

How **WE** can identify and address **MISINFORMATION**



Keep yourself, along with your family, friends, and community safe by recognizing and addressing misinformation.



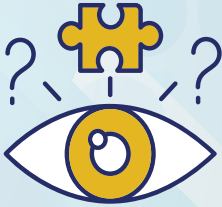
What do we mean by 'misinformation'?

It's information, spread intentionally and unintentionally, that is false, inaccurate, or misleading according to the best available evidence at the time.



How can I identify misinformation?

- Check the source. And cross check with reliable sources.
- Read beyond the headline to get the full context.
- Understand the intent behind the post.



Why does misinformation spread so quickly?

- We want to protect the people we care about.
- We want to feel connected.
- We like to feel we have new information that others don't know.
- We may be seeking explanations or wanting to share information that helps us make sense of events.
- Misinformation often elicits an emotional response.
- Misinformation may at first appear truthful when posted out of context.
- Due to these factors, users tend to spread misinformation faster than fact on social media.
- All people, whether experts or not, have equally loud voices on the internet.





Why is misinformation harmful?

When people believe, and act on, misinformation the public's health suffers.



What can I do when I hear or see misinformation?

Help stop misinformation from spreading by doing three things:

- Identify misinformation.
- Don't contribute to the spread of misinformation.
- Direct people to health information from trusted sources like the FDA and our government partners, including [usa.gov/health](https://www.usa.gov/health), [coronavirus.gov](https://www.coronavirus.gov) and [vaccines.gov](https://www.vaccines.gov).



How can I effectively talk to friends and family about misinformation?

When talking with people make sure you:

- Listen
- Empathize
- Point to credible sources
- Don't shame
- Use inclusive language



Consider sharing these points:

- By its nature, science is designed to evolve.
- Our recommendations may change, as the science evolves.
- That doesn't mean we shouldn't trust science. A change in science is the result of a deeper understanding of a topic.
- Trust science, it has given us some of humanity's greatest medical achievements like ending smallpox (through vaccination), germ theory (making surgeries much safer), and gene therapy (cures certain types of blindness).