

**TEDMED launches “Plain Talk Reports,”  
A Free Online Monthly Publication Serving Public Health**

*“Plain Talk Reports” identifies dangerous myths about serious medical topics.  
It then presents the current evidence in an easy, quick-read or short-video format.*

**JUNE 16, 2022 (STAMFORD, CT)** – The [TEDMED](#) Foundation, owners of the independent, non-profit TEDMED conference focused on health and medicine, is today launching a free monthly online publication called “[Plain Talk Reports](#).”

*Plain Talk Reports* reviews current widespread, potentially “dangerous beliefs” about serious medical topics. It then compares those dangerous beliefs to the latest scientific evidence in an effort to reduce the harm that misinformation can cause to people and their communities. Each issue of The Report takes the latest publicly-available scientific evidence and synthesizes it in plain English for the average curious reader. This allows *Plain Talk Reports* to speak to non-experts of all ages as well as scientists, journalists and public health professionals.

Issues of the Report are built around “50 Dangerous Beliefs” starting with a monthly report on COVID-19. The Editor-in-Chief of *Plain Talk Reports* is former WHO official Dr. Edward Kelley, PhD. (See background on Dr. Kelley below.)

“One of the reasons we created regularly updated *Plain Talk Reports*,” said Dr. Kelley, “was because TEDMED felt the public was being ill-served by the lack of understandable, useful reporting on the current COVID-19 research and what it means to them and their loved ones.” He continued, “Science is important, and it is constantly being discovered and updated, but what people need most in a rapidly evolving crisis such as COVID is a common-sense understanding of how our current best knowledge informs the decisions they make. Our goal at *Plain Talk Reports* is to use neutral, jargon-free, reputable information to help people make better decisions.”

**Excerpts from 50 Dangerous Beliefs About COVID-19 – U.S. Edition**

*Dangerous Belief*

COVID has now reached the stage where Omicron is under control and COVID is no longer an emergency in the U.S. and Europe.

*Current Evidence*

COVID is not under control, since new Omicron variants are regularly appearing—especially BA.4 and BA.5 in South Africa and BA.2.12.01 in North America. Some variants have evaded the vaccines, leading to breakthrough infections. Omicron has killed 40,000 more people than Delta in the U.S. As of early May, it is still killing nearly 2,000 Americans every week.

*Dangerous Belief*

Hospitalizations and death rates are dropping rapidly in highly vaccinated

*Current Evidence*

U.S. total COVID hospitalizations dropped from 154,000 in mid-January to 10,000 in mid-April, but they climbed back up to 13,000 in early May, 2022. Though death rates have

countries, so we can finally relax and ease up a bit.

fallen, they remain high. Omicron killed over 209,000 Americans from March 1 thru early May. Hospitalizations are climbing in certain cities and states and could climb more broadly if a growing percentage of the U.S. population becomes infected with future variants such as the Omicron BA.2 variant (in Europe and Asia) and potential spread of BA.4 and BA.5 from South Africa.

All dangerous beliefs, their current evidence, and related footnotes and citations are available for free online in the [full report](#).

### **No Cost Download**

To download the first issue of the full Global and U.S.-centric versions of *Plain Talk Reports* for free, please visit [www.plaintalkreports.com](http://www.plaintalkreports.com).

One-minute videos on each of the 50 current Dangerous COVID Beliefs and the current evidence regarding those beliefs, are also available for viewing free on [YouTube](#).

Beginning this fall, *Plain Talk Reports* will begin to launch, dedicated to other medical topics such as Long COVID, heart disease, cancer, immune system disorders, obesity, and others. In addition, premium content for both general readers as well as experts will be available in the coming months. This premium content will take a deeper look into each dangerous belief, including its history and how the evidence related to it has evolved.

All *Plain Talk Reports* content is vetted by a publicly named team of non-commercial expert reviewers. Dr. Kelley, the Editor in Chief, has spent his career in public health, most recently serving as Director of Integrated Health Services at the World Health Organization, where he also led the WHO's strategy on digital health. Before that, Dr. Kelley served as Director of U.S. National Healthcare Reports at the U.S. Department of Health and Human Services. Among his many current roles, he serves as Executive Director of the ApiJect Global Initiative.

*Plain Talk Reports* has no commercial or political agenda. Its mission is to make good science understandable and easily accessible to more people and to enhance the public's awareness with the TEDMED Conference and its mission. For additional information, contact [info@plaintalkreports.com](mailto:info@plaintalkreports.com). You can follow Plain Talk Reports on Twitter @plaintalkreports.

Content from in-house projects such as *Plain Talk Reports* help inform programming for future TEDMED conferences.

### **About TEDMED**

For more than 20 years, TEDMED talks have appeared on TED.com and TEDMED.com, garnering tens of millions of views globally. TEDMED is an annual conference focusing on health and medicine, with a year-round web-based community. TEDMED is an independent event operating under license from the nonprofit TED conference.

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