



National Council of
Urban Indian Health



EXCELLENCE · EQUITY · EFFECTIVENESS

“Messengers in Health”: Vaccination – Myths vs Facts
(Session 3 of 3)

Host: Tiffani Stark, MHA (NCUIH)

Presenters: Leila Ladnier BSN, RN & Lynda Zambrano

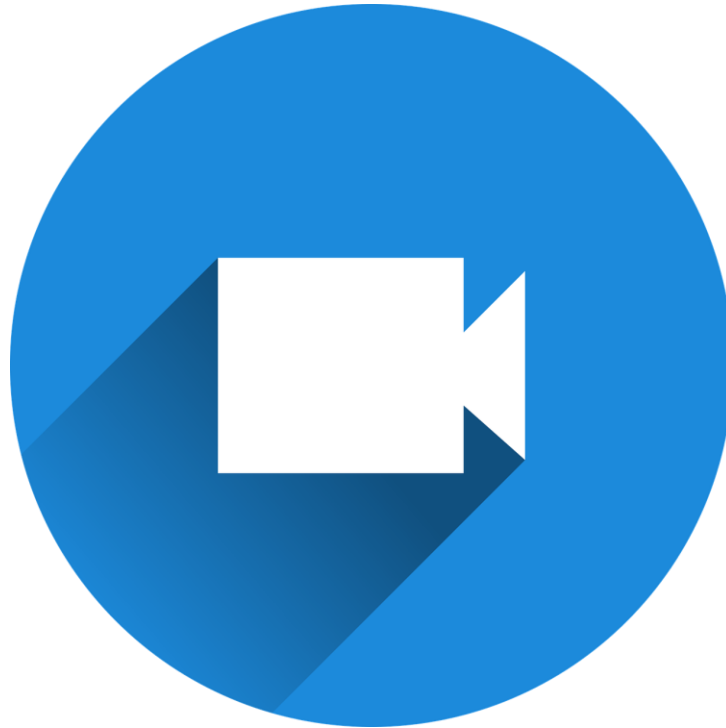
December 15, 2021

3:30–4:30 PM EST



Audio & Video Recording

Please note that this session will be recorded for educational and quality improvement purposes.



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ABOUT NCUIH

The National Council of Urban Indian Health (NCUIH) is the national non-profit organization devoted to the support and development of quality, accessible, and culturally-competent health and public health services for American Indians and Alaska Natives (AI/ANs) living in urban areas.

NCUIH is the only national representative of the 41 Title V Urban Indian Organizations (UIOs) under the Indian Health Service (IHS) in the Indian Health Care Improvement Act (IHCIA). NCUIH strives to improve the health of the over 70% of the AI/AN population that lives in urban areas, supported by quality, accessible health care centers.



Urban Indian Organizations (UIOs)



Agenda

- Welcome
- NCUIH Project Team
- Objectives
- Brief lecture
- Commonly Asked Questions – Vaccination: Myths vs Facts
- Discussion with Lynda Zambrano & Leila Ladnier
- Survey Reminder
- Wrap up & Thank you



NCUIH Project Team



Andrew Kalweit, MPH
*Director of Research and
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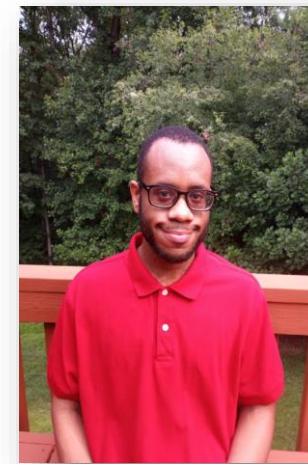
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Lamar Weaver
*Communications
Associate*



NCUIH Subject Matter Expert



Leila A. Ladnier, BSN, RN

- Mother of six wonderful daughters of Creek and Cherokee lineage and six perfect grand babies, two of which are of Navajo descent
- Nurse for 11 years
- Artist/art teacher
- Great passion to serve and educate - believe these are a nurses' fundamental gifts
- Energy and compassion to the native communities - current and future generations will prosper.



Subject Matter Expert



Lynda Zambrano

- Executive Director of the National Tribal Emergency Management Council (NTEMC)
- Adjunct professor at Pierce College, Centers of Excellence for Homeland Security
- Career in law enforcement 20 years ago, working with Federal, State, Local and Tribal governments
- Director for several Tribal Nations, which has given her a unique perspective to bring together many different disciplines to work together in emergency management
- Proud wife of Richard Zambrano, whom is a member of the Snoqualmie Tribe and previous Tribal Councilman
- Mother of three biological children and 11 step-children



Objectives

1. Identify and review vaccine myths vs facts
2. Share strategies to help with misinformation and disinformation that can assist in overcoming vaccine hesitancy
3. Share vaccine infographics for providers and clinics
4. Facilitate discussion between health care providers and health care workers on vaccine myths vs facts

Misinformation and Disinformation

- Misinformation is false information shared by people who *do not intend* to mislead others.
- Disinformation is false information that is *deliberately* created and shared with malicious intent.
- However, both types can affect vaccine confidence and uptake. Some common misinformation and disinformation topics that have been shared are vaccine development, safety and effectiveness, and even denial of COVID-19.

<https://www.cdc.gov/vaccines/covid-19/health-departments/addressing-vaccine-misinformation.html>



Addressing Misinformation



<https://www.cdc.gov/vaccines/covid-19/health-departments/addressing-vaccine-misinformation.html>

<https://vaccinemisinformation.guide/>



Misinformation Checklist

Health

Misinformation

Checklist

Information that is false, inaccurate, or misleading according to the best available evidence at the time



Use this checklist every time you come across health-related content you are not sure about.



Office of the
U.S. Surgeon General

Read the Health Misinformation Community Toolkit at [SurgeonGeneral.gov/HealthMisinformation](https://www.surgeongeneral.gov/HealthMisinformation)



Did you check with the CDC or local public health department to see whether there is any information about the claim being made?



Did you ask a credible health care professional such as your doctor or nurse if they have any additional information?



Did you type the claim into a search engine to see if it has been verified by a credible source?



Did you look at the “About Us” page on the website to see if you can trust the source?



If you're not sure, don't share!

Addressing COVID-19 Vaccine Misinformation

1. Listen and analyze misinformation that is circulating
2. Engage with and listen to the community
3. Share accurate, clear, and easily accessible information
4. Collaborate with Trusted Messengers

Talk with your Community

Talk to Your Community About Health Misinformation.

1 What is health misinformation?

It is information that is **false, inaccurate, or misleading** according to the best available evidence at the time.



2 Why are we all susceptible to being influenced by misinformation and why is it so tempting to share it?



We like to feel that we have new information that others don't know.



We want to protect the people we care about.



We may be seeking explanations or wanting to share information that helps us make sense of events.



We want to feel connected to others.

3 What are some tips for talking with your family, friends and community about misinformation?

Listen

Empathize

Point to Credible Sources

Don't Publicly Shame

Use Inclusive Language

4 What are some common types of health misinformation?



Memes that were created as a joke, but people started re-sharing thinking it was true.



Websites that look professional but the stories are all false or misleading.



Quotations where the beginning or end have been deleted to change the meaning.



Cherry-picked statistics. Without all the data, people haven't provided all the context.



Misleading graphs or diagrams that look official but don't tell the whole story.



Old images that recirculate as if they are actually very recent.



Videos that have been edited to change the meaning.

Monitor Misinformation via Social Media

- Identify information sources
- Create/maintain a social media influencer list
- Create/maintain a rumor log
- Set up a social and traditional media monitoring system
- Analyze and develop insights

<https://www.cdc.gov/vaccines/covid-19/health-departments/addressing-vaccine-misinformation.html>





Open-Floor for Questions

Type your questions in the Q & A section or in the Chat Box





Commonly Asked Questions – *Vaccination: Myths vs Facts*

Open Discussion



Lynda Zambrano



Leila Ladnier



Survey Reminder



Please take our survey and let us know how we can serve you better.

<https://www.surveymonkey.com/r/XKNP3FM>



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Additional Resources

Vaccine Misinformation Management Field Guide

- [Vaccine Misinfo Guide \(vaccinemisinformation.guide\)](https://www.vaccinemisinformation.guide)

Misinformation Toolkit

- [Health Misinformation Reports and Publications | HHS.gov](https://www.hhs.gov/health-misinformation-reports-and-publications)







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