

# Partnering for **Vaccine Equity**



Learning Community Webinar  
11/30/2021



# Zoom Webinar Features

- Participants will **remain muted** during this webinar, but you can use the **raised hand feature** to be unmuted to ask a question, OR
- Use **Q&A tab** in Zoom task bar to submit a question at any time
- **Live Spanish interpretation:** for webinars offering this option, access the interpretation option in the Zoom toolbar (Globe icon)
- **Chatroom Etiquette:** Avoid posting questions for the speaker in the Chatroom, and be civil
- **Technical problems?** Email [vaxequitylearning@urban.org](mailto:vaxequitylearning@urban.org)

# How to Combat and Respond to Anti-Vaccine Attacks on Social Media

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November 30, 2021



Partnering for  
**Vaccine Equity**



**PGP** | THE PUBLIC GOOD PROJECTS



# Presenters



**Erika Bonnevie**  
(she/her)

Director of Research  
The Public Good Projects  
(PGP)



**Joe Smyser**  
(he/him)

CEO  
The Public Good Projects  
(PGP)



**Todd Wolynn**  
(he/him)

CEO, Kids Plus Pediatrics  
Co-Founder &  
Advisory Board President  
Shots Heard Round the World

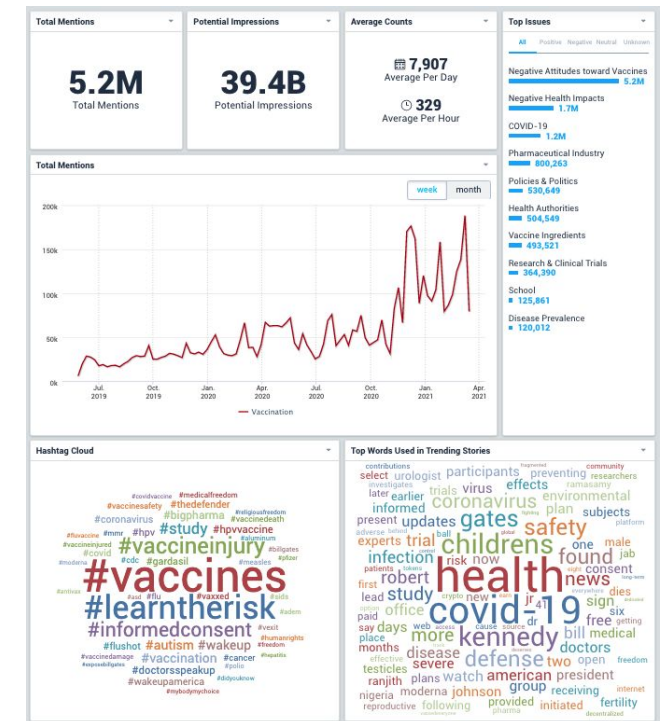
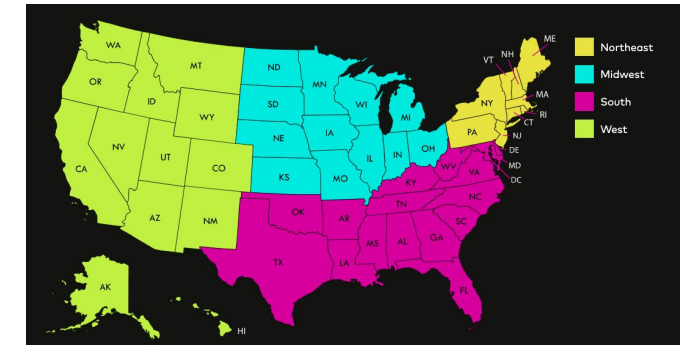
# Project VCTR

Vaccine opposition is a threat to global health. Digital and social media are a primary source of misinformation and means of organizing vaccine opposition.

Since 2019, Project VCTR has tracked vaccine-related communication within all 50 US states, across 12+ media sources. Each week, PGP's public health analysts and journalists provide weekly insights on trending stories across the U.S, including conversation about legislation and advocacy.

Project VCTR is a free resource designed for health organizations, health educators, or members of the press who routinely report on public health. For more information, visit

[www.ProjectVCTR.com](http://www.ProjectVCTR.com)

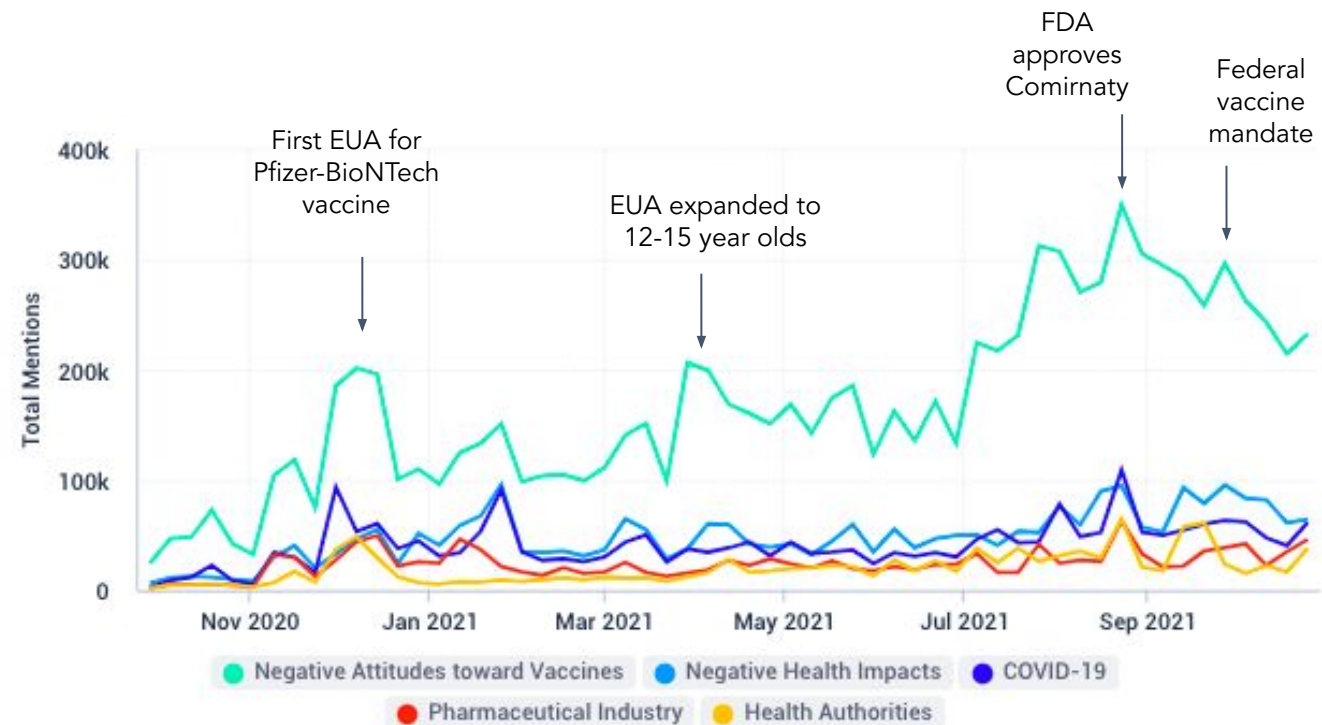


# Tracking Vaccine Conversations

Since the start of the COVID-19 pandemic, vaccine opposition has increased.<sup>1</sup>

From Nov 2020 - Nov 2021, Project VCTR identified 8,894,320 conversations demonstrating vaccine opposition and mis/disinformation, an average of 24,368 per day.

From Nov 2019 - Nov 2020, Project VCTR identified an average of 5,368 per day.



1. Bonnevie, E., Gallegos-Jeffrey, A., Goldbarg, J., Byrd, B., & Smyser, J. (2021). Quantifying the rise of vaccine opposition on Twitter during the COVID-19 pandemic. *Journal of communication in healthcare*, 14(1), 12-19.



# Latest in Misinformation



PROJECT VCTR

Trending vaccine related misinformation in November 2021 included:

## COVID-19 vaccines & children



Opposition to COVID-19 vaccines for younger children was a dominant theme of conversation, as vaccines for children began to be administered throughout the U.S. Trending articles encouraged parents to not vaccinate their young children.

## Changes in vaccine formulations



Circulating posts claimed that Pfizer changed its formulation for the children's COVID-19 vaccine, to include an ingredient to stabilize heart attack patients. The ingredient actually was added to all Pfizer vaccine formulations to allow for safer storage.

## Immunity & unapproved treatments



An unvaccinated NFL player's COVID-19 diagnosis set off a wave of misinformation about COVID-19 immunity and unapproved alternative treatments.

For more information on PGP's misinformation alerts and health communications guidance, visit [publichealthcollaborative.org/misinformation-alerts](https://publichealthcollaborative.org/misinformation-alerts)





*Partnering for Vaccine Equity*

# #VaccinationCommunication

*Build on Trust; Support from our Team*

Todd Wolynn MD, MMM

@DrToddWo   



[www.KidsPlusPgh.com](http://www.KidsPlusPgh.com)

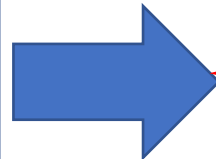


[www.ShotsHeard.org](http://www.ShotsHeard.org)



**Trust**

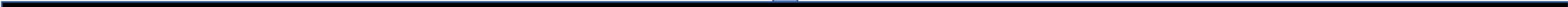
Nurses  
Physicians



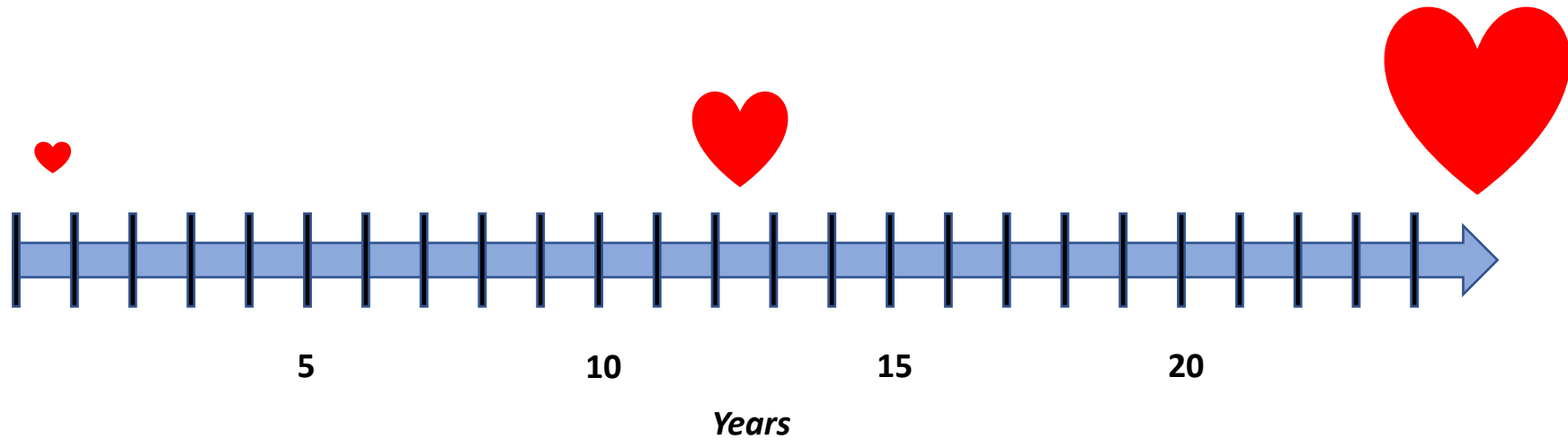
**Healthcare  
Professionals**

*Sith Lord*

Member of Congress



# Longitudinal Relationship



**Shade &  
Sunblock**

**Routine  
Well  
Visits**

**Smoke, Vape, Juul  
Hookah or Chew**

**Regular  
Exercise**

# **Behavior Change**

**Plant-based  
Foods**

**Books vs  
Screentime**

**Carseats &  
Seatbelts**

**Consent  
& Sexual  
Safety**

**Firearm  
Storage  
Safety**

**Fluoride &  
Dental Care**

# Two Healthcare Communication Fallacies

**#1 Health  
Communication  
only occurs 1-to-1**  
(face-to-face in the exam room)

**365  
days**

Doctor's  
Office

**#2 You  
will  
be  
believed**

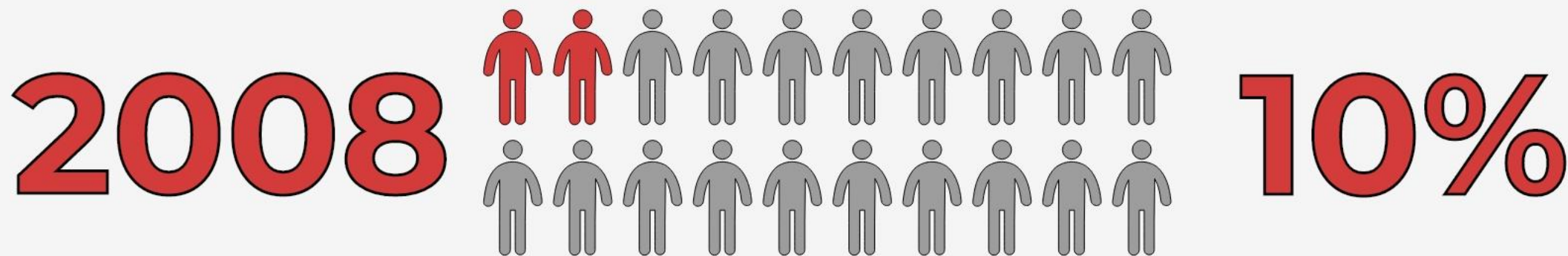
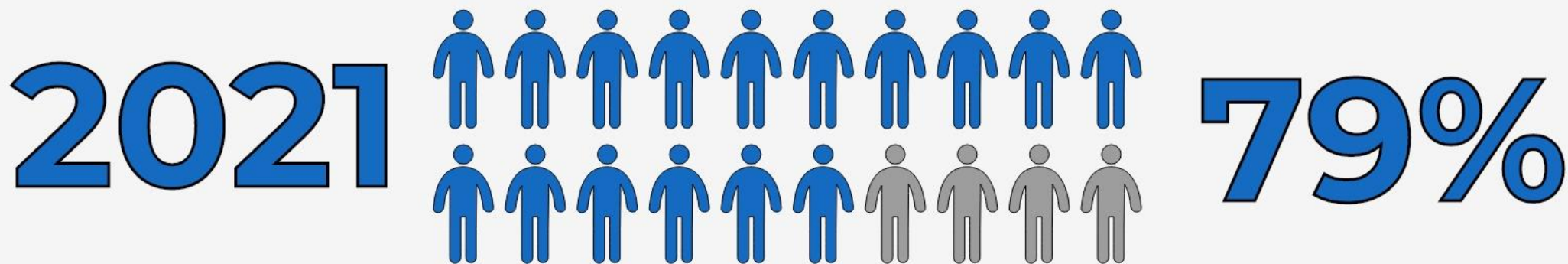
A central blue globe is surrounded by a ring of colorful circular icons representing various social media and communication platforms. The icons include WhatsApp, Telegram, Bē, SoundCloud, a telephone handset, Tumblr, Twitter, Google+, YouTube, Pinterest, and others. The globe is the central focus, with the text 'Social Media' and a quote overlaid on it.

# Social Media

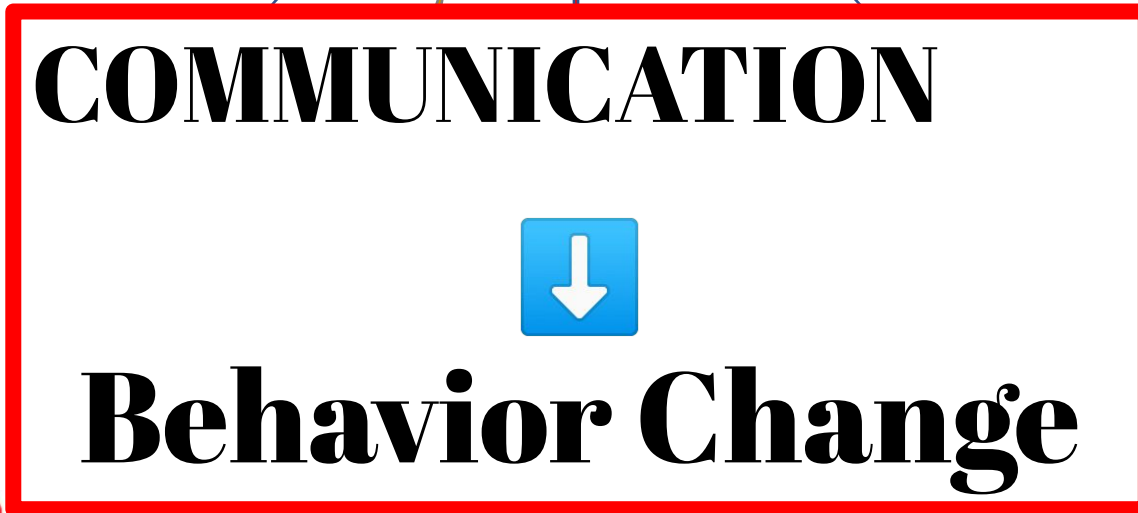
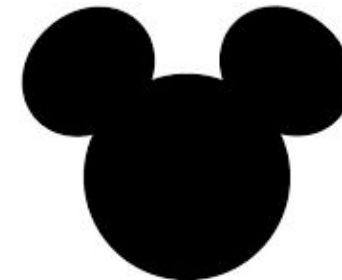
*...the most powerful  
Communication tool  
ever known*



**As of 2021, 79% of Americans have a social media profile.**



**This number is up from 10% in 2008 and from around 50% in 2011**





***Anti-Critical Thinking***

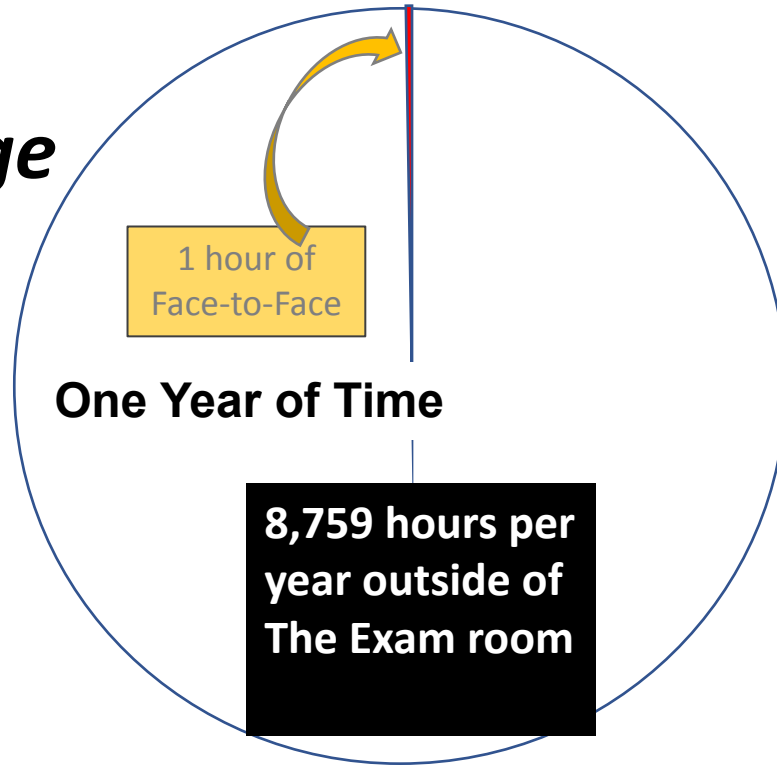
***Anti-Vaccine***

***Anti-Minority***

***Anti-Mask***

***Anti-Science***

***Anti-Fluoride***



***Anti-Climate Change***

***Anti-Vitamin K***

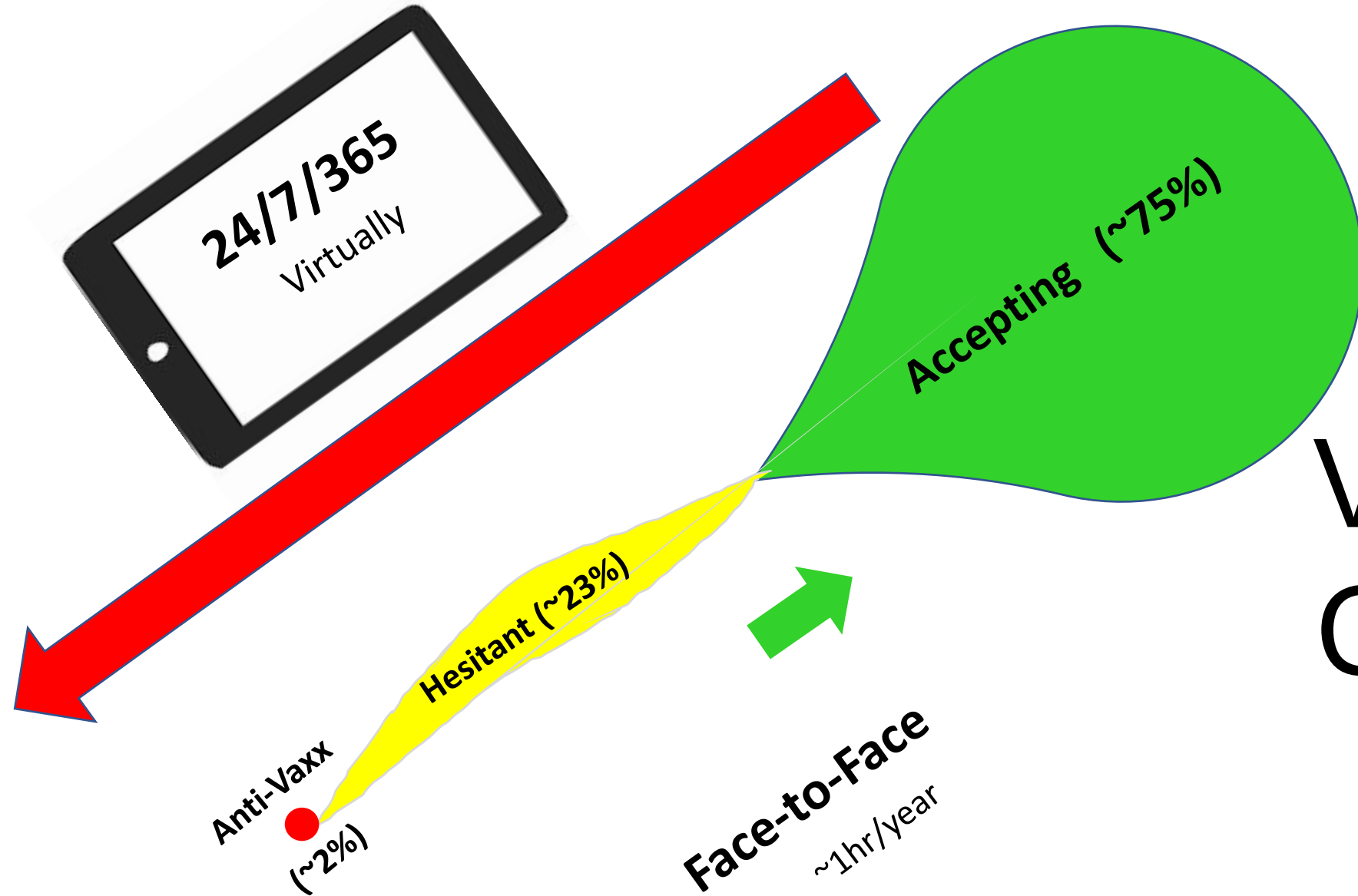
***Anti-Immigrant***

***Distrust***

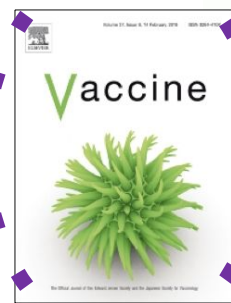
***Disinformation***

***Hate***

***Fear***



Vaccine  
Confidence





# People

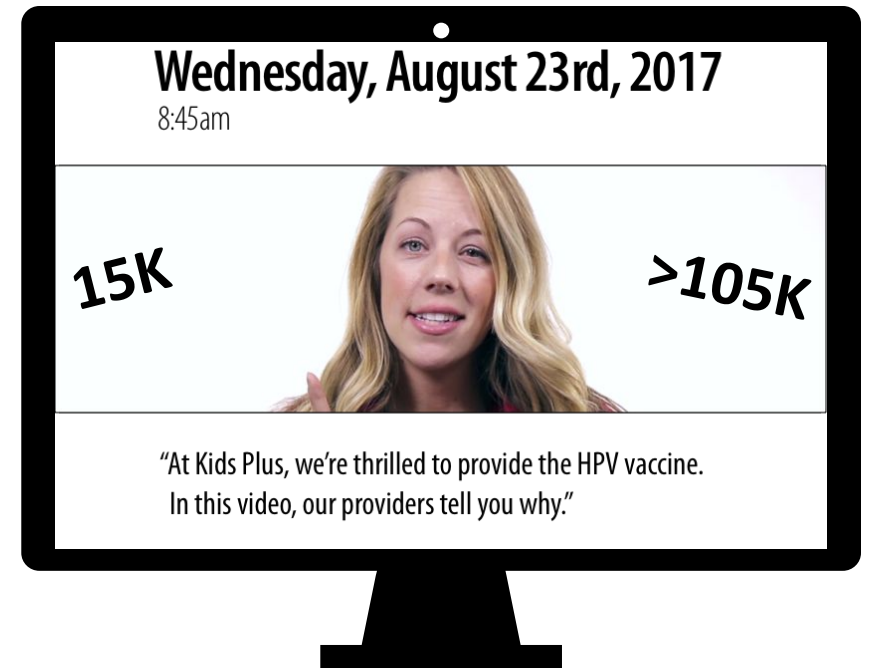
BUSTING  
MYTHS  
ABOUT THE  
COVID-19  
VACCINE

Fact-Check  
“It’s important  
for health care  
providers to fight  
the anti-vaccine  
movement,” says  
Hermann (right,  
with Wollynn).



June 2021

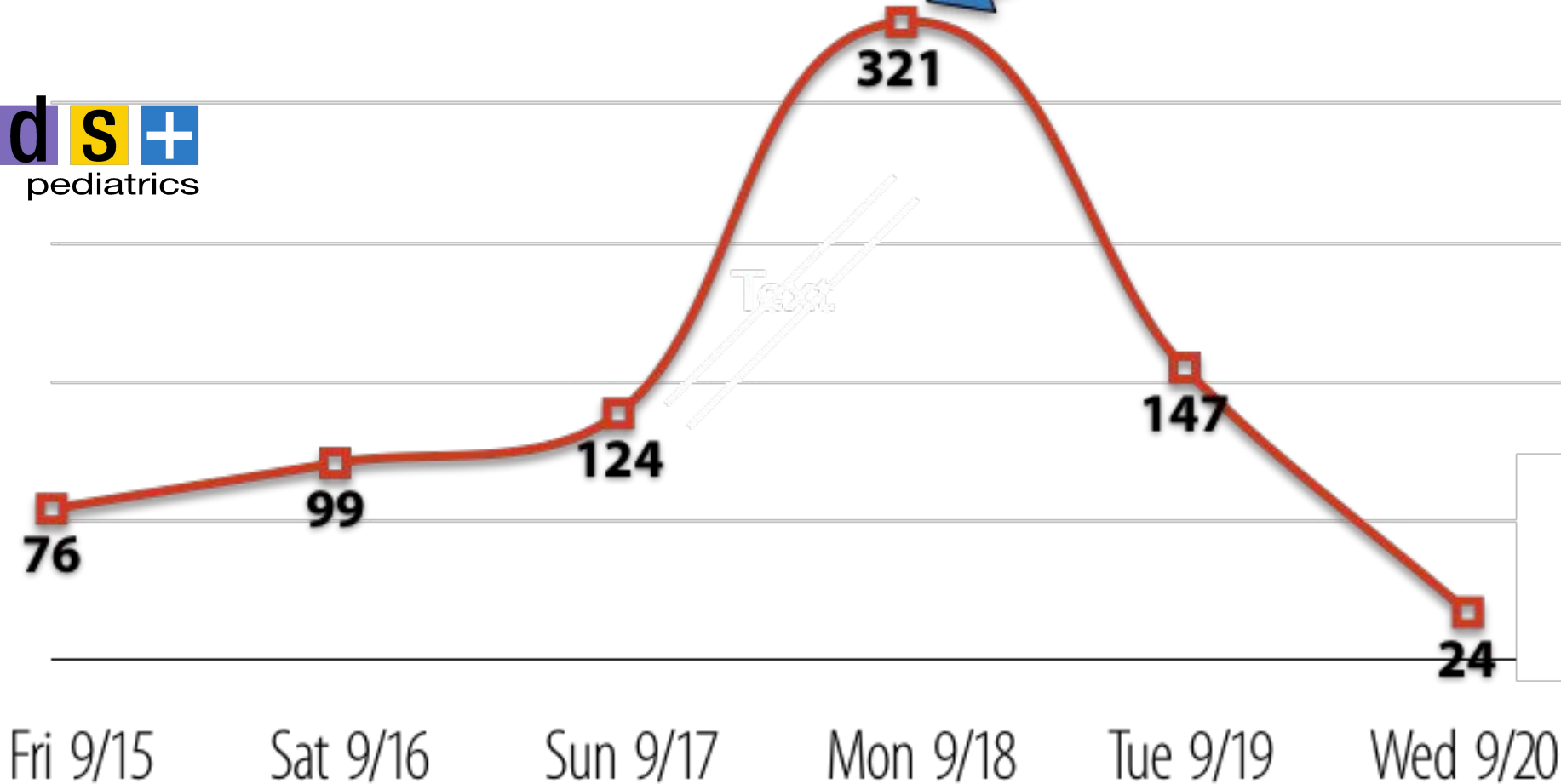
# Kids Plus Pediatrics *Evidence-based Studios*





# September 15-20, 2017

791 Attackers Banned



344

# Anti-science Tactics

## Disinformation Campaigns

- ▲ Sensational
- ▲ Voluminous
- ▲ Amplified

## Attacking Resonating Vaccination Advocates

- ▲ Harass
- ▲ Threaten
- ▲ Harm





vs

Anti-Vaxx'ers

**Being victimized was terrible**

**We weren't going to be the last victim**

**Better resources were necessary – Immediately!**

**HCP's/Practices/Health Systems Being Silenced**

*So we launched a 4-pronged counter-response*

**Research, Toolkit, Cavalry & Awareness**

# Anti-Vaxx Attacks



## Tactic

## Goal

Rapid Waves

→ Overwhelm

Organized Swarms

→ Isolate

Threats

→ Weaken

Abusive Words

→ Frighten

Anonymity

→ Terrorize

**Reputation Harm**

→ Damage

Connect & Unite

Reinforce & Strengthen

Reassure & Empower

Protect & Defend

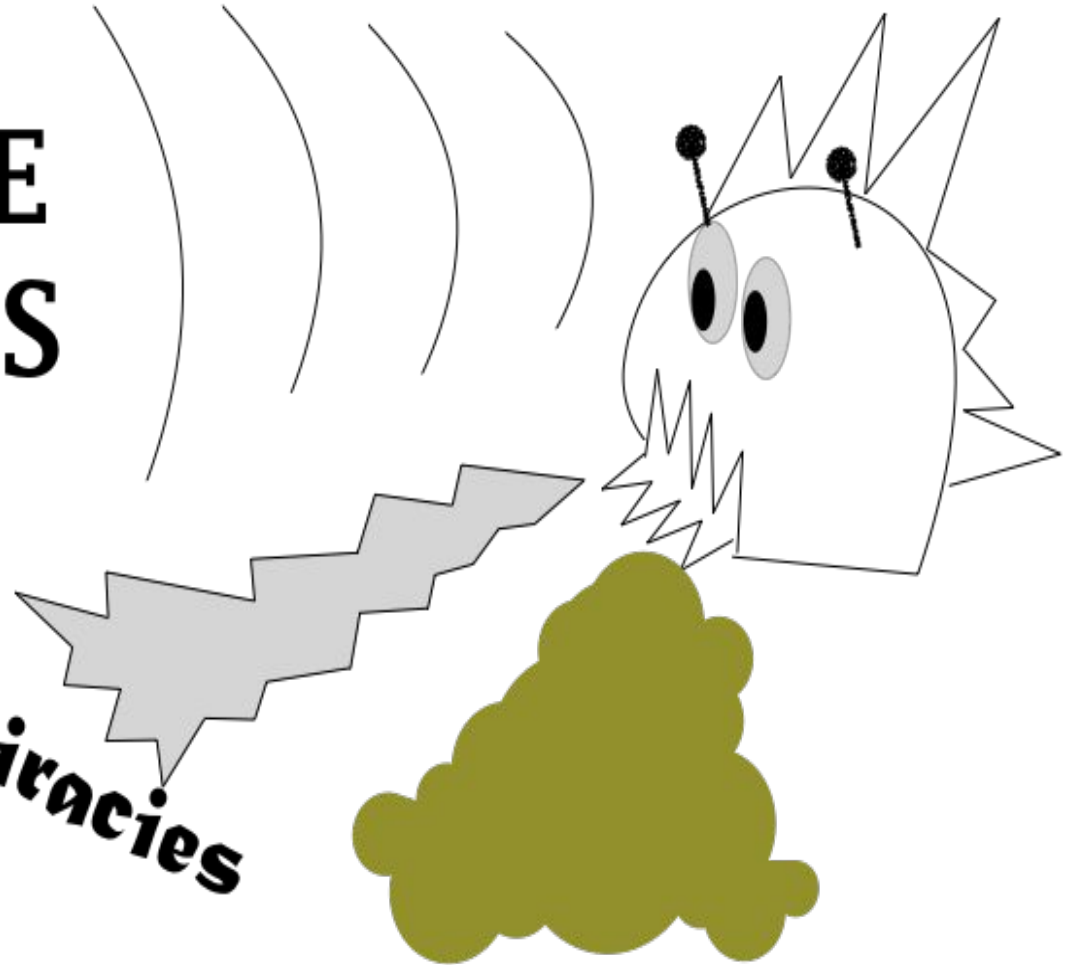
Repair & Recover

Embolden & Galvanize



**FAKE  
NEWS**

**Conspiracies**



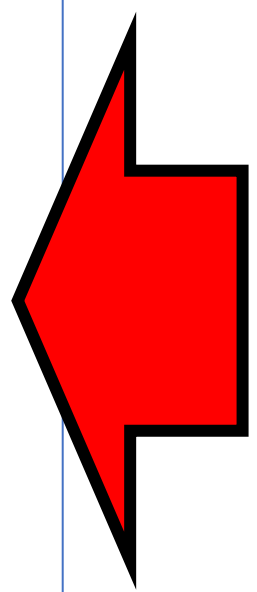
**PSEUDOSCIENCE**

Ulterior Motives

**Profits**

**Politics**

**Power**

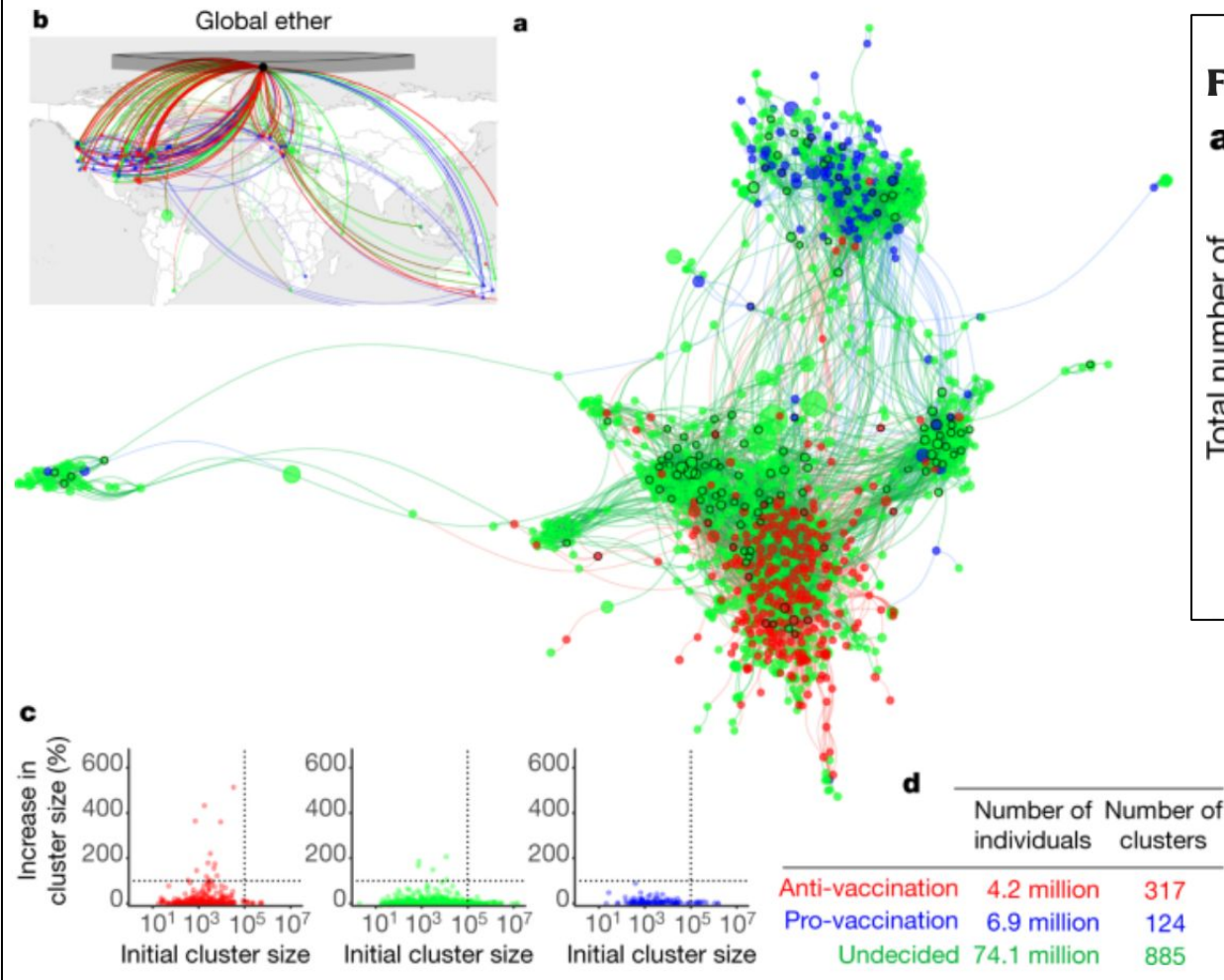


# The online competition between pro- and anti-vaccination views.

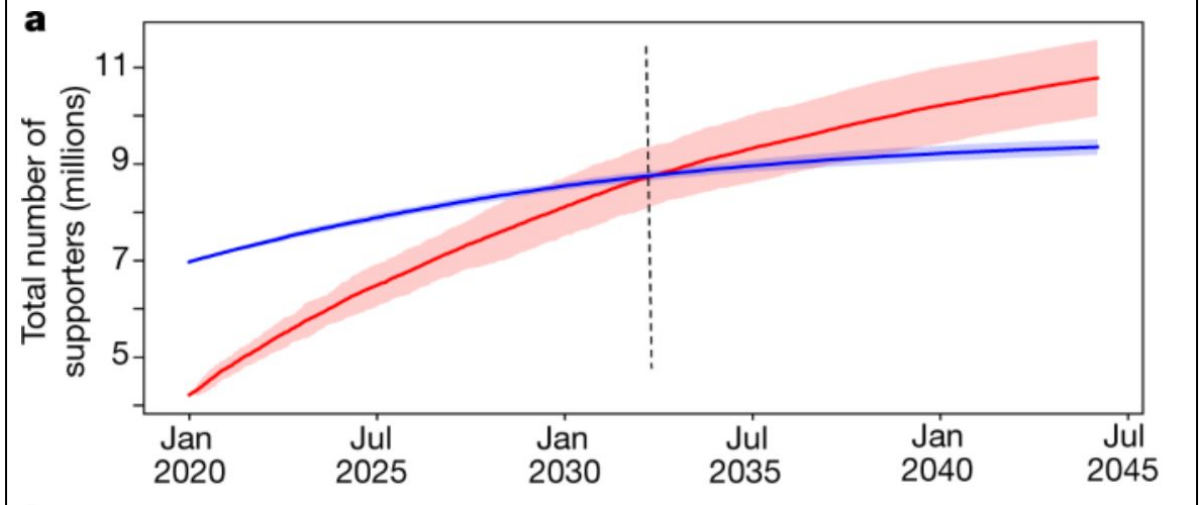
**nature**

May 13, 2020

**Fig. 1: Online ecology of vaccine views.**



**Fig. 3: Predictions and interventions.**



The online competition between pro- and anti-vaccination views.  
 Johnson, N.F., Velásquez, N., Restrepo, N.J. *et al.*  
*Nature* **582**, 230–233 (2020).  
 Nature May 13, 2020

# Inoculation Theory: the science of prebunking



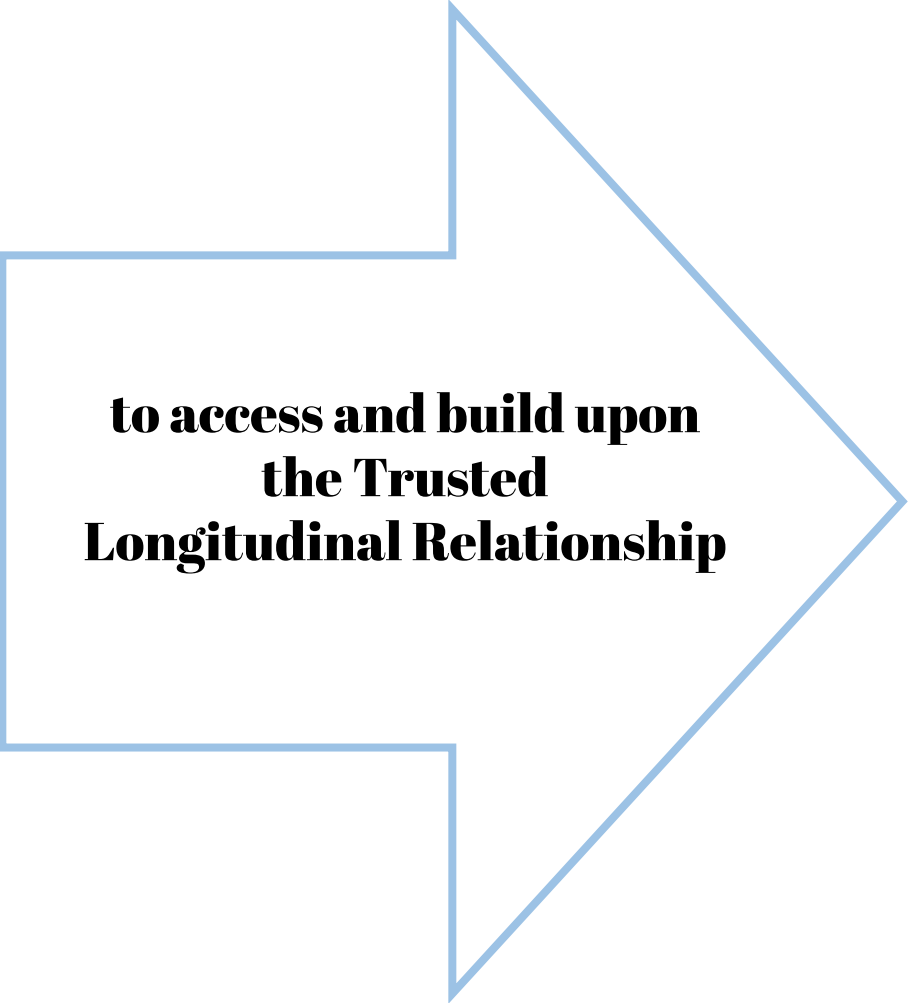
Roozenbeek, J., van der Linden, S. Fake news game confers psychological resistance against online misinformation. *Palgrave Commun* 5, 65 (2019). <https://doi.org/10.1057/s41599-019-0279-9>

# Healthcare Digital Connectivity

## Website



## Social Media



**Behavior  
Change**

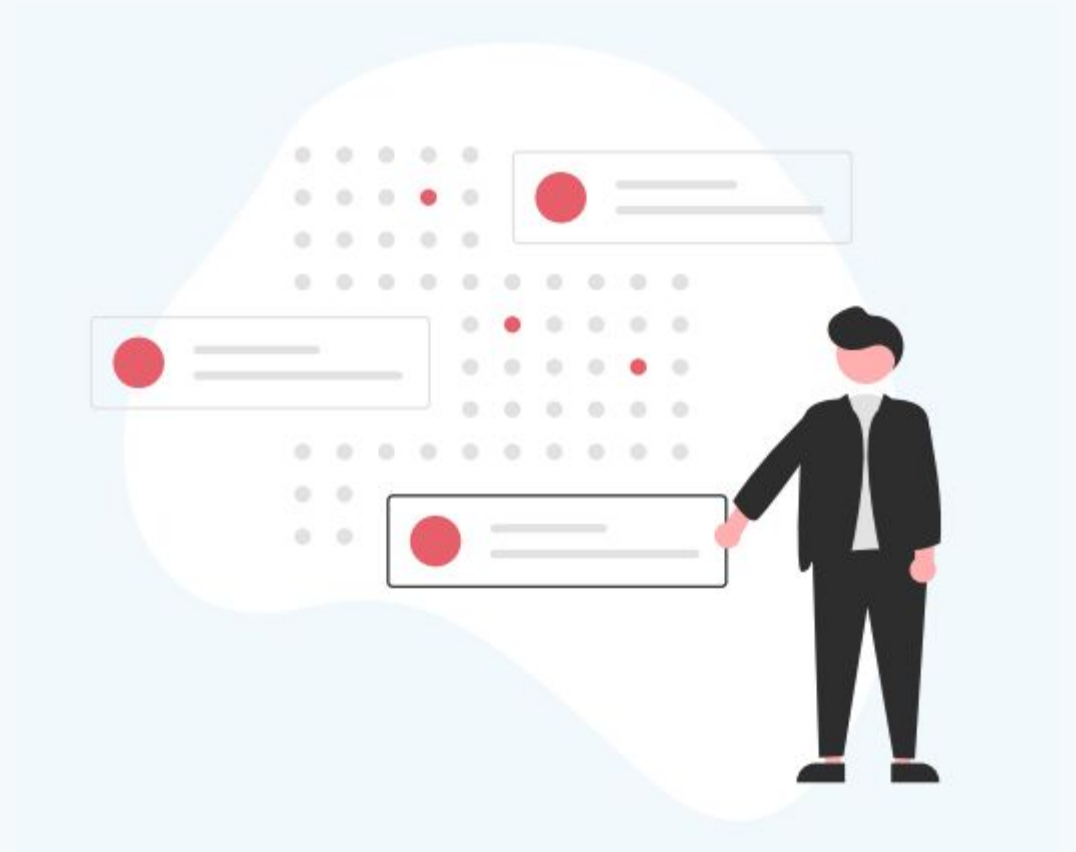


# WHAT YOU CAN DO ABOUT AN ATTACK



# PREPARE AND AVOID

- Have reinforcements ready
- Assess your online presence
- Prepare your workplace, office, or institution
- Monitor online account security
- Know your platform's settings
- "Google" yourself



# DEFEND

10 important actions to take immediately:



1. Remember: You will overcome this and you are not alone.



6. Screenshot and save all attacks, including negative comments, fraudulent reviews, and other such content.



2. [Notify us](#) to ask for support.



7. Report and block attackers and delete negative comments.



3. Don't engage with attackers.



8. Claim your businesses on [Yelp](#) and [Google](#).



4. Turn off social media notifications.



9. Inform your employer/employees of the situation.



5. Increase your privacy settings on the platform and pages of the attack.

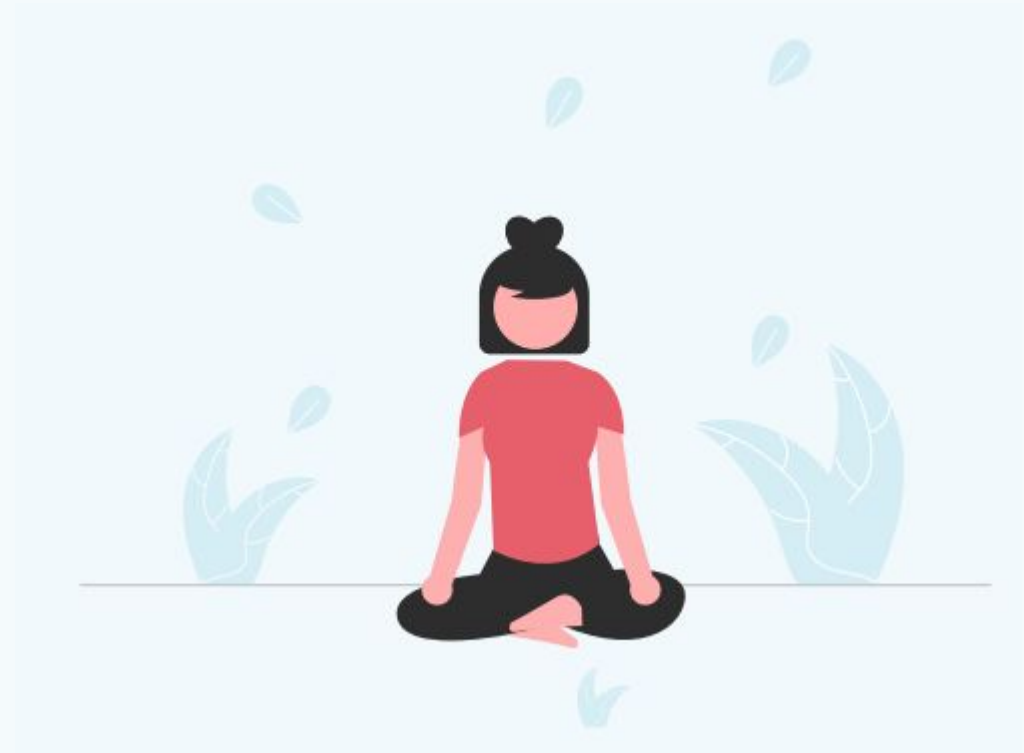


10. Take breaks to take care of yourself and your mental health.

# MOVE FORWARD AFTER AN ATTACK



# TAKE CARE OF YOURSELF



# Recap

With the right preparation, defense, and cleanup, you can get through any online attack!



# Thank You



[www.KidsPlusPgh.com](http://www.KidsPlusPgh.com)

Todd Wolynn MD, MMM, IBCLC

@DrToddWo   



[www.ShotsHeard.org](http://www.ShotsHeard.org)



# Q&A

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Use the tab in Zoom task bar to submit a question!

# Satisfaction Poll & Upcoming Events

**December 13th:** Incentives for Vaccinations: What Does the Evidence Show?

- 2-3 PM ET
- Please click here to register

**December 14th:** Health Equity Methods to Support Your Communities with Dr. Daniel Fagbuyi

- Stay tuned for more information

**December 15th:** Find It, Share It: Exploring the Enhanced Vaccine Resource Hub

- 1-1:45 PM ET
- Stay Tuned for the Registration Link

# Thank You!

Take our survey and provide feedback!

If you have questions, contact:

Darshana Panchal

[darshana.panchal@publicgoodprojects.org](mailto:darshana.panchal@publicgoodprojects.org)