

Vax Ambassadors
Stopping Misinformation Transcript
15 February 2023

18:02:34 All right. We want to welcome you all tonight to our meeting, entitled Stopping Vaccine Misinformation.

18:02:40 We're so happy you could all join us. So let's get started next slide, please.

18:02:46 Okay. Hi, everybody. I am super thrilled to introduce you to our team.

18:02:52 I am Karen Ernst. I'm the director of Voices for vaccines, and I just want to thank Caesar and Christina from Eriksoen translations for doing our Spanish interpretation tonight.

18:03:06 If you need Spanish interpretation, just click on that little globe looking thing at the bottom of your screen or on your toolbar, and it'll let you select that I want to introduce you to my team.

18:03:18 I am joined by our program Coordinator Beth Drummond. Say, Hi!

18:03:22 To the folks, Beth!

18:03:24 Hello!

18:03:26 I'm also joined by the lovely voice you've already heard tonight, Breyana Williams.

18:03:34 Hi! Everyone.

18:03:32 She's our public health associate. Say, Hello, Breyana, and you might not recognize them, because he's newly shared.

18:03:40 But we have our wonderful communications. Coordinator Noah, Louie Ferdinand, say, Hi, Lowe, Noah!

18:03:45 Hey? Everyone. Good evening!

18:03:46 Next slide, running our slides is the always well composed and ever-lovely Keisha from the University of Georgia is our intern.

18:04:00 This semester say hello to the folks, Keisha.

18:04:02 Hello! Everybody!

18:04:03 Next slide.

18:04:07 Alrighty, so that brings us to our agenda.

18:04:09 This is a brief look at what we'll be talking about tonight.

18:04:12 First up we have the Fred case study and then we're going to discuss.

18:04:15 You know how to address miss, and this information, and lastly, our call to action for you all want you all to share to pre-buck next slide.

18:04:22 Please. Okay, so that brings us to our first poll question of the night.

18:04:28 We want to know, in your opinion, why do people fall for misinformation?

18:04:33 And that should be popping up for you all.

18:04:36 Can you see it?

18:04:38 I could see it. I hope everyone else gets it.

18:04:39 Alright! Why don't you read the options for them?

18:04:43 All right. So the first option is to explain something unknown.

18:04:47 The next we have, because it feels true, and then we have, because they aren't very smart.

18:04:52 Most of you are answering because they don't have enough information, and then we have to fit in with other people.

18:04:59 And our last 2 options are because someone they trust told them so, or because they are on to us.

18:05:06 Oh!

18:05:03 And actually, if you scroll down, there's another one, and that's to bring, bring control to their lives.

18:05:09 Oh, I can't even see that option.

18:05:10 So I know I put a lot of options in folks, so be sure to scroll down.

18:05:15 Let's give you about 20 more seconds to choose all the options that you want.

18:05:21 You can choose more than one.

18:05:28 Keisha, what are you thinking on this which one really pops up for? You?

18:05:35 As far as like which ones people are clicking, or for me, personally.

18:05:39 For you personally.

18:05:41 I would probably say, just because they don't have enough information.

18:05:47 Okay. Well, let's give you. People are still clicking on this.

18:05:52 Let's give you just another second here. Okay, I'm gonna count down from 5 to 0.

18:05:57 And then I'm gonna end the poll. Everyone. So get your clicking fingers ready.

18:06:01 5, 4, 3, 2, one and pull. Okay, here we go. We have all sorts of answers.

18:06:13 The one that you didn't choose is because they're on to us.

18:06:18 They're not on to us yet. It's a good news, but we have all sorts of other ants.

18:06:23 There's the top answer is because someone they trust told them.

18:06:28 Soul so, and because they don't have enough information, and actually the truth of the matter is, it usually doesn't have to do with the amount of information they have, they usually have a lot of information.

18:06:41 The question is, how what's the quality of that information?

18:06:47 And who gave it to them, because if someone they didn't trust gave them good information, they might reject that.

18:06:55 But if someone they did trust gave them misinformation, then they might very much consider that.

18:07:04 But you know the ones that didn't get much attention that I really want you to consider today are to bring control to their lives and to explain something unknown, or to explain something unknown to them, especially when you're looking at big scary situations that really are bring a lack of feeling like they're controlling their lives to

18:07:27 them. I will stop sharing that, and we can go on to the next slide.

18:07:32 Here's our friend Jonathan Swift. We always like quoting Jonathan so swift.

18:07:38 Here. He says, about misinformation, that falsehood flies, and truth comes limping after it, so that when men come to be undeceived, it is too late.

18:07:48 The just is over, and the tail has had its effect, which really is a simple or a lovely way of saying that it's easy to tell an untruth, but it's hard to get people thereafter to believe the truth next slide.

18:08:12 Bryan is issue.

18:08:15 This one is you. I have, like 2 slides after.

18:08:18 Fred, our. That's right. I get to introduce Fred. Fred.

18:08:22 We want to introduce you to our friend Fred, who we really do like him.

18:08:27 You might know him. You may have gone to high school with Fred, or he might be a neighbor of yours, or you might just have seen him around Fred's in a place in his life that he doesn't really love his job.

18:08:40 He does his job. It's fine. He doesn't love it.

18:08:44 He doesn't, you know. Live in a place that he owns?

18:08:45 He rents an apartment. It's fine. It's nice.

18:08:48 He's lucky to live there, but you know he's he's not the owner of it.

18:08:54 He works very hard, but when he looks around him it seems like there are other people getting further ahead than he is that they're better off than he is, and he noticed that during the pandemic and afterwards it's been harder to get ahead that you know things cost more especially groceries oh.

18:09:12 my gosh! How much eggs cost I can't even believe it.

18:09:16 It doesn't seem fair. It feels like people lost their jobs unfairly, and he just seems a lot of difficulty in just maintaining what he wants to in life, or even like getting a little bit ahead next slide.

18:09:36 This one's also you, Karen. I'm.

18:09:37 Oh, gosh, okay, I'm on it here's something great about Fred.

18:09:44 He has really good friends. They're close, and they share a lot in common.

18:09:49 Something that they really love is their sports team that they cheer for, in fact, often they wear the same color shirts, and you know, are happy about certain numbers from the sports teams.

18:10:04 They have, you know, political conversations, and they seem to agree on a lot of stuff, and they enjoy that.

18:10:10 And they also have a shared history. They've been around each other for a long time.

18:10:14 They're from a place they identify with each other.

18:10:19 They seem to all sort of like fit together they're a great group of friends.

18:10:23 They take pride in where they come from. They take pride in who they are, even if it seems like other people, maybe look down on them, or you know other people think they're better than them.

18:10:36 They still really think that they they've got it going on. And they're proud of each other, too. Next slide.

18:10:43 All right, so like Karen, said. Friend and his friends have a lot of important shared experiences.

18:10:49 So a few others they share that they listen to the same radio stations or shows.

18:10:54 They watch the same TV shows. They even access health information in similar ways on social media and the Internet.

18:10:59 Next slide, please.

18:11:02 All right. So now we have another poll question for you. All we want to know.

18:11:08 What? Oh, gosh! !!

18:11:07 What will Fred believe so? Fred and his? Oh, I was gonna yeah, okay, Brett and his friends are introduced to the idea that Demar Hamlin, a football player who suffered a cardiac event during a football game was the victim of vaccination.

18:11:21 So? What will they believe?

18:11:25 And the poll should be up for you all right now, and the answer, choices are okay.

18:11:30 What his friends believe that vaccines are the culprit, what scientific consensus provides as an answer, what his rational thinking leads him to believe, or something else put it in the chat.

18:11:47 Okay.

18:11:47 I'm interested to see what people are going to put in the chat.

18:11:50 Yeah.

18:11:58 I also just want to point out while you're taking this poll.

18:12:03 Keep clicking all those answers you like that when we were together as a team doing our.

18:12:13 Rehearsal for tonight. I'll go back one Hun.

18:12:17 Oh, you're you're going ahead! There we go!

18:12:22 We're doing our rehearsal for tonight, I said to the team, oh, and look at the old timey. You know TV.

18:12:28 And they said, Oh, we've seen pictures of those, but never one in person.

18:12:33 And then I actually turned to dust, and I blew away because I was so old.

18:12:48 Alright!

18:12:37 In that moment. So that actually did happen that way. All right, let's end the poll in 5, 4, 3, 2, one, and share with you the results.

18:12:51 So. It looks like most of you said. You know what is friends believe is what he's gonna believe.

18:12:55 Also did anyone put anything in the chat that's nice and fun.

18:13:07 Hmm!

18:12:59 I also want to point out that about half of the people said that they will think that he is going to believe that vaccines are the culprit, and I think that there are a few clues that would make that a reasonable answer I don't know that it's a guarantee it was

18:13:16 an answer. Certainly, you know, we don't know everything about Fred, but the fact that he is in a point in his life with the pandemic itself.

18:13:25 This public health crisis has made his life feel like he's not in complete control of it.

18:13:30 Might lead him to blame. Other public health measures to make sure, or as culprits for the things that he doesn't like so I think that's a reasonable thing to think.

18:13:45 Stop sharing that.

18:13:49 Next slide.

18:13:54 Okay. So one of the things we have to consider and when we're thinking of somebody like Fred is how people go from being exposed to misinformation, to refusing vaccines.

18:14:09 So there are really 4 big trends that happen in this conversion.

18:14:14 One is the negative health care experience, and we can add post pandemic to that negative public health experiences and they don't have to be things that we perceive necessarily as a negative health care. Experience.

18:14:30 If they go into a completely reasonable provider and they're told things that they don't like, or things that really make them feel like they're not in control of their own health experience.

18:14:41 That might be negative to them. The example I always give is childbirth.

18:14:45 That a lot of times women will go into childbirth with.

18:14:50 Expectations that are not met. It might be the provider's opinion that those expectations maybe, were unreasonable, and that's why those people have a negative experience sometimes in childbirth.

18:15:04 The experience itself is traumatic and and terrible, and it's nobody's fault.

18:15:11 And sometimes it's not great, because maybe there wasn't great care.

18:15:16 So those we really pay attention to that and be empathetic to that.

18:15:21 But then the other thing that Fred really had going for him was his peer group influence, that they were listening to the same radio stations.

18:15:28 They were consuming all of those same things, and probably in the same media and social media bubble.

18:15:36 And then finally his historical or cultural reasons. A lot of times this has to do with things that have happened in the past, particularly in healthcare or in, you know, a group of people being subjected to bad governance, for example, so that may or may not relate, to fred we didn't touch.

18:16:01 Upon that. But these are some things to consider when we're looking at misinformation.

18:16:05 Read people and what happens to them next slide?

18:16:10 Okay, so that leads us to how to miss spread well, myths can be spread by misinformation or disinformation.

18:16:16 This information consists of unintentional mistakes, whereas disinformation is false, or an accurate information designed to deceive and the case for Demar Hamlin.

18:16:26 Those rumors were disinformation on the part of online influencers and radio personalities, using the moment to format an identity around vaccine refusal as part of a shared identity.

18:16:36 Next slide, please.

18:16:38 Okay, so where do myths start people with influence in the community have the power to spread nests about vaccines.

18:16:45 And these people can range from wellness. Influencers and politicians to even those in the media.

18:16:49 Next slide, please.

18:16:52 Okay, so that leads us to our wellness. Influencers so they create myths by misuse of facts and science, creating an identity around pseudoscience, or even branding rejection of medical science whenever possible.

18:17:04 Next slide.

18:17:07 Okay? And then we have. Oh, did I miss? Okay? Nope, that is your slide, Karen.

18:17:12 I thought so, but I was gonna let you go with it if you wanted to we also want to look at what politicians can do a lot of times.

18:17:20 Politicians. I shouldn't say a lot of times.

18:17:23 There are times when politicians might take advantage of a moment's in science to try to make a political gain, and I've have 3 politicians here who are sort of represent this, and I tried to pull from all political sides the one on the upper right hand, corner is Robert F

18:17:45 Kennedy, Jr. Who really capitalizes on his Kennedy last name to spread vaccine missinformation.

18:17:51 The upper left is from Breyana State, Marjorie Taylor Green, who has said a lot of incorrect things about vaccines and the one at the bottom is Ron Desantis, who at one time was very pro vaccination and was trying to you know get

18:18:09 folks to vaccinate, and then has sort of turned when he saw the political moment.

18:18:13 So really, what this does is they can conflate policy and science like, we don't want to force people to do something.

18:18:19 Vaccines are some things people want to force. Vaccines are bad.

18:18:24 They can also create these political fault lines. Oh, people over there say, vaccines are good. We're over here.

18:18:30 We're going to say they're bad, or they may just say something about vaccines without actually knowing much about the topic.

18:18:39 Next slide.

18:18:41 Alright. Then we get the media, and you know the media had a history actually of getting better about reporting on vaccination.

18:18:51 And, of course, then we reached this moment in history with Covid.

18:18:55 So the media can oftentimes have incorrect or sloppy reporting, especially with something that we call false balance, where they'll bring 2 people on and be like, oh, who knows?

18:19:07 These 2 people are saying different things, even though that's not really what's going on.

18:19:12 And then they can also be sort of misinformed punditry where they use their platforms to expound on things they don't know.

18:19:21 So some of these folks, you might know on the left hand side.

18:19:25 We've got Tucker Carlson on the top Joe Rogan on the bottom.

18:19:28 Very well-known vaccine misinformers on the right hand side, you might not know on the top we have Katie Couric, and on the bottom we have a man named Dick Ferrell Katie Couric at one time had a television show and she spread a lot of Hpv Vaccine

18:19:45 myths, and it was just because she was just trying to give people a platform to give their opinions, instead of actually reporting the facts.

18:19:51 Dick Farrell was a gentleman on the radio who spoke a lot about how the Covid vaccine was bad, and then, when he was dying from Kovat, he was like you know what I was wrong.

18:20:06 Get vaccinated. Unfortunately, I don't think a lot of his listeners listened to his last statements next slide.

18:20:12 Okay. So we wanna take a moment. And in the chat we want you all to tell us what misinformation have you heard lately about vaccines?

18:20:23 I know Breyana. Actually, I think I'll call on Noah was no other Noah.

18:20:31 You were on a webinar today with our friend Devin Berg heart from the Institute for Research and Education and Human Rights.

18:20:38 Was there any new piece of misinformation that you heard there?

18:20:43 Or maybe not new but interesting piece of misinformation that you were exposed to. There.

18:20:49 Yeah, there was Judy I'm not totally sure.

18:20:53 Micowitz. Yeah.

18:21:06 Yeah, I'd like her to try that with rabies. That's fantastic.

18:20:54 Last. Yeah, I think she's all about the idea that your immune system, as long as you stay healthy and exercise and whatnot, you can naturally fight off any disease which is not true definitely not true for a number of like tetanus and things like that.

18:21:10 Good for her for believing no, not good for her. Yeah, right?

18:21:13 But yeah.

18:21:15 Oh, my goodness! That is some wishful thinking. Okay, I see a lot of great miss you're bringing up in the chat and I've seen a number of those, too.

18:21:27 So you know, if you have any resources for each other that you like to debunk those myths, please share those 2 next slide.

18:21:35 Okay. So as we can see, we are all vulnerable now, we want to talk about how anyone can make the wrong decision based on misinformation.

18:21:43 Next slide, please.

18:21:46 Okay. Oh, you wanna take this one? No, you're fine.

18:21:46 Okay? Oh, this is no, don't this. Is you sorry?

18:21:52 Sorry! Everyone! Alright! Alright! How we assess, risk!

18:21:56 So we all think our decisions are based on rational thought.

18:21:59 But other factors in our decision making can leave all of us vulnerable to misinformation.

18:22:03 Our first reactions have nothing to do with being rational.

18:22:06 We have emotional and yuck factor responses first. Next, we might try to make predictions about what will happen oh, I'm sorry, Keisha.

18:22:13 Yeah, that's part of my, yes, okay, we may never actually get to our rational thinking process.

18:22:20 But to stop misinformation, we need to help others tap into that very process.

18:22:23 Okay. Next. Slide. Now, please.

18:22:26 All right. So I get so emotional baby every time I think about vaccines.

18:22:35 So miss, and disinformation is one of those things that sometimes we can kind of spot because of our reaction to it.

18:22:44 Misinformation is really meant to, I should say disinformation in particular, is really meant to make us feel very angry or very upset, or sometimes it's it's meant to make us feel like Aha!

18:22:59 I knew it all along, and so we really can sometimes just spot it at the gut level that we know that my reaction to this is very strong.

18:23:08 I should consider why it's so strong. Next slide.

18:23:15 Another thing, that Breyana brought up was, of course, the yuck factor, and I have this screengrab from a film called Dyed.

18:23:27 Suddenly made by former friend to I won't bring that former.

18:23:35 I don't even know he's been so many things wrap artists, slash, bounty hunter, current radio guy stew Peters in this movie.

18:23:46 He talks to embalmers who claim that there are these yucky looking blood clots in bodies of people who have been vaccinated, part of what the behavioral immune system does is it's that first reaction that we have a lot of times discussed is that first reaction that really keeps us

18:24:08 from doing things like waiting through waste products or eating old food, or all those things that are yucky.

18:24:17 It says, Oh, that looks gross. I'm going to stay away from that.

18:24:21 So when we show people things like blood clots, we say, this is from the vaccine that looks gross.

18:24:26 Their reaction is going to be discussed and their behavioral immune system is automatically going to save, stay away from that when in reality, if we used our rational thinking, we would probably be like, you know what in balms don't have access to people's actscination records

18:24:46 and those blood clots can happen to a deceased person who has been maybe sitting around for a while because there's so many people dying from Kovat that we can't actually process bodies quickly enough.

18:25:01 Because that's grotesque in an of itself that we have let that many people die.

18:25:06 So that's rational thinking. But sometimes people never get there because of disgust. Next slide.

18:25:13 Okay, so there's something called the continued influence effect. So this pretty much means that misinformation or false claims once heard, can continue to influence people's prediction.

18:25:23 Abilities long after they've been corrected. So a few examples of this would be people saying the Great Wall of China could be seen from the moon, even though we know that it's very well not true, or that a woman over 40 is more likely to be in a terrorist attack, than get married which I don't believe is

18:25:37 true as well. I'm 27, so there's a lot of hope out there.

18:25:42 Everyone. Next slide, please.

18:25:46 And then we also have something called the illusory truth effect, which pretty much means that it's important to remember our feelings of familiarity and truth are often linked.

18:25:55 People tend to have a greater chance of believing things. They have heard several times the new information, like, for example, people often stock up on vitamin, C. G.

18:26:03 These and orange juice, because they have heard it, can help prevent sickness.

18:26:07 However, there is not the actual evidence that vitamin c prevents colds.

18:26:10 Many of us have just heard others say this for years, and have adopted this belief ourselves.

18:26:15 I still do it, and I know it's not very true.

18:26:17 Another example would be politicians. They do this by repeating the same messages endlessly, often resulting in people believing them.

18:26:25 For instance, with hydroxychloroquine.

18:26:27 This was advertised as a beneficial drug for COVID-19 Treatments by Donald Trump before any connections were established and proven, and as a result, tens of thousands of patients were requesting this as a prescription from their primary care provider even now despite clinical trials not finding

18:26:42 a link between the effectiveness of it and Covid-nineteen. Many people still believe it is a miracle cure, sadly.

18:26:48 Next slide, please.

18:26:52 So I want to take you back to one of our first slides, where Jonathan Swift was telling us that truth has made its way around the globe before, and and I'm sorry a falsehood makes its way around the globe.

18:27:08 And truth comes limping after it. It's easier for us to pre-bunk misinformation, then debunk it.

18:27:17 In other words, this is easier for us to help people anticipate and spot misinformation.

18:27:23 Before they see it, than to get the to disbelieve misinformation.

18:27:27 They've been exposed to in the ways that Breyana has just explained to you.

18:27:33 So really the ways that we pre bunk are to teach people how.

18:27:38 How do you spot misinformation? How can I tell if a source is legitimate and can I spot when something is not?

18:27:47 Scientifically sound. So can I identify something that doesn't scientifically make any sense and reject that next slide.

18:27:58 What are the things we want to do? And this is particularly when we were talking about those emotions and that behavioral immune system is to get people to assess their assessments, to really have them understand that they are going to have emotional reactions and to remind themselves to take a step back my father always used to say to

18:28:19 me try to think clearly, Karen like, let's be rational about this and think it through and I think that's a really great thing to teach children.

18:28:28 Certainly, but also to remind each other that when you have a big emotional reaction to it, to remind yourself, I need to lower might the temperature of my emotions before making decisions, I can't make a decision about this, when I'm angry, disgusted upset sad etc.

18:28:51 Another thing, to teach people to do is when you hear something.

18:28:56 It and it seems so true because you feel like you've believed it before.

18:29:02 Try to go about disproving yourself, and it's a it's a great exercise and critical thinking for all of us to do, even those of us on our side where it's like, okay, I don't want to believe that hydroxychloroquine would work what if I wanted

18:29:18 to prove that it could. What would I do? And you can go through that and see if it holds up to your own rational thinking.

18:29:26 And then finally seek out people who disagree with you and ask them to explain their perspective.

18:29:32 So be open to other people, and for this, when we're teaching people to do that, we want to be that reasonable, empathetic, trustworthy non-judgmental source that they can have those conversations with.

18:29:48 And that's very important when we're doing the pre-bunking that we make sure that we're trustworthy.

18:29:55 If they need someone to come to and bounce ideas off of next slide.

18:30:02 Okay, so we have a few tips for you to consider when teaching others how to identify what is legitimate versus.

18:30:08 Not first, we want you to encourage them to assess the source and think critically, have them ask themselves well, who shared the information with you, and where did they find it, and also go beyond the headlines we know that headlines are meant to grab your attention so it's important to read further and look

18:30:21 at the story in entirety. Also ask them to identify the author, do an online search to determine if the author is credible, and even check the date.

18:30:29 Is the story, recent and relevance, any current events taking place or not.

18:30:34 And then, lastly, analyze any supporting evidence we know that credible stories are able to provide facts that back up any claims or statements made, so be sure to take it a step further and double check any links studies or stats that are provided and make sure that they are valid, as well next slide

18:30:48 please.

18:30:51 Okay. So when people have a good scientific framework for understanding how vaccines work, it's harder to misinform them.

18:30:59 So here's an example with a video we're about to play for you all.

18:31:04 Vaccines work. It helps to look first at how the immune system works, because vaccines harness the natural activity of your immune system.

18:31:11 There are about a 100 trillion bacteria and viruses on your body, not all of them cause disease, but some are able to get inside our bodies to multiply, and this can make us ill.

18:31:21 There are barriers to stop this happening. But suppose some disease causing bacteria do get through.

18:31:27 You your immune system is quick to recognize them as invaders.

18:31:31 This is because the proteins or sugars on the bacteria surface have different shapes to any of the ones in the human body.

18:31:37 They trigger a complex chain of events involving many different types of white blood cells, working together one type of white blood cell is able to make antibodies to fight the invaders, antibodies can stick to the proteins or sugars on the bacteria surface and this kills the

18:31:53 bacteria, or disables them. However, not all antibodies will work against these bacteria.

18:31:59 They have to be exactly the right shape, a bit like a key fitting a lock our bodies have a library of billions of white blood cells, each of which can make just one shape of antibody, only a few of these antibodies will match the invading bacteria producing antibodies

18:32:16 of the right shape can take several days.

18:32:20 By this time there could be billions of disease causing bacteria in your body.

18:32:24 Once the right cells are activated, they quickly divide and turn into a production line, making masses of antibodies that stick to the bacteria.

18:32:31 Eventually your body gets rid of all the bacteria, and you recover.

18:32:36 Antibodies remain in the blood, and some white blood cells may also become memory cells.

18:32:41 If those specific bacteria invade the body again, the immune system will respond so quickly that you won't get ill vaccines work in the same way they contain weakened or dead bacteria or viruses, or even just a few proteins or sugars from the surface.

18:32:56 This is enough to convince the immune system that a real invader has got in.

18:33:01 The same process takes place as when real bacteria or viruses invade our bodies except you don't get ill afterwards.

18:33:07 If your body ever meets the real thing, your immune system will remember it and get rid of it.

18:33:12 If we do even know it's there.

18:33:23 Next slide. Please. Thank you. Keisha.

18:33:29 Oh!

18:33:33 To Kisha. Oh, there she is!

18:33:38 Okay, there, we are. Sorry folks. Everything's going great. Sometimes we want to pre-bunk misinformation, but we don't get there in time misinformation travels super fast, and so what do we do?

18:33:54 If people are already afraid of vaccines because of the misinformation they've heard.

18:34:00 One thing we need to do is understand the forms that misinformation can come in.

18:34:05 One is, of course, those scary stories about people having a bad time with vaccines.

18:34:10 Another are is concerns about government interference. So you know, that's a forced vaccination piece, and the other is us versus you thinking that it's really trying to divide us next slide.

18:34:26 So first, let's start about thinking about framing a scary story, and those scary stories really can rattle us any of us.

18:34:37 I I know that I've talked to parents who actually work in vaccines, and they'll say, Oh, my gosh!

18:34:44 I want to get my kid thus, and such vaccine, and that story about whatever popped into my head.

18:34:49 And it's scared me for a minute, because they prey on our emotions and our emotions are very strong.

18:34:56 But the difference between someone who hears that story and still gets vaccinated, and someone who hears that story and can't.

18:35:03 And over. The fear is being able to tap into that rational thinking.

18:35:07 So let's help people have rational thinking anytime you hear a story, or as Sonoma County noted that the you know study of one.

18:35:20 We need to remember that we don't have the full story.

18:35:24 We're hearing snippets, because there's a full medical history that that person might not even understand.

18:35:31 We also need to understand that for a safety signal to really indicate that a vaccine caused something we need to have multiple same symptoms happening at about the same time after vaccination.

18:35:48 Usually with similar groups of people. And this is important, because in that whole died suddenly, movie, the ways that people are dying who's dying when they're dying.

18:36:03 Varies widely from person to person, and the crazy thing about that movie is some of the people featured in it didn't even die, and some of them are well before covet happened.

18:36:13 So it's all over the place. You can't just say all.

18:36:15 Everyone is dying. Well, that does actually, not scientifically meaningful.

18:36:20 And so we really need to explain that to people in ways that they can understand.

18:36:24 We also know that the doctors can be sitting there in the background, being like Nope, that's not what happened.

18:36:30 The story you're telling isn't true, but they can't say anything out loud because of privacy, and we also know that if a story doesn't align with what science says, then we really have to not believe this story and this goes back to that old vaccines and it's their

18:36:51 relationship to autism thing that we've had so many studies that tell us that vaccines don't cause autism.

18:36:57 That if someone gives us a story, it's it's a lot easier for people to be like.

18:37:01 Oh, but vaccines don't cause autism. Folks.

18:37:04 We're gonna get there with Kovat, we will.

18:37:07 We're just gonna have to work really hard at teaching people how to think about the stories they're hurrying.

18:37:13 And that's on all of us next slide.

18:37:16 Okay, so we want you all to think about Fred. The pandemic had been feeling like things were getting worse and likely that his life options were being limited by some outside force backing someone into a corner about vaccines will make them have a difficult time.

18:37:30 Well tapping into their rational thought to form a clear, science-based understanding of the facts.

18:37:35 We want you all to emphasize the importance of decision making and letting people know everyone has a choice about vaccines.

18:37:41 Highlight that you support, appropriate freedom of choice, and affirm that they make many good parenting choices.

18:37:47 You can say something like I can see how it feels like the government is forcing vaccines.

18:37:50 Would it be okay to talk about why we still choose to use them?

18:37:53 Next slide, please.

18:37:58 Okay, so among friends, addressing misinformation, we want you to listen.

18:38:02 Listen to learn what LED them to this misinformation.

18:38:05 In the first place, also be empathetic. You want to emphasize that it's important to ask questions to get them addressed because we can't learn if we don't ask right and then lastly, you want to connect them with credible and trusted sources you could say something like would

18:38:17 it be okay with you if I look this up using a source I might trust or even recommend, that you both talk to a doctor.

18:38:23 You both trust the same way. Next slide, please.

18:38:27 And then on social media. You want to. It's important to use what we call a truth sandwich.

18:38:33 So this allows you to rephrase the misinformation by stating strictly the facts, debunking what is incorrect, and lastly, ending by emphasizing the truth.

18:38:42 Again. Next slide, please.

18:38:44 And then in public. So you want to emphasize that addressing questions is important.

18:38:49 Use the true sandwich again, but with one special twist we want you to pivot to an important point.

18:38:54 You want to make about the main topic. You were there to address.

18:38:57 In the first place, next slide. Please.

18:39:02 One of the things we want to do, too. And this is really important, because we're talking about how to adjust misinformation and be that trusted source is really to make to do everything we can to make sure that the misinformation isn't circulating and sometimes that means reporting it

18:39:20 online. And even though Twitter is a complete dumpster fire.

18:39:25 Now there are still a lot of other places where you can, and even on Twitter report misinformation.

18:39:32 Noah's going to put in the chat a fantastic link that tells you exactly how to report on all sorts of different platforms.

18:39:40 We also want to talk about what these disinformers gain, and really have.

18:39:46 People look critically at. Well, okay, what you know. Why is this person saying this thing?

18:39:53 Oh, look! They're selling supplements to as an alternative.

18:39:57 Obviously, they're gonna say bad things about vaccines.

18:40:01 And then we also want to make sure we're supporting expertise where we can.

18:40:07 So we want to make sure that people understand that there are certain things that make someone an expert in vaccines and being a cardiologist is not actually in an expert area and vaccination.

18:40:20 Being a dermatologist is not an expert area in vaccination.

18:40:24 In the same way that I probably wouldn't call up Dr.

18:40:28 Stanley Plotkin and ask him what I should do about my plaque surrounds right like he's not the expert in that so we want to make sure that people understand that there are specialties that are really super important that you'd be better off talking to you know Mary.

18:40:46 Beth, Petrocco than to talk to. You know Dr.

18:40:52 Robert Malone by a long shot, but we also want to make sure that when we have people in our community that really are those expert voices, especially when they're people who really speak to our community and are from our community and share some identity with our community and our trusted by our

18:41:11 community that we're giving them platforms that we're giving them space to share their expertise and to become even more trusted within the community.

18:41:22 So report and get those experts out into the community, is how we're going to address disinformation.

18:41:30 Make sure it doesn't get to next slide.

18:41:33 Okay? And if that else works, we want you all to do a pull, push, pull!

18:41:38 We want you to accept the person, reject the misinformation you could do this by saying, I value you, but cannot agree with what you were saying.

18:41:45 Even though I want to remain close next slide. Please.

18:41:52 All right. Oh, oh, I thought you were about to go care!

18:41:55 No, no, that's you. I'm sorry. I'm just being butsy.

18:41:58 Okay. Okay. Alright. Handling hostility. So people who are trying to protect their children can feel vulnerable.

18:42:04 We want you to reassure them that you know that they're capable of making the best decisions for their child.

18:42:09 Also, AIM to listen intently and give them the space to express their feelings, and then, lastly, emphasize that they are not alone in this journey and that other parents are doing the best they can to follow these same requirements as them.

18:42:21 Next slide. Please. All right. So that brings us to another fun.

18:42:27 Part of our meeting with you all tonight. We have our breakout rooms, of course, and the first breakout room.

18:42:32 You can join my wonderful teammate Noah, in there.

18:42:34 If you want to learn how to report misinformation, in the second breakout room we have my awesome director, Karen.

18:42:39 If you want to learn a refresher on the 4, a method you can join her in there and then in our.

18:42:46 Oh, sure!

18:42:43 Which I just, I realize we should tell them. The for a method is how to talk to people who are vaccine, hesitant.

18:42:50 There we go, if you want to do that, please join her in that room, and then in the third room, we have my awesome teammate, Beth.

18:42:57 If you have questions, about vaccines or misinformation, join her in there and then.

18:43:01 Lastly, in the fourth room, you have me. If you want to share your experiences with misinformation, I'll be happy to listen and provide some feedback.

18:43:08 Alright. I'm opening up those rooms, so make sure to go.