

ELEVATOR SPEECHES

Often, people are in situations in which they want to communicate an idea, but they only have a few seconds. Public health professionals need well-framed “elevator speeches” for informatics that help them accomplish two crucial, but difficult, goals every time: (1) say why the field matters, and (2) explain it.

Public health professionals can use the following elevator speech to talk about informatics:

Informatics solves public health data problems using state of the art science and technology. Informaticians are experts at figuring out how to interpret different types of data from different sources and translate it for the right stakeholders. This way, everyone in public health can get the data they need, regardless of "language barriers" (so to speak). Ultimately, this makes it possible for us to fulfill our mission of good population health.

Background: This elevator speech uses the *Public Health Information Translation* metaphor and the value of *Ingenuity*. It also clearly names the people who do this work (informaticians) and mentions the overall goal of good population health.

Informaticians can use the following elevator speech for their own work:

Informatics solves public health data problems so that we can use our resources effectively. My informatician colleagues and I run the logistics of public health data. We manage data systems that run like global shipping systems, to transmit data "packages" to the right person, in the right place, at the right time. [For example, when seasonal flu hits...]

Background: This elevator speech uses the *Public Health Data Logistics* metaphor and the value of *Responsible Management*. It also clearly names the people who do this work (informaticians). If the informatician has enough time, he or she could also include a specific example of a current project.