

The Utilization of SCCT in the Tylenol/President Trump Autism Crisis

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COM 430: Strategic Communication and Social Media Capstone

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January 12, 2026

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Background

Tylenol is a medication that is the “The #1 Doctor Recommended Pain Reliever & Fever Reducer Brand” (Tylenol, 2025) which provides relief for symptoms of mild pain including headaches, allergies and colds. The active ingredient in Tylenol is Acetaminophen. Tylenol is sold by its parent company Kenvue.

On September 22, 2025, President Donald Trump and the U.S. Department of Health and Human Services held a press conference. During the press conference they made statements that taking Tylenol (Acetaminophen) during pregnancy causes autism. These statements lead to consumer concerns over the safety of pregnant women using Tylenol and resulted in an immediate crisis, potentially damaging the reputation of Tylenol and its parent company Kenvue.

President Donald Trump began the press conference with the following comments about autism:

Trump: Hello, everyone. Thank you very much. So I've been waiting for this meeting for 20 years, actually, and it's not that everything's 100 percent understood or known, but I think we've made a lot of strides. I wish it was done a long time ago. Today, we're delighted to be joined by America's top medical and public health professionals as we announce historic steps to confront the crisis of autism, horrible, horrible crisis. . . . The meteoric rise in autism is among the most alarming public health developments in history. There's never been anything like this. Just a few decades ago, 1 in 10,000 children had autism. So that's not a long time. And I've always heard, you know, they say a few, but I think it's a lot less time than that. It used to be 1 in 20,000, then 1 in 10,000. And I would say that's probably 18 years ago. And now it's 1 in 31, but in some areas it's much worse

than that, if you can believe it, 1 in 31. . . . So since 2000, autism rates have surged by much more than 400 percent. . . . Because when you go from 20,000 to 10,000 and then you go to 12, you know there's something artificial. They're taking something. And by the way, I think I can say that there are certain groups of people that don't take vaccines and don't take any pills, that have no autism, that have no autism. Does that tell you something? That's currently, is that a correct statement, by the way? (Roll Call, 2025)

Robert F. Kennedy Jr answered:

Kennedy: There are some studies that suggest that, yeah, but the Amish, for example. (Roll Call, 2025)

President Donald Trump continued and at 3:48 minutes into the press conference he made his first comment about Tylenol:

Trump: The Amish. Yeah, virtually, I heard none. See, Bobby wants to be very careful with what he says and he should, but I'm not so careful with what I say . . . First, effective immediately, the FDA will be notifying physicians that the use of a, well, let's see how we say that Acetaminophen, is that OK? Which is basically commonly known as Tylenol during pregnancy, can be associated with a very increased risk of autism. So taking Tylenol is not good. All right. I'll say it. It's not good. For this reason, they are strongly recommending that women limit Tylenol use during pregnancy unless medically necessary. That's, for instance, in cases of extremely high fever, that you feel you can't tough it out. You can't do it. I guess there's that. It's a small number of cases, I think. But if you can't tough it out, if you can't do it, that's what you're going to have to do. You'll take a Tylenol, but it'll be very sparingly. It can be something that's very dangerous to the woman's health, in other words, a fever that's very, very dangerous and ideally a doctor's

decision because I think you shouldn't take it and you shouldn't take it during the entire pregnancy. They may tell you toward the end of the pregnancy, you shouldn't take it during the entire. And you shouldn't give the child a Tylenol every time he goes, he's born and he goes and has a shot. You shouldn't give a Tylenol to that child. All pregnant women should talk to their doctors for more information about limiting the use of this medication while pregnant. So ideally, you don't take it at all. But if you have to, if you can't tough it out or if there's a problem, you're going to end up doing it. . . . So ideally, a woman won't take Tylenol. . . . But with Tylenol, don't take it. Don't take it. And if you can't live, if your fever is so bad you have to take because there's no alternative to that. Sadly, first question, what can you take instead, it's actually, there's not an alternative to that. . . . And I will say, there are parts of the world that don't take Tylenol. I mean, there's a rumor, and I don't know if it's so or not, that Cuba, they don't have Tylenol because they don't have the money for Tylenol. And they have virtually no autism, okay. Tell me about that one. Uh, and there are other parts of the world where they don't have Tylenol where they don't have autism. That tells you a lot. And I want to say it right now. And you know the way I look at it, don't take it. Don't take it. There's, there's no downside in not taking it. . . . At worst, there's no harm. Thank you very much. Bobby, please. (Roll Call, 2025)

Approximately 12:00 minutes into the news conference, the President turned the podium over to Robert F. Kennedy Jr., United States Secretary of Health and Human Services who said:

Kennedy: Thank you, Mr. President. Uh, to meet the president's challenge, I ordered HHS to launch an unprecedented all agency effort to identify all causes of autism, including toxic and pharmaceutical exposures. At President Trump's urging NIH, FDA, CDC and CMS are turning over every stone to identify the etiology of the autism epidemic and

how patients and parents can prevent and reverse this alarming trend. We have broken down the traditional silos that have long separated these agencies. And we have fast tracked research and guidance. Historically, NIH has focused almost solely on politically safe and entirely fruitless research about the genetic drivers of autism. . . . Today, we are announcing two important findings from our autism work that are vital for parents to know as they make these decisions. First, HHS will act on Acetaminophen. The FDA is responding to clinical and laboratory studies that suggests a potential association between Acetaminophen use during pregnancy and adverse neurodevelopmental outcomes, including later diagnosis for ADHD and autism. Scientists have proposed biological mechanisms linking prenatal Acetaminophen exposure to altered brain development. We have also evaluated the contrary studies that show no association. Today, the FDA will issue a physician's notice about the risk of Acetaminophen during pregnancy and begin the process to initiate a safety label change. . . . The FDA will also recognized that Acetaminophen is often the only tool for fevers and pain in pregnancy as other alternatives have well-documented adverse effects. HHS wants, therefore, to encourage clinicians to exercise their best judgment in the use of Acetaminophen for fevers and pain in pregnancy by prescribing the lowest effective dose for the shortest necessary and only when treatment is required. Furthermore, thanks to also to the politicization of science, the safety of Acetaminophen against the risk of neurodevelopmental disorders in young children has never been validated. Prudent medicine therefore suggests caution and a set of Acetaminophens use by young children, especially since strong evidence also has associated it with liver toxicity. Some studies have also found the use of Acetaminophen in children can potentially prolong viral illnesses. The FDA will drive new research to

safeguard mothers, children and families. In addition to a possible Acetaminophen connection to autism for pregnant women, infants and toddlers, our research has revealed that folate deficiency in a child's brain can lead to autism. (Roll Call, 2025)

Specific mentions of Tylenol also came up during the Q&A from reporters with President Trump, and Robert F. Kennedy, Jr.:

Q: Why do you think we haven't heard more previously about the tie to autism and Acetaminophen?

Trump: Nobody knows. I don't know. Not only that, when you say it, you get attacked. I was saying something similar, not as strongly because now facts are on our side, but I was saying it with Bobby 20 years ago and I was attacked. I said, whoa, what was that all about? I had no idea. You get attacked. I don't know. The medical community, the drug companies, doctors, I don't know what it is. All I want to do, I don't care. I don't care about being attacked. . . . (Roll Call, 2025)

Q: I'm curious, as you look at the trend lines, how much of this is the causation of Acetaminophen and how much is sort of better diagnosis, doctors, researchers having a better understanding of what is on the autism spectrum?

Kennedy: That's one of the canards that has been promoted by the industry for many years that it's changed diagnostic criteria, better recognition. And, but there's been study after study done of that, that completely debunks that. One of them by the Mind Institute at UC Davis, University of California. Um, but also it's just common sense. Because you're only seeing this in people who are under 50 years of age. . . . You're only seeing it in a kid. It's an epidemic. (Roll Call, 2025)

Q: Mr. President? Mr. President, I was hoping that you could clear up confusion for moms and dads across America, many of whom voted for you. There's a statement that was put out by the American College of Obstetricians and Gynecologists. And in their statement, they write, "Acetaminophen remains a safe trusted option for pain relief during pregnancy.

Trump: Yeah. And that's at odds with what you said and with what many of the experts say. . . .That's the establishment. They're funded by lots of different groups. Uh, and you know what? Maybe they're right. I don't think they are because I don't think the facts bear it out at all. Uh, they're fighting for something that, in my opinion, they shouldn't be fighting for. But here's the thing, there's no downside to doing, other than a mother will have to, as I say, tough it out a little bit. There's no downside to doing this. It's not like, oh, if you do this, you're going to die. There's no downside. . . .But they'll have more research done over the next two months. I said, well, two months is a long time. A lot of people can be saved. And there's no downside to doing it. Everything I said, there's no downside to doing it. It can only be good. And I think you're going to see very good results. (Roll Call, 2025)

Q: Mr. President? [Inaudible] is widely used in other countries too. As you made this announcement, do you expect your decision may affect other countries?

Trump: I hope they follow it. Yeah. I hope they follow it. Yeah, other countries are, you know, sell Tylenol. (Roll Call, 2025)

Finally, the President concluded the news conference by saying:

Trump: And I just say it again, don't take Tylenol. Don't take it, and don't give it to your child after your child is born. . . . And I want to thank everybody. This is a very important day. Thank you very much. (Roll Call, 2025)

See Appendix A for full transcript of the press conference.

“The #1 Doctor Recommended Pain Reliever & Fever Reducer Brand” (Tylenol, 2025) slogan has been used by Tylenol for years and the statement is a big part of their reputation. Because of how Tylenol uses this messaging and positions themselves this way, the brand name has become interchangeable with the entire class of the drug Acetaminophen, similarly to how most people refer to all facial tissues as Kleenex even though that is just the name of one specific brand.

Unfortunately, on September 22, 2025, President Trump and the Department of Health and Human Services would challenge Tylenol’s status as one of the most trusted pain relievers during a press conference about Acetaminophen and autism. Throughout the press conference the President said “Tylenol” instead of “Acetaminophen” and this positioned Tylenol negatively and they found themselves in a “Tylenol versus the President of the United States” situation taking the full impact of the accusations about Acetaminophen in the President’s statements.

Introduction

The purpose of this research paper was to analyze the use of Situational Crisis Communication Theory (SCCT) in Tylenol’s response to the crisis caused by the President’s remarks through its use of social media, company documents and news articles. SCCT provides a framework for organizations to respond to a crisis in order to protect their reputation and reassure stakeholders by rebuilding trust during and after the crisis (Coombs, 2007). This research identified which SCCT strategies were used and determined if their use was successful in managing Tylenol’s

reputation with its stakeholders during the crisis. In addition to Tylenol and its parent company Kenvue's direct responses, the research also identified and analyzed news articles and statements made by other public health, medical professionals and experts in Tylenol's defense.

This research was important because the crisis was the exact type of situation that SCCT was developed for, and the potential level of damage to the organization's reputation and sales was significant. This study provided an opportunity to analyze an exact real-world case study with readily available data and outcomes related directly to the implementation and effectiveness of Situational Crisis Communication Theory.

This research filled a gap in SCCT knowledge since the source of the accusation and crisis is the President of the United States. President Trump condemning the use of the brand Tylenol, allegedly due to safety concerns, uniquely puts the SCCT strategies to the test. Scholars and PR practitioners can review this study to better understand the application and the effectiveness of SCCT theory in a day and age where political influence and disagreement can affect both the personal (consumer trust) and business (Tylenol the brand) situations.

Literature Review

Situational Crisis Communication Theory

W. Timothy Coombs (2007) developed Situational Crisis Communication Theory (SCCT). SCCT gives communicators a strategic way to plan communication responses to issues and align the responses with how stakeholders assign blame for a crisis. The theory says that reputation and trust being protected and maintained is more likely when response decisions are matched to the type of crisis and level of responsibility (Coombs, 2007). SCCT is based on attribution theory, which proposes that people search for the causes of events (make attributions),

especially those that are negative and unexpected (Weiner, 1985; Weiner 1986, 2006 as cited in Coombs 2007). As an example, in attribution theory, anger and sympathy are the two main emotional responses people have towards an organization during a crisis. When an organization is involved in a crisis and viewed as responsible for the crisis, then people respond negatively and it results in feelings of anger. When an organization is seen as not responsible for the crisis, then behavioral responses are more positive and more likely to be met with a sympathetic response (Coombs, 2007). SCCT's basis in attribution theory makes it both psychological and strategic because it shows that perception and fairness are both why people behave a certain way after a crisis (Combs 2014). Coombs & Holladay (2022) also say that successful crisis responses depend on emotional alignment which is empathy and the timing of the response determine credibility more than just what is being said.

When something bad happens, people do not just react emotionally, they try to figure out why it happened and who could have prevented it (Coombs & Holladay, 2002). During a crisis, SCCT can help organizations minimize the damage to their reputation and help protect their credibility. "A crisis is a sudden and unexpected event that threatens to disrupt an organization's operations and poses both a financial and a reputational threat" (Coombs, 2007, p.164). Organizations face many kinds of crises, things like dangerous weather, leadership scandals, health and safety concerns, and organizational violence.

SCCT is a theory for understanding how organizations can communicate effectively during crises (Coombs & Holladay, 2022). SCCT is effective for organizations because it helps them face a wide range of crises and helps them understand how they need to communicate with lots of different groups at the same time (employees, customers, the media, the government, and the community in general.)

SCCT research has identified three types of crises: a victim crisis, an accidental crisis, and a preventable crisis (Coombs, 2007). For the victim crisis, typically stakeholders attribute little responsibility to the organization or person involved and in this type of crisis the organization affected by the crisis is also viewed as a victim of the event. The second type of crisis is the accidental crisis, and in this case, stakeholders attribute minimal responsibility to the organization or person involved. For this crisis, the event is considered unintentional or uncontrollable by the organization being affected by the crisis. The third type of crisis is referred to as the preventable crisis and typically stakeholders attribute a high level of responsibility to the organization or person involved, because this event is considered to be purposeful (Coombs, 2007).

SCCT gives useful options on how organizations should choose to respond to crises and outlines how to make sure the response matches up with what people expect. SCCT identifies several core response strategies, including deny, diminish, rebuild, and bolstering, (Coombs 2007). But if the crisis is preventable, the organization must use stronger strategies like apology, accepting responsibility, and quickly showing real changes (Coombs & Holladay, 2022).

Denial strategies include attacking the accuser, which is when the organization confronts the individual or group that claims there is a crisis; denial, where the organization simply claims that there is not actually a crisis and scapegoating, when the organization attempts to shift blame for a crisis to an external third party. These strategies are for when the organization is not responsible. The goal is to try to separate the organization from whatever caused the crisis and protect the organization's reputation. It might do this by fixing misinformation, making it clear those responsible are not part of the organization, or showing empathy in general but still not admitting that they were at fault, (Coombs, 2007).

Diminishing strategies include excuse, which is when the organization tries to minimize its responsibility for the crisis and justification, where the organization tries to minimize the amount of damage the crisis caused; They are used when the organization has some, but not all responsibility. The goal is to take the least amount of blame by explaining what happened and why. This can be done by saying that the crisis was an accident, talking about the steps the organization took to make sure there was as little harm as possible, and making sure it talks about the fact that no one intended for the crisis to ever happen, (Coombs, 2007).

Rebuilding strategies include apology as a strategy, which is when the organization makes a sincere apology on a public level and they ask for forgiveness; corrective action, when the organization addresses the crisis, and attempts to prevent the crisis from happening again while also repairing any damage done by the crisis; mortification, when the organization accepts responsibility for the crisis and asks for forgiveness from its stakeholders; and compensation, which can include financial compensation, or non-financial compensation such as gifts, discounts of services or products. It may also include things like meeting the demands of stakeholders. These are important for crises that could have been preventable, and where the organization's responsibility is high and the damage to the organization's reputation is very bad. The strategies for this response should contain an apology, and messaging that makes sure the organization accepts responsibility and clearly shows changes will be made to prevent something like this from happening again (Coombs & Holladay, 2002).

Bolstering strategies include ingratiation, which is when the organization praises the stakeholders; reminding, where the organization points out past good works; and victimage, when the organization portrays itself as the victim of the crisis. These can be used in combination with the other strategies. These involve reminding the public of the organization's good history,

values, or contributions. One example for this could be that an organization might highlight its long-standing safety record or commitment to employee well-being to help balance negative perceptions (Coombs, 2007).

All of these strategies are made to fit both the type of crisis and the level of responsibility the organization has for it and match what people are expecting. When the chosen communication strategies match what people are expecting, then the harm to the organization is minimized (Coombs & Holladay, 2022). For example, stakeholders almost always want to feel as though something is being done to protect them from the same or a similar crisis in the future. This can be done by the organization using the corrective action strategy from the rebuilding category, which is a strategy that addresses the problem and reassures stakeholders that the crisis is being managed and that it is less likely to happen again (Coombs, 2007).

Sometimes the strategies do not match what people are expecting. For example, when an organization denies responsibility for something that the public blames them for, the result is more backlash. When this happens, organizations may choose to use more than one strategy at a time to address the crisis. An example of this would be when an organization chooses to use the mortification strategy, which falls under the rebuilding category. Then they also use a second strategy such as the diminish strategy, stating that the actions causing the crisis were unintentional (Coombs & Holladay, 2022).

Protecting reputation is the goal of SCCT. Coombs and Holladay (2002) argued that “the central focus of SCCT is how to manage organizational reputation during a crisis” (Coombs & Holladay, 2002, p. 167). Reputation is not just about an organization’s brand or image, it is about

the trustworthiness and good will of the organization, and the degree that the source is concerned with the interests of others (Coombs & Holladay, 2022).

SCCT provides an understanding of how responsibility and reputation are related in a crisis. When the responsibility is low, using strategies like denial or providing an explanation can work well. But when responsibility is high, organizations should rely on strong strategies that accommodate the stakeholders. Examples of this would be to take responsibility by apologizing directly and taking a corrective action to give stakeholders reassurance that the organization is taking steps to fix the problem (Coombs, 2007).

In addition to protecting its reputation, a significant part of SCCT is for an organization to utilize honesty as a best practice. Openness and honesty during a crisis by the organization builds trust with its stakeholders which helps to validate the information being shared with them. If it seems like an organization is not openly sharing information, stakeholders will attempt to find information on their own, therefore it is best if SCCT is used to communicate with transparency on the part of the organization as they are navigating the crisis. This will not only improve the overall reputation of the organization, but this openness as a policy will help protect its reputation moving forward. The approach of leading with honesty during a crisis will help to improve the overall credibility of the organization and build a relationship with the stakeholders. (Seeger, 2006). The importance of crisis history and the transparency on the part of the organization, as well as the importance of the quality of the relationship between the organization and stakeholders has been verified through research and how it can positively affect stakeholders' reactions (Coombs, 2007). Research also says that SCCT is good practice for use in organizations because the importance of engaging stakeholders is complex. When a crisis happens, organizations need to communicate with all stakeholders at the same time and decide if

the messaging can be the same or if it needs to be different for each audience. Having multiple stakeholders makes it even more important to match the exact crisis response strategy to each situation. Their research also says that people having existing trust in the organization plays an important role in how customers respond to crisis communication (Seeger, 2006).

An organization's reputation is also tied to things like their history, who they do business with and communities where they are located. SCCT helps give organizations a way to communicate and strategize that protects their reputation while addressing specific stakeholder concerns (Coombs & Holladay, 2022).

When the theory was first introduced, crises played out mostly in media like newspapers and television. Today, the news spreads instantly through social media, a lot of the time even before an organization has a chance to develop its response and message. Coombs and Holladay (2022) highlight that modern crisis communication now must respond even faster, it has to be more transparent, and it has to address the emotional reactions of stakeholders in real time.

Later research has supported SCCT by investigating how people look for and share crisis information in social media and all digital environments.

The Social-Mediated Crisis Communication (SMCC) model was created to add to Coombs's SCCT framework to show how information moves through organizations, the media, and the public (Austin, Liu, & Jin, 2012). SMCC is used to understand how people use social media to communicate in the event of organizational crises (Austin, Liu, & Jin, 2012). The study shows that during a crisis, social media can provide a new platform for online word-of-mouth communication, working as an informal channel where personal, product/service, or organization information is discussed, shared, and processed (Austin, Liu, & Jin, 2012). Austin, Liu and Jin,

talk about three groups who create and consume information before, during, and after crises: “1. influential social media creators,” who create crisis information to share with others;” 2. social media followers” who consume the influential social media creators’ crisis information; and “3. social media inactives,” who may consume influential social media creators’ crisis information indirectly through word-of-mouth communication with followers and/or traditional media who also follow influential social media creators (Austin, Liu, & Jin, 2012).

Other research by Liu and Fraustino also says that SCCT needs to go beyond just its focus on the organization addressing its image repair and start to consider how an organization can factor in the use of social media during a crisis to help with its image. They talk about how people use social media for instant access to information, for emotional support and for feeling connected to the community, and to understand for themselves how bad the crisis may be (Liu & Fraustino, 2014). Because of this, they recommend expanding crisis communication theory to take into consideration public involvement, interactive communication, and the fact that social media and the digital age have a more back and forth or interactive nature that in the past that was not a factored into SCCT. Liu and Fraustino suggest that “Research has yet to fully investigate whether and how the SCCT framework transfers to social media” (Coombs & Holladay, 2012 as cited in Lui & Fraustino, 2014). They also say the SCCT framework should change from one-way messaging, controlled by the organization, to a more public focused approach that takes into consideration two-way communication processes happening digitally and on social media platforms (Liu and Fraustino 2014).

SCCT Case Studies

Domino's Pizza

Young and Flowers (2012) examined Domino's application of SCCT strategies when, in 2009, Domino's Pizza had a viral crisis. Two of its employees uploaded very disturbing YouTube videos of themselves that showed them tampering with the food, which threatened Domino's reputation. Young and Flowers (2012) discussed how companies communicate during a crisis and how because there is 24-hour access provided by the Internet, Facebook, Twitter, and YouTube what they do to respond is quickly changing (Young & Flowers, 2012). This case study explains that even though Domino's Vice President of Communications Tim McIntyre wanted to communicate that this was "a rogue act of two individuals who thought they were being funny. That they do not represent this brand. That they do not represent the 100,000 people who work every day at Domino's Pizza all over the world" (Flandez, 2009, para. 6 as cited in Young & Flowers, 2012 because they waited until the next day and also just put the statement on the company website, hardly anyone saw it and customers started tweeting about if the company knew what was happening and asking what Domino's was going to do about the videos (Young & Flowers, 2012). Then, after listening to customer tweets, the President of Dominos Patrick Doyle sent out an apology on YouTube that acknowledged the employees' actions but separated them from the company, used corrective steps by prosecuting the employees, and apologized to try to rebuild trust with people. They used both the rebuild and bolstering strategy victimage to show accountability and authenticity. The company using "fight viral with viral" is an example of how a response using the channel customers use helped with stakeholders, protected their credibility, and confirmed SCCT's value in the social media era (Young & Flowers, 2012).

Paula Abdul American Idol

MacDonald, Kinsky, and Drumheller (2012) examined Paula Abdul's announcement on Twitter in 2009 that she was going to leave American Idol after not being able to work out contract negotiations. The producers of the show faced a reputation crisis that SCCT would classify as preventable. The show had control over the situation and the fans' expectations were really high. After Paula Abdul's announcement, social media was filled with rumors and comments from upset Abdul fans who also organized a "Save Paula" Twitter campaign (MacDonald, Kinsky, & Drumheller, 2012). The producers decided to not directly address her leaving with the fans, instead Fox and American Idol released one neutral statement, talking about the "American Idol Family," thanking Paula, saying that they were sad she decided not to come back, and then they replaced her with Ellen DeGeneres as a judge (MacDonald, Kinsky, & Drumheller, 2012). They ignored all of the things her agent had been saying about unfair treatment of Paula and the unfair wages gap between what she was being paid compared to Simon Cowell and Ryan Seacrest. Their SCCT approach included, denial because they placed the blame on her leaving as her choice and didn't comment on the fairness issues, bolstering because they chose to create buzz around being a family and remind people of the talent coming for the next season, and correction because they immediately replaced her with a new judge and also announced a new feature of having celebrity judges on the panel; hoping the public would forget the Abdul crisis (MacDonald, Kinsky, & Drumheller, 2012). The case study explains that "The average number of viewers for Abdul's last season finale was 28.86 million, while the following year slumped to 24.2 million" (MacDonald, Kinsky, & Drumheller, 2012, p.117) and "also the fan base had been angered" (MacDonald, Kinsky, & Drumheller, 2012, p.117). MacDonald, Kinsky, and Drumheller (2012) believe that Fox not taking the opportunity to control and share

its version of the story damaged relationships with the producers, cast, and fans (MacDonald, Kinsky, & Drumheller, 2012).

The Try Guys

Perez, Schultz, & Landreville (2024) examined social media influencers, The Try Guys, who were in crisis when in 2022 one of the members, Ned Fulmer, cheated on his wife with an employee and affected the Try Guys overall brand. This study talks about the relationship between social media influencers and their followers, how influencers talk about their personal brand during a crisis, and how followers can help with reputation repair during a crisis (Perez, Schultz, & Landreville, 2024). Followers were actually the ones that informed the other members of The Try Guys that Fulmer was cheating on his wife so the rest of the group initiated an internal review and confirmed it was an ongoing affair Fulmer was removed from the group and scrubbed from videos (Perez, Schultz, & Landreville, 2024). Because Ned Fulmer was having an affair, but the rest of the Try Guys did not know about it, Perez, Schultz, & Landreville (2024) talk about this as a victim crisis. The remaining group also issued a public video message that acknowledged how serious the situation was and the pain and harm that it caused (Perez, Schultz, & Landreville, 2024). The video message explained the timeline of what happened and the rest of The Try Guys accepted responsibility for not catching the issue any sooner. They also outlined what corrective actions they were taking to make sure that they would protect employees in the future and to try to rebuild trust. They also used bolstering by reminding audiences of their values and their commitment to a respectful workplace culture (Perez, Schultz, & Landreville, 2024). This transparency and a strong rebuild strategy that included an apology and organizational change, was in line with what stakeholders expected from them and helped limit their reputational damage. Their approach shows how SCCT works in real time, especially

in digital media where audiences want honesty, emotional alignment, and clear accountability from organizations they follow (Perez, Schultz & Landerville, 2024).

The Poisoning of an Icon

Waters (2012) talks about a victim crisis that happened when Auburn University discovered that the historic Toomer's Oaks had been intentionally poisoned by a fan of one of their rival schools, the University of Alabama. "These oak trees, more than 130 years old, were not just any two trees; they were considered the heart and soul of Auburn (Waters, 2012). Although neither one of the universities directly caused the crisis, both of them had responsibilities to manage the crisis with the public. Auburn used SCCT denial and corrective action approaches by confirming the facts, showing this as a victim crisis and making sure that they were the main source of accurate information and guiding upset stakeholders toward calm, rather than them wanting retaliation. They used consistent updates and visible leadership to help build and keep trust during a highly emotional crisis (Waters, 2012). The University of Alabama used the image repair strategy to prevent their reputation from being affected by making sure they distanced themselves as another victim and shifting the blame to the person that was actually responsible (Waters, 2012). They also made sure that they condemned the act and expressed that they stood by Auburn. Both schools' responses show how SCCT strategies like denial, shifting the blame, corrective action, and values-based messaging can prevent escalation and protect institutional credibility even in crises rooted in identity and rivalry (Waters, 2012).

After the in-depth literature review focusing on the principles of SCCT and the analysis of existing case studies, the researcher developed research questions and used thematic analysis to evaluate the use of SCCT in the immediate 30 days after President Trump's press conference.

While reviewing the existing literature, it became apparent that the uniqueness of Tylenol's crisis (based on the fact that the source of the statements creating the crisis was the President of the United States) makes this research study different than those case studies that the researcher studied during lit review.

This research will show which SCCT strategies Tylenol decided to use and determine if using those strategies was effective in protecting its reputation.

Research Questions

Tylenol has been a trusted household name as a pain reliever for decades. The company's reputation however was quickly called into question not just because of the accusation of its connection to causing autism, but because the individual making the accusation was the President of the United States. If the accusation was made by anyone other than the President, it is likely that the level of possible damage would not have been as significant or as immediate. The crisis for Tylenol was also more complicated because of the balance it had to consider between defending itself and while doing so, being sure not to cause additional reputational damage by criticizing the President in any way that further separated them from part of their stakeholders.

The potential for reputational damage comes from the fact that the brand name Tylenol has become interchangeable with the drug name acetaminophen. Consumers don't see a distinction between the brand name and the active ingredient. During President Trump's press conference, he used the words acetaminophen and Tylenol interchangeably, therefore the

damaging statements made were all directly targeted at the Tylenol brand, even though they were meant for the drug acetaminophen.

The crisis affecting Tylenol's reputation was instant because there was a massive amount of media coverage of the press conference, and the news cycle repeated the statements over and over, focusing on the most controversial sound bites about the dangers of Tylenol and claims of it being a direct cause of Autism. Headlines, news coverage and social media all focused on the dangers of Tylenol the brand, making it difficult for the organization to distance themselves from the controversy.

Tylenol and its owner Kenvue said very little in their own defense, which seemed to be a strategic decision, since they let experts defend them and speak on their behalf. This is also shown in their official company response, which provided five documents from outside experts. Both Tylenol and Kenvue chose to use messages that repeated and reminded about Tylenol's and Kenvue's position. The use of SCCT strategies was extremely important in attempting to repair and maintain Tylenol's reputation during this crisis.

The following research questions were used for this study:

RQ1: What elements of Situational Crisis Communication Theory were present in Tylenol's/Kenvue's response to President Trump's announcement on September 22, 2025?

RQ2: Did the Situational Crisis Communication Theory strategies utilized, effectively help Tylenol's/Kenvue's reputation during this crisis?

Methods

This study used a “Thematic Analysis” to analyze the crisis response. Research began by visiting Tylenol’s Instagram page and taking screenshots of posts related to President Trump commenting on the link between Tylenol use during pregnancy and Autism. Posts used were limited to a 30-day date range (September 22 – October 22, 2025) starting with the day the President made the comments. During those 30 days Tylenol’s Instagram only posted 7 times, and all 7 of them were in response to the President’s comments. These posts were selected because they were posted by Tylenol in direct response to the comments made by the President, and posts within the first 30 days were the most relevant. Any posts on Tylenol’s Instagram not directly related to President Trump’s comments were not considered.

Screenshots were then taken of the posts. In some posts Tylenol used a slide show style post to share multiple screens of information in a single post. In this case a screenshot was taken of each page of the slideshow in the post. Additional information captured in the screenshots included the number of times the post was shared and the number of likes the post received. Comments were turned off by Tylenol on these specific posts, so no screenshots were taken of the comments sections. In addition to Instagram, Tylenol’s Facebook and “X” social media accounts were reviewed. The last post on Tylenol’s Facebook page was September 5, 2025, prior to the President’s comments. Tylenol’s official “X” account was reviewed and there were no posts addressing the President’s comments. Because neither account had posts about his comments, they were not considered during this analysis.

In addition to social media posts, the second category of information used for analysis was Tylenol company documents. Tylenol’s website was searched for any documents related to

Tylenol use during pregnancy and Autism. Screenshots were taken from the Resources Page of the website, specifically under “Frequently Asked Questions” where Tylenol and Autism were addressed in two FAQs, one titled “My patients are asking about Acetaminophen use and autism; what does the science say?” and the other “Should I be concerned about Acetaminophen and autism?” In addition to the information found under FAQs, Tylenol provided links within both of these FAQs to 5 statements/articles from medical experts (American College of Obstetricians and Gynecologists, Society for Maternal-Fetal Medicine, Autism Science Foundation, American Academy of Pediatrics and World Health Organization). All 5 were downloaded for analysis. In addition, on October 1, 2025, the CEO of Kenvue, Kirk Perry reposted an internal memo about the crisis, that he sent to employees, on his LinkedIn account. A PDF of that memo was downloaded for analysis as a company document.

Next, a Google search was done using the keywords “Tylenol Press Release” which did not result in press releases by Tylenol themselves. Further searching was done including the keywords “Who owns Tylenol,” which resulted in “Kenvue” as the result. Kenvue is the maker of Tylenol. Searches were then done using keywords “Kenvue Press Release Tylenol.” Results were then narrowed down by using the date range of September 22 – October 22, 2025. This resulted in one direct statement released by Kenvue’s media relations department titled “Kenvue position on Acetaminophen (Tylenol) and autism claims” Kenvue. (2025, October 2). A PDF version of this statement was downloaded for analysis.

The third category of information was news articles. A library website was used to access the U.S. major dailies database. The keywords “Tylenol and Trump Autism” were used with the date range filter of September 22, 2025 – October 22, 2025. The first search included Newspapers, Blogs, Podcasts, & Websites, and Audio & Video Works in 219 results. The 219

results were then further filtered by document type to only include News. This reduced the total results to 178. Next, articles were selected that included specific references to Trump, Kenvue, Tylenol, autism, and facts, phrases or opinions from medical experts and health organizations that talked about the crisis and saved 48 news articles in an online MyResearch folder and physical folders for review.

There was a repetitive nature to the way that the press conference and President's comments were covered. Many articles contained the same quotes and original information from the press conference. Because of the short time frame studied, and wanting to concentrate on wide U.S. reaction, the researcher chose to focus on U.S. Major Dailies articles written by various journalists in what is considered high-quality and fair-reporting newspapers, regardless of political perspectives, as the source for artifacts. The artifacts used for the news articles research are from: Chicago Tribune, Los Angeles Times, New York Times, The Wall Street Journal, and The Washington Post which cover news happening locally, regionally, and globally.

A widened Google search for more artifacts was completed (beyond U.S. Major Dailies) to see if other interesting articles could be found. Keywords and phrases included: Trump statement Tylenol, Trump statement autism, Trump links autism, Tylenol and autism, Tylenol website, Tylenol social media, Tylenol answers, Tylenol response, SCCT expert Tylenol, who owns Tylenol, how should Tylenol respond, how should Kenvue respond, Kenvue news, Kenvue statement about Tylenol, Kenvue stock after Trump statement Tylenol. This resulted in eight additional artifacts that could be used to help answer RQ1 and potentially RQ2.

Other online sources such as AlphaSpread, Darden Report Online, Investopedia, Nature News, Numerator, PR Daily, Proactiveinvestors NA, Reuters, and Yahoo Finance were also used as references.

In total 7 social media posts, 9 company documents and 48 news articles dated between September 22 – October 22 comprised the artifacts reviewed for this study. To answer RQ1, “What elements of Situational Crisis Communication Theory were present in Tylenol’s response to President Trump’s announcement on September 22, 2025?” documents were coded from 3 categories of sources: social media posts, company documents and news articles. Crisis response strategy coding frames were: 1. Primary Response Strategies – Deny, Dismiss and Rebuild, and 2. Secondary Response Strategies – Ingratiation, Reminding and Victimage (Coombs, 2007, p.170).

The following table shows the results of the study’s thematic coding for SCCT strategies that were present in the artifacts.

Table 1

Frequency Results for SCCT Strategies for Tylenol Crisis

Primary Strategy	Social Media	Company Documents	News Articles
Deny <i>Organization claims there is not actually a crisis</i>	4	9	40
Diminish <i>Organization states that the actions causing the crisis were unintentional</i>	0	0	0
Rebuild <i>Organization takes strong, positive action to improve its reputation</i>	0	0	0
Secondary Strategy	Social Media	Company Documents	News Articles
Ingratiation <i>Organization praises the stakeholders</i>	0	0	0
Reminding <i>Organization points out past good works</i>	7	9	36
Victimage <i>Organization portrays itself as the victim of the crisis</i>	0	0	0

Discussion

On September 22, 2025, President Donald Trump hosted a press conference where he made a statement that would lead to a major crisis for Tylenol. His words were very direct, “Don’t take Tylenol. Don’t take it. Fight like hell not to take it” (Pager, 2025, p. A14). This started a crisis that quickly spread across the media. Almost immediately, the President’s statements were showing up in headlines, news stories, and social media.

During that press conference, President Trump would make many statements specifically targeting the use of Tylenol during pregnancy, “If you’re pregnant, don’t take Tylenol, and don’t give it to the baby after the baby is born” (Worsham & Jena, 2025, p. C3). These statements put Tylenol directly into a crisis that risked damaging its reputation on a global scale. In just one day Tylenol (2025) went from being the “# 1 doctor recommended pain reliever & fever reducer brand” to being a medication whose overall safety was being questioned.

Based on Situational Crisis Communication Theory, Tylenol’s situation fit with a victim crisis. The researcher based this on the fact that Tylenol had no responsibility for the situation when the President publicly shared his opinion about their product. His statements were unproven and conflicted with existing research. For example, The American College of Obstetricians & Gynecologists said, “In more than two decades of research on the use of Acetaminophen in pregnancy, not a single reputable study has successfully concluded that the use of Acetaminophen in any trimester of pregnancy causes neurodevelopmental disorders in children” (Fleischman, American College of Obstetricians & Gynecologists, 2025).

Research Q1 asks what elements of Situational Crisis Communication Theory were present in Tylenol’s response to President Trump’s announcement. Analysis of the artifacts selected showed that the denial strategy was the most used strategy in Tylenol’s response to President Trump’s comments. Coding of the artifacts showed that the denial strategy was most often used in news articles, where it appeared consistently in response to President Trump making claims of a direct connection between Tylenol use during pregnancy and autism. Strategically, Tylenol’s approach was to quickly speak directly to its stakeholders. This was observed because they used their Instagram account to respond on the same day that the President’s comments were made. See Appendix C.

Tylenol (2025) began with a post that was a direct response to the situation “We know you may have questions about conflicting information you’ve seen recently in media coverage.”

An important observation was made when reviewing artifacts: there was a pattern of Tylenol NOT directly criticizing the President himself but rather disputing his statements without mentioning him by name or title. This was shown by the very first words that came from Tylenol (2025), which seem to purposefully refer to “questions about conflicting information”, and “seen recently in media coverage,” rather than a direct mention of the President making the statements. This seemed to be an intentional strategy used by Tylenol throughout the crisis. It’s also important to mention that Tylenol turned comments off on all their social media posts, which eliminated negativity and false information being shared on, posted on, or associated with their messages. The initial Instagram post by Tylenol was a slideshow with each slide giving a clear, simple, strong message. Each slide of the initial post used the SCCT denial strategy by disputing the President’s statements with a direct denial of his claim that Tylenol causes autism. “Credible, independent scientific data continues to show no proven link between taking Acetaminophen and autism. Medical and public health organizations agree” (Tylenol, 2025). Two days after the initial comments by the President, Tylenol doubled down with an Instagram post that repeated their position and again represented their use of the SCCT denial strategy, “For those with questions, our position has not changed - Acetaminophen is the safest option for pain and fever relief throughout an entire pregnancy” (Tylenol, 2025). It was also observed that the second slide in this September 24 Instagram post was sending a message without directly targeting President Trump by name but pointing out that his “opinion” is not medical advice, when Tylenol (2025) posted “We do not make recommendations in taking any medications in pregnancy because that is the job of a healthcare provider.” Four days after the initial comments by President Trump,

Tylenol posted another slideshow on its Instagram page. The first two slides of this slideshow were very simple messages, the first said, “In moments when headlines spark confusion, families deserve clarity” (Tylenol, 2025). Tylenol seemed to use this statement to attempt to unify Tylenol and its stakeholders. This statement shows that Tylenol wants to provide what families deserve. The second page of the same Instagram slideshow again repeats the important message “There is no credible evidence linking Acetaminophen to autism” (Tylenol, 2025). This is another example of Tylenol using the denial strategy during this crisis. Tylenol (2025) uses the last few slides in this same post to support a SCCT denial strategy by relying on medical professionals and scientific studies to push back against President Trump’s statements. The first introductory slide sets up the next 4 slides by stating “Many public health and medical professionals have reviewed the science and agree” (Tylenol, 2025).

The next 4 slides were direct quotes from medical experts/organizations in the defense of Tylenol. This included the American Academy of Pediatrics quoted as saying Acetaminophen is safe for children and pregnant mothers when taken as directed. There is no link to Acetaminophen and increased autism rates. The next slide quoted the American College of Obstetricians and Gynecology, Acetaminophen is one of the few options available to pregnant patients to treat pain and fever, which can be harmful to pregnant people when left untreated. The third slide was a quote from the Autism Science Foundation stating Pregnant women deserve clear, evidence-based guidance – not incomplete conclusions that erode confidence in safe, beneficial care. The fourth and final slide quote was from the Society for Maternal-Fetal Medicine (SMFM) saying To be clear, SMFM stands behind our recommendation that Acetaminophen use during

pregnancy has not been shown to increase the risk of autism or other neurobehavioral problems in children. (Tylenol, 2025)

These were all important statements backing Tylenol by outside medical organizations that very strongly agreed that Tylenol was not at fault in this crisis. Tylenol leveraged this support very directly in their own defense. This is important because Tylenol company documents were also reviewed as part of this research and during the analysis of these artifacts, it became clear that a major part of Tylenol's strategy during this crisis was to continue to leverage this support as part of their use of a SCCT denial strategy. They took this strategy a step further by linking all 4 of these organizations' full documents of support on their own Tylenol websites under the Frequently Asked Questions sections of both their consumer and professional webpages.

Analysis of Tylenol company documents also showed that Tylenol's primary SCCT strategy used during this crisis was the denial strategy. Use of this strategy on company documents began with the Frequently Asked Questions (FAQs) page of the official Tylenol consumer website. The Tylenol (2025) consumer website addressed the crisis under the question "Should I be concerned about Acetaminophen and autism?" They again relied heavily on making a statement about recent confusion in media coverage and listed links to documents written by the 4 medical and public health organizations listed above with the addition of a 5th link to a document from the World Health Organization. In addition to that, they make a general recommendation to talk to your healthcare provider before taking Tylenol (Tylenol, 2025).

Tylenol has a separate professional website for healthcare specialists. Just as they did with the consumer website, they placed information regarding Tylenol and Autism under the

FAQs area of the website. They listed links to the same 5 documents that were linked to the consumer website and again used the denial strategy with strong statements about disagreeing with the President's comments suggesting Tylenol is linked to causing autism (Tylenol, 2025).

The 5 company documents linked on both websites included statements from the American Academy of Pediatrics, the American College of Obstetricians and Gynecology, the Autism Science Foundation, the Society for Maternal-Fetal Medicine and the World Health Organization. As determined above, these organizations and the documents with their statements represent Tylenol's positioning of the SCCT denial strategy. There is one distinct difference from their own company denial strategy; these organizations go a step further than Tylenol's statements and call out the source of the negative comments by President Trump, "Today's announcement by HHS is not backed by the full body of scientific evidence and dangerously simplifies the many and complex causes of neurologic challenges in children. It is highly unsettling that our federal health agencies are willing to make an announcement that will affect the health and well-being of millions of people without the backing of reliable data" (American College of Obstetricians and Gynecology, 2025). This supports the observation mentioned earlier that Tylenol intentionally avoided directly mentioning the President or the government and instead allowed its supporters to do it on their behalf. The same tactic was observed with the Autism Science Foundation (2025), "We are deeply concerned by today's announcements from President Trump and HHS Secretary Robert F. Kennedy suggesting that taking Acetaminophen (Tylenol) during pregnancy causes autism."

One additional company document analyzed was a formal statement that came from Tylenol's parent company Kenvue. See Appendix B. This document was released on Kenvue's company website, and it was consistent with the messaging that Tylenol provided to its

stakeholders. “Nothing is more important to us than the health and safety of the people who use our products. We believe independent, sound science clearly shows that taking Acetaminophen does not cause autism. We strongly disagree with allegations that it does and are deeply concerned about the health risks and confusion this poses for expecting mothers and parents” (Kenvue, 2025). Again, this was a strong and consistent use of Tylenol/Kenvue using the SCCT denial strategy. Kenvue’s statement used very clear statements of denial. In one section of the official statement Kenvue used bullet point questions about the connection between Tylenol and autism, safe use of Tylenol during pregnancy and the importance of scientific evidence, rather than opinion without scientific backing. The observed strategy of leveraging outside medical and healthcare professionals to carry the denial message is consistently found here as well, and was an important part of their defense, as Kenvue also referred to all 5 of the health organizations that Tylenol did on both of their websites (Kenvue, 2025).

Tylenol’s strategy to embrace outside experts using the SCCT denial strategy on their behalf, is further supported with evidence found in an article from PR Daily (2025) in reference to Kenvue’s approach during this crisis:

Their response has been clear and unequivocal, pointing consumers to third-party sources to argue their case for them rather than relying only on their own words. From organizations focused on autism to those focused on the health of babies to family doctors, Kenvue is saying loud and clear: Years of data show our product is safe. But in the face of governmental condemnation and potential regulation, there may only be so much PR can do. For the moment, taking the case directly to the public via other trusted sources is a smart strategy. (Carter, 2025)

Analysis was also completed with the third and final category of artifacts, news articles. The crisis gained lots of attention in the news media. As pointed out, this attention was intensified by the fact that it was the President of the United States that had made the comments. While news media everywhere picked up the story, there seemed to be a common theme on what they all reported, that the President said not to use the medication if you are pregnant because it causes autism, and that he said this without presenting any new research findings or scientific data to back up his claims. News articles taking a position about this was common, “Kenvue, a two-year-old spinoff from Johnson & Johnson, is confronting a public-relations nightmare as President Trump and others suggest unproven links between the pain reliever and autism” (Robbins, 2025, p.A23). Tylenol and Kenvue’s strategy was to continue to dispute the President’s comments with their own, like with this statement from Melissa Witt, a spokesperson for Kenvue (2025), “we believe independent, sound science clearly shows that taking Acetaminophen does not cause autism.” She added, “We strongly disagree with any suggestion otherwise and are deeply concerned with the health risk this poses for expecting mothers and parents” (Robbins, 2025, p.A23). These statements provided to the media by Kenvue were clear examples of them using the SCCT denial strategy, continuing the approach of not mentioning who they disagree with by name, and being sure to highlight the science behind the facts that they are sharing.

President Trump created even more controversy for Tylenol when 2 days after his initial comments, he reposted a tweet from 2017 that Tylenol had posted on their company social media. This tweet from Tylenol appeared to say that they did not recommend taking any of their products while pregnant. This created another situation that pointed a lot of negative attention to Tylenol, potentially adding to the damage to their already impacted reputation. Once again Tylenol needed to quickly address the issue and did so by using the SCCT denial strategy again.

They did this by releasing a statement through their parent company Kenvue. They explained that the 8-year-old post was in response to a since deleted tweet by a customer, and that it was being taken completely out of context (Tylenol, 2025). Tylenol (2025) responded by explaining that the whole 2017 post went on to say: “We recommend pregnant women do not take any over the counter medication, including Acetaminophen, without talking to a doctor first.” What the post was communicating was that Tylenol does not make recommendations about who should take medicine because only a doctor should make those recommendations directly to their patients, it was not saying they don’t recommend taking Tylenol. This old post was completely taken out of context and Tylenol remained strong in using the denial strategy to respond.

These examples of Tylenol using the denial strategy are just some of many. Because Tylenol was the victim of this crisis, denial was a choice that made the most sense for them to leverage to help protect their brand while dealing with the crisis. This strategy worked best to dispute claims that were not only untrue but also were not backed by any kind of evidence.

As previously discussed, bolstering strategies in SCCT are intended to be supportive alongside other strategies. In Tylenol’s crisis, they chose to use the reminding strategy in this way, which is classified as a bolstering strategy. Analysis of the artifacts determined that the reminding strategy was used consistently as the second most used strategy in Tylenol’s response to President Trump’s comments. Tylenol’s approach during the crisis was to pair this bolstering strategy with the denial strategy in its defense. The reminding strategy can first be seen with Tylenol’s Instagram posts on the same day as President Trump’s comments, “Relied on by parents and caregivers for over 70 years” (Tylenol, 2025). Tylenol shared this post to remind its stakeholders of its long history of good works, with so many customers relying on the medication for such a long period of time. This strategy was also used to remind stakeholders

that in contrast to President Trump's comments which had no scientific basis, Tylenol's claims of safety aren't something new they are saying in response to this crisis but are well-documented facts. Tylenol (2025) said, "Credible, independent scientific data continues to show no proven link between taking Acetaminophen and autism. Medical and public health organizations agree." Tylenol (2025) continued their approach of consistent bolstering messaging, with an Instagram video post 2 days later saying, "With decades of credible research, Tylenol is the #1 Doctor recommended brand of pain reliever." This exact same message was shared again on October 22, 2025, reminding stakeholders again of their long-standing trust by doctors.

During analysis of Tylenol company documents, the reminding strategy was also consistently paired with the denial strategy. Under the FAQs page of the consumer website, Tylenol again used the denial strategy to firmly reject any connection between Tylenol and autism but also reminded people that they have always told stakeholders to speak to a healthcare professional when deciding about taking medicine, especially if pregnant or giving doses of Tylenol to children under the age of 2 years old (Tylenol, 2025). For the professional stakeholders, Tylenol took a similar approach of combining denial with reminding. The information they shared through the Tylenol professional website used the SCCT reminding strategy to provide information that health professionals could then share with their patients, focusing on the long history of Acetaminophen being studied through clinical trials to support its safety (Tylenol, 2025).

In analysis of the 5 expert medical company documents linked to the website, the researcher observed that Tylenol used the SCCT reminding strategy to share with stakeholders that the long history of scientific studies and data is also recognized and reinforced by outside organizations. One example of reminding is use of the World Health Organization's statement,

“Extensive research has been undertaken over the past decade, including large-scale studies, looking into links between Acetaminophen use during pregnancy and autism. At this time, no consistent association has been established” (World Health Organization, 2025). The American College of Obstetricians and Gynecologists (2025) took the same approach of sharing statements that point out a long history of a safety track record for Tylenol by saying, “In more than two decades of research on the use of Acetaminophen in pregnancy, not a single reputable study has successfully concluded that the use of Acetaminophen in any trimester of pregnancy causes neurodevelopmental disorders in children.”

Analysis of the statement released by Kenvue, Tylenol’s parent company, also contained evidence of the SCCT reminding strategy. In this case they made the point that not only is Tylenol safe during this crisis but also included the fact that it has always been safe. “To be clear: our full guidance on the safe use of “Tylenol” has not changed. Our products are safe and effective when used as directed on the product label, and we recommend pregnant women do not take any over-the-counter medication, including Acetaminophen, without talking to their doctor first” (Kenvue, 2025).

During analysis of news articles, the reminding strategy was also identified as being used by Tylenol during this crisis. In most news articles, it was found that Tylenol/Kenvue used this strategy to remind stakeholders of the quality research that has been completed over the long period of time that the drug has been in use. It seemed to be leveraged not just to counteract the current negative accusations by the President, but also to give consumers confidence that Tylenol has a long history of being prescribed by doctors and studied by experts; leading to the conclusion that this means it is proven safe and there is no connection between the Tylenol and autism. An example of this comes from a Los Angeles Times article where Tylenol urges the

FDA to not force a warning label on Tylenol, “The expansive scientific evidence developed over many years does not support a causal link, as confirmed in the Food and Drug Administration's own public statements,” Kenvue said. “For over a decade, and as recently as August, FDA has fully evaluated the emerging scientific evidence and repeatedly concluded that the data does not support a causal association” (Brown, 2025).

In addition to statements utilizing the reminding strategy directly from Tylenol in the news articles reviewed, there were also statements by the medical and healthcare professionals that Tylenol utilized in their defense. Such an example is a statement by president of the American College of Obstetricians and Gynecologists, Dr. Steven J. Fleischman included in a Los Angeles Times article, “Acetaminophen is one of the few options available to pregnant patients to treat pain and fever, which can be harmful to pregnant people when left untreated” (Purtill, 2025). This use of reminding is intended to repeat to stakeholders that Tylenol is not only safe during pregnancy but also helps to treat illnesses that can cause harm to the mother and the unborn child.

Tylenol and Kenvue also consistently utilized the reminding strategy to make statements that remind stakeholders that they care about the consumers that use their products and continue to have their best interests in mind. Kenvue said in a statement included in a Washington Post article, “Independent, sound science clearly shows that taking Acetaminophen does not cause autism,” adding that it will “explore all options to protect the health interests of American women and children” (Gilbert, 2025).

These examples of Tylenol’s and Kenvue’s use of the SCCT reminding strategy, in combination with their use of the denial strategy, have appeared in their social media, company documents and news articles during this crisis. They have managed to consistently find simple,

effective ways to pair them together in a way that is targeted at stakeholders and likely gives them some reassurance during an uncertain and stressful time.

Research Q2 asked “Did the Situational Crisis Communication Theory strategies utilized, effectively help Tylenol’s/Kenvue’s reputation during this crisis?” During the crisis, Tylenol used denial as its primary SCCT strategy and reminding as its secondary SCCT strategy. The goal in using these strategies was to protect and repair its reputation with its stakeholders.

There were 2 areas of focus in determining Tylenol’s effective use of SCCT strategies. The first was the analysis of stakeholder purchasing intentions through marketing data surveys conducted by a tech company called Numerator. Numerator is a data and technology company that provides market research and consumer intelligence by collecting detailed shopper data from a large pool of U.S. households.

The second area of focus was the analysis of the stock market values of Tylenol’s parent company Kenvue. The values considered were during the time of the crisis that was analyzed for this research (September 22 – October 22, 2025).

The survey conducted by Numerator (2025) provides a critical piece of information in answering RQ2 because the survey was completed between September 25 – September 29, just days after all the media around President Trump’s comments and immediately after Tylenol’s implementation of the SCCT denial and reminding strategies. The Numerator (2025) survey was sent out to 1,569 people in the United States that were buyers of Acetaminophen in the past year, which included 562 household respondents that were expecting a child at the time of the survey. The survey was based on consumer trust and their purchase intent.

The key findings of the Numerator survey were: 1.) Awareness - 79% of buyers reported that they had heard President Trump's comments, 2.) Perceived safety - 94% said that they felt the medication was safe to use as directed with 91% of expecting parents saying they consider Tylenol safe to take as directed, and 3.) Brand trust - 92% of Tylenol buyers reported that they felt the brand was extremely trustworthy (Numerator, 2025).

An additional news artifact was examined from the Retail Insight Network, a company that uses many data points to analyze retail sales. According to Dabo (2025), Tylenol's retail sales remained steady during the crisis caused by President Trump's statements. Based on Nielsen point of sale consumer scanner data gathered during the time following the controversy, "Industry analysts noted a brief dip in Nielsen scanner data following the controversy, particularly in the United States, though sales largely normalized within weeks as coverage subsided" Dabo (2025, para 9).

Early indication that President Trump's comments were negatively affecting Tylenol's reputation and could be very damaging started before the press conference even happened. According to Lyall (2025), Kenvue shares fell 4% on the morning of President Trump's press conference likely because of a report by The Washington Post that Trump was expected to announce a link between Tylenol and autism. The shares then fell another 3% after the announcements were formally made. By the end of the day of President Trump's comments resulted in a 7% drop in Kenvue's stock prices (Lyall, 2025).

The following day, September 23, 2025, Reuters reported that Kenvue shares gained back much of what they had lost. "Kenvue's (KVUE.N) shares climbed 6% on Tuesday, rebounding from a record low hit in the previous session, as analysts pointed to the lack of new scientific

evidence from the White House to support President Donald Trump linking the drugmaker's popular pain reliever to autism" (Roy, 2025).

There are lots of variables that affect the stock market, many more than we could account for as part of this research to know exactly why the stock value went down then back up. Even with knowing some variables, there would be no way to calculate exactly why the value adjusted the way it did, but it is not unreasonable to at least consider the possibility that Tylenol's immediate response using both the denial and reminding SCCT strategies could have been a factor in the stock recovering quickly. Investopedia, a website that reports financial news, research, studies and financial data, reported that Citi analysts said some of the initial drop in value came from the expectation that there may be added information to be shared during the press conference. "Some investors seem to have anticipated more regulation of Tylenol in the administration's plan to tackle what it calls an autism epidemic" (Trangle, 2025, para.3). But no new scientific evidence that established a link between Acetaminophen and autism was shared during the press conference. This information can be interpreted in a few different ways. It could be that market analysts were waiting to see what evidence the President provided alongside his claims. It could also be that Tylenol's very specific immediate messaging about there being no scientific evidence, along with medical and health organizations coming to Tylenol's defense (and Tylenol including those statements in their initial first day messaging as discussed earlier), reached its stakeholders in a successful way, enough that it affected public perception, which gave analysts the confidence that the market would not be drastically damaged by President Trump's announcement (Trangle, 2025).

Based on the available data analyzed, including surveys of stakeholders, Nielson existing consumer point of sales scanning data, and the behavior of the stock market and Kenvue,

Tylenol's parent company's share value, there was no evidence that the brand lost its position with stakeholders during the first month of the crisis. It is the researcher's belief that this is evidence that Tylenol's use of the SCCT strategies was successful in protecting Tylenol's reputation as an organization.

Conclusion

When faced with a crisis that threatened their reputation Tylenol's strategy was to respond with messaging that remained consistent from the beginning and never hesitated. They firmly stood by decades of research that showed no connection between Tylenol use during pregnancy and autism. The use of SCCT principles during their initial response provided strong and consistent messaging by highlighting credible, independent scientific data showing no proven link between taking Acetaminophen and autism, sharing expert medical and public health organizations statements, and reminding stakeholders that Tylenol has been a trusted brand for many years. They repeated and reinforced the same consistent messaging throughout the crisis and purposefully stayed away from arguing with the President and government.

Research Q1 related to the types of SCCT strategies utilized by Tylenol during this crisis. Strategically Tylenol didn't just leverage SCCT strategies in their own responses, they also aligned themselves with public health and medical professionals who leveraged the same SCCT strategies on their behalf, publicly in the media. This united front was obvious from the very beginning when Tylenol linked these organizations statements on their social media and websites, and it was embraced from the top down in a very public way both internally and externally. Kirk Perry, the CEO and Director at Kenvue, shared this personalized message first

with all employees in response to the crisis and then publicly shared it on his on his LinkedIn profile:

This week, independent, credible public health and medical professionals from all around the world - from the World Health Organization to local family doctors - spoke out to reinforce the safety of Acetaminophen and support the health of expecting mothers and children. It was important for me to let them share their voices first. Now, I'm sharing mine. Here is a copy of the memo I sent to our 20,000 Kenvuers this morning.

(Kirk Perry, 2025)

In the memo, he talked about how credible public health and medical professionals shared their voices on Tylenol's behalf. Within the memo, he used both SCCT strategies identified in this research study. First, he uses denial stating that Tylenol is in fact the safest pain reliever available for pregnant women. Second, he utilizes reminding when he assures people reading the memo that the company will continue to embrace their value of earning trust using science because he believes it is the right thing to do and then he strongly says that nothing matters more to him than the health and safety of the consumers using Kenvue's products. This is a direct reminder of past good works, and the intention to carry those good works forward on behalf of Tylenol's stakeholders (Kirk Perry, 2025).

When it came to Tylenol's consistent direct responses to the crisis and their use of SCCT strategies, Tylenol's Instagram account became their voice, and they used that voice to speak directly to its stakeholders. They phrased their responses in a way that felt like they were acknowledging and focusing on the concerns of their consumers directly and personally reassuring them, not just putting out a denial. Posts started with simple, almost conversational wording like "We know you have questions" and "For those with questions" (Tylenol, 2025). As

discussed earlier, they strategically chose a non-confrontational response that rather than criticizing the President directly or discrediting him, used reminding statements about science and safety that came across as confident and matter of fact. Even the formatting choice of headline-type text in slideshow formats made their responses easy to read, feeling less technical and more personal and reassuring. Their confidence was backed up by their use of the denial strategy by reminding stakeholders that visited their Instagram page with statements that used key words like “Credible,” “scientific data” and “safest option” (Tylenol, 2025).

It was also observed that Tylenol did not respond in a way that felt panicked or reactive. Unlike the press conference that felt poorly planned and made up of an overwhelming amount of repetitive and mostly unfocused statements, Tylenol responded simply and to the point, addressing the stakeholders’ concerns without any overly produced marketing language. They spaced out their responses on social media, calmly responding on the day of the crisis, 2 days after, then 4 days after and so on. And then matched that messaging on company websites and in company documents. If Tylenol had overreacted, and responded multiple times a day, every day and with long and defensive technical responses, consumers could have sensed that Tylenol was panicked, worried and possibly to blame.

After their initial, ordinary and factual responses, Tylenol then posted slides that included direct quotes from outside medical experts and organizations that defended Tylenol’s position with scientific facts. Strategically this also tied consistent messaging and use of the SCCT denial strategies and reminding messages (about being safe and proven) in their social media posts with the use of additional messaging aligned with the denial strategy on their website and in company documents.

Tylenol consistently used the denial and reminding strategies throughout the crisis which were observed through the analysis of artifacts including social media posts, company documents and news articles. They leveraged these strategies in a responsive and effective way that helped protect their reputation during this crisis. The effectiveness of using SCCT was addressed by the researcher in RQ2.

RQ2 posed a question about the effectiveness of the SCCT strategies used by Tylenol during the crisis. There was no financial evidence at the time of this research that the Tylenol brand itself lost its position with stakeholders during that first month of the crisis. The opposite was shown. There was proof that Tylenol's use of SCCT strategies not only protected its reputation during the crisis but also maintained it after. This is based on the answers on surveys conducted soon after the start of the crisis, with survey questions asking people directly about trustworthiness, and safety and purchase intent - key data points that support conclusions related to RQ2. There is also no evidence of Tylenol losing their reputation with stakeholders purchasing their product. Retail Insight Networks point of sale findings based on Nielsen consumer scanning data collected during the 30 days the researcher reviewed, confirmed that purchases recovered and stayed steady during the crisis. The loss, followed by the recovery of Kenvue's stock value during the timing of this research, showed that while the initial crisis did negatively impact Tylenol's value, their use of the SCCT strategies was effective. It is possible that additional research in the future may include data and long-term results that were not available at the time of this research study.

It is important to mention that there were limitations of the research data used for RQ2. Specifically, one of the limitations was that the point of sales consumer data based on Nielsen findings only included individuals who previously purchased Tylenol in the past year prior to

President Trump's statements. It could be assumed that existing brand loyalty may have played a factor in purchase decisions after the crisis. Therefore, it is the recommendation of this researcher that future research should include surveys of individuals who had not purchased Tylenol in the past year. In addition, a focus on specific groups of consumers should include women between the ages of 20 to 40 years old, pregnant women, and women pregnant with their first child. The researcher also recommends that future research should include male and female parents in that same age range.

Another area of future research should factor in individual political views of respondents since they would influence someone's likelihood of being receptive to the President's comments about the safety of Tylenol. Ideally, including people who fall in the middle of the political spectrum would be ideal and help provide the most accurate assessment of the impact of the President's statements on Tylenol's reputation.

In summary, it is the conclusion of this research that Tylenol did utilize SCCT strategies during the victim crisis that it was faced with in 2025. It did so in a strategic and well-planned manner, where consistency of message, non-confrontational use of denial and leveraging the support of other health and medical professionals resulted in stakeholders' confidence staying steady in the organization in ways that were measurable with positive outcomes for their reputation. This resulted in Tylenol managing the crisis with a successful outcome, showing the effectiveness of using Situational Crisis Communication Theory.

It is the assessment of the researcher that Tylenol's overall reputation was minimally harmed during this crisis.

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Appendix A

Transcript

Remarks: Donald Trump Makes an Autism Announcement at the White House -

September 22, 2025

Full Transcript:

Donald Trump

00:00:00-00:00:33 (34 sec)

Hello, everyone. Thank you very much. So I've been waiting for this meeting for 20 years, actually, and it's not that everything's 100 percent understood or known, but I think we've made a lot of strides. I wish it was done a long time ago. Today, we're delighted to be joined by America's top medical and public health professionals as we announce historic steps to confront the crisis of autism, horrible, horrible crisis.

Donald Trump

00:00:33-00:00:57 (24 sec)

I want to thank the man who brought this issue to the forefront of American politics along with me, and we actually met in my office, is it like 20 years ago, Bobby? It's probably 20 years ago, in New York. I was a developer, as you probably heard, and I always had very strong feelings about autism and how it happened and where it came from.

Donald Trump

00:00:57-00:01:19 (22 sec)

And he and I -- I don't know. The word got out and I wouldn't say that people were very understanding of where we were, but it's turning out that we understood a lot more than a lot of people who studied it, we think. And I say we think because I don't think they were really letting the public know what they knew.

Donald Trump

00:01:19-00:01:44 (25 sec)

Thanks as well to the director of the National Institute of Health, Dr. Jay Bhattacharya; FDA commissioner Dr. Mary Makary. These are great people. Administrator of the Centers for Medicare and Medicaid Services Dr. Mehmet Oz; and Acting Assistant Secretary of HHS Dr. Dorothy Fink. So thank you all. Thank you, Dorothy, very much.

Donald Trump

00:01:44-00:02:06 (22 sec)

The meteoric rise in autism is among the most alarming public health developments in history. There's never been anything like this. Just a few decades ago, 1 in 10,000 children had autism. So that's not a long time. And I've always heard, you know, they say a few, but I think it's a lot less time than that.

Donald Trump

00:02:06-00:02:35 (28 sec)

It used to be 1 in 20,000, then 1 in 10,000. And I would say that's probably 18 years ago. And now it's 1 in 31, but in some areas it's much worse than that, if you can believe it, 1 in 31. And I gave numbers yesterday for boys, it's 1 in 12. I was told that's in California where they have a -- for some reason, a more severe problem.

Donald Trump

00:02:35-00:03:07 (32 sec)

But whether it's 1 in 12 or 1 in 31, can you imagine, that's down from 1 in 20,000 then 1 in 10,000. And now we're at the level of 1 in 12, in some cases, for boys, 1 in 31 overall. So since 2000, autism rates have surged by much more than 400 percent. Instead of attacking those who ask questions, everyone should be grateful for those who are trying to get the answers to this complex situation.

Donald Trump

00:03:07-00:03:36 (30 sec)

And the first day, all of these great doctors behind me were there, I told them this is what -- we have to find out. Because when you go from 20,000 to 10,000 and then you go to 12, you know there's something artificial. They're taking something. And by the way, I think I can say that there are certain groups of people that don't take vaccines and don't take any pills, that have no autism, that have no autism.

Donald Trump

00:03:36-00:03:42 (6 sec)

Does that tell you something? That's currently -- is that a correct statement, by the way?

Robert F. Kennedy Jr.

00:03:42-00:03:48 (6 sec)

There are some studies that suggest that, yeah, but the Amish, for example.

Donald Trump

00:03:48-00:04:33 (45 sec)

The Amish. Yeah, virtually -- I heard none. See, Bobby wants to be very careful with what he says and he should, but I'm not so careful with what I say, but you have certain groups, the Amish as an example. They have essentially no autism. First, effective immediately, the FDA will be notifying physicians that the use of a -- well, let's see how we say that acetaminophen -- is that OK? Which is basically commonly known as Tylenol during pregnancy, can be associated with a very increased risk of autism.

Donald Trump

00:04:33-00:05:03 (30 sec)

So taking Tylenol is not good. All right. I'll say it. It's not good. For this reason, they are strongly recommending that women limit Tylenol use during pregnancy unless medically necessary.

That's, for instance, in cases of extremely high fever, that you feel you can't tough it out. You can't do it. I guess there's that.

Donald Trump

00:05:03-00:05:34 (31 sec)

It's a small number of cases, I think. But if you can't tough it out, if you can't do it, that's what you're going to have to do. You'll take a Tylenol, but it'll be very sparingly. It can be something that's very dangerous to the woman's health, in other words, a fever that's very, very dangerous and ideally a doctor's decision because I think you shouldn't take it and you shouldn't take it during the entire pregnancy.

Donald Trump

00:05:34-00:05:55 (21 sec)

They may tell you toward the end of the pregnancy, you shouldn't take it during the entire. And you shouldn't give the child a Tylenol every time he goes -- he's born and he goes and has a shot. You shouldn't give a Tylenol to that child. All pregnant women should talk to their doctors for more information about limiting the use of this medication while pregnant.

Donald Trump

00:05:55-00:06:24 (29 sec)

So ideally, you don't take it at all. But if you have to -- if you can't tough it out or if there's a problem, you're going to end up doing it. The other thing that I can tell you that I'll say that they will maybe say at a little bit later date. But I think when you go for the shot, you do it over a five-time period, take it over five times or four times, but you take it in smaller doses and you spread it out over a period of years.

Donald Trump

00:06:24-00:06:55 (30 sec)

And they pump so much stuff into those beautiful little babies, it's a disgrace. I don't see it. I think it's very bad. They're pumping -- it looks like they're pumping into a horse. You have a little child, a little fragile child and you get a vat of 80 different vaccines, I guess, 80 different blends and they pump it in. So ideally, a woman won't take Tylenol.

Donald Trump

00:06:55-00:07:14 (19 sec)

And on the vaccines, it would be good instead of one visit where they pump the baby, load it up with stuff, you'll do it over a period of four times or five times. I mean, I've been so into this issue for so many years just because I couldn't understand how a thing like this could happen and you know it's artificially induced.

Donald Trump

00:07:14-00:07:39 (25 sec)

It's not like something that -- when you go from all of those, you know, healthy babies to a point where I don't even know structurally if a country can afford it and that's the least of the problems. To have families destroyed over this is just so, so terrible. I also -- and we've already done this. We want no mercury in the vaccine.

Donald Trump

00:07:39-00:08:08 (29 sec)

We want no aluminum in the vaccine. The MMR, I think should be taken separately. This is based on what I feel. The mumps, measles and the three should be taken separately. And it seems to be that when you mix them, there could be a problem. So there's no downside in taking them separately. In fact, they think it's better.

Donald Trump

00:08:08-00:08:29 (21 sec)

So let it be separate. The chickenpox is already separate because when that got mixed in, I guess they made it four for a while, it really was bad. So they make chickenpox individually, they're OK. When you mix them, something maybe happens. So there's no downside in doing it. It's not like, oh, if you do it, bad things.

Donald Trump

00:08:29-00:09:00 (31 sec)

No, it's only good side and it may not have that much of an impact, but it may have a big impact. So let those be taken separately. And then hepatitis B is sexually transmitted. There's no reason to give a baby that's almost just born, hepatitis B. So I would say, wait till the baby is 12 years old and formed and take hepatitis B. And I think if you do those things, it's going to be a whole different -- It's going to be a revolution in a positive sense in the country.

Donald Trump

00:09:00-00:09:25 (25 sec)

The FDA will be updating the label of an existing drug to reflect potential benefits in reducing some autism symptoms. This gives hope to the many parents with autistic children, that it may be possible to improve their lives. That's one of the things that I'm very, very happy about. I mean, this was mostly going to be on how not to have the child affected, but we've learned some pretty good things about certain elements of genius that can be given to a baby and the baby can get better.

Donald Trump

00:09:25-00:09:47 (22 sec)

And in some cases, maybe substantially better. Not going to be easy, but be a lot easier if it didn't happen in the first place as these great parents fully understand. Right? They fully understand and feel so terribly for I have so many friends with autistic children. It's just -- it's a tough situation.

Donald Trump

00:09:47-00:10:09 (22 sec)

Finally, to help reach the ultimate goal of ending the autism fever, the NIH will be announcing 13 major grant awards from the Autism Data Science Initiatives. And to be honest with you, to me, that's the least important. It's not even a money thing at this point. There's so much money, but they have to do -- and they have to move quickly.

Donald Trump

00:10:09-00:10:28 (19 sec)

They -- when the alternative is that nothing bad can happen, let's do it now. I was just saying to Bobby and the group, let's do it now. Nothing bad can happen, it -- can only good happen. But with Tylenol, don't take it. Don't take it. And if you can't live, if your fever is so bad you have to take because there's no alternative to that.

Donald Trump

00:10:28-00:11:07 (39 sec)

Sadly, first question, what can you take instead, it's actually, there's not an alternative to that. And as you know, other of the medicines are absolutely proven bad. I mean, they've been proven bad, the aspirins and the Advil's and others, right? And they've been proven bad. So I'd like to ask Bobby to get up to the podium and say a few words, and then Dr. Bhattacharya, and Dr. Makary, Dr. Oz, Dr. Fink, followed by two incredible mothers that have experienced firsthand what this country is going through, what part of the world are going through.

Donald Trump

00:11:07-00:11:11 (4 sec)

And I will say, there are parts of the world that don't take Tylenol.

Donald Trump

00:11:11-00:11:31 (19 sec)

I mean, there's a rumor, and I don't know if it's so or not, that Cuba, they don't have Tylenol because they don't have the money for Tylenol. And they have virtually no autism, okay. Tell me

about that one. Uh, and there are other parts of the world where they don't have Tylenol where they don't have autism.

Donald Trump

00:11:31-00:11:55 (24 sec)

That tells you a lot. And I want to say it right now. And you know the way I look at it, don't take it. Don't take it. There's -- there's no downside in not taking it. So, uh, I'd like to ask Bobby to come up and say a few words. I hope I didn't ruin his day, but that's the way I feel. [Laughter] I've been very strong on the subject for a long time.

Donald Trump

00:11:55-00:12:13 (18 sec)

You know, life is common sense, too. And there's a lot of common sense in this. And I wish things like this were brought up. And this group has worked so hard on it. But I'd like to be a little bit more, uh, a little speedier in the process of a recommendation. Because there's no harm in going quicker. There's absolutely no harm.

Donald Trump

00:12:13-00:12:16 (3 sec)

At worst, there's no harm. Thank you very much. Bobby, please.

Robert F. Kennedy Jr.

00:12:16-00:12:46 (29 sec)

Thank you, Mr. President. Uh, to meet the president's challenge, I ordered HHS to launch an unprecedented all agency effort to identify all causes of autism, including toxic and pharmaceutical exposures. At President Trump's urging NIH, FDA, CDC and CMS are turning over every stone to identify the etiology of the autism epidemic and how patients and parents can prevent and reverse this alarming trend.

Robert F. Kennedy Jr.

00:12:46-00:13:10 (25 sec)

We have broken down the traditional silos that have long separated these agencies. And we have fast tracked research and guidance. Historically, NIH has focused almost solely on politically safe and entirely fruitless research about the genetic drivers of autism. And that would be like studying the genetic drivers of lung cancer without looking at cigarettes.

Robert F. Kennedy Jr.

00:13:10-00:13:29 (18 sec)

And that's what NIH has been doing for 20 years. As a result, we don't have an answer to this critical question. Despite the cataclysmic impact of the epidemic on our nation's children, we are now replaced -- we are now replacing the institutional culture of politicized science and corruption with evidence based medicine.

Robert F. Kennedy Jr.

00:13:29-00:13:47 (19 sec)

NIH research teams are currently testing multiple hypotheses with no area off limits. We promise transparency as we uncover the potential causes and treatments. And we will notify the public regularly of our progress. Today, we are announcing two important findings from our autism work that are vital for parents to know as they make these decisions.

Robert F. Kennedy Jr.

00:13:47-00:14:18 (31 sec)

First, HHS will act on acetaminophen. The FDA is responding to clinical and laboratory studies that suggests a potential association between acetaminophen use during pregnancy and adverse neurodevelopmental outcomes, including later diagnosis for ADHD and autism. Scientists have proposed biological mechanisms linking prenatal acetaminophen exposure to altered brain development.

Robert F. Kennedy Jr.

00:14:18-00:14:38 (21 sec)

We have also evaluated the contrary studies that show no association. Today, the FDA will issue a physician's notice about the risk of acetaminophen during pregnancy and begin the process to initiate a safety label change. HHS will launch a nationwide public service campaign to inform families and protect public health.

Robert F. Kennedy Jr.

00:14:38-00:15:03 (25 sec)

The FDA will also recognized that acetaminophen is often the only tool for fevers and pain in pregnancy as other alternatives have well-documented adverse effects. HHS wants, therefore, to encourage clinicians to exercise their best judgment in the use of acetaminophen for fevers and pain in pregnancy by prescribing the lowest effective dose for the shortest necessary and only when treatment is required.

Robert F. Kennedy Jr.

00:15:03-00:15:22 (19 sec)

Furthermore, thanks to also to the politicization of science, the safety of acetaminophen against the risk of neurodevelopmental disorders in young children has never been validated. Prudent medicine therefore suggests caution and a set of acetaminophen use by young children, especially since strong evidence also has associated it with liver toxicity.

Robert F. Kennedy Jr.

00:15:22-00:15:46 (23 sec)

Some studies have also found the use of acetaminophen in children can potentially prolong viral illnesses. The FDA will drive new research to safeguard mothers, children and families. In addition to a possible acetaminophen connection to autism for pregnant women, infants and toddlers, our research has revealed that folate deficiency in a child's brain can lead to autism.

Robert F. Kennedy Jr.

00:15:46-00:16:09 (23 sec)

We have also identified an exciting therapy that may benefit large numbers of children who suffer from autism. Peer-reviewed literature has documented that up to 60 percent of folate deficient children with ASD can have improved verbal communications if given leucovorin. I have instructed NIH, FDA and CMS to help doctors treat children appropriately.

Robert F. Kennedy Jr.

00:16:09-00:16:35 (26 sec)

Jay will help tell that story, which started with sound science, the kind that restores faith in government. The announcement -- this announcement also represents a historic collaboration between NIH, FDA, CDC and CMS. We expect this to be the first of many announcements over the coming years that deliver actionable information to parents on underlying causes of autism and the potential paths for prevention and reversal.

Robert F. Kennedy Jr.

00:16:35-00:16:58 (23 sec)

Finally, autism is a complex disorder with multifactorial etiology. We are continuing to investigate a multiplicity of potential causes with no areas of taboo. One area that we are closely examining, as the president mentioned, is vaccines. Some 40 to 70 percent of mothers who have children with autism, believe that their child was injured by a vaccine.

Robert F. Kennedy Jr.

00:16:58-00:17:26 (28 sec)

President Trump believes that we should be listening to these mothers instead of gaslighting and marginalize them -- marginalizing them like prior administrations. Some of our friends like to say that we should believe all women, some of these same people have been silencing and demonizing these mothers for three decades because research on the potential link between autism and vaccines has been actively suppressed in the past.

Robert F. Kennedy Jr.

00:17:26-00:17:45 (18 sec)

And it will take time for an honest look at this topic by scientists. But I want to reassure the people in the autism community that we will be uncompromising and relentless in our search for answers. We will perform the studies that should have been performed 25 years ago. Whatever the answer is, we will tell you what we find.

Robert F. Kennedy Jr.

00:17:45-00:18:07 (22 sec)

We are researching this issue to all three agencies. Jay will discuss one of our research initiatives at NIH. This model of unleashing unbiased, de-politicized gold of standard scientific research and academic freedom to deliver actionable information to prevent and reverse disease will be a model for the framework to deliver similar -- similar results for many other chronic conditions that plague Americans.

Robert F. Kennedy Jr.

00:18:07-00:18:08 (1 sec)

Jay?

Jay Bhattacharya

00:18:08-00:18:12 (4 sec)

Thank you, Secretary Kennedy. And thank you President Trump.

Donald Trump

00:18:12-00:18:13 (1 sec)

Thank you very much.

Jay Bhattacharya

00:18:13-00:18:35 (23 sec)

I'm -- I'm proud to announce today that the NIH has launched the Autism Data Science Initiative to turbocharge autism research, devoting an additional \$50 million to the cause of studying autism. Nearly 250 research teams from across the country applied, sent in their applications and were peer-reviewed by the NIH review panels.

Jay Bhattacharya

00:18:35-00:19:01 (25 sec)

Uh, the NIH review peer-reviewers chose the 13 best projects focused on root causes and therapies with replication and validation studies to guarantee gold standard science. The studies feature a new kind of science called exposomics, where scientists consider environmental and

medical factors, nutrition, events during pregnancy, in combination with biology and genetics to answer vital questions about autism.

Jay Bhattacharya

00:19:01-00:19:36 (35 sec)

Science like this, conducted in partnership with families and physicians, is the best way to arrest and reverse the -- the autism -- autism epidemic. Autism Spectrum Disorder encompasses a very wide range of symptoms ranging from mild difficulties with social interactions to profoundly autistic children who experience severe disability -- disabilities in -- in speech and behavior.

Jay Bhattacharya

00:19:36-00:20:00 (24 sec)

Given this wide range of symptoms, across the spectrum, it seems certain that there will be a wide range of biological contributors to explain the cause. The great thing about the new NIH initiative on autism is that scientists will use rigorous advanced methods in causal inference, machine learning, organoids and other fresh approaches to the problem.

Jay Bhattacharya

00:20:00-00:20:18 (18 sec)

The sharp rise in the prevalence of autism deserves an urgent response by the scientific community. Um, as Bobby said, the NIH has invested a lot of money to study autism over the years, but the research has not produced the answers that families and parents of autistic children deserve. And autistic children themselves deserve.

Jay Bhattacharya

00:20:18-00:20:42 (23 sec)

For too long, it's been taboo to ask some questions for fear the scientific work might reveal a politically incorrect answer. Because of this restrictive focus into scientific investigations, the answers for families have been similarly restricted, often pointing families to behavioral therapies that some -- that don't work for every kid while suggesting nonmodifiable genetic factors is the cause.

Jay Bhattacharya

00:20:42-00:21:02 (20 sec)

But genetics alone can't explain such a sharp rise in autism prevalence over just a few decades, as the president said. In coming months and years as NIH scientists learn more that can help autistic children and their families, we won't delay, like scientists often like to do, I can say as a scientist myself, it's really tempting to delay.

Jay Bhattacharya

00:21:02-00:21:24 (22 sec)

But you have to -- but in the face of a problem like this, you have to move fast. But we're telling -- we will not delay before telling American people about what we find and we will win the public trust with transparency and rigor. Already, our broadened focus on autism research has pointed to two items that will help families prevent and treat some cases of autism.

Jay Bhattacharya

00:21:24-00:21:44 (20 sec)

I'll leave the good news on these two items to my close friends and colleagues, Dr. Makary and Dr. Oz. We've been working together closely on this problem for the past six months and our cooperation represents an unprecedented collaboration with Secretary Kennedy's Department of Health and Human Services and with President Trump.

Jay Bhattacharya

00:21:44-00:21:58 (15 sec)

I'm delighted to introduce Dr. Marty Makary, commissioner of the Food and Drug Administration, who'll tell you about these announcements of practical help for families with autism.

Marty Makary

00:21:58-00:22:17 (19 sec)

Great. Thank you, Dr. Bhattacharya. Mr. President, this is the start of a historic shift in medical culture. This administration is working together to ask big questions about why our nation's children are getting sick so fast. Too often, medicine is doing small little studies giving us answers we already knew, but we've got to make a difference.

Marty Makary

00:22:17-00:22:38 (21 sec)

You've given us a charge to identify root causes and we are not going to stop so that we can end the suffering we are watching. And if you've seen a kid with autism, with severe autism, it's hard to watch. Kids get frustrated, they get angry, they can be crying because they want to speak and they can't speak.

Marty Makary

00:22:38-00:22:57 (19 sec)

It's hard to watch and it may be entirely preventable. For an epidemiologist, that child is an expanding statistic, but for a child, it can be brutal to have autism. Today, the FDA is taking action to update the label on acetaminophen and sending a letter to all US doctors, letting them know about the risks in pregnancy.

Marty Makary

00:22:57-00:23:21 (24 sec)

We now have data we cannot ignore. There's a very large study, the Boston Birth cohort with researchers that have -- from Johns Hopkins, my former institution and Boston University found, quote unquote, consistent associations between acetaminophen in pregnancy and autism. And the Nurses' Health Study with researchers from Yale Columbia and Harvard.

Marty Makary

00:23:21-00:23:42 (21 sec)

Looking at 9,000, kids found that acetaminophen use in pregnancy was associated with neurodevelopmental disorders. And four weeks ago, a mount Sinai Harvard study reviewed all

the existing literature and found the overwhelming body of evidence points to an association. Sure, you'll be able to find a study to the contrary.

Marty Makary

00:23:42-00:24:04 (22 sec)

That's how science works. But to quote the dean of the Harvard School of Public Health, there is a causal relationship between prenatal acetaminophen use and neurodevelopmental disorders of ADHD and autism spectrum disorder. We cannot wait any longer. And honestly there's been this perfunctory reactionary, mindless practice in medicine.

Marty Makary

00:24:04-00:24:24 (19 sec)

I learned it in medical school and residency, just treat all fevers, low grade fevers, treat them with acetaminophen. Why? What are we doing? A study out of Hopkins actually showed that treating a fever can prolong the duration of illness in a young kid. Maybe that's because fever is a body's natural way of ridding an infection.

Marty Makary

00:24:24-00:24:52 (29 sec)

When my wife was pregnant and delivered our son a few months ago, they pushed her to take acetaminophen for a low -grade fever. She said no. And then they looked to me and I said absolutely, no. I'm also here to announce good news. Today, the FDA is filing a federal register

notice to change the label on an exciting treatment called prescription leucovorin so that it can be available to children with autism.

Marty Makary

00:24:52-00:25:13 (21 sec)

Autism may also be due to an autoimmune reaction to a folate receptor on the brain, not allowing that important vitamin to get into the brain cells. It's a fairly established mature pathway. Again, we have a duty to let doctors and the public know. We are going to change the label to make it available. Hundreds of thousands of kids in my opinion will benefit.

Marty Makary

00:25:13-00:25:39 (26 sec)

One study found that with kids with autism and chronic folate deficiency, two thirds of kids with autism symptoms had improvement and some marked improvement. Mr. President, you told us to do what's medically right, to go bold and not worry about the corporations and the lobbyists, so that's what we're here doing today.

Marty Makary

00:25:39-00:25:41 (2 sec)

Thank you, Mr. President.

Donald Trump

00:25:41-00:25:43 (3 sec)

Thank you. Good. Thank you.

Mehmet Oz

00:25:43-00:26:06 (23 sec)

Thanks, Marty. I think you all appreciate the passion in the president's voice. We've been hearing that since the inauguration. In fact, even before the inauguration, the president was upset about what he spoke to today. And so together with Secretary Kennedy, who's made it his life's work to address some of these challenges with autism, they challenged us. In fact, they were harsher than that.

Mehmet Oz

00:26:06-00:26:33 (27 sec)

They wanted no silos to break down what the NIH would do, what the FDA would do, what CMS would do. They insisted that the physician leaders bust through the clutter because their agencies had the power, if we didn't do what every other prior administration had done, which is to let people function within their siloed environments.

Mehmet Oz

00:26:33-00:26:54 (21 sec)

Because of that, in historic fashion and a very accelerated manner, we have a response today to the autism crisis. It is the first of several chapters, but this is breaking news. You've heard some of it. The response to the Autism crisis is going to continue to come to you under Secretary Kennedy's leadership and the president wouldn't have it any other way, as you've heard.

Mehmet Oz

00:26:54-00:27:12 (18 sec)

The FDA, The FDA based on NIH research is approving prescription leucovorin for treatment of autistic children. Now if you're following the script, there should be two questions that you have, two questions that you come to your mind. The first is how will patients and parents get access to the treatment?

Mehmet Oz

00:27:12-00:27:39 (27 sec)

I'll tell you how. Over half of American children are covered by Medicaid and CHIP, government health insurance, over half. Therefore, because they're covered in Medicaid and CHIP, upon this label change by Marty, state Medicaid programs in partnership with CMS will cover prescription leucovorin around the country.

Mehmet Oz

00:27:39-00:28:02 (23 sec)

It's yours, but you have to go to a doctor to get a prescription because they know your child, they know you and they know the medication. States will also have tools to monitor its use and ensure appropriate utilization. That's important for a bunch of reasons because we want the right kids getting the right prescription medications.

Mehmet Oz

00:28:02-00:28:26 (24 sec)

We believe private insurance companies will rapidly follow our lead if they have not already done so. And again, to make sure that this is safe and effective treatment, you need a physician to prescribe the prescription medication because it's on prescription. Second big question, how are we going to collect clinical data to answer the big questions that the president is asking and the secretary insists that we offer?

Mehmet Oz

00:28:26-00:28:48 (23 sec)

CMS is also issuing guidance to convene states and existing research networks to support NIH and FDA in their research efforts of prescription leucovorin, while also maintaining the privacy of all patients, all health information of our beneficiaries. Collecting real world data, which is what many of you have been asking us to do in the community, is fast.

Mehmet Oz

00:28:48-00:29:14 (25 sec)

It is life saving and we'll get answers based on what happens over the next few months with this approach. The aggressive approach, and it is aggressive, demanded by the president and by the secretary, have already identified risk factors and opened the door for the first, the first FDA recognized treatment pathway for autism.

Mehmet Oz

00:29:14-00:29:29 (15 sec)

It is the first of its kind and it wouldn't have happened without the leadership of the president and the secretary. The fivefold increased prevalence of autism over the past 25 years demands a rapid response. The average clinician researcher, we spoke to many, thought it would take five years to get this data.

Mehmet Oz

00:29:29-00:29:52 (23 sec)

Parents are unwilling to wait five years. The president is unwilling to wait five years for these results. So the president and the secretary are acting today with this tri-agency move. The administration's bold actions, investing in groundbreaking research, follow the science, they restore trust, which has been lacking, and they will change the trajectory for millions of American families.

Mehmet Oz

00:29:52-00:29:54 (2 sec)

Mr. President, God bless you for being brave.

Donald Trump

00:29:54-00:29:56 (2 sec)

Thank you very much.

Mehmet Oz

00:29:56-00:30:07 (11 sec)

Let me introduce Dr. Fink, who was acting administrator. And after Dr. Fink, we've got some wonderful women, Jackie and Amanda. I know it's going to be tough, but if you can make some comments about this historic day. God bless you.

Dorothy Fink

00:30:07-00:30:33 (27 sec)

Thank you, Mr. President, for this opportunity to speak with all of you today. As a pediatrician and mom, I am here today to talk about what this announcement means for the millions of moms and dads who are faced with the choice of whether to take acetaminophen during pregnancy. It's hard to hear information that challenges the status quo.

Dorothy Fink

00:30:33-00:31:03 (30 sec)

We are sharing this information not to confuse, but to empower parents to make the best choices when taking medications during pregnancy. We are all concerned about the rising rates of neurodevelopmental disorders, including autism. President Trump and Secretary Kennedy are dedicated to radical transparency so that patients have the best, most up to date information.

Dorothy Fink

00:31:03-00:31:21 (18 sec)

We are also sharing this information with our nation's doctors and we encourage you, as always, to consult with your doctor to make the best decision for you. All too often, it's easy to think that medicines we buy without a prescription pose little to no risk for the mom or the baby.

Dorothy Fink

00:31:21-00:31:43 (21 sec)

As you heard today, pregnant women who need high fever or pain reduction during pregnancy should take the lowest effective dose of acetaminophen for the shortest possible duration. Most women will not meet these indications during their pregnancies. I am encouraged by these developments today because it is another example of our commitment to the American people to leave no stone unturned in improving the health of our nation's children.

Dorothy Fink

00:31:43-00:31:49 (7 sec)

Next, I'm going to turn it over to some incredible mothers who are going to share more about their stories. And we're so grateful to have you here today.

Unidentified

00:31:49-00:32:15 (26 sec)

Thank you. Thank you, Mr. President and team for all your work. This is a historic day, and I'm thankful to be here. I have a son who's five, who is profoundly autistic. And you've probably heard if you've met one autistic child, you've met one autistic child. It's a spectrum. Which I don't think the spectrum is helpful, but that's another conversation.

Unidentified

00:32:15-00:32:34 (19 sec)

Um, he is an amazing little boy, a blessing from God. He -- he's marvelous. He can count to a thousand. He knows all of his letters and the sounds they make and a word for each one, um, but he also, um, has a lot of obstacles. He is non-verbal. He can say those numbers and letters, but there's no communication.

Unidentified

00:32:34-00:32:56 (22 sec)

Unless you've lived with profound autism, you have no idea. You have no idea. He like you said, he will get frustrated because he can't speak. It's not even that he can't speak. Sometimes, he just doesn't understand what I'm saying. He understands the word no. But he doesn't understand the why behind the no. And that's a huge part of discipline.

Unidentified

00:32:56-00:33:20 (25 sec)

That's the discipline. So it's very hard to discipline a child with autism. So you have these behaviors. And it's a very hopeless feeling. And it's very isolating being a parent with a profound autistic child. Even just taking them over to your friend's house is something we just don't do. Because again, they're going to be met with no, no, no. And no understanding of why.

Unidentified

00:33:20-00:33:48 (28 sec)

And then there's a meltdown. And then you're in a situation where you're just helpless and you're just trying to protect your kid. So it's just better not to do it. You learn your limits. And it's been

really hard. This is amazing that we're here today. And I can't -- no one has been able to point to anything to say this is what caused it. And you can't point to that and say it didn't cause it. I have no idea.

Unidentified

00:33:48-00:34:15 (27 sec)

I am completely open, not blaming anything, but I'm open to the discussion and the fact that there's work being done to find answers. I'm very grateful. I was already excited to vote for Mr. Trump, anyway, Mr. President, um, but when we got word of RFK doing his work, I was ecstatic. I could not wait for this work to be done.

Unidentified

00:34:15-00:34:29 (14 sec)

That somebody would try to find us some answers. I'm just very grateful, um, I pray for my son every day. And I hope that he can get the help that he needs. And uh, just thank you.

Donald Trump

00:34:29-00:34:31 (1 sec)

Thank you, darling.

Unidentified

00:34:31-00:34:31 (1 sec)

Thank you very much.

Donald Trump

00:34:31-00:34:33 (2 sec)

Thank you. You take care of yourself.

Unidentified

00:34:33-00:34:50 (17 sec)

Thank you. Hi, my name is Jackie. I'm also extremely grateful for the opportunity to be here and share my son's story. My son is Eddie. He's 11. He's on the opposite end of the spectrum from what Amanda just explained. He's considered high functioning. He was not always high functioning. He was nonverbal until the age four.

Unidentified

00:34:50-00:35:12 (21 sec)

We've had quite -- quite a hard time to get to the place where we are today. I am just so grateful to President Trump and the entire administration for finally listening to moms who have been crying out for help for answers for years. I've met so many other moms with children on the spectrum in the nine years since my son's diagnosis and they all have very similar stories.

Unidentified

00:35:12-00:35:38 (26 sec)

And they've all just wanted somebody to listen. To not ridicule them or look at them like they were the crazy people. It's hard when you don't have doctors that take the time to really listen and -- and find out when the change happened and what change happened. And -- and it's just -- I've been praying for this day for nine years.

Unidentified

00:35:38-00:35:55 (17 sec)

And I'm so thankful to God for -- for bringing the administration into our lives. And I am just -- I'm speechless. This day is a day I never thought would happen. I thought that we would never have an administration that was courageous enough to look into things that no prior administration had. So I'm just here to express my gratitude.

Unidentified

00:35:55-00:36:03 (7 sec)

And I am looking forward to what comes from this. And hopefully, we just get more answers. So, thank you.

Donald Trump

00:36:03-00:36:31 (28 sec)

Thank you very much. So I just want to say acetaminophen is basically Tylenol, essentially. Because I noticed that term is used throughout this conference. So it's essentially titled -- Tylenol. And I just recommend strongly that you don't use Tylenol unless it's absolutely

necessary. They -- I understand it's maybe 10 percent of the women that are pregnant are, you know, would perhaps be forced to use it. And that would mean -- you just can't tough it out.

Donald Trump

00:36:31-00:36:57 (27 sec)

No matter what you do, you can't tough it out. So that's up to you and your doctor. But this is a very strong recommendation, maybe stronger for me than from the group because they're waiting for certain studies. I don't -- I just want to say, I want to say it like it is, don't take Tylenol. Don't take it. If you just can't -- I mean it's fight like hell not to take it. There may be a point where you have to and that you'll -- you have to work out with yourself.

Donald Trump

00:36:57-00:37:17 (19 sec)

So don't take Tylenol. Other things that we recommend or certainly I do anyway is uh -- and it's so important to me to take -- see the doctor four times or five times for a vaccine. Don't let them pump your baby up with the largest pile of stuff you've ever seen in your life going into the -- the delicate little body of a baby.

Donald Trump

00:37:17-00:37:43 (26 sec)

Even if it's two years, three years, four years, you just break it up into, I would say five, but let's say four, four visits to the doctor instead of one. And certain things I think you should do. We've

already taken out and are in the process of taking out mercury and aluminum now. You know what Mercury is, you know what aluminum is. Who the hell wants that pumped into a body?

Donald Trump

00:37:43-00:38:14 (31 sec)

And there were rumors about both of them for a long time. But uh, we're having them taken out. We're having them taken out of the vaccines. Hepatitis B, again, that's sexually transmitted. And we think you should wait -- I think you should wait till 12. You know, I'm just making these statements for me. I'm not making them from these doctors because when they, uh, they talk about, you know, different results, different studies, uh, I talk about a lot of common sense.

Donald Trump

00:38:14-00:38:36 (22 sec)

And they have that too. They have that too a lot. But I recommend the Hepatitis B take, uh, take it, uh, at 12. It's sexually transmitted. You don't have to give it to the baby when the baby is two years old. And there are a lot of theories on that, but not when they're 12. It's not -- it doesn't seem to be a problem at all.

Donald Trump

00:38:36-00:38:56 (20 sec)

The MMR, uh, and the chickenpox. Chickenpox has already been broken out. It's a singular -- singular shot. But the MMR is, uh, is not. And I've heard for years that there's a problem with it.

But they say that there's no problem if you do each shot separately, not put together. So an MMR get -- go out and do it separately.

Donald Trump

00:38:56-00:39:18 (22 sec)

Don't take Tylenol. Don't give Tylenol to the baby after the baby is born. Every time the baby gets a shot, the baby goes gets a shot. They say here take a couple of Tylenol. I've heard that for years, take Tylenol. Don't take Tylenol. Don't have your baby take Tylenol. Now Tylenol is fine for people that aren't pregnant, that aren't in the situation.

Donald Trump

00:39:18-00:39:42 (24 sec)

Now we're talking about one very specific situation. If you're pregnant, don't take Tylenol. When you have your baby, don't give your baby Tylenol, at all. Unless it's absolutely necessary, don't do it. Break up your visits to the doctors. Break them up. Do it in five if you can. Now it's inconvenient, it's inconvenient.

Donald Trump

00:39:42-00:40:06 (24 sec)

Oh, you got to have to go back. Another year later, you've going to go back each year for four years, five years, three years, just break it up. Break it up. Because it's too much liquid, too many different things are going into that baby at too big -- a too big a number. The size of this thing

when you look at it, it's like 80 different vaccines and beyond vaccines, and 80. And you give that to a little kid.

Donald Trump

00:40:06-00:40:21 (15 sec)

I mean, I can tell you that, uh, I had a woman who worked for me, a beautiful, wonderful woman who worked in Trump Tower and she had the most perfect child, beautiful, just perfect.

Donald Trump

00:40:21-00:40:43 (22 sec)

And I remember this little blond haired boy running around the lobby of Trump Tower, so healthy and so vibrant and I said, that's great. One day, I came in and she was crying her eyes out behind the counter. She worked at the front desk. She was crying her eyes out. I've never -- as much as I've ever seen anyone distraught, she was.

Donald Trump

00:40:43-00:41:26 (43 sec)

I said, are you OK, what happened? My boy, my boy, I've lost my boy. What does that mean, your boy? My boy, you know him, sir. You've seen him grow up. He was so beautiful. And I took him for a vaccine, sir, and he developed this unbelievable, I think she said 107, 108 -- you know, it goes well beyond, when this happens, it goes up to 106, 107, 108. You know, we hear 105 and you're in trouble, but it just goes up to a level that you never hear about, but it goes up very high.

Donald Trump

00:41:26-00:41:54 (28 sec)

And they get -- it's fried. They get fried. She said, I took him, he developed an unbelievable temperature and I've lost him, sir, he's gone. And then I saw the boy, it was a whole -- it was so tragic to see. That was the following day. That was the following day after the vaccine. And I've seen it two other times and I think three other times, but two other times, where they go to the doctor and they get the vaccine, they get the shot.

Donald Trump

00:41:54-00:42:17 (23 sec)

The kid is, you know, badly hurt. Let's be nice, badly hurt, and just do it, break it up into five, break it up into four. Break it up into three if you have to, but go to the doctor four times instead of once, or five times instead of once. And for some reason, they insist that you put it all into the body and maybe that's the drug companies.

Donald Trump

00:42:17-00:42:46 (29 sec)

They make more money. That way maybe it's the doctors because they don't want to be, you know, doing this so much. Maybe it was -- maybe it's the doctors, they get maybe more money. Who the hell knows what it is. Don't do it. Get them broken into four or five visits, do it in four or five. That means you have 20 percent, 25 percent what you're putting into the baby's body.

Donald Trump

00:42:46-00:43:05 (18 sec)

It can only help. It can only help. And the other things I told you about, just the words tough it out. You know, it's easy for me to say tough it out, but sometimes in life or a lot of other things, you have to tough it out also. Don't take Tylenol -- don't give Tylenol to the baby when the baby is born.

Donald Trump

00:43:05-00:43:24 (19 sec)

They throw it at you, here, throw it, give him a couple of Tylenol, they give him a shot. They give him a vaccine. And every time they give him a vaccine, they're throwing Tylenol. And some of these babies, they're long born and all of a sudden they're gone. And it doesn't hurt not to do it. It doesn't hurt.

Donald Trump

00:43:24-00:43:44 (20 sec)

There's no downside. There's no downside at all. And break up MMR, break it up. It's practically a known fact that if you break it up, you're not going to have a problem. But for years, we've been hearing how bad MMR is as a combination and I'm very happy that you broke out chickenpox because that was really a problem.

Donald Trump

00:43:44-00:44:02 (18 sec)

And there are other things. It's interesting, because there are other things, other -- we were talking about it, other different drugs pills that you take that we know are so bad and they don't take them anymore. But for some reason, with this, they keep taking it. Don't take Tylenol. There's no downside.

Donald Trump

00:44:02-00:44:23 (21 sec)

Don't take it. You'll be uncomfortable. It won't be as easy, maybe, but don't take it. If you're pregnant, don't take Tylenol and don't give it to the baby after the baby is born. And you know, we have more than three years left. And I told Bobby and the doctors behind me and they are so committed to this.

Donald Trump

00:44:23-00:44:54 (31 sec)

I told them that this is the number one thing I want to do from you and you know, we have something else called Favored Nations, where I'm going to be reducing drug prices by 1,000 percent, by 900, 600, 500, 1,200. We're going to be reducing drug prices at levels never seen. It's called Favored Nations. We're going to be paying what the -- right now, we're like the garbage can for the rest of the world and we have been for forever.

Donald Trump

00:44:54-00:45:19 (25 sec)

We pay much higher for drugs than the rest of the world. We subsidize the rest of the world.

We're not doing that anymore and that's a big thing. That's a big thing. That's bigger than anything. I told this story the other night, that I was so proud of my first term that for the final year, drug prices went down one quarter of one percent, and I was so proud.

Donald Trump

00:45:19-00:45:43 (24 sec)

I said -- I'm the first one to do it. I think it was 28 years, they said, where drug prices went down from the beginning of the term to the end, and I was so proud. I called a news conference. I said, you know, drug prices have gone down, first time it's happened in 28 years. You know what it was, one quarter of one percent.

Donald Trump

00:45:43-00:46:07 (24 sec)

I was so proud. Now we're going to have them go down from \$100 a pill to \$9 a pill, from \$1,300 for a shot of like an Ozempic or the fat -- I call it the fat pill or the fat drug. Sometimes it works, I guess for people. The ones I've seen, it hasn't worked so well. A lot of friends, they're fat and they said, yeah, I lost some weight.

Donald Trump

00:46:07-00:46:30 (22 sec)

I said, you don't look it to me, but they paid \$1,300, \$1,200 and they go to London and they pay \$88 and they call me and they go, what's this all about? We're subsidizing the rest of the world,

stupidly, because a lot of stupid people in this country running things. And how big is that, but to me that's nothing compared to autism.

Donald Trump

00:46:30-00:46:55 (25 sec)

I see that gorgeous boy, I have a big present for him in the back. You know, you bring him back. We're going to bring him into the Oval Office. I have the best present he's ever going to get, OK, a big one. I saved it for you, OK, because I heard you were coming. Look how beautiful he is. So that's it. There's nothing much to say.

Donald Trump

00:46:55-00:47:18 (23 sec)

Don't take Tylenol if you're pregnant and don't give Tylenol to your child when he's born or she's born. Don't give it, just don't give it. And we're going to have, I think, really -- if you do all -- the things that I say, break it up, just break it up. Break up the shots with the doctor. MMR, as I told you, separate, separate, separate.

Donald Trump

00:47:18-00:47:51 (34 sec)

Chicken pox, already separate. You do these things, I'm telling you -- I want -- when I leave office, I don't want to have -- it's going to be the kind of number that we're hearing where it's 1 in 32 or 1 in 10 because I've heard 1 in 10 also. And in California, it's really bad. I want it to be --

let's get it back to maybe 1 in 10,000 or 1 in 20,000 or maybe none in 20,000. And the only way you're going to do that -- because this is artificially induced.

Donald Trump

00:47:51-00:48:20 (29 sec)

This is induced by something you don't go from 1 in 20,000 to 1 in 10,000 then to 1 in 10. That means you're taking something and something's wrong. And I feel very certain, and I know I'll be criticized. Some day, they'll look back and they'll say, well, it wasn't, but I think it will. I think we're going to have a tremendous -- I want -- this is one of the most -- this is the most important.

Donald Trump

00:48:20-00:48:43 (23 sec)

There's nothing more important than me. We cured inflation that Biden gave us. He gave us so much inflation, the biggest ever in history. We got inflation done. We brought prices down. We gave you the largest tax cuts, all that stuff. It doesn't mean a thing compared to what we're doing today. This means everything.

Donald Trump

00:48:43-00:48:58 (15 sec)

So we're going to save a lot of children from a tough life, a really tough life. We're going to save a lot of parents from a tough life. OK. How about a few questions? Let's just make it on this subject. This is so beyond as a subject that I'd rather not talk about, you know, some nonsense on the economy.

Donald Trump

00:48:58-00:49:04 (6 sec)

And I will say this, the economy is unbelievable. The stock market just hit another record high and all that stuff, this means more to me. Yeah, please.

Question

00:49:04-00:49:08 (4 sec)

Mr. President, I have one on your announcement, one on vaccines, that's also related.

Donald Trump

00:49:08-00:49:09 (1 sec)

Yes.

Question

00:49:09-00:49:17 (8 sec)

Why do you think we haven't heard more previously about the tie to autism and acetaminophen?

Donald Trump

00:49:17-00:49:40 (23 sec)

Nobody knows. I don't know. Not only that, when you say it, you get attacked. I was saying something similar, not as strongly because now facts are on our side, but I was saying it with

Bobby 20 years ago and I was attacked. I said, whoa, what was that all about? I had no idea. You get attacked. I don't know.

Donald Trump

00:49:40-00:50:23 (43 sec)

The medical community, the drug companies, doctors -- I don't know what it is. All I want to do -
- I don't care. I don't care about being attacked. It doesn't matter to me. I believe that the numbers at the end of our term or shortly thereafter could be really phenomenal. I want it to go up. Just like it came down to this horrible level, 1 in 10, 1 in 12. I was told 1 in 10, I was told 1 in 12. Today, I heard 1 in 31, if you add the girls and the boys together.

Donald Trump

00:50:23-00:50:37 (14 sec)

It's crazy. And it was 1 in 10,000 and 1 in 20,000. It's not even sustainable for a country, you want to know the truth. And there are other places that don't have it and they have things in common and that's called medical research. Yeah, please.

Question

00:50:37-00:50:41 (4 sec)

Mr. President, I'm curious, as you look at the trend lines --

Donald Trump

00:50:41-00:50:41 (sec)

Yeah.

Question

00:50:41-00:50:53 (12 sec)

-- how much of this is the causation of acetaminophen and how much is sort of better diagnosis, doctors, researchers having a better understanding of what is on the autism spectrum?

Donald Trump

00:50:53-00:50:54 (1 sec)

Do you want to do that?

Robert F. Kennedy Jr.

00:50:54-00:50:54 (sec)

Yeah.

Donald Trump

00:50:54-00:50:55 (1 sec)

Go ahead, Bobby.

Robert F. Kennedy Jr.

00:50:55-00:51:13 (18 sec)

That's one of the canards that has been promoted by the industry for many years that it's changed diagnostic criteria, better recognition. And -- but there's been study after study done of that, that completely debunks that. One of them by the Mind Institute at UC Davis, University of California. Um, but also it's just common sense.

Robert F. Kennedy Jr.

00:51:13-00:51:34 (22 sec)

Because you're only seeing this in people who are under 50 years of age. If it were better recognition or diagnosis, you'd see it in a 70 year old men. I've never seen this happening in people my age. I've never seen a case of full blown autism. And that means profound autism. I want to be very careful. Headbanging, stimming, toe walking, non-verbal, non-toilet trained.

Robert F. Kennedy Jr.

00:51:34-00:51:40 (6 sec)

I've never in my life seen a 70 year old man who looks like that. You're only seeing it in a kid. It's an epidemic.

Question

00:51:40-00:51:42 (2 sec)

Mr. President?

Note

00:51:42-00:51:42 (sec)

[Crosstalk]

Question

00:51:42-00:52:05 (23 sec)

Mr. President? Mr. President, I was hoping that you could clear up confusion for moms and dads across America, many of whom voted for you. There's a statement that was put out by the American College of Obstetricians and Gynecologists. And in their statement, they write, "acetaminophen remains a safe trusted option for pain relief during pregnancy."

Donald Trump

00:52:05-00:52:06 (1 sec)

Yeah.

Question

00:52:06-00:52:11 (4 sec)

And that's at odds with what you said and with what many of the experts say.

Donald Trump

00:52:11-00:52:11 (sec

Yeah.

Question

00:52:11-00:52:12 (1 sec)

How do you --

Donald Trump

00:52:12-00:52:43 (32 sec)

It's the establishment. That's the establishment. They're funded by lots of different groups. Uh, and you know what? Maybe they're right. I don't think they are because I don't think the facts bear it out at all. Uh, they're fighting for something that, in my opinion, they shouldn't be fighting for. But here's the thing, there's no downside to doing -- other than a mother will have to, as I say, tough it out a little bit.

Donald Trump

00:52:43-00:53:16 (33 sec)

There's no downside to doing this. It's not like, oh, if you do this, you're going to die. There's no downside. There's no downside to going over a four year or five year period or a three year period or even if you space them out for six months. You space it out. There's no downside. And that's why I will say the gentleman behind me, they have very strong views.

Donald Trump

00:53:16-00:53:35 (19 sec)

And they feel that we're right. But they'll have more research done over the next two months. I said, well, two months is a long time. A lot of people can be saved. And there's no downside to

doing it. Everything I said, there's no downside to doing it. It can only be good. And I think you're going to see very good results.

Donald Trump

00:53:35-00:53:58 (23 sec)

That's establishment stuff. And we've been reading that about a lot of things for years. And you know what's happened? We've gone from one in 20,000, to one in 10,000, to one in 32, to one in 10. Think of it. One in 10 or 12 or one in 31. Think of it, one in 31 people, young kids get autism. What is it, Jeff?

Note

00:53:58-00:53:58 (sec)

[Crosstalk]

Question

00:53:58-00:54:11 (13 sec)

My question is about Leucovorin. You mentioned that as part of your plan. Um, that is also a chemotherapy treatment. Have you been in touch with the drug companies to increase production --

Donald Trump

00:54:11-00:54:14 (3 sec)

Why don't I have the doctor answer that?

Question

00:54:14-00:54:27 (12 sec)

And just I'm going to throw in my follow up at the same time. Dr. Oz mentioned that this will be available with chip, children who are on chip, but the great -- the Big, Beautiful Bill reduced funding for CHIP and Medicaid by \$1 trillion over the next ten years.

Donald Trump

00:54:27-00:54:28 (1 sec)

Yeah, that's --

Question

00:54:28-00:54:36 (8 sec)

Are you concerned that that will impact your ability to get this drug out?

Donald Trump

00:54:36-00:54:39 (3 sec)

I'll explain it to you in a second, but please go ahead.

Marty Makary

00:54:39-00:55:01 (22 sec)

Thank you. Thank you. Leucovorin is not a chemotherapy, but it is a vitamin given with chemotherapy, sometimes. And the idea here is that the folic acid receptor in the brain is blocked by some antibody response. It might be 20, 40, 50 percent of kids with autism. And Leucovorin will bypass that blocked receptor.

Marty Makary

00:55:01-00:55:08 (8 sec)

And that's why so many doctors are probably seeing so much clinical improvement on kids with Leucovorin.

Question

00:55:08-00:55:13 (5 sec)

So are you going to increase production? Have you talk to the companies?

Marty Makary

00:55:13-00:55:20 (7 sec)

Yeah, we've been in touch with the companies. And they are prepared to ramp up production. And we actually talked to them about a month ago.

Donald Trump

00:55:20-00:55:36 (17 sec)

And on your second part of your nasty question, the -- the number is that the great Big Beautiful Bill, which is the greatest, I think the -- one of the best things ever passed in the history with the tax cuts and regulation cuts and all of the things it does, no tax on tips, no tax on Social Security, no tax on overtime, all of it does.

Donald Trump

00:55:36-00:55:45 (9 sec)

It also gives \$200 million, as just explained by Dr. Oz. And I'd like you to explain that, Dr., to exactly what you're saying.

Mehmet Oz

00:55:45-00:56:05 (20 sec)

The Big Beautiful Bill actually increases Medicaid spending projected over the next ten years by \$200 billion. There's also a \$50 billion Rural Health Transformation Fund, which will allow a lot of these programs to get into rural parts of the country that the president and Congress are -- are candy to governors to start distributing.

Mehmet Oz

00:56:05-00:56:37 (32 sec)

Those grants that have already gone out. The money will be allocated by the end of this calendar year. And I want to point out that the ability of NIH to do research that feeds and hands the ball to the FDA, which then can change labeling to allow Medicaid programs and states to fund this

program will ensure that the things that President Trump and Secretary Kennedy desire are financially affordable for the families around America.

Question

00:56:37-00:56:44 (7 sec)

You mentioned CHIPs, that's why I asked that question. You mentioned that CHIP would fund this for children.

Mehmet Oz

00:56:44-00:57:11 (27 sec)

Well, most of the kids are on Medicaid, probably 43 percent are on Medicaid and another eight-10 percent on CHIP. And all the programs in general are being evaluated. Most of what the one Big Beautiful bill -- Bill was seeking to do was to remove fraud, waste and abuse. But the programs themselves should stay financially intact for the people for whom they were designed.

Mehmet Oz

00:57:11-00:57:12 (1 sec)

And in this case, for children.

Donald Trump

00:57:12-00:57:15 (2 sec)

And the only thing --

Note

00:57:15-00:57:15 (sec)

[Crosstalk]

Donald Trump

00:57:15-00:57:25 (11 sec)

The only thing we cut, so that's \$200 billion positive. The only thing we cut was for fraud, waste and abuse, of which there was a lot in this country. And nobody minds that. Yeah, please.

Question

00:57:25-00:57:42 (17 sec)

Mr. President, you said that there is no reason to give newborn babies Hepatitis B vaccines, but Hepatitis B can be contracted, not just through sexually transmitted diseases. It can come from needles to open wounds. So when you say you feel, you know, is that appropriate to be telling --

Donald Trump

00:57:42-00:57:46 (4 sec)

I think it's absolutely appropriate. I think they should wait until they're 12 years old. Yes, please.

Question

00:57:46-00:57:56 (9 sec)

Thank you all for being here. You've been talking about reducing autism by spacing out vaccines.
Would you like other combined vaccines babies receive to be spaced out like MMRV?

Donald Trump

00:57:56-00:57:57 (1 sec)

What is this -- again?

Question

00:57:57-00:57:58 (1 sec)

Um, you've been talking --

Donald Trump

00:57:58-00:58:00 (2 sec)

You have to -- speak up, please.

Question

00:58:00-00:58:03 (4 sec)

Yes, sir. You've been talking about reducing autism by spacing out vaccines.

Donald Trump

00:58:03-00:58:05 (2 sec)

Right, correct.

Question

00:58:05-00:58:10 (5 sec)

Would you like the other combined vaccines babies receive to be spaced out like MMRV?

Donald Trump

00:58:10-00:58:30 (20 sec)

I would say yes, but that just is -- for me, it's a lot of common sense involved in this. It's a process. But we're looking. But it should at least be given separately. Now it's possible that you can reduce them and give it -- I'd give them in small doses, but it's possible maybe in that particular case, the MMR wouldn't work in small doses.

Donald Trump

00:58:30-00:58:51 (21 sec)

But you can certainly give them a separate charge. It's been proven to be very safe when you give them in separate shots instead of mixing. So I don't think there's any reason to do that. Do you agree with that? I'm not a doctor, but I'm giving my opinion. I don't think there's any reason to do that. So it's been proven to be safe when you break them up. But MMR, by itself, I've heard bad things about it for many years.

Donald Trump

00:58:51-00:58:52 (1 sec)

Yes, please.

Question

00:58:52-00:59:04 (12 sec)

Mr. President, is the spectrum too broad in your opinion? For research purposes, you are dealing with a population of children who might have social boundary difficulties. And then you have children who are, you know, going to grow up to be adults in diapers.

Donald Trump

00:59:04-00:59:04 (sec)

Yeah.

Question

00:59:04-00:59:05 (1 sec)

I mean, what do you think?

Donald Trump

00:59:05-00:59:22 (17 sec)

Uh, we don't know how broad the spectrum is. We don't know exactly where it starts and where it ends. But we do know what we're going through. We're going through some very serious trouble. And we know autism. I mean, it's -- it could be bigger, it could be smaller, a little bit smaller, but the number is unacceptable.

Donald Trump

00:59:22-00:59:39 (17 sec)

And the number, the way it's come down the way because the spectrum has remained the same, the number, the way it's come down is just, uh, unacceptable. Meaning, come down to that level of one in 10, one in 12, one in 31. Go ahead in the back.

Question

00:59:39-01:00:00 (21 sec)

Um, this question is more directed towards Secretary Kennedy. Uh, you talked about that we're just kind of finding out about, uh, the fact that babies are affected this way. Uh, is there a concern that information is being suppressed right now within HHS? And could an investigation perhaps be launched --

Donald Trump

01:00:00-01:00:23 (23 sec)

Well, I think information has been really, uh, not given out very freely over the years, absolutely. And I think that's by drug companies and maybe doctors. But I certainly think that over the years. Uh, I think this is a different group. We -- we have a lot of information. And that information, I mean, it's the information that we have that we're making these statements.

Donald Trump

01:00:23-01:00:45 (22 sec)

And I'm making them out front. And I'm making them loud. And I'm making them strongly not to take Tylenol. Not to take it. Just don't take it unless it's absolutely necessary. And there's not too many cases where that will be the case. And again, what's the worst? The worst is nothing can happen. It's very positive.

Donald Trump

01:00:45-01:01:04 (19 sec)

That's a positive thing. But I don't believe that's -- that -- I don't actually believe that's possible. I think the results are going to be amazing. I want to see amazing results by the time I leave this beautiful building. And I -- I will consider this -- I believe, you know, with the wars, I've stopped seven different wars.

Donald Trump

01:01:04-01:01:22 (17 sec)

I've saved millions of lives. I've done a lot of things. This will be as important as any single thing I've done. Because I know ladies, beautiful ladies, just like this, that are going through the same thing. And it's not easy. And I admire you for being able to do it. But I admire him, too. I wish I had a face that look like that.

Donald Trump

01:01:22-01:01:25 (3 sec)

If I had looks like him, I would've been president a long time ago. [Laughter]

Note

01:01:25-01:01:25 (sec)

[Crosstalk]

Question

01:01:25-01:01:35 (11 sec)

Mr. President? [Inaudible] is widely used in other countries too. As you made this announcement, do you expect your decision may affect other countries?

Donald Trump

01:01:35-01:01:54 (19 sec)

I hope they follow it. Yeah. I hope they follow it. Yeah, other countries are -- you know, sell Tylenol. Some countries don't. I mean, I hear Cuba -- now, again, you'll have to check this out, but I hear Cuba doesn't have it because it's very expensive and they don't have the money to have it, or they don't want to spend the money to have it. They don't have Tylenol.

Donald Trump

01:01:54-01:01:59 (5 sec)

And I hear they have essentially no autism. So you have to check it out. w

Question

01:01:59-01:02:00 (1 sec)

Mr. President?

Donald Trump

01:02:00-01:02:02 (2 sec)

Yeah, Brian, please.

Question

01:02:02-01:02:04 (2 sec)

Medical professionals have warned for decades --

Donald Trump

01:02:04-01:02:08 (4 sec)

No, no, I said -- no, not you. You're CNN. You're fake news. Go ahead, Brian.

Question

01:02:08-01:02:16 (8 sec)

Thank you, Mr. President. I want to go back to the Amish community if I could, just for a second. I recently saw a man from Minnesota, an Amish man from Minnesota --

Donald Trump

01:02:16-01:02:16 (sec)

Right.

Question

01:02:16-01:02:27 (11 sec)

-- on a podcast. And the host asked him what the rates were for like ADHD and autism and he had no idea about ADHD, didn't know it existed and certainly didn't know of any cases. What are --

Donald Trump

01:02:27-01:02:45 (18 sec)

It doesn't exist with the Amish community, and they don't take all of this junk. It doesn't exist. That tells you -- doesn't that tell you -- that's like -- you know, that's like certain countries where it doesn't exist and they don't take it. Would you like to make a comment about that, Marty?

Marty Makary

01:02:45-01:02:56 (11 sec)

The Amish population are a very mixed group, so there's a subset that take vaccines, a subset that does not, and we know they have very low rates of chronic disease all across the board.

Question

01:02:56-01:02:59 (3 sec)

Mr. President?

Donald Trump

01:02:59-01:03:00 (1 sec)

Please.

Question

01:03:00-01:03:06 (6 sec)

Thank you, Mr. President. Should the establishment media show at least some openness to trying to figure out what the cause [Inaudible]

Donald Trump

01:03:06-01:03:08 (1 sec)

I wish they would, yeah.

Question

01:03:08-01:03:11 (3 sec)

Why are they so close-minded?

Donald Trump

01:03:11-01:03:33 (23 sec)

Well, look, it's not only the media, in all fairness, it's some people. When you talk about vaccines, they go crazy. And you know, I'm a big supporter of vaccines. I got a certain vaccine approved in nine months that would have taken from 5 to 12 years. I'm very proud of it. A lot of

people think it was one of the greatest things I've done and some people think, mostly Republicans, actually.

Donald Trump

01:03:33-01:03:54 (21 sec)

I'll tell you, the Democrats think it was -- they think Operation Warp Speed was one of the greatest things any president has done, any president. You know, we're very proud of what happened. We got hit with something that came from a place that shouldn't have happened, but it did happen. You know, those things take place and you're very unpleasantly surprised.

Donald Trump

01:03:54-01:04:16 (22 sec)

But no, I'm a big believer in vaccines, the polio vaccine, big, big believer in vaccines. I know Bobby and you guys have it out a little bit, but he's a believer in vaccines too. But I've seen how great vaccines can be, how incredible they can be, so I'm a believer. Yeah. Yeah, please.

Question

01:04:16-01:04:21 (5 sec)

Your comments you made about MMR and hepatitis B --

Donald Trump

01:04:21-01:04:21 (sec)

Right.

Question

01:04:21-01:04:26 (4 sec)

-- and you said those were your suggestions, but have you spoken with Secretary Kennedy about actually making those changes?

Donald Trump

01:04:26-01:04:49 (23 sec)

I have. Yeah, I have. I've spoken to all the doctors about it and doctors that are not here right now. I've spoken to many doctors about all of -- everything we're talking about. And you know, the Tylenol has started to be spoken of over the last period of time, but we've been doing the research. A lot of what they've been speaking about comes from right here, by research done by these people.

Donald Trump

01:04:49-01:05:13 (23 sec)

And I just say it again, don't take Tylenol. Don't take it, and don't give it to your child after your child is born. And do all those other things, little things, just spread out your visits, etc., etc., on the vaccine. And I want to thank everybody. This is a very important day. Thank you very much.

Appendix B

Kenvue Company Press Release

Kenvue position on acetaminophen (Tylenol®) and autism claims - A new view of care

Kenvue position on acetaminophen (Tylenol®) and autism claims

We believe independent, sound science shows Tylenol® is safe and taking acetaminophen does not cause autism



Kenvue Brands LLC, the maker of Tylenol®, issued the following statement related to unfounded claims that taking acetaminophen causes autism:

Nothing is more important to us than the health and safety of the people who use our products. We believe independent, sound science clearly shows that taking acetaminophen does not cause autism. We strongly disagree with allegations that it does and are deeply concerned about the health risks and confusion this poses for expecting mothers and parents.

The Bottom Line

- **Does acetaminophen (also known as paracetamol) cause autism or ASD?** No. Current scientific evidence does not support a causal relationship.
- **Do leading medical authorities recommend acetaminophen during pregnancy when medically indicated and used as directed?** Yes.
- **Has Kenvue changed its safety guidance?** No. Pregnant women should follow the label and consult a healthcare professional before taking acetaminophen or any over-the-counter medication.

What Science Shows

We have continuously evaluated the relevant science and there is no credible data that shows a proven link between taking acetaminophen and autism. Rigorous, independent research, endorsed



<https://www.kenvue.com/media/kenvue-position-on-acetaminophen-tylenol-and-autism-claims> 1/5

Kenvue position on acetaminophen (Tylenol®) and autism claims - A new view of care



Here is the context behind that conclusion:

- **Causation vs. association:** Observational findings can be influenced by "confounding by indication" including the underlying condition (e.g., fever, infection or pain) that acetaminophen is taken for.
- **Totality of scientific evidence:** Across the available data, the weight of evidence does not establish that taking acetaminophen during pregnancy causes autism.
- **Clinical experience:** Major maternal health and obstetric groups consider acetaminophen an appropriate first-line treatment option during pregnancy when used as directed and clinically indicated.

When science gets sidelined, people's health is put at risk. High fevers and pain, for example, are widely recognized as potential risks to a pregnancy if left untreated. Acetaminophen is the safest pain reliever option for pregnant women as needed throughout their entire pregnancy and without it, women face dangerous choices: suffer through conditions like fever that are potentially harmful to both mom and baby or use riskier alternatives.

Acetaminophen is also one of the most widely studied pain relievers and fever reducers in infants and children, and numerous randomized, controlled clinical trials support the safety of acetaminophen in infants and children when used as directed.

What Health Authorities Say

We stand with the many public health and medical professionals who have reviewed this science and agree. This includes the World Health Organization, the American College of Obstetricians and Gynecologists, the Society for Maternal-Fetal Medicine, the Autism Science Foundation, the American Academy of Pediatrics, Health Canada, the Society of Obstetricians and Gynaecologists of Canada, and others.



<https://www.kenvue.com/media/kenvue-position-on-acetaminophen-tylenol-and-autism-claims> 2/5

Legal Record to Date:

- ### Safety Guidance

<https://www.kenvue.com/media/kenvue-position-on-acetaminophen-tylenol-and-autism-claims>

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Our Commitment



available scientific data.

We will continue to explore all options to protect the health interests of women and children.

Cautions Concerning Forward-Looking Statements

This statement contains “forward-looking statements” as defined in the Private Securities Litigation Reform Act of 1995 regarding, among other things, litigation related to acetaminophen. If underlying assumptions prove inaccurate or known or unknown risks or uncertainties materialize, actual results could vary materially from the expectations and projections of Kenvue Brands LLC and its affiliates.

A list and descriptions of risks, uncertainties and other factors can be found in Kenvue Inc.'s filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the fiscal year ended December 29, 2024 and subsequent Quarterly Reports on Form 10-Q and other filings, available at www.kenvue.com or on request. Kenvue Brands LLC and its affiliates undertake no obligation to update any forward-looking statements, whether as a result of new information, future events or developments or otherwise.

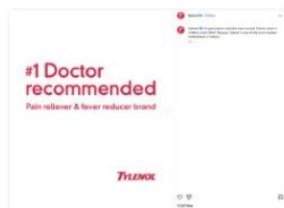
Media relations:
Melissa Witt

<https://www.kenvue.com/media/kenvue-position-on-acetaminophen-tylenol-and-autism-claims>

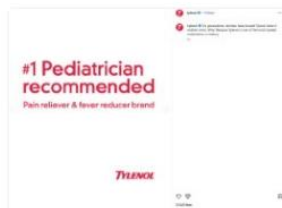
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Appendix C

Tylenol Instagram Screenshots



Tylenol Instagram Post 1 9.22 Screen 1



Tylenol Instagram Post 1 9.22 Screen 2



Tylenol Instagram Post 1 9.22 Screen 3



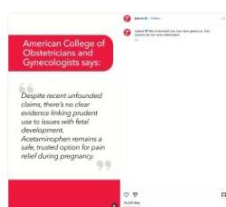
Tylenol Instagram Post 1 9.22 Screen 4



Tylenol Instagram Post 2 9.22 Screen 1



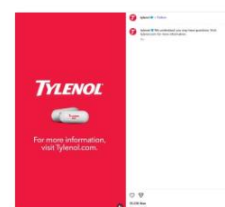
Tylenol Instagram Post 2 9.22 Screen 2



Tylenol Instagram Post 2 9.22 Screen 3



Tylenol Instagram Post 2 9.22 Screen 4



Tylenol Instagram Post 2 9.22 Screen 5



Tylenol Instagram Post 2.24 Screen 1



Tylenol Instagram Post 2.24 Screen 2



Tylenol Instagram Post 2.24 Screen 3



✓ Tylenol
Instagram 9.26
Post 1 Screen 1



✓ Tylenol
Instagram 9.26
Post 1 Screen 2



✓ Tylenol
Instagram 9.26
Post 1 Screen 3



✓ Tylenol
Instagram 9.26
Post 1 Screen 4



✓ Tylenol
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Post 1 Screen 5



✓ Tylenol
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Post 1 Screen 6



✓ Tylenol
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Post 1 Screen 7



✓ Tylenol
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Post 1 Screen 8



✓ Tylenol
Instagram 9.26
Post 1 Screen 9



✓ Tylenol
Instagram 9.26
Post 1 Screen
10



✓ Tylenol
Instagram 9.26
Post 1 Screen
11



✓ Tylenol
Instagram Post
2 9.26 Screen 1



✓ Tylenol
Instagram Post
2 9.26 Screen 2



✓ Tylenol
Instagram Post
2 9.26 Screen
3(just video)



✓ Tylenol
Instagram Post
2 9.26 Screen 4



✓ Tylenol
Instagram Post
10.6



✓ Tylenol
Instagram Post
10.22 Screen 1



✓ Tylenol
Instagram Post
10.22 Screen 2
(just video)



✓ Tylenol
Instagram Post
10.22 Screen 3