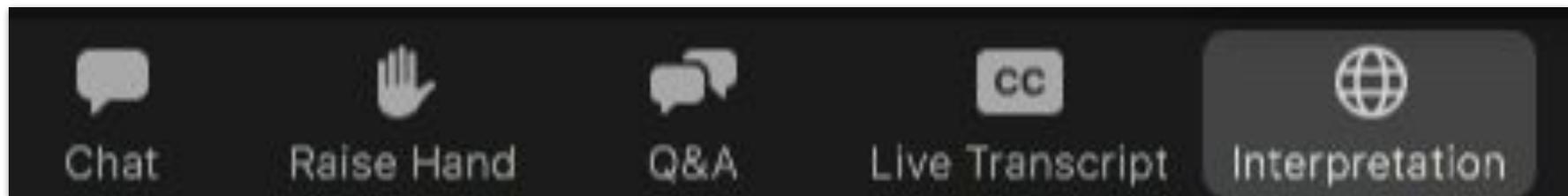


Welcome! We will begin soon!



Please describe yourself by name, your **favorite news source**, location, & pronouns in the **CHAT**

Audiotransmisión en español disponible.





Stopping Vaccine Misinformation

The Voices for Vaccines Team



Karen Ernst, MA
Executive Director



Beth Drummond, MPH
Program Coordinator



Breyana Williams, MPH
Public Health Associate



Noah Louis-Ferdinand
Communications
Coordinator

Spanish interpretation provided by Eriksen Translations Inc.



Say hello to our intern!



Kisha Patel

University of Georgia '23



Agenda

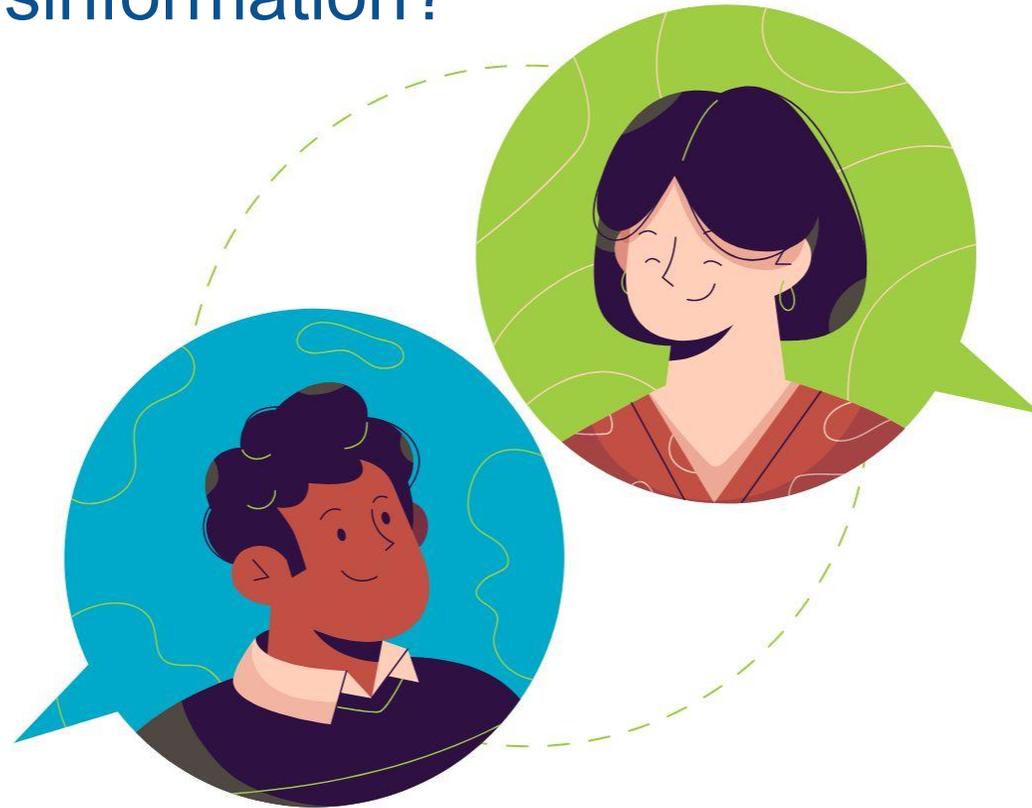


1. The Fred case study
2. Where does it come from?
3. Our risk assessment leave us all vulnerable
4. Prebunking is misinformation inoculation
5. Addressing myths and misinformation
6. When to report disinformation
7. Breakout Q&A
8. Call to action—share to prebunk

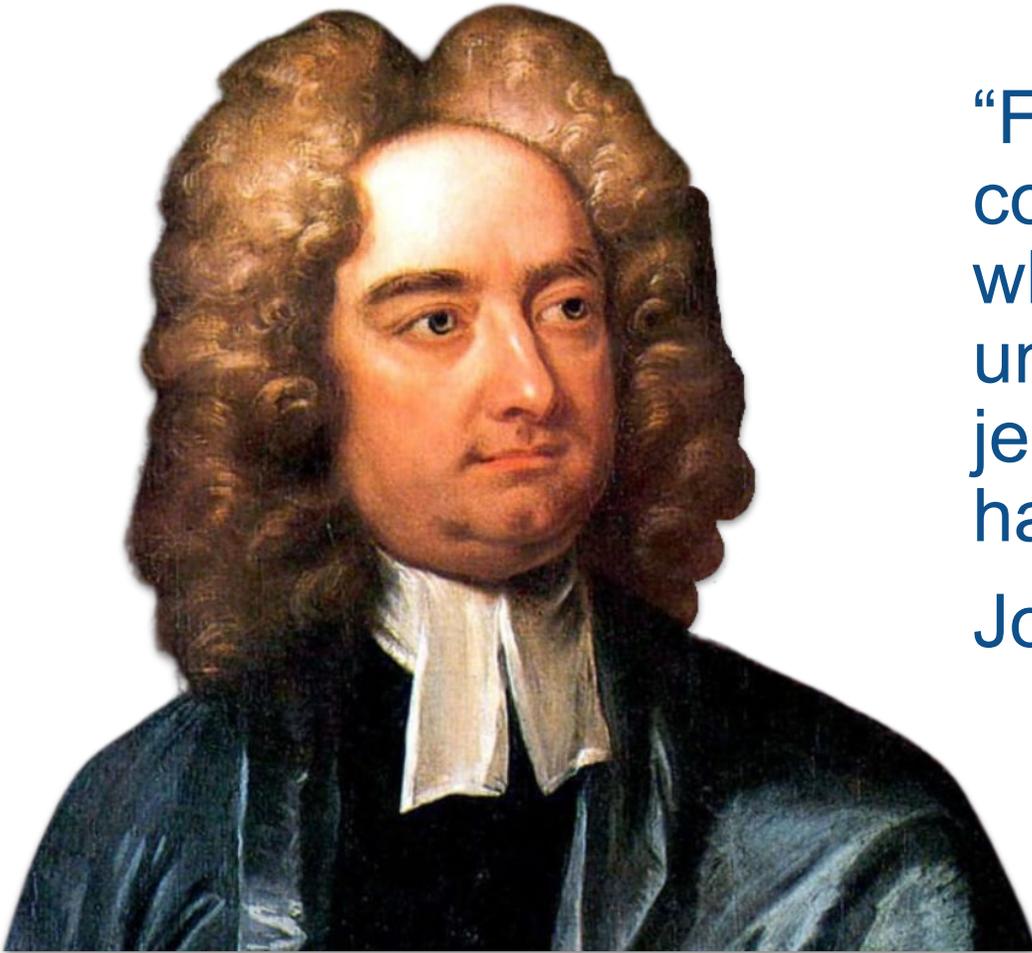


Poll Question

Why do people fall for misinformation?



On misinformation



“Falsehood flies, and truth comes limping after it, so that when men come to be undeceived, it is too late; the jest is over, and the tale hath had its effect”

Jonathan Swift



Meet Fred



Fred doesn't love his job

He rents an apartment

He works hard, but other people seem to be better off

The pandemic seemed to make it harder to get ahead



Meet Fred



Fred and his friends share common interests:

- Sports
- Politics
- Their shared history and identity

They take pride in where they are from and who they are, even if the rest of the world doesn't



Meet Fred



Fred and his friends have other important shared experiences:

- They listen to the same radio shows and watch the same TV shows
- They access health information on social media and the internet



Poll: What will Fred believe?



From misinformed to refusing

Negative healthcare experiences

Media or social media bubble

Peer group influences

Historical or cultural reasons



How do myths spread?



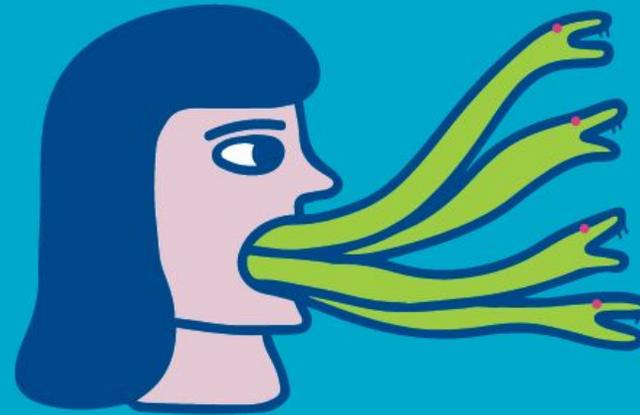
MISINFORMATION

You think it's true,
but it's not



DISINFORMATION

You know it's not true,
but you share it anyway



Where do myths start?

People with influence in the community have the power to spread myths about vaccines:

- Wellness influencers
- Politicians
- Media

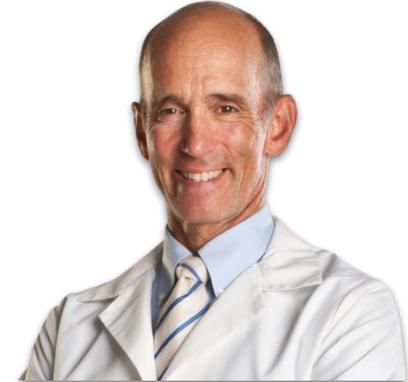


Wellness Influencer

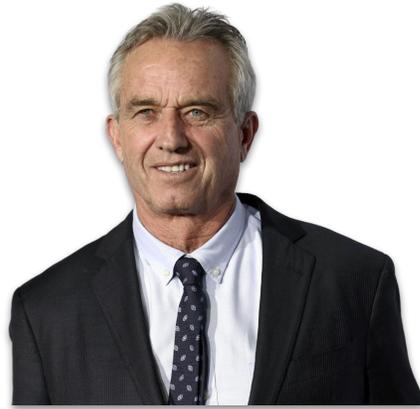


How do they create myths?

- Misuse of facts/science
- Branding rejection of medical science
- Creating an identity around pseudoscience



Politicians



How do they create myths?

- Conflating policy and science
- Creating political fault lines around vaccines
- Speaking on vaccination without full knowledge of the topic



Media



How do media create myths?

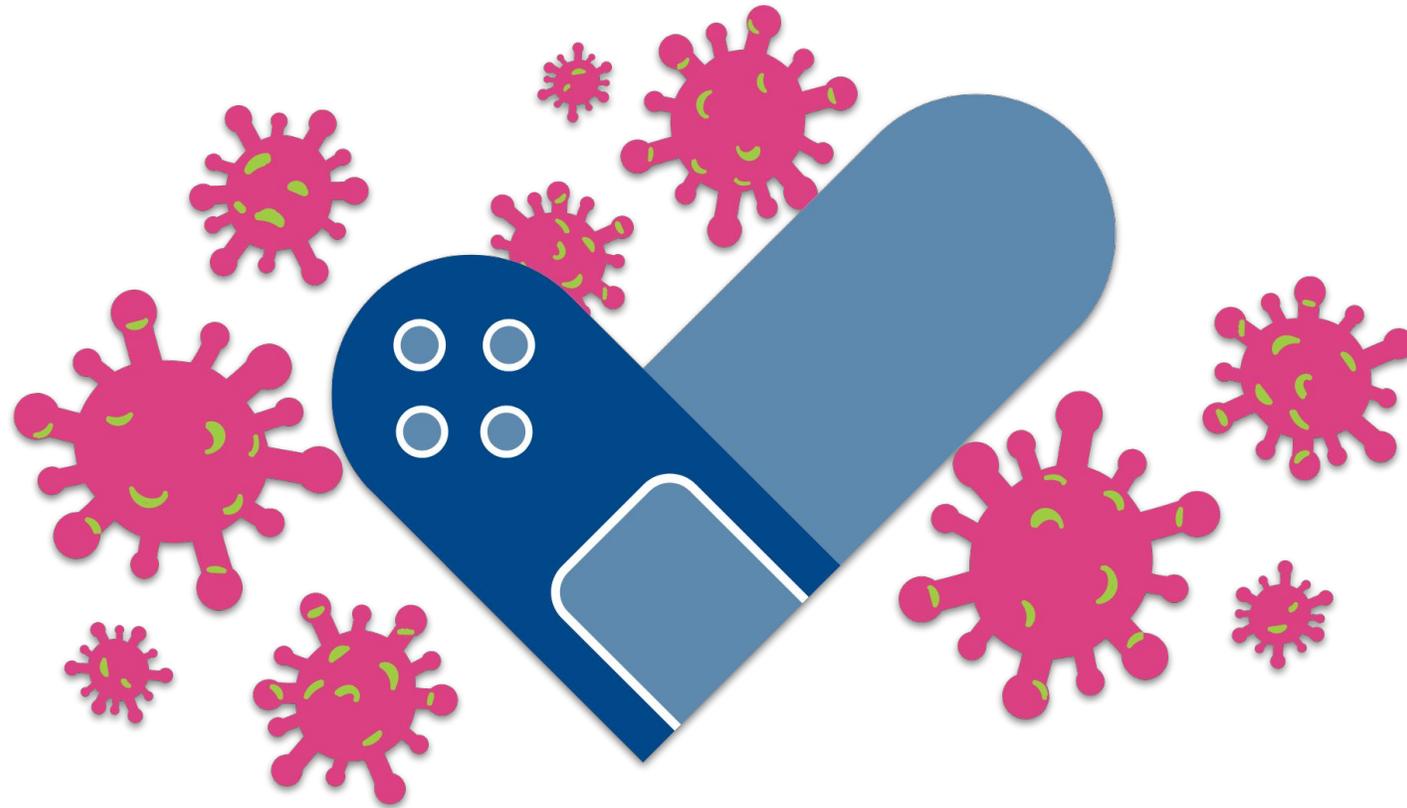
- Incorrect or sloppy reporting
- Misinformed punditry
- False balance



In the chat



What misinformation have you heard lately about vaccines?





We are all vulnerable

How anyone can make the wrong decision based on misinformation



How we assess risk



Emotions



Predictions



The YUCK factor



Rational thinking



I get so emotional, baby



Mis- and dis-information
can make us have very
strong emotional reactions



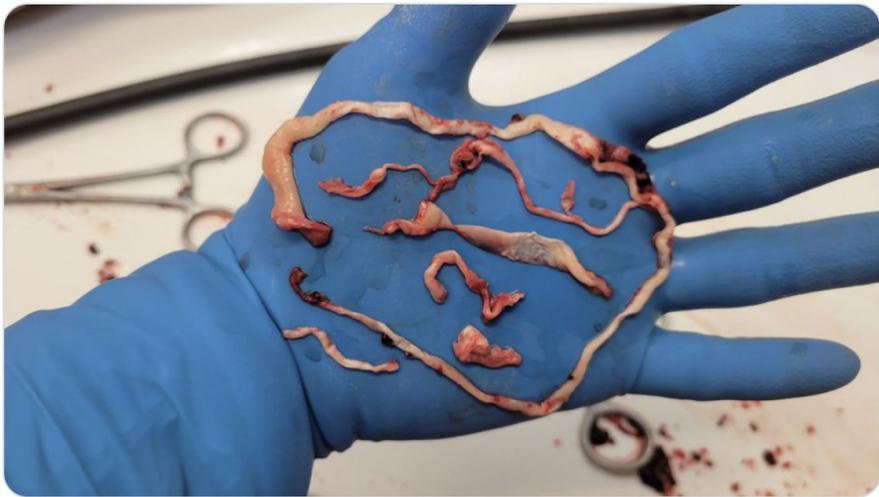
Behavioral immune system



"They're just not normal clots. It's almost like it's a tissue, not a blood clot."

"Before, only 10 to 15% would be clotted. Now I'm lucky to have bodies that are not clotted."

"You can discredit what I'm saying all day long with words, but you cannot unsee what I'm seeing."

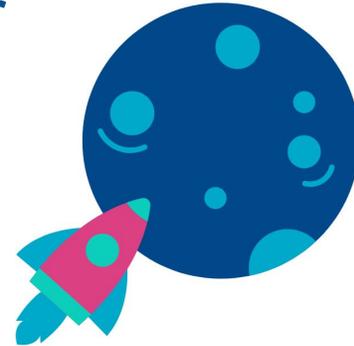


We all have unconscious impulses that keep us healthy, and disgust is an important impulse to our health



Continued influence effect

- Misinformation or false claims, once heard, can continue to influence people's prediction abilities long after correction
- For Example:
 - The Great Wall of China can be seen from the moon
 - A woman over 40 is more likely to be in a terrorist attack than get married



Illusory truth effect

Familiarity makes something seem true when it is not

- Feelings of familiarity and truth are often linked
- Example: People often stock up on vitamin C gummies and orange juice because they have heard it can help prevent sickness.



The Prebunking Solution



It's easier to inoculate people against misinformation than to cure them of it

Teach people to anticipate misinformation

- How do I spot misinformation?
- How can I tell if a source is legitimate?
- Can I spot when something isn't scientifically sound?



Assess your assessment



Teach people some tricks to bypass those emotional and behavioral impulses:

- Identify your emotional state
 - Can you lower your own emotional temperature before making decisions about this information?
- Try to disprove the thing you want to believe
- Can you seek out people who disagree with you and ask them to explain their perspective

Be the voice of reason for others when they ask for it



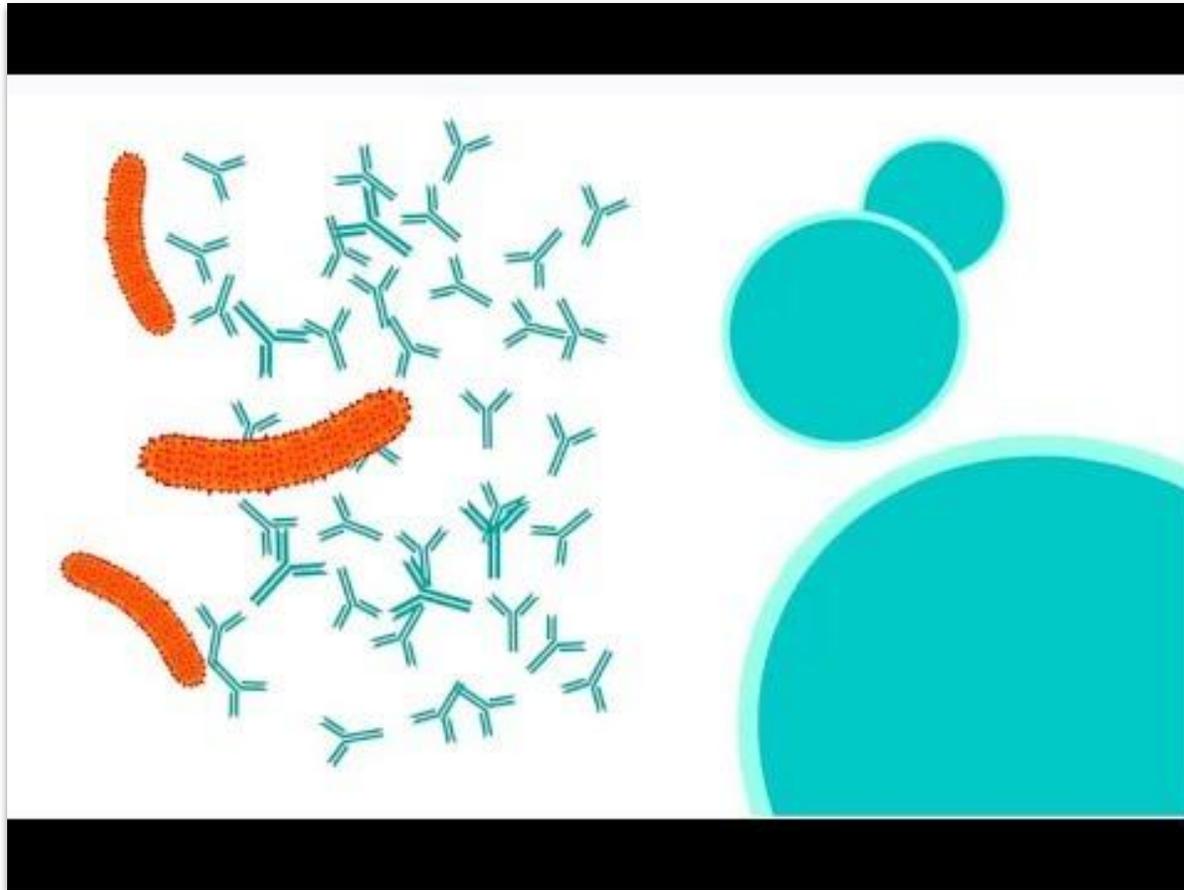
Is this legit?



- Assess the source and think critically
- Go beyond the headlines
 - Headlines are usually not written by authors
- Identify the author
 - Are they an expert in the field? If not, do they have a fact checker or an editor?
- Check the date
 - Is this debunked because it has been addressed?
- Analyze any supporting evidence
 - And if you don't know how, ask an expert, like your doctor!



Give people a framework



When people have a framework to understand how vaccines work, their first response may be checking a story against that framework.



Debunking misinformation

What makes people afraid of vaccination?

- Scary stories about people having a bad time with vaccination
- Concerns about government interference
- Us vs You thinking



How to frame a scary story

People make decisions based on emotions, but

- They don't have the full story (medical history)
- A safety signal requires the same symptoms and timing multiple times
- Doctors cannot weigh in because of actual HIPAA
- A lot of stories don't jibe with science



Emphasize decision-making

Everyone has a **choice** about vaccines

- Support the idea of freedom
- Affirm what you see as their good parenting choices
- “I can see how it feels like the government is forcing vaccines. Would it be okay to talk about why we still choose them?”



Addressing misinformation



Among friends

- **Listen**
 - Listen to learn what led them to this misinformation
- **Be empathetic**
 - Emphasize that it's important to ask questions to get them addressed
- **Connect them with credible and trusted sources**
 - “Would it be okay with you if I looked this up using a source I might trust?”
 - “Would it be okay if we asked the doctor we both trust about this?”

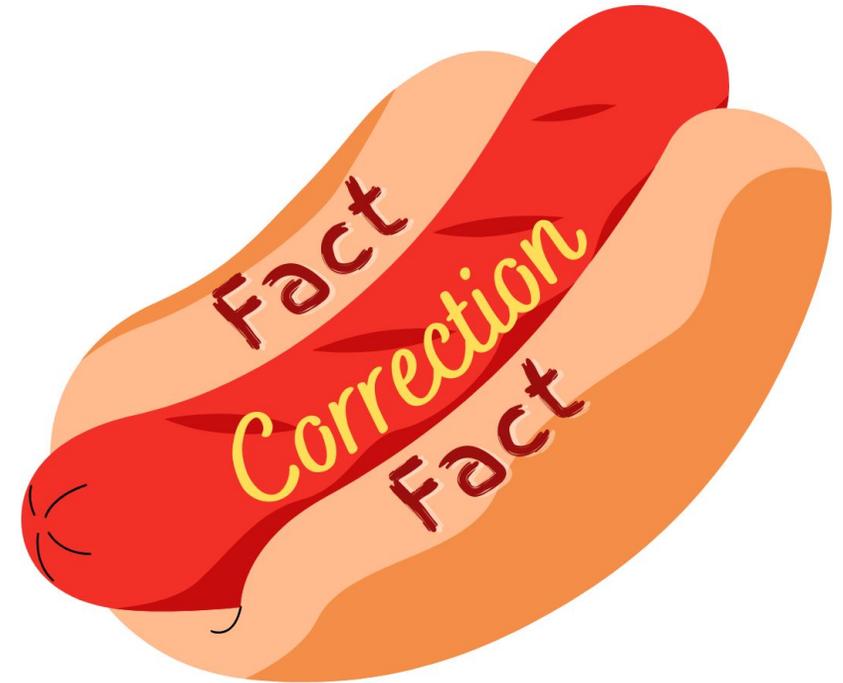


Addressing misinformation



On social media

- Avoid repeating the misinformation
 - “Some people have concerns about this vaccine, but science has shown us that it is safe and effective” with specific details if possible.
- Use a truth sandwich
 - A fact
 - Explain how the statement was incorrect
 - End with a fact

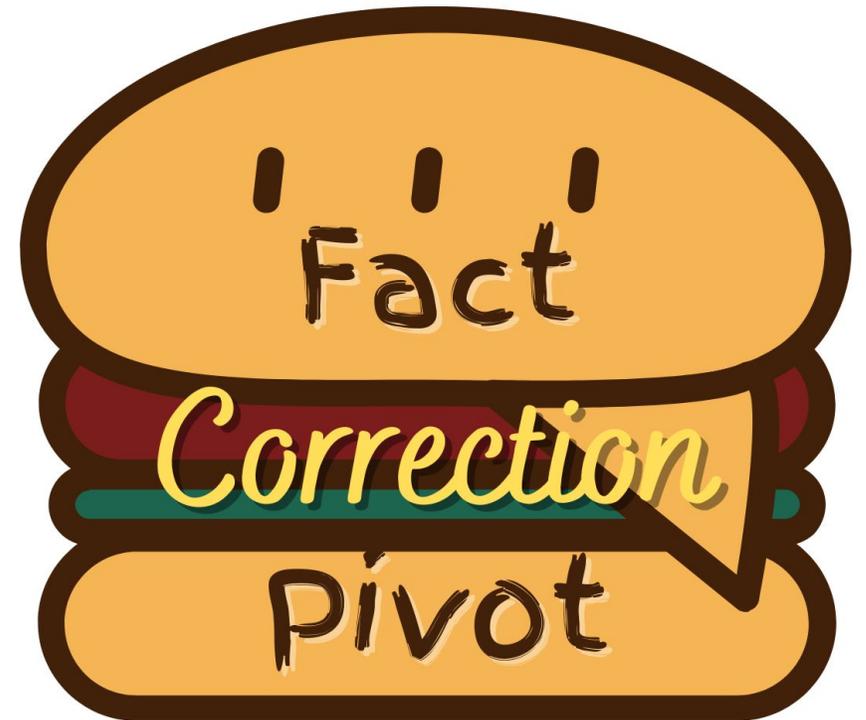


Addressing misinformation



In public (addressing something in front of a group or audience)

- Emphasize that addressing questions is important
- Use the truth sandwich again!
 - With one twist...
- Pivot to an important point you want to make about the main topic you were there to address.



Addressing disinformation



Sometimes, disinformation requires specific interventions:

- Report it online
- Expose what disinformers gain
- Support expertise whenever possible
 - Explain what makes someone an expert
 - Elevate the voices of trusted experts from within the community



If nothing works?

Do a pull-push-pull

- Accept the person. Reject the misinformation
 - I value you,
 - but I cannot agree with what you are saying
 - even though I want to remain close



Handling Hostility



People who are trying to protect their children can feel vulnerable.

- Do more listening than talking
- Reflect back to them what you are hearing
- Express empathy or curiosity
- See following vaccine requirements as a shared journey



Choose a breakout room

How to report
misinformation

I want a refresher
on the 4-A method

I have questions
about vaccines or
misinformation

I want to share my
experiences with
misinformation



Take The Vaccine Quest

Take our new FREE, online course to learn all about vaccines

VoicesForVaccines.org/course/The-Vaccine-Quest



The Vaccine Quest

an online learning adventure

voices
for vaccines



Join us next time



Wednesday, March 15th

at 7 pm EST

6 pm CST

5 pm MST

4 pm PST

Bustin' Your Myths

tinyurl.com/BustinMyth



Your Next Steps



Start a conversation

Share one of our videos (see chat) to help others learn how to spot misinformation. Also, check out our website:

VoicesForVaccines.org/science/disinformation

