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Text on Screen: Public Health Careers: Health Communication Specialist
CDC Health Communication Specialist Federico Feldstein, JD, MA, MEM, shares his story.

Federico: I work as a bilingual health communicator specialist. I grew up in the city of Buenos Aires in Argentina, where I went all the way up to law school. And then I moved to the States where I studied communication and eventually work as a reporter for many years until I realized that my real vocation, what I wanted to do, had to do with environmental health and public health.

So I went back to school and I studied public health. Some of the main problems are issues that we have solved is the importance of developing messages that really get to the people we are trying to communicate with. For example, we want to communicate with families about, again, COVID 19 and vaccines. And then we realized that in order to communicate with those particular families, we really need to understand what they need.

Some families prefer to talk in English, but many other people prefer to be talked in other languages, like Spanish, for example. So we need to really work with communities and develop messages that actually get to them and they can understand and follow up in a way that makes sense for them. Problem solving is one of the most important skills that I use on a daily basis.

Another one has to do with persistence. Persistence means that sometimes when we have an objective, it takes some trial and error to be able to accomplish it. And finally, another skill that is very important is strategic communication. That means that when we are developing a message, we are using data, research information to develop a message that really is understood by people.

But at the same time that we take the time to really understand their needs and priorities, what those people need in order to be healthy and stay healthy during an emergency.

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