

"Reasonable Doubt"



Creating Content To Combat Mis/Disinformation & Drives Vax Confidence in Social Media
COVID-19 African-American & Hispanic Peer Ambassador Toolkit
Counter-Narrative Approach & Messaging Keys

Our Target Segment(s)

At-Risk AA/HA Youth & Young Adult Populations On Social Media



**“At-Risk Youth/
Young Adults”**

- Least Vaccinated
- More Apathetic, Less Knowledgeable About Risk
- Distrustful of Authority
- Influential Online, In Social Media, & In Pop Culture



**Younger “At-Risk,
At-Workers”**

- High degree of vulnerability with great potential for outsized disruption
- High-Risk professions, High use of public transit, less insured

Developing A Framework For Context-Specific CN Messaging

“REASONABLE DOUBT”

The Journey to Vaccine Acceptance

DEGREE OF HESITANCY	Higher Hesitancy				Moderate Hesitancy “Movable Middle”		Lower Hesitancy			
DOUBT/DISTRUST	Institutions <ul style="list-style-type: none">• Medical• Govt.• Big Pharma/ Pharma Industrial Complex• Elites/ Ruling Class				The Vax Science <ul style="list-style-type: none">• New mRNA Tech• Unnatural Origins• Speed of Process• Perceived Efficacy of Vax/ Breakthrough, etc.		Information At-Hand <ul style="list-style-type: none">• Underlying Conditions & Personal Health Concerns (Fertility, etc.)• Lay Epidemiology			
	Socio-Cultural <ul style="list-style-type: none">• Histories of Marginalization & Abuse<ul style="list-style-type: none">◦ Race/Ethnicity◦ Neglect/ Underdeveloped infrastructure and solutions<ul style="list-style-type: none">• Current Social Unrest• “The Great Divide” (political division)<ul style="list-style-type: none">◦ etc. <i>Party Affiliation</i>				Health/COVID/Vax Literacy <ul style="list-style-type: none">• Info Deserts (regional)<ul style="list-style-type: none">• Filter Bubble• Education Level		Information Mayhem <ul style="list-style-type: none">• Conflicting Science• Novel Nature of the Virus<ul style="list-style-type: none">• Politicization• Nefarious – Infodemic/ Bad Actors/ Disinformation<ul style="list-style-type: none">• Lay Epidemiology			
NARRATIVES	“It’s About Freedom” (Govt. Control)	“The Big Push”	“It’s About Freedom” (Medical)	“COVID Vax is Unnecessary (Reject Science)	“People Should Do Their Own Research”	“It’s Not Worth The Risk/Vax Aren’t Safe”	“COVID Vax is Unnecessary (Open But Unaware)	“COVID Vaccines Don’t Work”	“Waiting For More Info” (Specific Concern)	“I Just Don’t Know” (Overwhelm/ Lack Clarity)
BARRIERS	[See Master Messaging Map]									
COUNTER-NARRATIVES	“Reasonable Doubt”		“Counter-Conspiracy”		“Reality-Check/“True Story”			“Sci-Tlme”		
	“BLK Vax History”				“Calculated Risk / VERZUS”			“Vax Facts & FAQs”		



Elements of Effective Counter-Narrative Strategies

Effective Counter-Narrative Strategies Have...

1. A Clear Objective that <u>targets the “Achilles Heel” of the narrative – the vulnerabilities</u> or weaknesses of the story being told
2. Contextual Insights that help explain the origins of distrust
3. Facts/ Evidence that support any claims messaging
5. Personalization – Meet people where they are. Create Emotional & Cultural Connection through Openers and Cultural Markers that help <u>convey empathy, establish rapport, and cue cultural affiliation</u> . Openers are phrases or images that “prime” the audience for a vax message.
6. “Real World/ Real People” content that feels less produced/ user-generated by real people, not actors or “authorities”
7. A “Hook” – Paradox / Analogy / Humor



Finding The Achilles Heel

The Six (6) Counter-Narratives

Higher Hesitancy – Distrust of Institutions & Authority

1. **“Reasonable Doubt”** (*survivors, recently vaxxed, etc.*)
2. **“Counter-Conspiracy”** (*expose the untruths in conspiracy theory content*)
3. **“BLK Vax History”** (*Demonstrate the long-standing role BIPOC people have played in the development of vaccines – innovation, oversight, etc.,*)

Moderate to Lower Hesitancy – Distrust of Vax Science & Information

1. **“Reality Check/True Story”** (*make it real; keep the dangers of COVID top-of-mind through the data, and emotional and peer-driven or Trusted Messenger storytelling – PSAs and Survivor Stories*)
2. **“Calculated Risk/ VERZUS”** (*prove the reward of vaxxing outweighs the risk through analogies and comparisons*)
3. **“Sci-Time”** (*simplify the science*)

The Peer Ambassador Counter Narrative Key (Template)

Driving Engagement Through Cultural Context

<div>[Counter-Narrative] [Objective –Targets Narrative Fallacy] [At-Risk Segment(s)]</div>	
Contextual Insights	<i>[Socio-Cultural Context, Cultural Interests/ Lifestyle Insights of Target, Conflicting Information, Low Health/COVID Literacy]</i>
Narratives + Barriers + General Messages	<i>[Relevant Narratives + Associated Barriers]</i> <ul style="list-style-type: none">Consult Master Messaging Map for Narrative + Barriers <i>[General Messages – Fact-Based information that works to highlight and correct the fallacy of a belief and overcome the corresponding barrier]</i> <ul style="list-style-type: none">Trusted Messengers should address segment nuances such as cultural context, demographics, etc. in framing general messages for their audienceConsult Master Messaging Map for General Messages
Topics	<i>[Messaging topics that work in combination with general messaging to support the journey to vaccine acceptance]</i>
Opener(s)	<i>[Ways to “soften” or prime the target audience to be more receptive to vax confidence messaging; Framing questions or phrases that drive the audience to reconsider the basis, background, source, fundamental premise of a held belief – openers get at the heel of dis/ misinformation]</i> <ul style="list-style-type: none">Example: “You did your own research, but did you pop the filter bubble?”
Cultural Markers	<i>[Visual/Audible/Conceptual Cues that indicate association with/understanding of a particular cultural group in order to convey empathy, establish rapport, and build trust]</i>

"REASONABLE DOUBTS"

Young Adults + At-Risk, At-Workers (Essential Workers/ Lower Income)

Demonstrate that although their distrust of authority and the healthcare system, is reasonable, the abuses of the past are no longer possible.

Contextual Insights	<p>To immediately discount views to which people are emotionally attached or with which they associate as parts of their identities, triggers “fight or flight” responses and <u>strengthens perspectives</u>. Instead, compassion is required. Acknowledge their doubts as reasonable, and then explain how their beliefs are are flawed. For BIPOC communities, their distrust around the COVID vaccine is more than reasonable. A long history of abuse and experimentation on Black Bodies, combined with persistent systemic racism and bias in healthcare, has only been worsened by recent social unrest and a deep political divide. If one looks at the history, one is able to see the connection between a history of forced sterilization of Black & Brown Women, and current beliefs that the COVID vaccine was created to control the population sizes of Black & Brown communities. Reasonable Doubt helps Peer Ambassadors empathize and establish rapport with distrustful BIPOC audiences by acknowledging the history and providing education around the safeguards put in place that make these atrocities no longer possible.</p>
Narratives + Barriers + General Messages	<ul style="list-style-type: none">• It’s About Freedom – Government Control (Forced Sterilization/Population Control, Tuskegee)• It’s About Freedom – Medical• The Big Push• It’s Not Worth The Risk/ Vaccines Are Not Safe (Distrust in Government Authority) <p>*Consult Master Messaging Map for Barriers</p>
Topics	<ul style="list-style-type: none">• Onesimus, the African Slave who introduced inoculation the United States• Acknowledge History of Abuse –Tuskegee, Marion Sims, etc.• Safeguards Against Medical Abuse in Clinical Trials (SEE APPENDIX)• Unprecedented Volunteer participation in Clinical Trials• Unprecedented Oversight of COVID Vax Development Process by Trusted Black Doctors (e.g. Dr. James Hildreth)• Explanation of Vaccine Development Process & Cost to the Government• Each vaccine dose is tagged with information that allows the receiver to track exactly where it came from<ul style="list-style-type: none">○ *See Reference Material in the Appendix○ *Consult Master Messaging Map for General AA/HA Messages with Key Information
Opener(s)	<ul style="list-style-type: none">• “BLKVaxHistory”/“Did you know...” – Did you know the former president of Meharry Medical College oversaw the development of the vaccine?”• “You have questions, and you should. We’ve got answers you can trust.”• “You’re right, a lot has happened in the past to justify your doubts, but the laws have changed since then.”• “I’d like to understand how the government is making money from the vaccine?”• “We built this table” – “We are part of the process this time so it won’t be used against us”• mRNA has been in development for over 30+ years

"REASONABLE DOUBTS"

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Cultural Markers

IMAGERY

- Jay-Z/ Jigga Man
- HBCU Markers
- Black Doctors/Scientists
- Dr. James Hildreth
- Dr. Kizzmekia Corbett
- Onesimus

LANGUAGE/ CULTURAL NARRATIVES/ ICONS

- "Reasonable Doubt" - Jay-Z album imagery, song audio, etc.
- "Politics As Usual" Jay-Z album imagery, song audio, etc.
- Pro-Vax Descendants of Tuskegee participants
- HBCUs/ Faculty that participated in vaccine roll-out.
- "Unapologetic Blackness"/Cultural Pride
- "Strictly Business"
- "A Seat At The Table"

HASHTAGS

- #ReasonableDoubt
- #JayZ
- #BetterBLKFutures
- #CombatMisinfo & #PopTheFilterBubble (Infodemic Hashtags)
- #VaxUp2Thrive
- #AliveAndInColor

LIFESTYLE INTERESTS

- **Verzus (Urban Music Fans - Versus Battle)**
- **Key Lifestyle Interests** - Entrepreneurship/Moguldom, Sports/Entertainment, Travel, Concerts/Festivals/Live Events (One Music Fest, Broccoli Fest), 4-Wheelers/ ATVs (male skew), Graphic Arts/Anime, Drill Rap (AA & HA), Comedy (HA Skew), Economic Empowerment, Social Justice, Self-Care
- **Twitter Interests** - News, Social Issues, "Shade", Pop Culture Events
- **IG Interests** - Peers, Community, Sports/Entertainment, Food, Travel, Fashion, Personal Leisure Interests
- **TikTok Interests** - Music/Dance, Comedy, Sports/Entertainment, Food

"COUNTER-CONSPIRACY"

Young Adults + At-Risk, At-Workers (Essential Workers/ Lower Income)

Expose the truth behind the "so-called truth" of conspiracy theories; Demonstrate the disingenuous and nefarious motives of bad actors

Contextual Insights	BIPOC At-Risk Youth/Young and At-Risk, At-Work segments demonstrate the highest distrust of authority and institutions, making them particularly vulnerable to conspiracy theories and mis/disinformation. They are more likely to believe the vaccine is being used as an element of control. The irony here is that COVID Conspiracy theories tend to exploit the latent distrust and information/health literacy gaps of these historically marginalized and/or politically polarized groups – further disempowering at-risk populations.
Narratives + Barriers + General Messages	<ul style="list-style-type: none">• It's About Freedom –From Govt. Control• The "Big Push"• It's About Freedom – Medical• People Should Do Their Own Research• It's Not Worth The Risk/ Vaccines Are Not Safe *Consult Master Messaging Map for Corresponding Barriers
Topics	<ul style="list-style-type: none">• Microchip vs. Mobile Phone – Which One Should You Fear More? (1-It's About Freedom – From Govt. Control)• Vaccines Work <u>Against</u> Population Control (1-It's About Freedom – From Govt. Control)• The Origins of the COVID-19 Virus – scientifically proven that COVID-19 virus is naturally structured and therefore was not been made in a lab (1-It's About Freedom – From Govt. Control)• The Infodemic & Popping The Filter Bubble with SIFT (5-People Should Do their Own Research)• The Government is Losing Money (not profiting) on the Pandemic (2-The "Big Push")• Beat COVID With The Truth – Help Stop The Spread of COVID-19 & Misinformation• Synthetic mRNA is safe and effective• Explanation of why POC communities are expressly being marketed to for vaccination *Consult Master Messaging Map for General AA/HA Messages with Key Information
Opener(s)	<ul style="list-style-type: none">• "You know what's cap tho'?" (Cap = Fake/False)• "Look at all these rumors..." (Whodini Song)• "Poppin' bubbles in the club?" (reference to "poppin' bottles)• "You did your own research, but did you pop the filter bubble tho'?"• "When an actual doctor/scientist enters the chat"• "Wait, What? Run That Back!" (Discuss the Origins of Vax Conspiracy Theories through the lens of Science)• "Grandma said, do what?"• "Do you know where your favorite conspiracies come from?"

"COUNTER-CONSPIRACY"

Young Adults + At-Risk, At-Workers (Essential Workers/ Lower Income)

Expose the truth behind the "so-called truth" of conspiracy theories; Demonstrate the disingenuous and nefarious motives of bad actors

Cultural Markers

IMAGERY

- Split Screen Tik Tok Video
- Conspiracy theory cultural markers – Tik Tok video/ IG Reel Format, Lexicon such as "sheeple"; "Mark of the Beast" etc.;
- References to known social media disinformation influencers (e.g. David J. Harris, Jr., Candace Owens, Larry Elder, Terrence K. Williams, Leo Terrell)
- Fact-checking public officials

LANGUAGE/ CULTURAL NARRATIVES/ ICONS

- "Cap", "Fraud" = Fake/False
- "Spread love, issa better way"
- "Black Futures"
- "The Good Die Mostly Over B.S." / Goodie M.O.B.

HASHTAGS

- #CounterConspiracy
- #FreeUpFromTheFilter
- #PopTheFilterBubble
- #CombatMisinfo
- #AliveAndInColor
- Hashtag hijacking – posting the actual facts under a misleading/conspiracy-theory tag that is trending
 - #TheDefender, #donotcomply, #sheeple, #waxxedvaxxedrelaxed (co-opted)

LIFESTYLE INTERESTS

- **Key Lifestyle Interests** – Entrepreneurship/Moguldom, Sports/Entertainment, Travel, Concerts/Festivals/Live Events (One Music Fest, Broccoli Fest), 4-Wheelers/ ATVs (male skew), Graphic Arts/Anime, Drill Rap (AA & HA), Comedy (HA Skew), Economic Empowerment, Social Justice, Self-Care, Spirituality vs. Religion, Mental Health
- **Key Religious & Socio-Political Interests** – Nation of Islam, Liberation Farming Movement, Holistic Health, "Decolonizing..." (skews HA)
- **Twitter Interests** – News, Social Issues, "Shade", Pop Culture Events
- **IG Interests** – Peers, Community, Sports/Entertainment, Food, Travel, Fashion, Personal Leisure Interests
- **TikTok Interests** – Music/Dance, Comedy, Sports/Entertainment, Food

Keep the severity of COVID-19 and the pandemic top of mind through data and storytelling



"REALITY CHECK" & "#TRUESTORY"

Young Adults + At-Risk, At-Workers (Essential Workers/ Lower Income)

Keep the severity of COVID-19 and the pandemic top of mind through data and storytelling

Cultural Markers

IMAGERY

- Lifestyle & Culture "PhotoBombs" that are seemingly unrelated to vaccination, with information in the caption (Cultural Rituals, Holidays, Icons, Sub-Culture References, etc.)
- Blue Collar Professions/ Workwear

LANGUAGE/ CULTURAL NARRATIVES/ ICONS

- "Cap", "Fraud" = Fake/False
- "Black Vax Matters" - Black & Brown Facts That Highlight Equity Gap/ Vulnerability
- "Black Futures"
- "The Good Die Mostly Over B.S." / *Goodie M.O.B.*

HASHTAGS

- #FactsOverFear
- #TrueStory
- #VaxFacts
- #VaxUp2Thrive
- #StayWoke
- #AliveAndInColor

LIFESTYLE INTERESTS

- **Key Lifestyle Interests** - Entrepreneurship/Moguldom, Sports/Entertainment, Travel, Concerts/Festivals/Live Events (One Music Fest, Broccoli Fest), 4-Wheelers/ ATVs (male skew), Graphic Arts/Anime, Drill Rap (AA & HA), Comedy (HA Skew), Economic Empowerment, Social Justice, Self-Care, Spirituality vs. Religion, Mental Health
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“CALCULATED RISK” & “VERZUS”
Young Adults + At-Risk, At-Workers (Essential Workers/ Lower Income)

Demonstrate that the rewards of vaccination far outweigh the risks.

Contextual Insights	COVID/Vax data and statistics are everywhere these days, but for many, these numbers mean nothing without context. As humans we use comparisons to rationalize our own experiences and think through our options. Calculated Risk encourages those who are vax hesitant to “do the math”. Using simple math, everyday real-world analogies, and paradox to help at-risk populations understand their relative risks associated with COVID-19 and COVID Vaccination.
Narratives + Barriers + General Messages	<ul style="list-style-type: none">• It’s Not Worth The Risk/ Vaccines Are Not Safe• COVID Vaccines Don’t Work• Covid Vaccines Are Unnecessary/ Low Perceived Threat – Open But Unaware of Developments• It’s About Freedom – Medical• I Just Don’t Know/ Lack of Clarity (overwhelm; conflicting information)• Waiting For More Information – Missing Information on Specific Concerns *Consult Master Messaging Map for Barriers & General Messages
Topics	<ul style="list-style-type: none">• Fertility/Erectile Dysfunction – Calculate the risk of fertility issues or erectile dysfunction from the COVID Vax vs. COVID Infection• Breakthrough Infections/ Booster Shots – Calculate the risk of severe infection/ hospitalization or death for vaccinated vs. unvaccinated persons• Death By COVID – Show the severe threat COVID poses to youth/young-adult lives, vs. other well-known causes of Death• Vax Risk For Vulnerable Populations – Calculate the relative risk of vaccination <u>vs.</u> risk of severe COVID-19 infection or death for:<ul style="list-style-type: none">○ People with underlying conditions (cancer, diabetes, allergies), Pregnant women, Children• Long COVID – Calculate the risk of long-term side-effects <u>vs.</u> the risk of contracting Long Covid; Compare short-term side-effects to Long COVID symptoms• COVID Costs More – Calculate the potential cost of medical bills, chronic illness, the loss of a family member <u>vs.</u> the cost to miss work for vaccination or short-term side-effects• Natural Immunity vs. Vaccination (Efficacy-Based)
Opener(s)	<ul style="list-style-type: none">• “Freedom starts with facts”• “Do the math”• “Today’s mathematics”• “Calculate your risk”• “When an actual doctor/scientist enters the chat”• “Want to build better Black Futures?”• “What are your passions, how have they changed since COVID”• “Take the wheel, tell your own story”• “Black Excellence is Black Health”

“CALCULATED RISK” & “VERZUS”
Young Adults + At-Risk, At-Workers (Essential Workers/ Lower Income)

Demonstrate that the rewards of vaccination far outweigh the risks.

**Cultural
Markers**

IMAGERY

- Lifestyle & Culture “PhotoBombs” that are seemingly unrelated to vaccination, with information in the caption (Cultural Rituals, Holidays, Icons, Sub-Culture References, etc.)
- Boxing / Boxing Ring References

LANGUAGE/ CULTURAL NARRATIVES/ ICONS

- “Today’s mathematics” (*Hip-Hop & 5 percenter references*)
- “Stakes is high” / *De La Sol*
- “Risky Business or Boss moves”
- “Black Excellence”
- “Black Futures”
- “The Good Die Mostly Over....” / *Goodie M.O.B.*

HASHTAGS

- #CalculateTheRisk
- #DoTheMath
- #FactVsFear
- #Verzus
- #AliveAndInColor

LIFESTYLE INTERESTS

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Contextual Insights	<p>Not only are many individuals distrustful of scientific institutions and the information behind them - believing they are better off with holistic health practices - there are just as many, if not more, who struggle with understanding COVID-related information due to a significant science and medicine literacy gap. How can we:</p> <ol style="list-style-type: none"> 1. Help fill key gaps in knowledge 2. Make science more approachable, and 3. Help reconcile medical/scientific principles and practices with the alternative and holistic healthcare practices within BIPOC communities?
Narratives + Barriers + General Messages	<ul style="list-style-type: none"> • Covid Vaccines Are Unnecessary/ Low Perceived Threat - Rejection of Science • It's Not Worth The Risk/ Vaccines Are Not Safe • COVID Vaccines Don't Work • People Should Do Their Own Research • It's About Freedom - Medical/ Religious • I Just Don't Know/ Lack of Clarity (overwhelmed; conflicting information) <p>*Consult Master Messaging Map for Corresponding Barriers</p>
Topics	<ul style="list-style-type: none"> • How mRNA vaccines work • How your immune system works • Protected by herd immunity • The science of viral transmission, mutations & variants • Breakthrough infections are normal • Vaccines provide a protective layer, they are not a cure • The mRNA Vax CANNOT possibly alter your DNA • The Power of Practice + Prevention - diet/exercise/rest + risk mitigation + <u>vaccination</u> • Critical thinking is not research • Holistic medicine is a compliment, Not a holistic cure <p>*Consult Master Messaging Map for General Messages with Key Information</p>
Opener(s)	<ul style="list-style-type: none"> • “Back up, remember when you vaxxed up...” (The standard ones, not COVID) • “When an actual scientist/doctor enters the chat” • “No. Vicks aint it...” • “Where’d you get that vax info?” • “Jesus saves and so does Science”

Cultural Markers

TRUSTED MESSENGERS

- Trusted SMEs (Subject Matter Expert)
- Micro-influencers
- Culturally Congruent Healthcare Content Creators (e.g. Dr. Darien Sutton, Black Women's Health Imperative, Black Women In Healthcare (IG), Black Nurses, Dr. April Spencer, Dr. Jayne Morgan, Dr. Valerie Jacobs (Rural Areas)
- BIPOC Peers

IMAGERY

- Split Screen Tik Tok Video
- Lifestyle & Culture "PhotoBombs" that are seemingly unrelated to vaccination, with information in the caption (Cultural Rituals, Holidays, Icons, Sub-Culture References, etc.)
- Holistic health markers (Immune Boosting, Herbal Remedies, etc.)

LANGUAGE/ CULTURAL NARRATIVES/ ICONS

- "Cap", "Fraud" = Fake/False
- "Black Futures"
- "The Good Die Mostly Over B.S." / Goodie M.O.B.

HASHTAGS

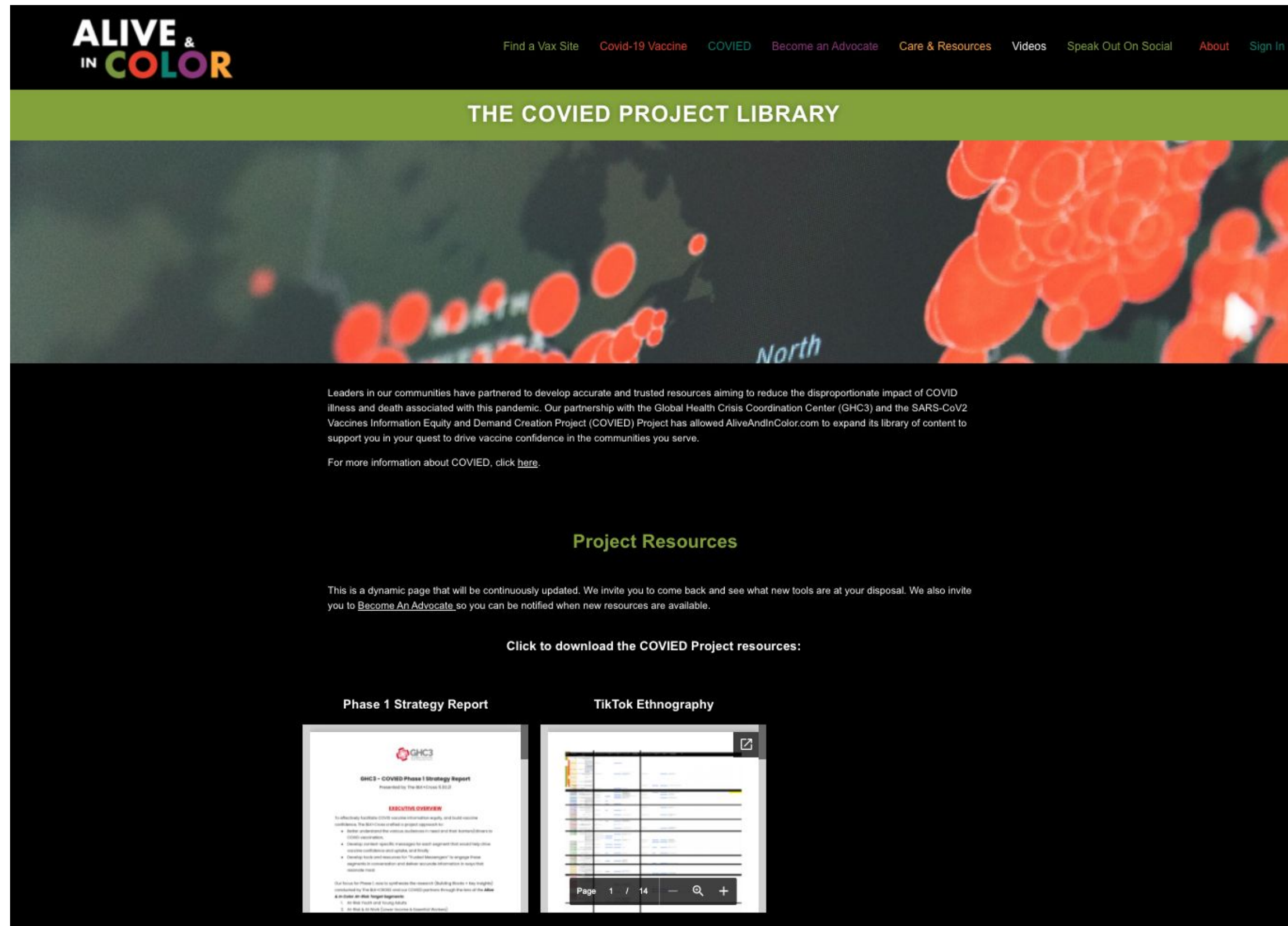
- #SciTime
- #SimpleScience
- #FactsOverFear
- #VaxFacts
- #VaxUp2Thrive
- #AliveAndInColor

LIFESTYLE INTERESTS

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How To Access Our Tools & Resources

Alive & In Color Community Engagement HUB



All tools and resources will be made available for download in the [COVID Project Library](https://www.aliveandincolor.com/covid-project-library) on the Alive & In Color Community Engagement Hub. Register to become an Advocate to access additional Alive & In Color Trusted Messenger resources available <https://www.aliveandincolor.com>

Additional Resources on Fighting COVID Misinformation

- American Psychological Association (2021). Controlling the spread of misinformation. <https://www.apa.org/monitor/2021/03/controlling-misinformation>
- Brookings (2017). *How to combat fake news and disinformation*. <https://www.brookings.edu/research/how-to-combat-fake-news-and-disinformation/>
- FactCheck.org (2016). How to spot fake news. <https://www.factcheck.org/2016/11/how-to-spot-fake-news/>
- First Draft News (2021). Covid-19 vaccine misinformation and narratives surrounding Black communities on social media. <https://firstdraftnews.org/long-form-article/covid-19-vaccine-misinformation-black-communities/>
- NPR (2019). Fake news: How to spot misinformation. <https://www.npr.org/2019/10/29/774541010/fake-news-is-scary-heres-how-to-spot-misinformation>
- Office of the Surgeon General. (2021). Health misinformation reports and publications (includes misinformation community toolkit, talking to your community infographic, and health misinformation checklist). <https://www.hhs.gov/surgeongeneral/reports-and-publications/health-misinformation/index.html>
- UNICEF. (2020). Vaccine misinformation management field guide. <https://vaccinemisinformation.guide/>
- The Verge (2019). How to fight lies, tricks and chaos online. <https://www.theverge.com/21276897/fake-news-facebook-twitter-misinformation-lies-fact-check-how-to-internet-guide>

THANK YOU!

**For More Information:
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