ONE HEALTH ATLAS

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Global trends in #OneHealth: insights from online searches and hashtags

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An analysis of Google Trends (analysis active from May 2006) and X (formerly Twitter, active from March 2006) activity linked to the hashtag #OneHealth provides significant insights into how interest and engagement regarding global health issues evolved over time (Figures 1 and 2).

Overall, these data reveal a shift in the One Health approach and its growing adoption in public and scientific discourse, especially during health crises. Global health alerts clearly trigged increased awareness of the importance of an integrated health approach that connects human, animal and environmental aspects. This phenomenon is apparent on Google Trends as well as in tweets, where relevant hashtags mirror the diversity of concerns and commitments around One Health (Figure 3).

While this analysis does not illustrate it graphically, the concept of One Health has evolved to include global issues such as anti-microbial resistance and biodiversity, which were previously underrepresented in global health discussions The continued discussions around these topics, even after the immediate crises subsided, suggest a lasting integration of the concept into global public health strategies and collective consciousness.

Information from X and Google Trends reflects more than just the public's interest in One Health. It could influence how One Health strategies are developed, communicated and implemented. By integrating this type of data into decision-making processes, policymakers can create more responsive, informed and effective One Health policies.

Google Trends (trends.google.com): comparison between the search terms "One Health" and "zoonoses" from 2004 to present, worldwide. Category: all categories; search type: Web search.
Tweets via @FEDICA (fedica.com): #OneHealth from 1 July 2006, to 31 December 2023. Tweets: 558K; contributors: 136K; countries: 221; cities: 7.2K; maximum reach: 500M + impressions: 10.3M.
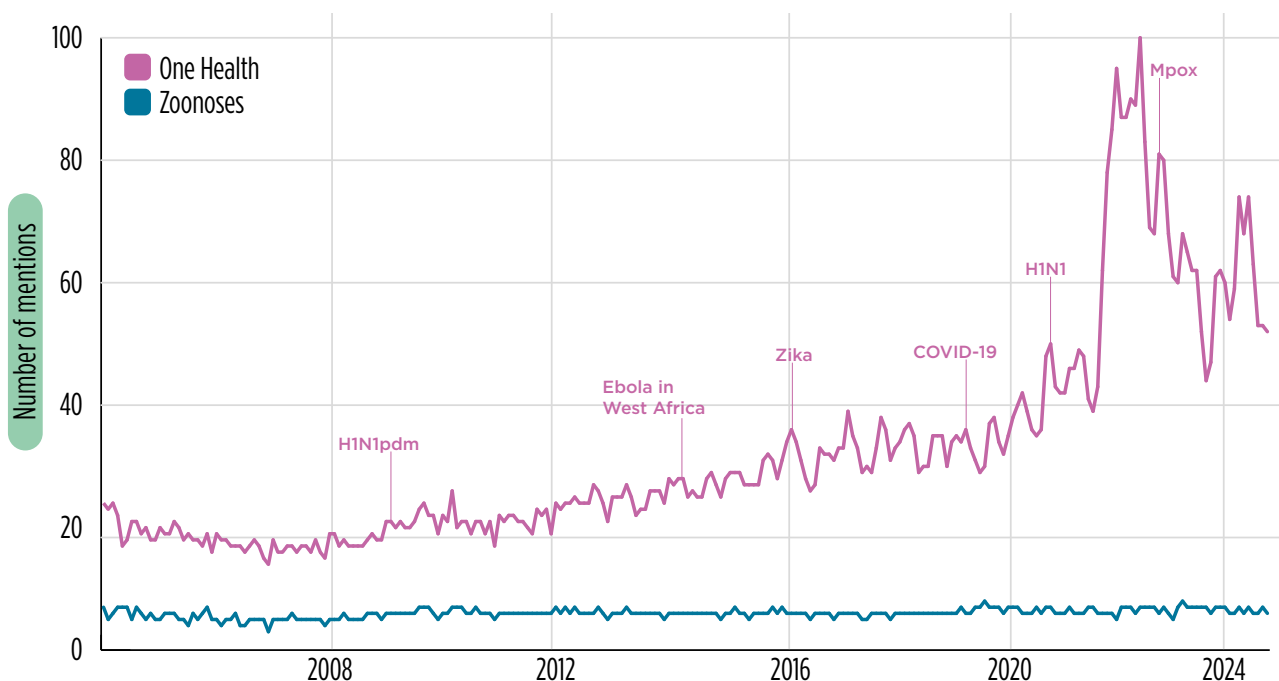
Figure 1. Trends in Google searches for "One Health" and "Zoonoses" over time, showing spikes in interest during major health crises (H1N1pdm 2009, Ebola, COVID-19). Search frequency is scaled from 0 to 100, with "Zoonoses" serving as a kind of baseline.

Figure 2. Number of tweets per month since 2019 with trend curve.

The number of tweets about One Health has steadily increased since 2019, with notable peaks correlating with significant public health events. For example, the official announcement of the COVID-19 pandemic in March 2020 led to a significant spike in the number of tweets, reaching an all-time high. Other significant peaks were observed during the announcement of the H5N1 resurgence in December 2021 and the declaration of the Mpox outbreak in July 2022.

Figure 3. Geographical distribution of #OneHealth activity and scientific publications.

This map shows the proportion of tweets and publications related to "One Health" across world regions, highlighting disparities in global engagement. North America and Europe account for the majority of online and scientific activity, while Africa, Asia and Latin America remain underrepresented despite their vulnerability to emerging zoonoses. The data underline the need to strengthen One Health visibility, research capacity and digital participation in the Global South.