

MAHA'S RISE AND BACKLASH: Navigating the New Health Information Ecosystem

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MAHA'S RISE AND BACKLASH:

Navigating the New Health Information Ecosystem

For many in Washington, MAHA seemed to arrive in an instant — a health movement that went from niche internet chatter to a cultural and political force almost overnight. But its rise was years in the making. Long before MAHA had a name, the ingredients were already in place: a booming wellness culture, growing skepticism toward age-old institutions, and the migration of health conversations from clinical settings to creator-driven platforms.

As health narratives are increasingly formed upstream by individual creators and traditional institutions shift more downstream, this report explores the faces driving that shift and the figures now shaping the conversations that Washington must engage with.

The Road to MAHA: Conditions That Reshaped the Health Conversation

Even before COVID-19, health influencers were gaining momentum, but the pandemic created a unique confluence of forces that propelled them into the mainstream. As their platforms grew, public trust in institutions eroded, with CDC favorability dropping from +62 in March 2020 to +38 by 2025 according to Navigator Research. Wellness influencers filled the void with a high volume of direct, personal content — unencumbered by the fact-checking and scientific safeguards that guide established health institutions. As these creators expanded from food, fitness, and longevity content into vaccines and policy, what had looked like a scattered collection of wellness trends began to cohere into something larger: a narrative claiming unseen forces shape our health and that individuals must take control of their own well-being.

But MAHA's rise didn't happen alone. As more Americans sought health answers online during the pandemic, individual doctors and scientists also stepped in with human-centered, evidence-based explanations. As MAHA narratives spread, these experts increasingly clarified and corrected the record in real time, creating a split yet interconnected landscape where wellness content and scientific storytelling compete for public attention.

The Limits of the Narrative: How Far the Movement Can Go

MAHA's ascent has also revealed clear limits. As the movement has grown louder and more political, the public has drawn firmer boundaries around whom they trust. Polls show that trust in personal physicians remains high (85%) even as faith in federal health agencies has slipped. National tracking also shows strong, consistent support for vaccines, with broad opposition to banning

CDC favorability has
fallen significantly from
**+62 in March 2020 to
+38 by 2025**

vaccines, ending vaccine mandates in public schools, and defunding mRNA vaccine research. Even MAHA's most prominent figure has felt that ceiling, with RFK Jr.'s favorability falling 14 points between February and September 2025, following a contentious Senate hearing on vaccines.

For healthcare advocates in Washington, this moment requires a dual lens: MAHA's ability to set the narrative early and emotionally, and the public's clear preference for science, safety, and credible expertise when it matters most. Effective engagement now means understanding where MAHA resonates, where it hits a ceiling, and how to meet audiences before misinformation fills the space.

Inside the MAHA Engine: Speed, Scale, and the Absence of Guardrails

MAHA's influence stems from the fact that it operates as a largely unchecked information ecosystem — one that moves faster, louder, and with fewer guardrails than the institutions responsible for public health. Many of its leading voices are entrepreneurs whose brands, businesses, and revenue depend on high-volume, emotionally charged content. Institutions like the CDC and American Medical Association operate with very different incentives: their charge is to safeguard the public's health through evidence, oversight, and ethical standards.

At the center of MAHA's system is a high-volume content pipeline that prioritizes emotional punch over accuracy. Longform interviews, casual conversations, and speculative commentary are sliced into dozens of clips tailored for TikTok, Instagram, YouTube, and Facebook. These clips circulate through tightly interconnected creator networks that rapidly reproduce and amplify unverified claims. The result is an environment where a provocative idea can reach millions before medical professionals have time to even see the original statement.

Equally concerning is how MAHA narratives are constructed. They rely heavily on techniques that exploit cognitive shortcuts and emotional vulnerabilities: oversimplified root-cause explanations for complex conditions, villain-versus-victim storylines, "hidden truth" framing that pits influencers against institutions, and personal testimonials that position anecdote as evidence.

Where MAHA Lands and Where It Doesn't: The Public's Fault Lines

Our research shows that Americans are not monolithic in how they receive health information. At this point, just about half of voters (46%) hold more traditional views of health and wellness — that doctors are trustworthy sources of information, that medicine like vaccines and prescription drugs are good and do things alternative treatments can't, and that the government should protect Americans by enabling our access to every medicine and vaccine possible. However, another 20% are soft partisans who are more MAHA-curious. They are not totally persuaded by these long-standing health and wellness norms and show some skepticism around medicine, vaccines, institutions, health care professionals, and more. These voters tend to be younger, non-college educated, and politically disengaged, as well as passively consuming information rather than seeking it out. This group often gets its information online and on social media rather than from more traditional sources.

A smaller, but more hardened MAHA-loyalist audience (11% of voters) consistently gravitates toward individualistic or "do-it-yourself" interpretations of health, believing that nobody knows better than they do, that we have become overly reliant on things like vaccines and prescription drugs and should return to more alternative medical treatments, and that the government should protect Americans from chemicals even if it means restricting medicine access.

MAHA's narratives spread beyond this core because the conflicted middle is sizable, frustrated, and inundated with online content that blurs the line between wellness storytelling and scientific fact. Meanwhile, traditional health communicators, who are constrained by accuracy, ethics, and scientific review, simply cannot move at the same pace.

For Washington communicators and lobbyists, the takeaway is not that MAHA is effective — it is that MAHA is unrestricted. Understanding the structure, incentives, and risks of this system is essential to anticipating how misinformation hardens long before policy debates begin.

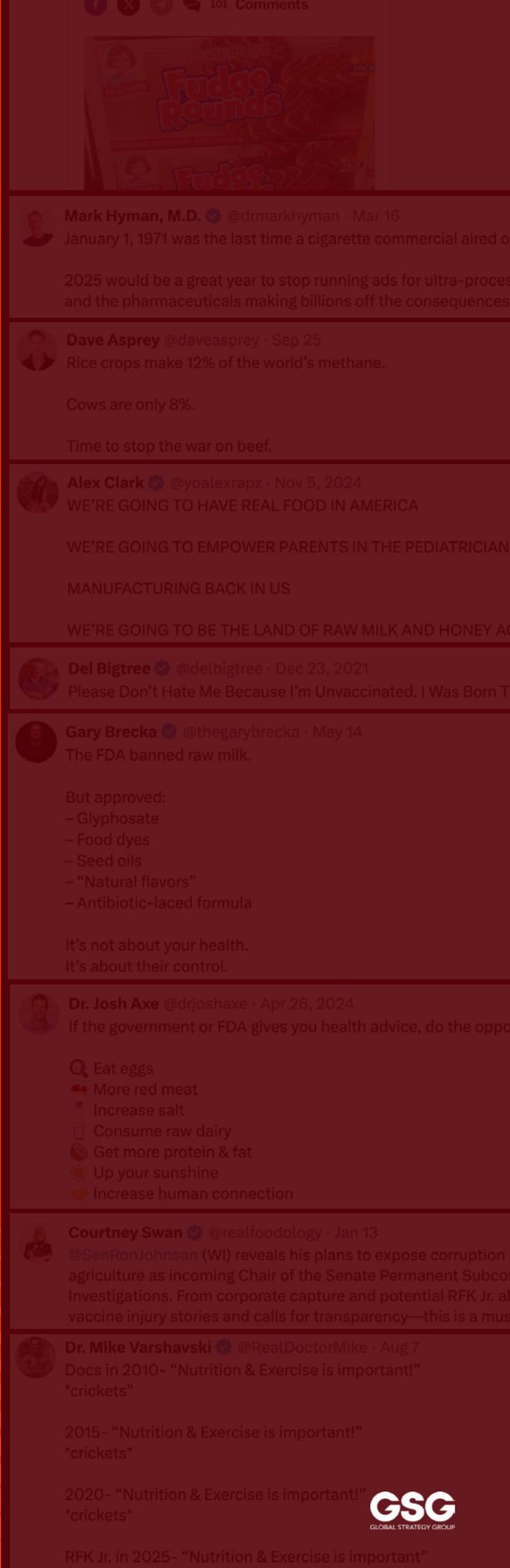
Parallel Influence: The Experts Who Stepped In Online

As MAHA content accelerated across social platforms, a parallel ecosystem of doctors and scientists emerged to meet the same surge in public questions. These evidence-based creators stepped into that space with approachable, human-centered explanations that translated complex science into formats designed for the same digital environment MAHA was dominating.

As MAHA narratives gained traction, these clinicians and researchers increasingly found themselves clarifying claims, adding context, and correcting misinformation — not as their primary purpose, but because the public was encountering MAHA content first and looking to them for guidance. Together, the two groups now shape a divided but interconnected health information landscape: one fueled by speed, emotion, and commercial incentives, and one grounded in expertise, transparency, and scientific accuracy.

INFLUENCER ARCHETYPES: A TALE OF TWO ECOSYSTEMS

The following archetypes map the creators who define both ecosystems: the MAHA figures who set the pace of its narratives, and the evidence-based voices who work to stabilize the conversation and reconnect audiences with credible, science-grounded information.



MAHA ARCHETYPES

Biohacking & Functional Medicine Advocates



Dave Asprey

Dave Asprey is a leading biohacker and founder of Bulletproof 360, known for Bulletproof Coffee, The Human Upgrade podcast, and large-scale biohacking conferences. He participated in the White House rollout of the Make America Healthy Again report in 2025, has hosted other MAHA influencers on his stages, and publicly supports RFK Jr.'s critiques of conventional nutrition and medicine.

- [Facebook](#): 918K followers
- [Instagram](#): 1.3M followers
- [Podcast](#): The Human Upgrade
- [Substack](#): N/A
- [TikTok](#): 259K followers
- [X \(Twitter\)](#): 33K followers
- [YouTube](#): 194K subscribers *joined 2019



Dr. Josh Axe

Dr. Josh Axe is a chiropractic doctor and clinical nutritionist who built one of the largest natural health platforms via DrAxe.com, the Dr. Axe Show, and a major supplements business. He has produced content explicitly aligning with MAHA-era policy (including "12 Ways RFK Jr. Will Make America Healthy Again") and collaborated with other MAHA influencers to oppose FDA actions, such as the 2025 thyroid medication ban.

- [Facebook](#): 3M followers
- [Instagram](#): 1.3M followers
- [Podcast](#): The Dr. Josh Axe Show
- [Substack](#): N/A
- [TikTok](#): 3K followers
- [X \(Twitter\)](#): 47K followers
- [YouTube](#): 2.46M subscribers



Del Bigtree

Del Bigtree is the CEO of the Informed Consent Action Network (ICAN) and host of The HighWire, a show centered on "health freedom," vaccine policy, and medical choice. He hosted RFK Jr. on his show in 2021, later served as Kennedy's communications director during his third-party presidential campaign, and sat on RFK Jr.'s MAHA transition team reviewing HHS hires and strategy.

- [Facebook](#): *Removed by Facebook in November 2020 for violating the platform's policy against misinformation
- [Instagram](#): 67K followers
- [Podcast](#): The Highwire with Del Bigtree
- [Substack](#): 17K followers
- [TikTok](#): N/A
- [X \(Twitter\)](#): 366K followers
- [YouTube](#): *Terminated in July 2020 for violating YouTube's policies against spreading misinformation about COVID-19 and vaccines

Biohacking & Functional Medicine Advocates



Gary Brecka

Gary Brecka is a human biologist and co-founder of 10X Health whose content centers on lab-driven biohacking protocols and “optimized” longevity plans. He has become a high-visibility MAHA-aligned voice, credited by figures like UFC president Dana White, featured on The Joe Rogan Experience, and notably hosted RFK Jr. on his Ultimate Human podcast in 2025.

- [Facebook](#): 219K followers
- [Instagram](#): 2.7M followers
- Podcast: N/A
- Substack: N/A
- [TikTok](#): 1.2M followers
- [X \(Twitter\)](#): 200K followers
- [YouTube](#): 511K followers



Dr. Mark Hyman

Dr. Mark Hyman is a functional medicine physician and host of The Doctor’s Pharmacy, where he promotes integrative approaches, including ozone therapy and heavy metal detox. Historically a Democratic donor (supporting Kerry, Obama, Biden, Warnock), he shifted his political giving ahead of 2024 toward RFK Jr., American Values 2024, and Republican candidates like Sen. Bernie Moreno and Rep. Elise Stefanik, underscoring his growing alignment with MAHA’s political wing.

- [Facebook](#): 1.3M followers
- [Instagram](#): 3.5M followers
- [Podcast](#): The Doctor’s Pharmacy #17 on Apple Podcast top 200 health shows
- Substack: N/A
- [TikTok](#): 408K followers
- [X \(Twitter\)](#): 339K followers
- YouTube: N/A



Aubrey Marcus

Aubrey Marcus is the founder of Onnit and host of the Aubrey Marcus Podcast, where he blends performance, spirituality, and modern health. He co-hosted the American Wellness Summit in Austin with RFK Jr. in 2024 and has repeatedly featured Kennedy in conversations about government secrecy, chronic disease, and MAHA-aligned wellness and freedom themes.

- [Facebook](#): 239K followers
- [Instagram](#): 769K followers
- [Podcast](#): Aubrey Marcus Podcast
- Substack: N/A
- [TikTok](#): 19K followers
- [X \(Twitter\)](#): 106K followers
- [YouTube](#): 672K subscribers

Biohacking & Functional Medicine Advocates



Casey Means, MD

Casey Means is a physician-turned-entrepreneur focused on metabolic health and longevity, co-founder of Levels, and author of the #1 New York Times bestseller *Good Energy*. After building her platform critiquing “misaligned institutions,” she was nominated by President Trump for U.S. Surgeon General, publicly defended by RFK Jr., and ultimately brought into the administration as a White House adviser.

- [Facebook](#): 36K subscribers
- [Instagram](#): 852K followers
- Podcast: N/A
- Substack: N/A
- [TikTok](#): 86K followers
- [X \(Twitter\)](#): 230K followers
- [YouTube](#): 317K subscribers



**Dr. Drew Pinsky
 (“Dr. Drew”)**

Dr. Drew is a board-certified internist and addiction medicine specialist who has evolved from mainstream media physician to a more MAHA-adjacent commentator through Ask Dr. Drew and The Wellness Company. With a long track record on shows like *Ellen*, *Oprah*, and *Good Morning America* and a more recent history of Republican donations and commentary on “Trump Derangement Syndrome,” he brings legacy media credibility into MAHA’s orbit.

- [Facebook](#): 163K followers
- [Instagram](#): 338K followers
- Podcast: The Dr. Drew Podcast
- Substack: N/A
- [TikTok](#): 121K followers
- [X \(Twitter\)](#): 2.5M followers
- [YouTube](#): 191K followers



Nicole Saphier, MD

Dr. Nicole Saphier is a breast radiologist, health policy commentator, and Fox News medical contributor who hosts the *Wellness Unmasked* podcast. Author of *Make America Healthy Again* and *Panic Attack: Playing Politics with Science in the Fight Against COVID-19*, she has been floated by some supporters as a potential Surgeon General candidate and often reinforces MAHA-aligned narratives in conservative media.

- Facebook: N/A
- [Instagram](#): 146K followers
- Podcast: *Wellness Unmasked* (iHeart Radio)
- Substack: N/A
- [TikTok](#): 3K followers
- [X \(Twitter\)](#): 360K followers
- YouTube: N/A

Biohacking & Functional Medicine Advocates



Anthony William
("Medical Medium")

Anthony William, the Medical Medium, is a multi–New York Times bestselling author and originator of the celery juice movement, offering health guidance he attributes to spiritual insight rather than conventional science. While he has no direct RFK collaboration noted, his large celebrity following, podcast, and book series helped normalize alternative, nonclinical medical narratives that predate and dovetail with MAHA's rise.

- [Facebook](#): 3.5M followers
- [Instagram](#): 5M followers
- [Podcast](#): The Medical Medium Podcast
- [Substack](#): N/A
- [TikTok](#): N/A
- [X \(Twitter\)](#): 119K followers
- [YouTube](#): 354K subscribers

System Skeptics (Food, Reproductive Health, Child Health)



Alex Clark

Alex Clark is a Turning Point USA personality turned health and nutrition voice, hosting the Culture Apothecary podcast that combines diet, religious identity, and conservative politics for young women. With a strong YouTube and Instagram presence, her focus on hormonal birth control risks, SSRIs, and the "Less Burnout, More Babies" message at TPUSA's Young Women's Leadership Summit places her firmly in MAHA's reproductive health and family narrative lane.

- [Facebook](#): 37K followers
- [Instagram](#): 507K followers
- [Podcast](#): Culture Apothecary
- [Substack](#): N/A
- [TikTok](#): 72K followers
- [X \(Twitter\)](#): 150K followers
- [YouTube](#): 630K subscribers



Vani Hari
("Food Babe")

Vani Hari is a food activist, blogger, and founder of FoodBabe.com, known for campaigns that pressured brands like Kraft and Subway to remove or reformulate controversial ingredients. A New York Times profile has positioned her as a mom at the forefront of MAHA; she has launched her own supplement company (Truveni), secured Target distribution, maintained a long Democratic voting record, and then visibly appeared in RFK Jr.'s orbit, including a front-row seat at his Senate confirmation hearing.

- [Facebook](#): 1.2M followers
- [Instagram](#): 2.3M followers
- [Podcast](#): N/A
- [Substack](#): N/A
- [TikTok](#): 72K followers
- [X \(Twitter\)](#): 247K followers
- [YouTube](#): 56K subscribers

System Skeptics (Food, Reproductive Health, Child Health)



Zen Honeycutt

Zen Honeycutt is the founder of Moms Across America, a nonprofit focused on pesticides, school food, and children’s health that has engaged both Democratic and Republican lawmakers. The group’s small, un-peer-reviewed study on Girl Scout cookies underpinned a class action lawsuit; Honeycutt has donated to RFK Jr., appears in coverage as a mom pushing for his confirmation, sits front row at key hearings, and serves on the advisory board of the MAHA Mom Coalition to build state-level MAHA-aligned chapters.

- [Facebook](#): 105K followers
- [Instagram](#): 9.2k followers
- [Podcast](#): Unstoppable
- [Substack](#): N/A
- [TikTok](#): 27K followers
- [X \(Twitter\)](#): 10K followers
- [YouTube](#): Moms Across America



Joel Salatin

Joel Salatin is a regenerative farmer, author, and blogger whose “Lunatic Farmer” brand links skepticism of federal oversight with advocacy for local, sustainable agriculture. He was named an adviser to the USDA during the Trump transition and featured at the first Heritage Foundation MAHA agriculture consortium in 2025, even as he publicly distances himself from formal MAGA/MAHA labels and urges readers to focus on independent farming rather than government engagement.

- [Facebook](#): 173K followers
- [Instagram](#): 203K followers
- [Podcast](#): N/A
- [Substack](#): N/A
- [TikTok](#): N/A
- [X \(Twitter\)](#): N/A
- [YouTube](#): 106K followers



Courtney Swan

Courtney Swan is an integrative nutritionist and creator of the Realfoodology brand and podcast, where she promotes “real food” alongside criticism of industrial agriculture and processed products. Having publicly shifted from the left to the right, she appears on conservative media (including Fox News and Tomi Lahren’s show), testifies on nutrition panels, features RFK Jr. and other MAHA-linked figures on her platforms, and markets “Make Food Real Again” merchandise closely aligned with MAHA-era food and women’s health messaging.

- [Facebook](#): 4.6K followers
- [Instagram](#): 597K followers
- [Podcast](#): Realfoodology
- [Substack](#): N/A
- [TikTok](#): 134K followers
- [X \(Twitter\)](#): 16K followers
- [YouTube](#): 26K subscribers

EVIDENCE-BASED CREATOR ARCHETYPES

Science-First Debunkers



Dr. Peter Hotez

A leading vaccinologist and global health expert, Dr. Hotez uses his platform to contextualize vaccine science and address misinformation trends. His commentary is frequently featured in mainstream outlets and provides institutional-level clarity on public health topics.

- Facebook: N/A
- [Instagram](#): 4k followers
- Podcast: N/A
- Substack: N/A
- TikTok: N/A
- [X \(Twitter\)](#): 404k followers
- YouTube: N/A



Dr. Matthew Nagra

A naturopathic doctor specializing in nutrition science, Dr. Nagra corrects myths around seed oils, plant-based diets, and carnivore trends. His approach pairs personal experience with evidence-based analysis, making him a trusted voice on dietary misinformation.

- Facebook: 2.4k followers
- [Instagram](#): 121k followers
- Podcast: N/A
- Substack: N/A
- TikTok: 6.2 followers
- [Twitter \(X\)](#): 3.4k followers
- [YouTube](#): 8.91k subscribers



Dr. Mike Varshavski
(“Doctor Mike”)

A board-certified family medicine physician with one of the largest health education platforms online, Dr. Mike produces highly accessible videos debunking popular medical myths and clarifying complex health claims. He frequently engages MAHA-adjacent narratives by grounding his responses in peer-reviewed research and clinical practice.

- Facebook: N/A
- [Instagram](#): 5M followers
- Podcast: The Checkup
- Substack: N/A
- TikTok: 2.6M followers
- [X \(Twitter\)](#): 364k followers
- [YouTube](#): 14.4M subscribers

Science-First Debunkers



Erin (“Food Science Babe”)

A chemical engineer and food scientist, Erin creates clear, approachable content debunking food-related misinformation—from additives to processing to agricultural chemicals. Her work emphasizes scientific literacy and challenges narratives that portray the food system as inherently harmful.

- [Facebook](#): N/A
- [Instagram](#): 616k followers
- [Podcast](#): N/A
- [Substack](#): N/A
- [TikTok](#): 419.6k followers
- [Twitter \(X\)](#): 7.2k followers
- [YouTube](#): 20k subscribers

Lifestyle & Fitness Realists



Jessica Knurick, PhD

A nutrition scientist and educator, Dr. Knurick blends lifestyle guidance with research-backed explanations to help audiences navigate viral health claims. She often addresses MAHA-aligned diet myths by offering accessible alternatives grounded in data.

- [Facebook](#): 491k followers
- [Instagram](#): 1.3M followers
- [Podcast](#): N/A
- [Substack](#): 33k followers
- [TikTok](#): 335k followers
- [Twitter \(X\)](#): N/A
- [YouTube](#): 7.8k subscribers



Danny Matranga

A certified fitness coach, Matranga focuses on practical, sustainable health habits and frequently counters absolutist wellness trends promoted in MAHA circles. His content emphasizes balance over restriction and encourages audiences to adopt long-term, achievable routines.

- [Facebook](#): 1.4k followers
- [Instagram](#): 204k followers
- [Podcast](#): N/A
- [Substack](#): N/A
- [TikTok](#): 3.39k followers
- [Twitter \(X\)](#): 3k followers
- [YouTube](#): 1.58k followers

Reformed MAHA Insiders



Lydia Greene

After spending more than a decade in anti-vaccine spaces, Greene now advocates for evidence-based public health and speaks openly about why she changed her mind through her co-hosted podcast Back To The Vax. She uses her personal experience to reach parents who are uncertain or hesitant about vaccines.

- [Facebook](#): 2.9k followers
- [Instagram](#): N/A
- [Podcast](#): Back to the Vax
- [Substack](#): N/A
- [TikTok](#): N/A
- [Twitter \(X\)](#): 3.9k followers
- [YouTube](#): N/A



Dr. Dan Wilson
(“Debunk the Funk”)

Beyond his scientific credentials, Wilson openly discusses his earlier exposure to conspiracy-leaning content, which strengthens his ability to relate to audiences who have engaged with similar ideas. His “debunk the funk” style bridges scientific rigor with lived understanding of misinformation.

- [Facebook](#): 12k followers
- [Instagram](#): 83.8k followers
- [Podcast](#): N/A
- [Substack](#): N/A
- [TikTok](#): 2.6k followers
- [Twitter \(X\)](#): N/A
- [YouTube](#): 55.2k followers

Edutainment Science Storytellers



Dr. Tom Frieden

Former CDC Director, Dr. Frieden brings high-level public health expertise to discussions on disease prevention, health systems, and policy. His commentary provides authoritative context on how large-scale health decisions are made and why institutional processes matter.

- [Facebook](#): N/A
- [Instagram](#): 6k followers
- [Podcast](#): N/A
- [Substack](#): N/A
- [TikTok](#): N/A
- [Twitter \(X\)](#): 237k followers
- [YouTube](#): N/A

Edutainment Science Storytellers



Dr. Morgan McSweeney
("Dr. Noc")

A PhD scientist with a strong TikTok and Instagram presence, Dr. Noc delivers fast-paced, entertaining science explainers designed for algorithm-driven platforms. His "scientist reacts" format breaks down trending claims from MAHA creators in a clear, friendly style.

- [Facebook](#): 614k followers
- [Instagram](#): 1.8M followers
- Podcast: N/A
- [Substack](#): 110k subscribers
- [TikTok](#): 1.9M followers
- [Twitter \(X\)](#): 568 followers
- [YouTube](#): 18.5k subscribers



Dr. Idrees Mughal
("Dr. Idz")

A lifestyle medicine physician known for concise, research-backed breakdowns of nutrition and health myths, Dr. Idz uses high-engagement formats to counter viral misinformation. His neutral, educational tone appeals to audiences seeking clarity rather than conflict.

- [Facebook](#): 542k followers
- [Instagram](#): 715k followers
- Podcast: N/A
- [Substack](#): N/A
- [TikTok](#): 1.9M followers
- [Twitter \(X\)](#): 6.8k followers
- [YouTube](#): 4.75k subscribers



Dr. Zachary Rubin

An allergist with a large cross-platform following, Dr. Rubin produces highly shareable videos explaining immune health, vaccines, and common allergy misconceptions. He frequently responds to misinformation related to RFK Jr. and other trending narratives with straightforward, evidence-focused content.

- [Facebook](#): 528k followers
- [Instagram](#): 1.2M followers
- Podcast: Allergy Times
- [Substack](#): 120k subscribers
- [TikTok](#): 2M followers
- [Twitter \(X\)](#): 15.1k followers
- [YouTube](#): 235k subscribers

WHAT NOW? IMPLICATIONS FOR BRANDS & ADVOCACY

MAHA's rise has redefined how health narratives form, who the public hears first, and how quickly conversations can shift. For companies, advocacy organizations, and public affairs teams across the public and private healthcare sector, the implications

are immediate. Health narratives are now shaped upstream by individual creators rather than institutions — and the environment in which policy, reputational risk, and public understanding develop has changed accordingly.

Brands & Corporations

MAHA-aligned content now shapes consumer perception long before a company issues a press release or a regulatory body completes a review. Claims about ingredients, manufacturing processes, environmental exposures, and product safety can reach millions within hours — not because they originate with experts, but because they are amplified by creators with strong emotional authority and fast-moving distribution networks. In an environment where narratives form upstream and spread quickly, brands cannot afford to communicate only during moments of crisis or regulatory inflection.

To stay ahead, companies and communications teams should focus on:

- **Establishing credibility early by proactively explaining** how their products work, why certain ingredients or processes are used, how safety is evaluated, and where consumers can find reliable information.
- **Using the right messengers**, recognizing that scientists, clinicians, dietitians, and evidence-based creators often carry more weight with online audiences than corporate spokespeople.
- **Building narrative resilience by anticipating** how online creators — MAHA-aligned or otherwise — might frame their products and preparing simple, accessible explanations that meet consumers where questions first emerge.
- **Reinforcing institutional credibility with trusted human voices** who can contextualize information in real time and reduce the risk of escalation when misinformation spreads.

In a landscape where individual creators increasingly shape the first draft of public understanding, institutional authority remains essential — but it must be supported by messengers and content capable of competing in the same information environments where narratives now begin.

Advocacy & Political Strategy

Just as MAHA is reshaping consumer perception, it is also reshaping the policy environment. Health and wellness debates now begin upstream — in creator ecosystems that move faster than hearings, comment periods, or stakeholder processes. These narratives can set expectations, elevate grievances, and frame policy problems long before lawmakers or agencies engage with them. In this environment, advocacy organizations, trade associations, and government affairs teams must contend with a policy conversation that is already in motion by the time it reaches Washington.

The takeaway is not that MAHA is especially persuasive — it's that MAHA is unrestricted. It operates more like a free-floating media ecosystem than a conventional health movement, capable of shaping perception at a speed that traditional healthcare communicators cannot safely or responsibly match. Effective advocacy now requires:

- **Early narrative monitoring** to identify emerging concerns before they become national flashpoints.
- **Different messengers for different audiences**, recognizing that traditional spokespeople may no longer be persuasive to key demographic groups.
- **Clear, accessible explanations of complex policy issues**, not technical briefs that get lost in the noise.
- **A readiness to address questions that originate online**, not only those raised by lawmakers or stakeholders.

The broader shift is unmistakable: health policy is now shaped as much by digital conversation as by legislative process. MAHA has changed the tempo and tone of public engagement, and successful advocacy must reflect the speed, scale, and sentiment of this new environment.



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A decorative graphic at the bottom of the page consisting of a dense grid of vertical bars in two shades of orange, creating a textured, barcode-like effect.