

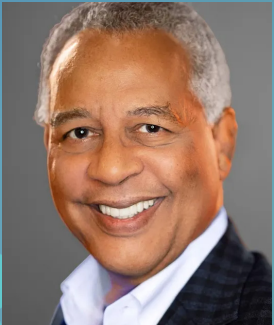


**2025
Annual Report**

**STRENGTHENING TRUST
WHEN IT MATTERS MOST**



A LETTER FROM OUR CHAIR & CO-FOUNDER



Reed V. Tuckson

As the Chair of the Board of the Coalition for Trust in Health & Science (CTHS), I am proud that 100 organizations representing the entire health and science ecosystem have come together to advance trust and expertise in partnership with the American people.

Today, we face emerging challenges, including disagreements over facts and truth, perceptions of our field's trustworthiness and motives; questions around conflicts of interest and decision-making relationships between experts and the public. Despite what may seem like disparate perspectives among individuals and affinity groups, we share a common goal: good health.

CTHS was created to address the challenges and opportunities of this moment. We are committed to assisting our members in fulfilling their ethical duty to pursue continuous learning and translate their knowledge for the good of the nation's health. We are excited about the opportunity to bring health and science practitioners into more productive, trust-building discourse with people and communities. We are uniquely positioned to advance knowledge for effective communication and honest listening, especially with those whose opinions may differ from our own.

As we look back on what we've accomplished in 2025 and ahead to 2026, I am energized by the infrastructure we have built, by the values we have held ourselves accountable to, and by the bold priorities we are committed to implementing in partnership with our members and the public.

Looking to the future, we understand that a generation of effort is required to build trustworthy relationships and that there are no easy solutions. Make no mistake: CTHS is in this for the long run. We can think of no more noble work that could occupy our time or resources. We are convinced that it is, and must be possible to achieve a more unified vision for health that maximizes the relationship between individuals and their communities with the broad ideals of health promotion and disease prevention, clinical care, and applied research.

Reed V. Tuckson, MD, FACP
Chair and Co-Founder
Coalition for Trust in Health & Science

WHO WE ARE & WHO WE REACH

“Our reach creates both the responsibility to be more present and trustworthy, and the opportunity to strengthen how evidence-based information reaches the public more deliberately.”

— Erin O’Malley
Executive Director, CTHS

A COALITION BUILT FOR THIS MOMENT

Founded in 2023, CTHS represents a new vision for cross-sector collaboration, bringing together leading national organizations across America’s health and science ecosystem to share responsibility for rebuilding trust, as no single sector can succeed alone.

Our diversity gives us a powerful “birds-eye view” of current challenges, including public distrust and confusion, funding losses for scientific research and public health, and an information landscape that too quickly rewards misleading or false information. Yet, we also see vast opportunities for growth and engagement.

CTHS MEMBERSHIP BY ORGANIZATIONAL TYPE

In 2025, CTHS membership continued to grow, with 14 new organizations joining to expand our reach into the health and science ecosystem.



Together, CTHS members represent or serve an estimated 200 million patients, caregivers, clinicians, scientists, students, public health professionals, and communities across the United States.

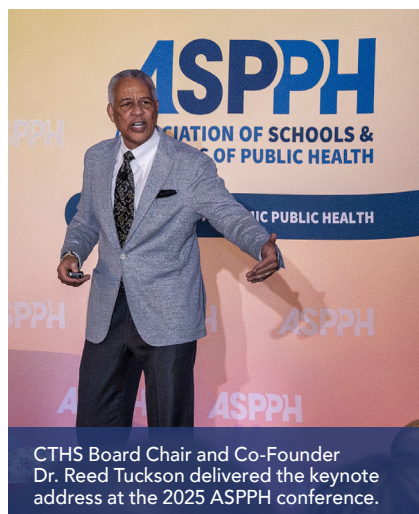
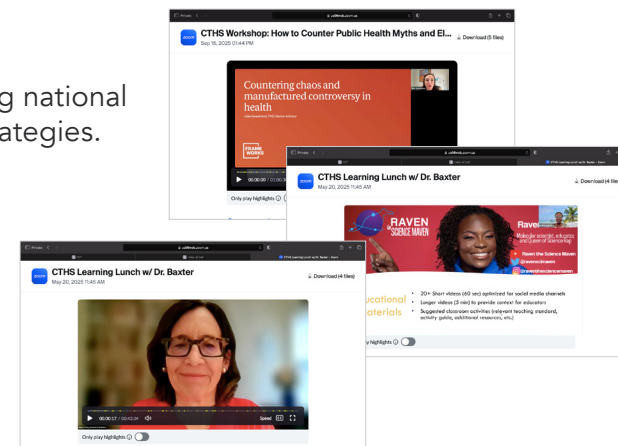
CTHS MEETING THE MOMENT IN 2025

"The programming is excellent. I have gleaned something useful from all the events I have attended."

— CTHS member, health provider foundation

CREATED AVENUES FOR ACTION

- **19 biweekly Learning Lunches** featuring national leaders sharing practical, field-tested strategies.
- **Prebunking webinar** to address emerging false narratives about Autism proactively.
- **4 training workshops** delivered by leading health and science communication experts.



CTHS Board Chair and Co-Founder Dr. Reed Tuckson delivered the keynote address at the 2025 ASPPH conference.

CATALYZED MORE MEANINGFUL DIALOGUE

- **Engaged thought-leaders across perspectives**, including conversations with members of the MAHA movement.
- **Launched a members-only infrastructure** for the real-time exchange of evidence-based content.
- **Revamped monthly member work-group meetings** to prioritize peer networking and connection.

Your generous gift amplifies efforts to rebuild trust in health and science across the U.S.



GAINED FINANCIAL MOMENTUM

- **Increased participation** from donating member organizations.
- **Doubled the number of philanthropic funders** compared to 2024.
- **Diversified individual donor base**, especially through new initiatives like GivingTuesday.

CTHS MEETING THE MOMENT IN 2025

"There are many problems to tackle, so I appreciate the diversity of what the coalition is trying to bring to the table."

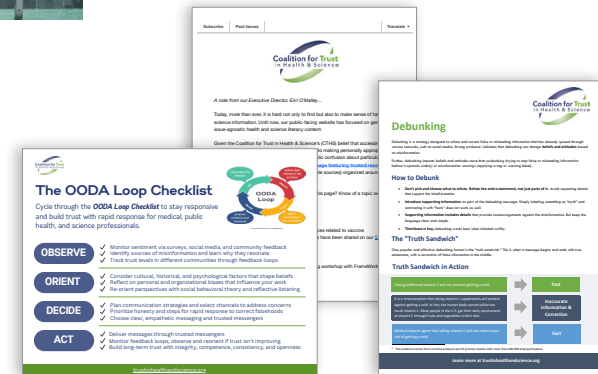
— CTHS member, scientific professional society

SERVED AS THOUGHT PARTNER

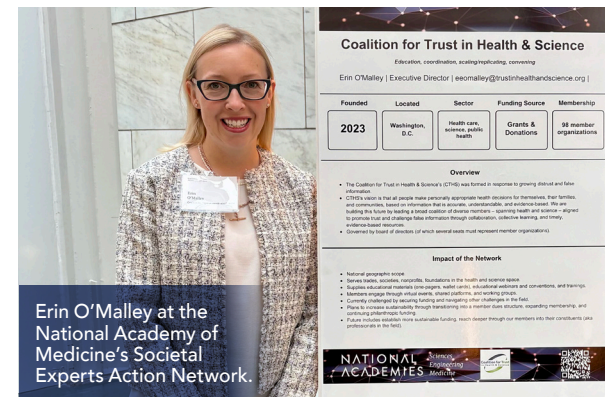


- Presented at more than a dozen national conferences and appeared on multiple podcasts.

- Published new tools and frameworks to help organizations respond to misinformation and uncertainty, and doubled the frequency of our popular newsletter.



- CTHS was a featured case study at the National Academy of Medicine's Societal Experts Action Network Fall 2025 Symposium.



CONVENING POWER

"We (health and science professionals) need to be catalysts for education and open dialogue, not fear."

— Town Hall Panelist

TOWN HALL: THE ELEMENTS OF A TRUSTWORTHY HEALTH ECOSYSTEM

In May 2025, CTHS co-hosted our first public, in-person convening with the Texas A&M Health Institute for Healthcare Access. This panel-style event brought together leaders from health, science, public health, and academia for candid dialogue. The event provided a mirror for these groups to reflect on the current environment and uncovered challenges and shared ideas on how institutions can change to become more trustworthy.



WHAT DID CTHS LEARN?

- **Clinical leaders** wish to identify practical ways to communicate uncertainty and difficult topics consistently while preserving patient relationships.
- **Public health practitioners** need faster, more coordinated information-sharing across agencies and stronger community engagement, particularly where trust has been strained.
- **Scientific researchers** want incentives and guidance to translate their findings for the public, including guidance on how to discuss benefits, risks, and uncertainty responsibly.
- **Bioethics organizations** emphasized relational ethics and repairing harm as core to credible public communication.

Convenings, like this Town Hall, are a critical complement to our coalition's work. Leaders across sectors are eager for more opportunities to address these difficult topics with one another in non-polarized, in-person spaces.



OUR MISSION MATTERS



56% CTHS Newsletter open rate across the coalition, with demand increasing



347 messages shared
prebunking/debunking messages shared with members in realtime

855 minutes of timely *Learning Lunch* content



77% member participation in at least one CTHS event



65% members promoted CTHS work with their own constituents



100% positive feedback received on relevance and quality in CTHS events

>1,000 users in CTHS LinkedIn network



36 participant average in bi-monthly intimate *Learning Lunches*



240 minutes of health and science communication training workshops



2x the number of philanthropic funders compared to 2024

BOARD OF DIRECTORS

The vision and commitment of our board, volunteers, speakers, and advisors sustain CTHS. Our 2025 successes would not have been achieved without this fine group of mission-oriented professionals.



**Reed V. Tuckson
MD, FACP**
Chair & Co-founder
Coalition for Trust
in Health & Science



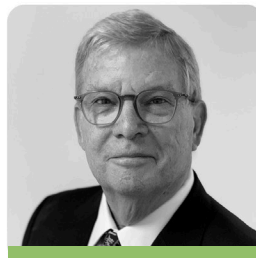
Elaine Arkin
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**Julie Gerberding
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The Arnold P. Gold Foundation
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NYU and McGill University



Jenny Luray
Senior Vice President
Strategy & Public Engagement
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**Mary Naylor
PhD, RN**
Professor, Gerontology
& Director
New Courtland Center
for Transitions & Health
University of Pennsylvania
School of Nursing



**Sudip Parikh
PhD**
CEO
American Association for
the Advancement of Science

LOOKING FORWARD... A NOTE FROM OUR EXECUTIVE DIRECTOR



Erin O'Malley

When CTHS was founded in 2023, we began with a shared belief that rebuilding trust in health and science would require collaboration across sectors and a commitment to listening as much as speaking.

Two years later, that belief has become a leading national coalition representing the U.S. health. What unites this group is not ideology, but responsibility. We share an obligation to help people make informed, personally appropriate health decisions grounded in evidence.

Our strategic planning process in 2025 has confirmed what we hear consistently from members: the CTHS model works and the need for this coalition is growing. Organizations want more opportunities to connect with peers, more training they can apply within their own domains, and more space for honest dialogue about trust, misinformation, and the changing information environment.

This demand comes at a pivotal moment. The public is increasingly seeking health information through social media, influencers, and AI-enabled tools — often in spaces where credible expertise is less visible. These realities make CTHS's role as a convener, amplifier, and action-oriented backbone more important than ever.

Looking ahead to 2026, CTHS will focus on:

- Deepening convenings that allow health and science leaders to consider hard questions together.
- Equipping members to listen and engage, not just respond.
- Activating trusted messengers who can navigate today's information landscape with integrity and accuracy.

I am excited for our continued growth. With your support, we are leaning into the growing demand for our unique model to expand with a stronger capacity-building infrastructure that serves the public good.

Thank you for being part of this work. The future of trust in health and science depends on it.

Erin O'Malley
Executive Director
Coalition for Trust in Health & Science