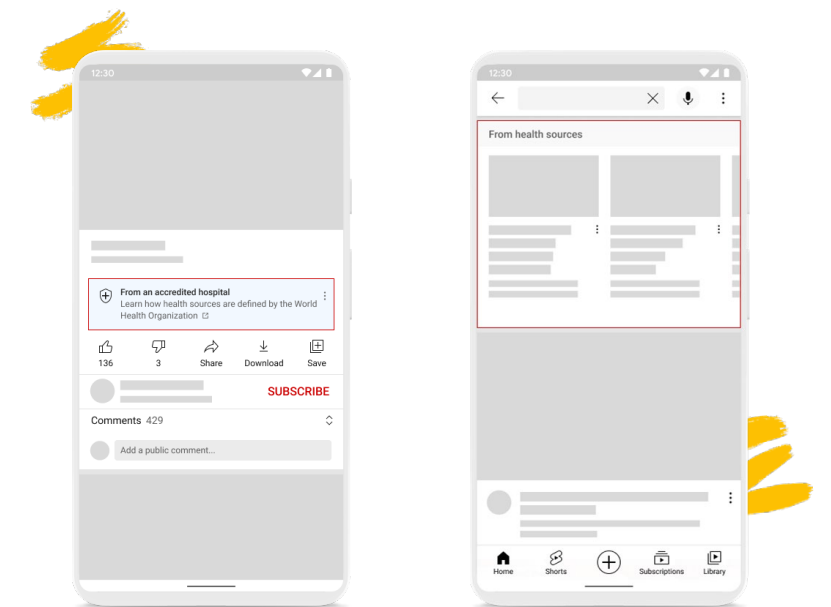
- 3rd party verifies identity and licensure

3

Internal Checks

- Video information quality
- Confirm adherence to YT policies and ToS

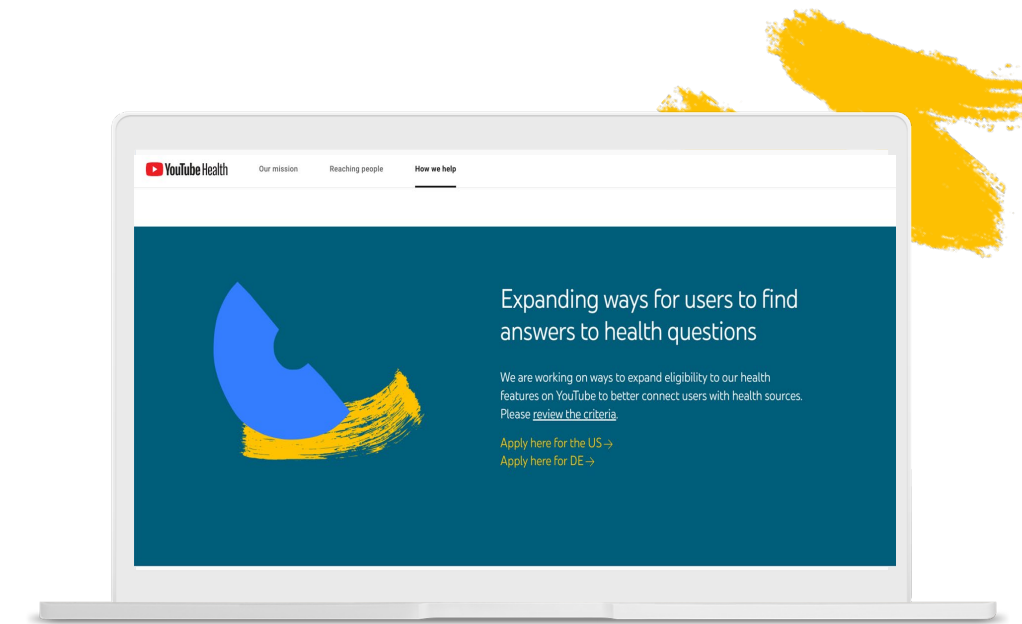
→ **Entry into corpus and eligible to show up user-visible features**



Minimum eligibility requirements

You or a representative of your company must

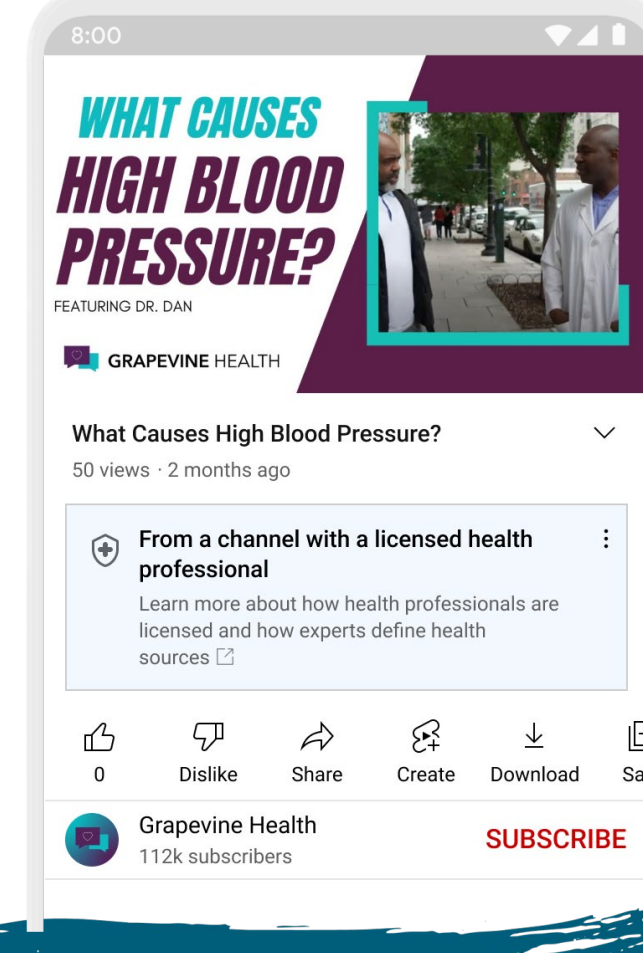
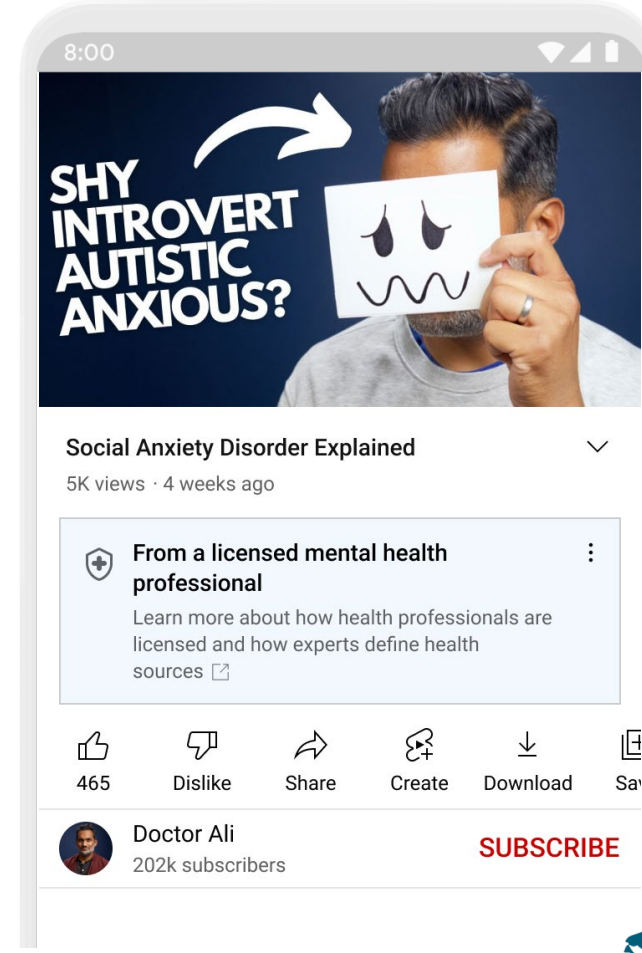
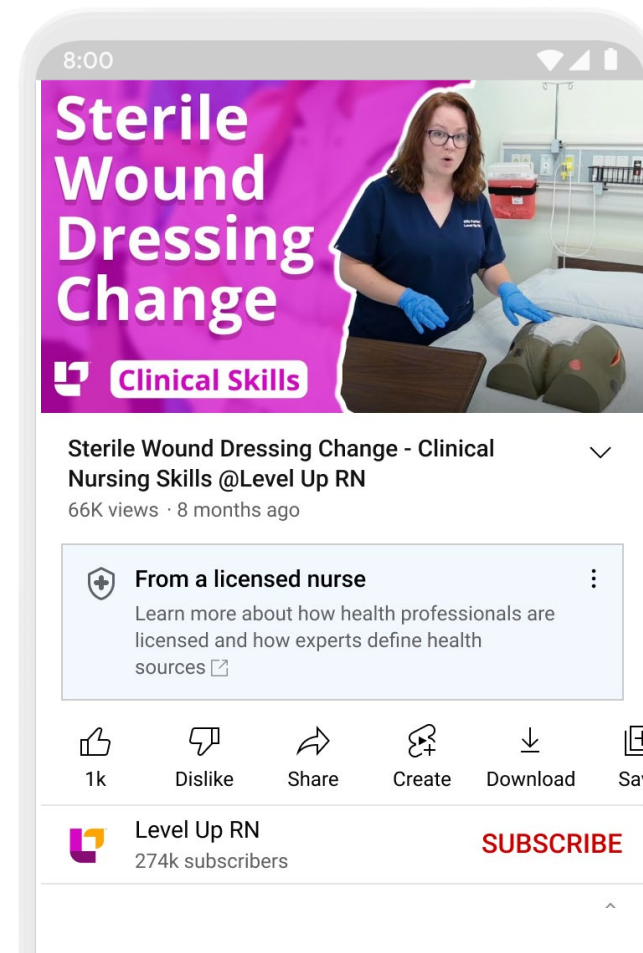
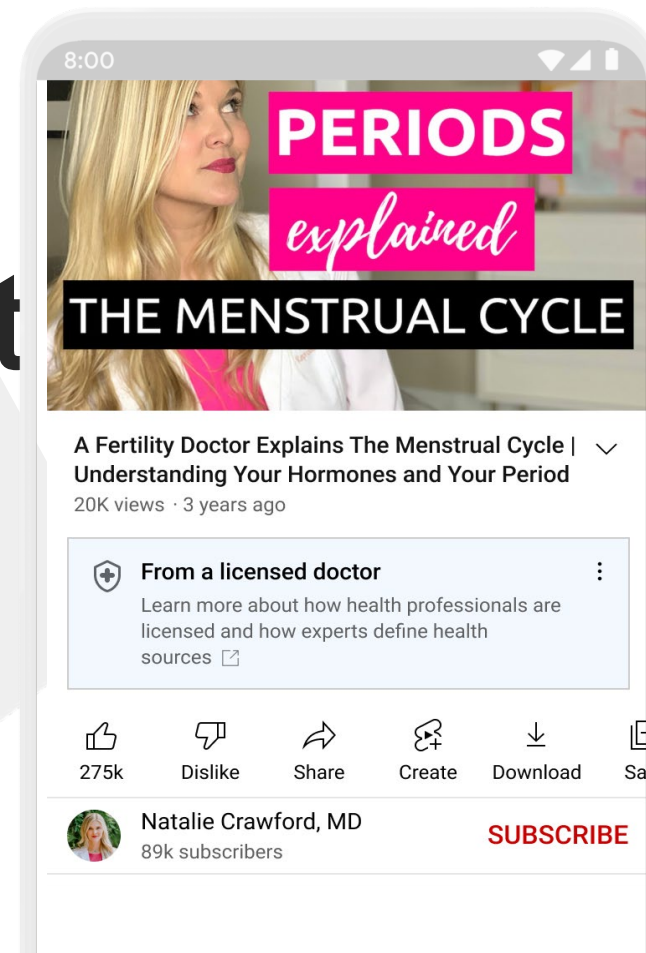
- Attest to Information Sharing Principles
- Be licensed in the United States or Germany in one of the health professions listed below. We're working with LegitScript, a third party partner, to coordinate license verification upon application submission. LegitScript may work with other licensing bodies 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



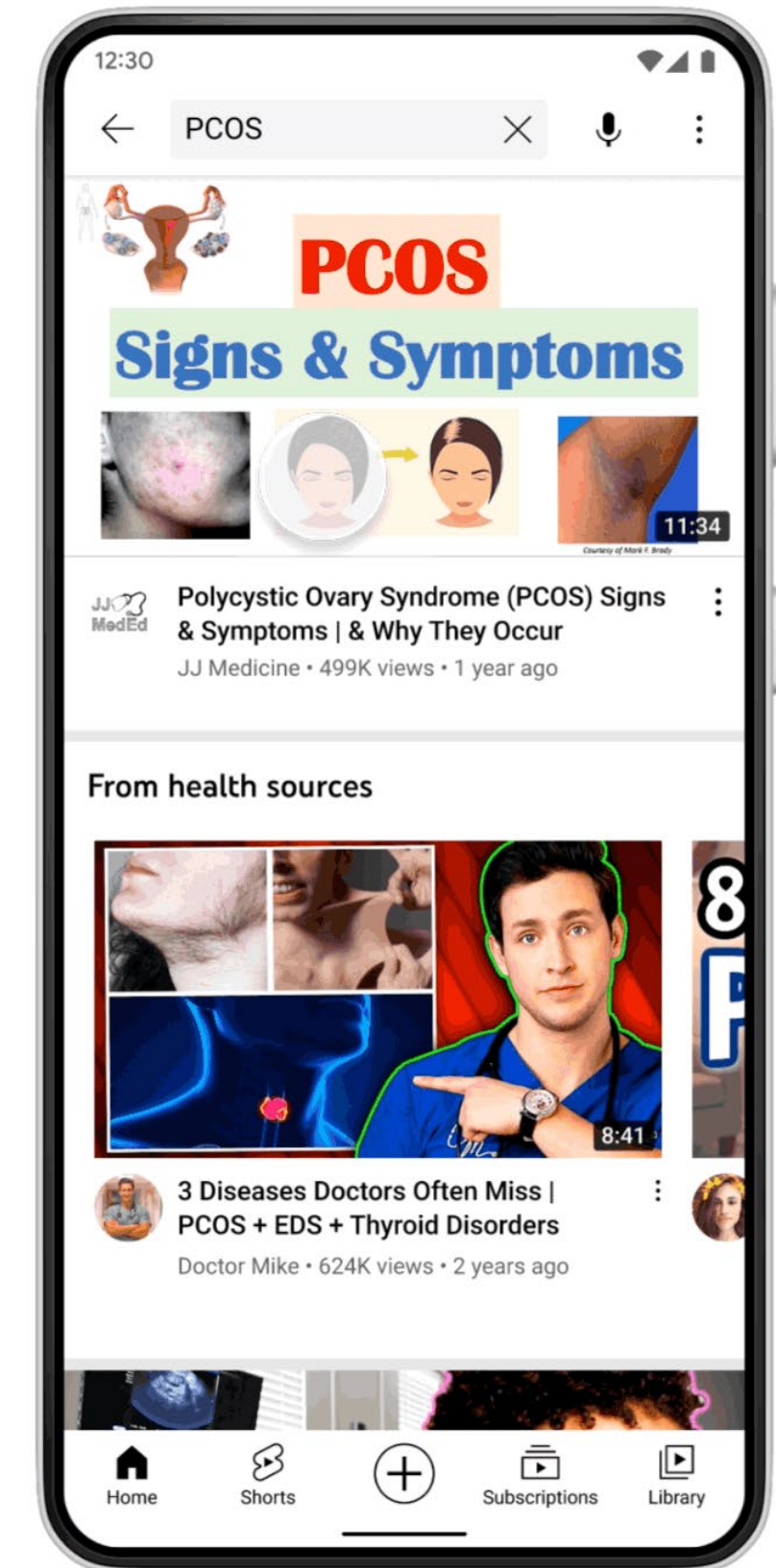
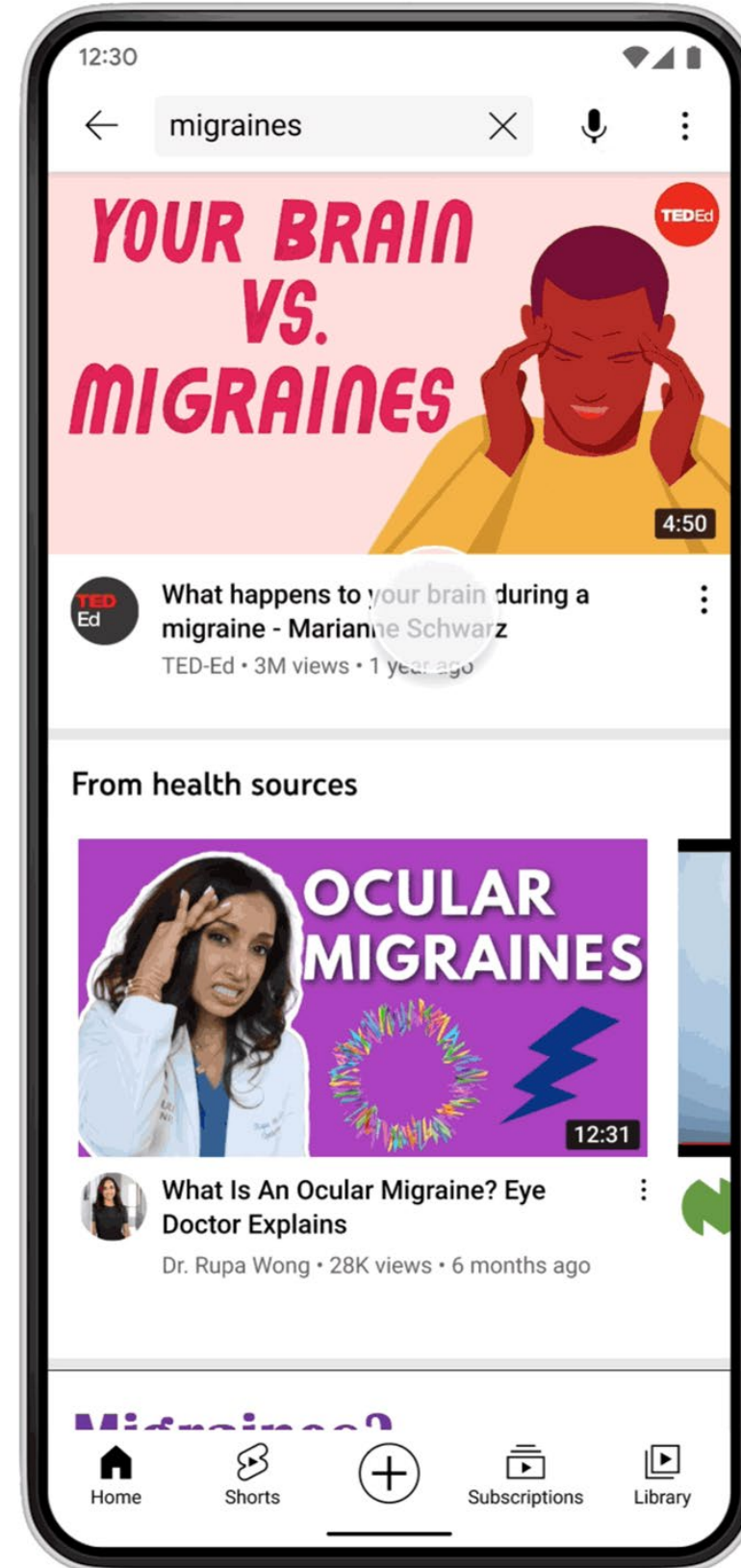
Additionally, you or your Company's associated YouTube channel must

- 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

Channel Context labels



'From Health Sources' Shelves inclusion

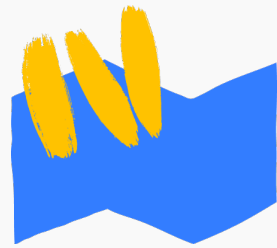


We're still getting started



Principles

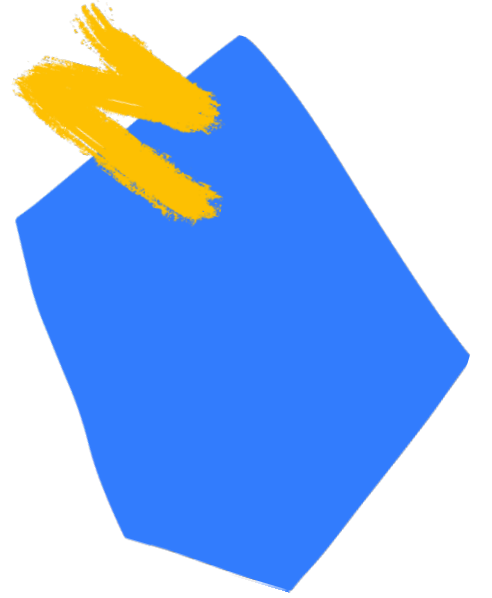
Exploring ways to apply principles globally and apply to other credible sources



Product

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

JOIN US



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



Ariel Altman

Moderator

Head of Partnerships @ YouTube Health



Doctor Mike



Dr Cedric 'Jamie' Rutland



Q&A