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Gen AI - Prompt Engineering

Presenters



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KHI & WSU AI Trainings

(September 2023 – December 2025)



Total Trainings: 55

2023: 2 | 2024: 12 | 2025: 41 *

**more trainings scheduled in 2025*

Attendees:

- Public health professionals
- Environmental health professionals
- Elected officials and policymakers
- Faculty and students
- Nonprofit staff
- Human resources professionals

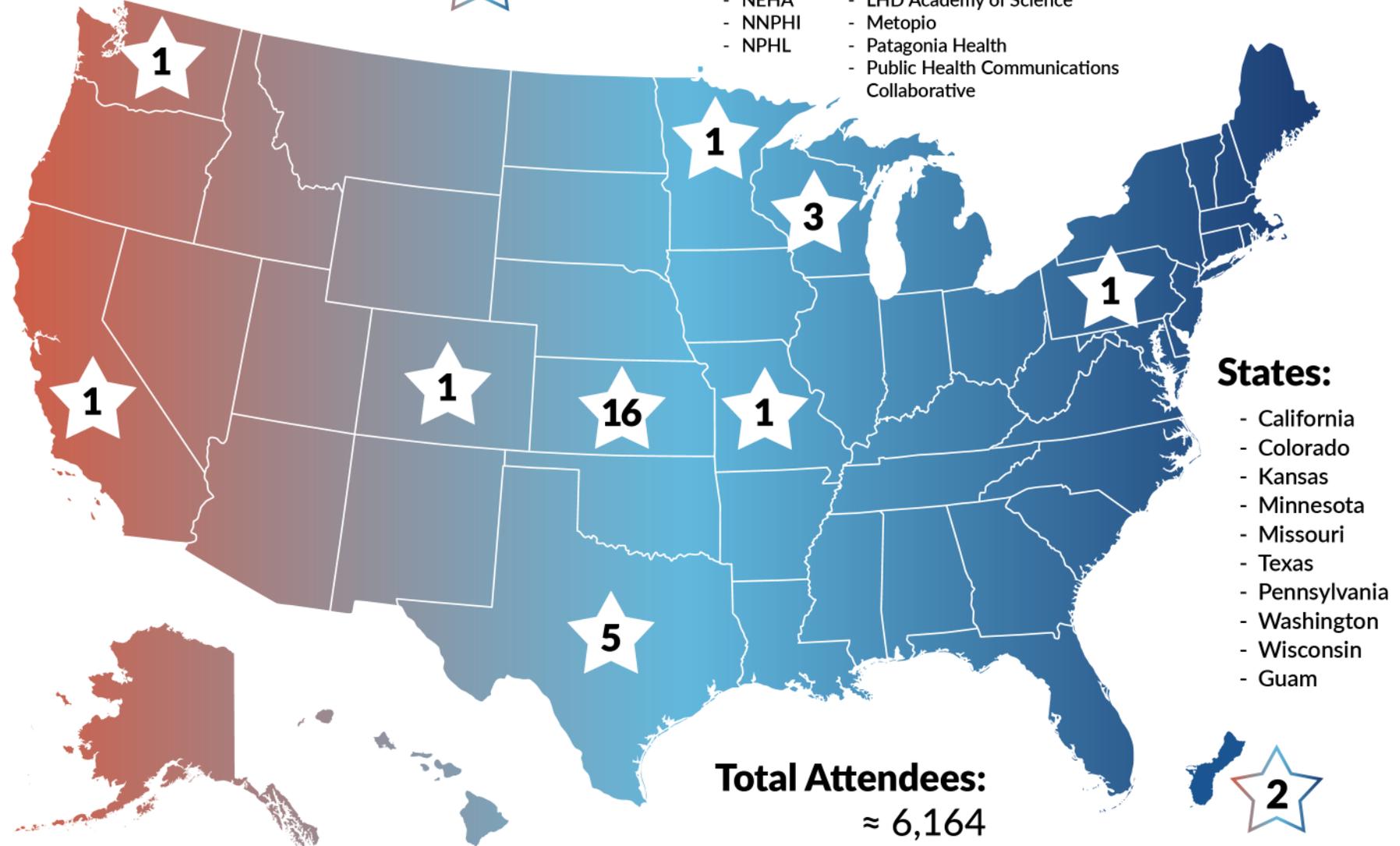
Topics:

- AI concepts, use cases, prompts and tools
- Ethics
- AI policy development
- AI policy landscape and research



National:

- ASTHO
- CDC
- NACCHO
- NEHA
- NNPHI
- NPHL
- PHIG
- Big Cities Health Coalition
- de Beaumont Foundation
- LHD Academy of Science
- Metopio
- Patagonia Health
- Public Health Communications Collaborative



Total Attendees:
≈ 6,164

States:

- California
- Colorado
- Kansas
- Minnesota
- Missouri
- Texas
- Pennsylvania
- Washington
- Wisconsin
- Guam

Resource to Develop Your AI Policy



bit.ly/PublicHealthAIPolicy



Things we are not covering today

- AI fundamentals
- AI organizational strategy
- Ethics and responsible use
- AI and data governance
- AI policy
- AI bias
- AI environmental impacts
- AI tools
- AI use cases
- AI Chatbots
- AI App building
- Impact on the workforce
- And a lot more you should be in the loop on



Think Before You Prompt

If you wouldn't put it on billboard,
don't put it in in your prompt.

Tips and Tricks for Better Prompts

Multi-Use / General Purpose AI Tools

For writing, summarizing, generating ideas, and broad applications

1. **ChatGPT:** Friendly, easy to use; great for writing, summarizing, brainstorming
2. **Google Gemini:** Integrated with Gmail, Docs, and Google tools; strong with search-style tasks
3. **Microsoft Copilot:** Integrated AI assistance across Word, Excel, Outlook, etc.
4. **Claude:** Thoughtful tone, long memory; good for summarizing large documents and nuanced conversations
5. **Meta AI:** Embedded in social platforms; useful for messaging help and quick answers
6. **Perplexity:** Real-time search + citations; great for fact-checking and source-aware writing
7. **Grok:** Built into X (formerly Twitter); informal, opinionated tone; designed for more edgy responses



Examples of “Low-Risk” AI Use

Note: GenAI results are intended for discussion purposes and should not be used verbatim or as the sole direction.



Policy and Data Analysis

- Drafting policies
- Analyzing policies
- Conducting literature review
- Correcting data codes



Writing and Editing

- Proofreading memos
- Simplifying complex texts into plain language
- Translating information into other languages



Meeting and Administrative Support

- Formatting meeting minutes
- Organizing and drafting meeting agendas



Communication and Engagement

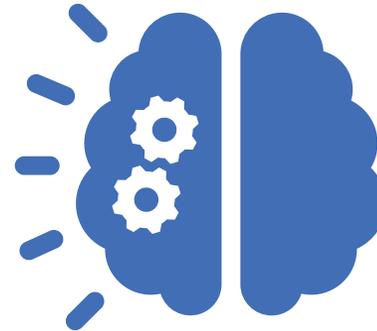
- Creating social media posts
- Serving as a sounding board for ideas
- Playing "devil's advocate"

When Developing Prompts

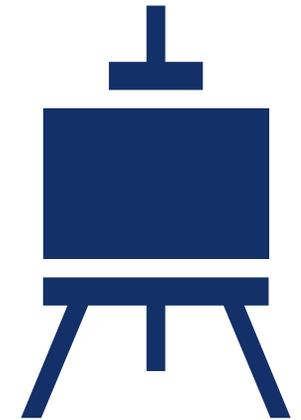
Think about A, B & C



Assessing



Brainstorming



Creating

The ABC's of Developing Prompts: Assessing



"Review a draft of our new [example policy]. Can you critique its comprehensiveness and suggest any areas that might need more detail or clarification?"



"What are the most common misconceptions about [topic, program, or regulation] among residents or staff? Explain why they are incorrect and suggest clearer messaging to prevent confusion or misinformation.



"Compare and contrast [Program A] and [Program B] in terms of cost, implementation complexity, equity impact, measurable outcomes, and long-term sustainability for a local government or health department.

The ABC's of Developing Prompts: Brainstorming



“What key terms and concepts should I understand about [topic]? Provide brief, plain language definitions and note why each one matters in practice.”



“What are creative, practical ways to engage underserved communities in a placemaking project? Include approaches that build trust, reduce participation barriers, and encourage long-term involvement.”



“What critical questions should we be asking about [topic or policy] before making decisions? Highlight risks, blind spots, and stakeholder impacts.”

The ABC's of Developing Prompts: Creating



“Draft a structured agenda for a meeting on [topic]. The goal is to achieve [goals]. Include time allocations, decision points, and clear next steps.”



“Create a practical checklist to evaluate [program, policy, or proposal]. Include criteria, measurable indicators, and red flags to watch for.”



“Help me create clear SMART goals and objectives for [project, role, or initiative], including measurable outcomes and realistic timelines.”



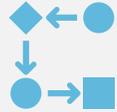
Prompt Engineering

- A "prompt" refers to a set of instructions or a specific request designed to elicit a response from Chat GPT
- Good prompts get good results
- Bad prompts get “eh” results
- Just like any tool, the more you know how to use it, the better results you will get.

Tips for Successful Prompts



Query should include relevant context, specific keywords and terms.



Set a role explicitly



Define what you want on two levels: the *form* (format, length, structure) and the *function* (what it should do for the reader or achieve in the world)



Provide any and all levels of materials. This could be examples, half scattered notes, whatever can provide more context.



Don't just include what you want out of a response, include the things you "don't want" in a response.

Prompt Formula: APE (Action, Purpose, Expectation)

- **Action:** Define the job, task, or activity
- **Purpose:** Discuss the intention or goal
- **Expectation:** State the desired outcome

*“Review the script for our upcoming Mental Health awareness workshop and suggest edits to make it more engaging and easier for high school students to understand? **The goal is to increase student comfort in discussing their personal mental health issues.** I’d like the final version to feel conversational, informative, and inclusive.”*

Source: Brainstorming structures inspired by AI-generated insights (ChatGPT, OpenAI)

RISE: Role, Input, Steps, Expectation

- **Role:** Specify the role of ChatGPT.
- **Input:** Describe the information or resources.
- **Steps:** Ask for detailed steps.
- **Expectation:** Describe the desired result.

"Act as a public health communications specialist and draft a clear and engaging public health message about the importance of childhood immunizations. Provide step-by-step guidance on structuring the message, including an attention-grabbing opening, key facts backed by data and a call to action for parents. The final message should be easy to understand, culturally appropriate and formatted for a flyer or social media post."

CREATE: Context, Role, Example, Action, Tone and Expectation

- **Context** – Provide the background or setting.
- **Role** – Assign a role to the AI (e.g., health policy analyst).
- **Example** – Give an example if possible.
- **Action** – Define what AI should do (e.g., summarize, analyze).
- **Tone** – Indicate tone/style (e.g., professional, plain language).
- **Expectation** – State the final desired format/output.

"A new medical marijuana bill has just been passed in your state. You are a health policy analyst preparing a summary for local leaders and stakeholders who want to understand what the new law includes. Write a 1-2 paragraph summary that clearly explains the main parts of the policy—such as who qualifies, how patients access marijuana, rules for dispensaries, the role of physicians and how the program will be monitored. Use a professional and plain-language tone. The summary should be concise enough to fit on a presentation slide or handout."

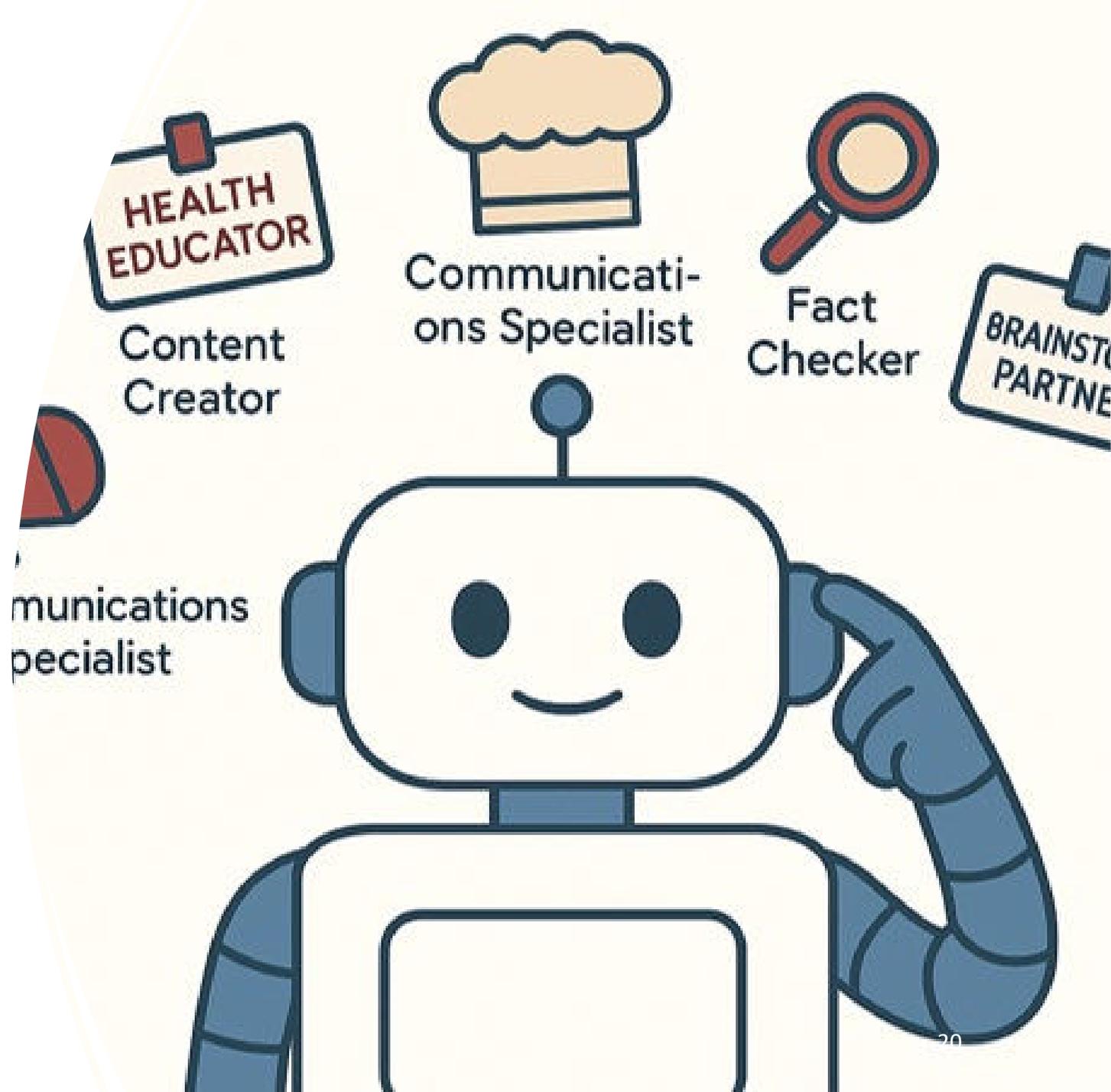
Source: Brainstorming structures inspired by AI-generated insights (ChatGPT, OpenAI)

Prompt: Additional Elements

Audience	Specify who the output is for (e.g., community members, policymakers, students).
Length	Indicate the desired word or paragraph count (e.g., 100 words, 3–5 bullets).
Format	Choose output type (e.g., list, paragraph, slide, executive summary).
Framing	Suggest a specific perspective or lens (e.g., equity-focused, prevention-first).
Constraints	Add limits or exclusions (e.g., avoid technical jargon, do not reference politics).
Time Frame	Define temporal context if needed (e.g., short-term impact, long-term benefits).
Priority Areas	Highlight key focus areas (e.g., access, cost, workforce).
Assumptions	Share any known inputs or assumptions to be used (e.g., assume Medicaid expansion).
Reference Style	Specify citation or attribution format if needed (e.g., APA, hyperlink in-text).

Source: Brainstorming structures inspired by AI-generated insights (ChatGPT, OpenAI)

Prompt Engineering Tip: Utilize Roles



Role-Based Prompting

Using roles in your prompts helps AI generate more contextually relevant and accurate responses. By assigning ChatGPT a specific role, you guide its "perspective," making its answers more aligned with the knowledge, tone, and expertise of that role.

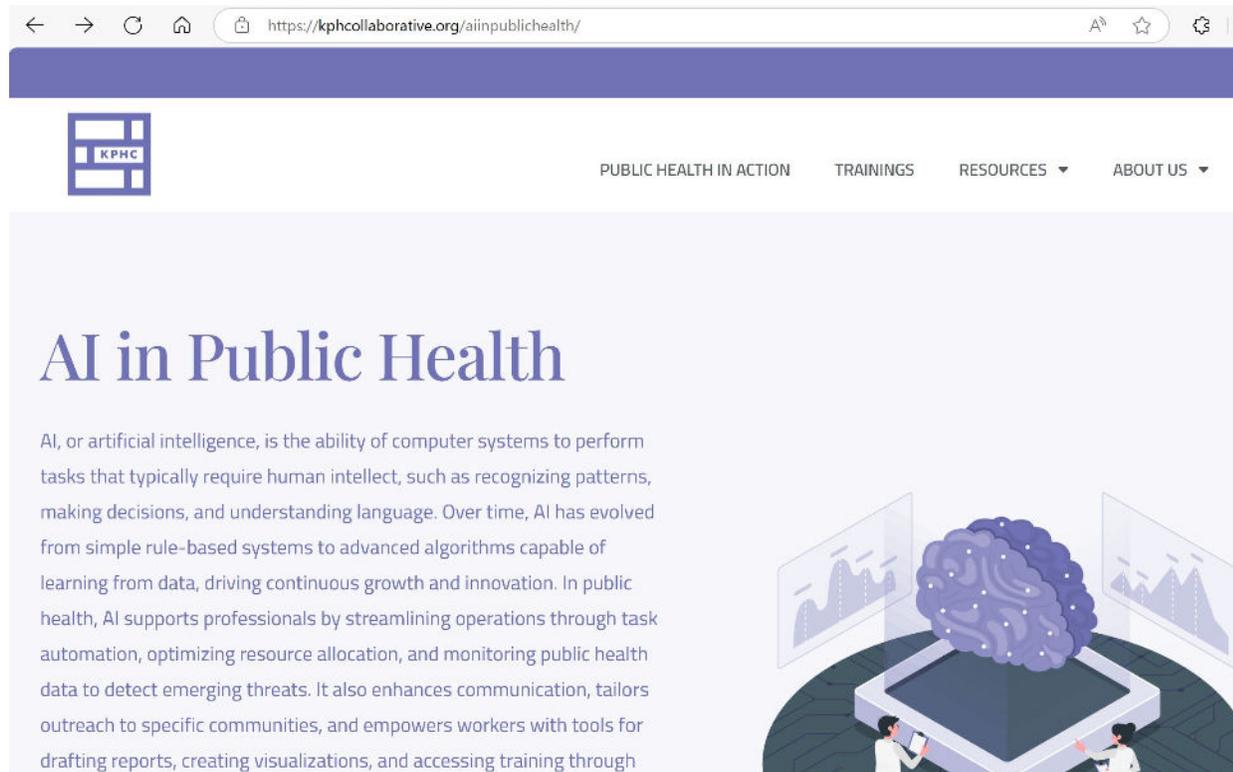
Benefits of Using Roles:

- **Adds Context:** Helps AI understand the specific knowledge base it should use.
- **Improves Accuracy:** AI tailors its response to fit the role's expertise.
- **Enhances Tone & Style:** Responses reflect the expected formality, structure, and approach.
- **Saves Time:** Reduces the need for multiple refinements to get the desired response.

Role Examples for GenAI Prompts

Professional & Expert Roles	Creative & Writing Roles	Educational & Instructional Roles	Technical & Analytical Roles	Customer-Focused & Service-Oriented Roles	Unique & Fun Roles
Data Scientist	Copywriter	College Professor	Cybersecurity Expert	Customer Service Agent	Pirate Captain (for playful responses)
Marketing Strategist	Screenwriter	Elementary School Teacher	Mathematician	Travel Advisor	Time Traveler from the Future
Financial Analyst	Journalist	Debate Coach	Civil Engineer	Personal Shopper	Dungeon Master (for RPG storytelling)
HR Recruiter	Poet	Language Tutor	Economist	Life Coach	Mythology Expert
Software Engineer	Storyteller	History Expert	Chess Master	Nutritionist	Detective solving a mystery
AI Researcher	Speechwriter	Science Communicator	Statistician	Fitness Trainer	Alien Anthropologist observing Earth
Medical Doctor	Advertising Executive	Exam Prep Instructor	Market Researcher	Wedding Planner	AI designed to simplify complex ideas
Psychologist	Stand-up Comedian	Personal Mentor	Legal Consultant	Event Coordinator	
UX Designer	Songwriter	Career Counselor	IT Support Specialist	Personal Finance Coach	
Startup Advisor	Social Media Manager	Learning & Development Trainer	Product Manager	Virtual Assistant	

Prompt Guide and other AI tools: <https://kphcollaborative.org/aiinpublichealth/>

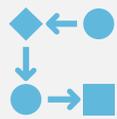


<http://bit.ly/40pb8vn>

More Tips for Successful Prompts



Ask the system for any clarifying questions it has before responding.



Ask the system to generate a short plan or outline first, then approve or modify it before it produces the full output.



Ask to brainstorm and explore multiple approaches to the same prompt, and then generate a final response



Treat AI like a collaborator, not a vending machine of answers

AI as a Management Approach

AI behaves like a worker, not a system

- Context sensitive
- Inconsistent at times
- Requires oversight and feedback
- Can be excellent in some tasks and flat out bad in others
- Fast, eager, and capable, but not autonomous

Effective AI looks like good leadership

- Prompting = Good communication
- Strong judgment skills are a must
- Know how to guide, review, and develop the work
- Understanding shared responsibility



Critical Thinking for Prompt Generation



AI Support

Knowledge Building and Foundational Work:

- Introduction to AI (AI-101) and related workshops
- AI Tools for everyday use
- Support assessment of AI capacity and literacy among staff
- Support identification of potential use cases
- Support development of risk-based criteria for AI use

AI Policy:

- AI policy development workshop
- Assist with AI policy development



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THANK YOU!

Any Questions?