

PROJECT

New York City Public Health

BRIEF

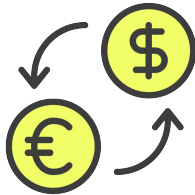
Identify barriers and opportunities to cultural connection with public health and understand the ecosystem of participants.

**"Money is the most universal
and most efficient system
of mutual trust ever devised."**

Yuval Noah Harari | Historian |

COMPONENTS OF CURRENCY

EXCHANGE
RATES



DEMAND
FOR TREASURY
NOTES



CURRENCY
RESERVES



COMPONENTS OF TRUST

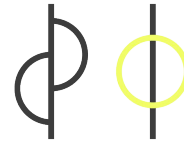
COMPETENCE



SPEED



INTEGRITY



EMPATHY



source | Being More Trustworthy: Traits of Trust | Rachel Botsman | 2019

OBSERVATION

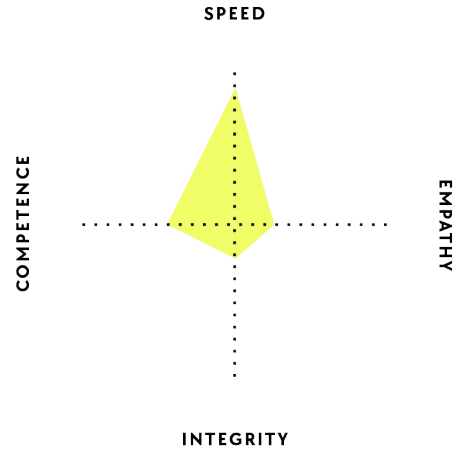
Trust is a **currency**.

COMPONENTS OF TRUST

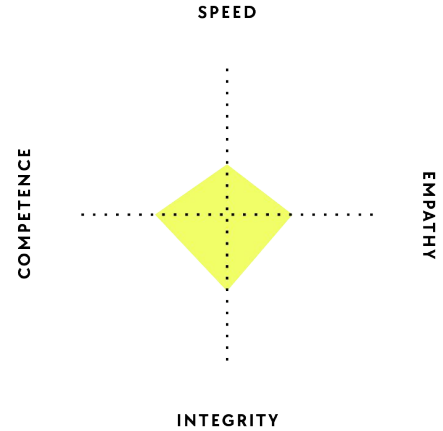
source | Butterworth, Shnayder, et al, Why do you trust the companies you trust? | 2022



McDONALD'S



TRADER JOE'S



source | In-class study, Butterworth, Shnayder et al, Why do you trust the companies you trust? | 2022

OBSERVATION

Trust is a **currency**;
its **value fluctuates** based on
measurable components.

IMPLICATION

How can organizations
treat the **components of trust**
like **investment opportunities**?

unfamiliar
threat
or situation

+

unclear
solution

=

people
searching
for their own
answers

**People look for
ways to feel in control
through making choices.**

The screenshot shows the Google Flights interface for a round trip from Dublin to Munich. The search parameters are set to Economy class, departing on Monday, Nov 1, and returning on Friday, Nov 5. The interface includes various filters such as Stops, Airlines, Bags, Price, Times, Connecting airports, and Duration. Below the search bar, there are options to Track prices, Date grid, and Price graph. The main section displays 'Best departing flights' with a 'Sort by' dropdown menu. A table lists four flight options, each with a departure time, duration, airline, carbon emissions, and price.

Time	Airline	Duration	Class	CO ₂ Emissions	Price
6:45 – 10:15	Aer Lingus	2 hr 30 min	Nonstop	168 kg CO ₂ -7% emissions	€90
16:00 – 19:25	Aer Lingus	2 hr 25 min	Nonstop	168 kg CO ₂ -7% emissions	€90
10:45 – 14:05	Lufthansa	2 hr 20 min	Nonstop	161 kg CO ₂ -11% emissions	€98
18:00 – 21:20	Lufthansa	2 hr 20 min	Nonstop	161 kg CO ₂ -11% emissions	€98

Prices are currently typical for your trip

Google Flights incorporated carbon emissions data to bookings in 2021, investing in shopper trust by providing a moment of choice & control in response to growing climate concerns

OBSERVATION

Trust is a **currency**;
its **value fluctuates** based on
measurable components.

IMPLICATION

How can public health
insert moments
of **choice and control** to
help gain trust?

Audience Study

UNREACHED

Scrappy Solvers



insight # 1

When talking about “public health” — the word “public” is associated with inferior quality (relative to “private”), and the word “health” is associated with the medical industry.

DISRESPECTED

Status Foes



insight # 2

Skepticism of public health signifies a level of emotional investment that is critical to engagement in public health

from

individual



to

shared ambition

**healthcare
delivery**

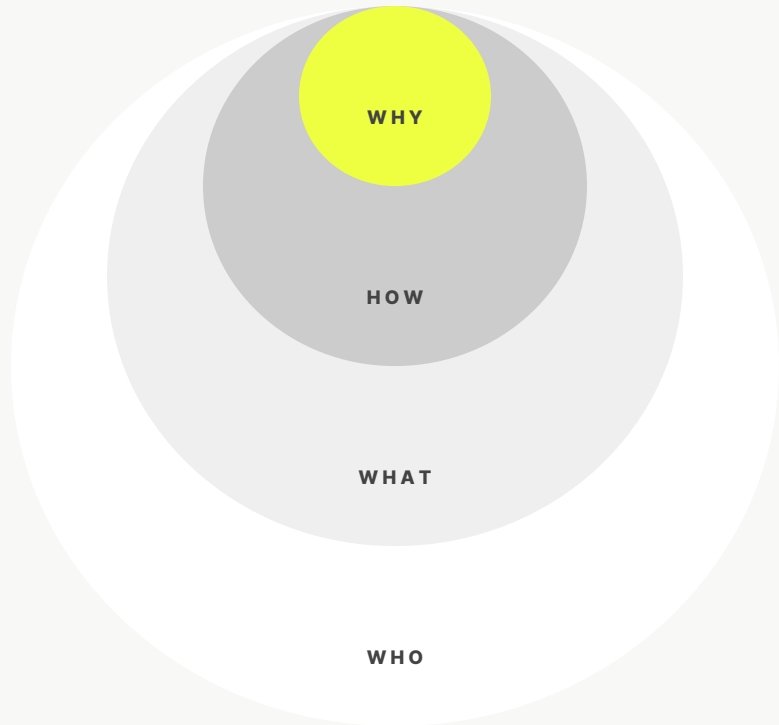


options

services



rights



The shared ambition of facilitating **personal agency** in people's pursuit of health.

Shifting public health from “**services**” to a sense of protecting “**rights**”.

Offering and promoting public health services that build **trust**.

Participants who are **unseen**, **disrespected**, and **unreached**.

MAY 5, 2022

Rudi Petry
Creative Strategist
hello@rudipetry.com
573-239-0434

rudipetry.com

thank you.