



COMBATING VACCINE MISINFORMATION: ONLINE

About

The National HPV Vaccination Roundtable is a coalition of ~70 organizations working at the intersection of immunization and cancer prevention.

We were founded in 2014 by the American Cancer Society and the Centers for Disease Control and Prevention. Our funding is provided by the CDC and ACS. Supplemental funding has also been awarded from NCI and the Office of Infectious Disease and HIV Policy.



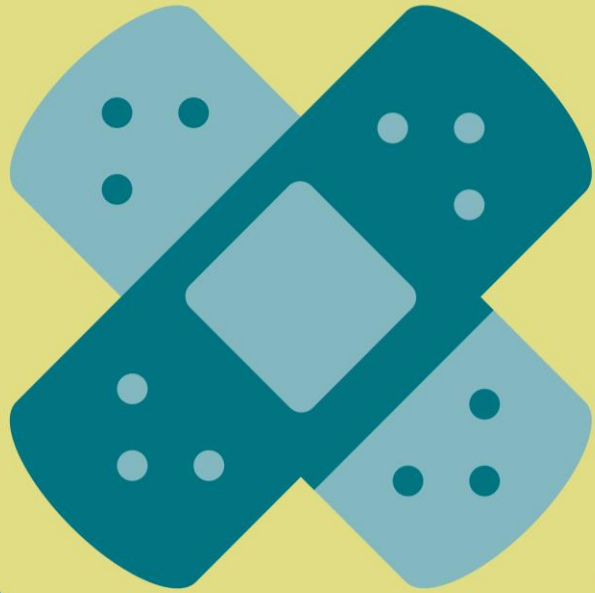
A photograph of four diverse school children (two girls and two boys) standing side-by-side, smiling. They are all wearing backpacks. The girl on the far left has long blonde hair and is wearing a pink shirt. The boy next to her has short dark hair and is wearing a blue and green plaid shirt. The boy next to him has short blonde hair and is wearing a grey shirt. The girl on the far right has long dark hair and is wearing a purple plaid shirt. An orange banner is overlaid on the right side of the image, containing the text 'OUR MISSION:' and 'Prevent HPV-associated cancers and pre-cancers by increasing and sustaining HPV vaccination.'

OUR MISSION:

Prevent HPV-associated cancers and pre-cancers by increasing and sustaining HPV vaccination.



Combating Vaccine Misinformation Takes All Of Us



COMBATting VACCINE MISINFORMATION ONLINE

Meet Our Guests

Katherine Nicol, MS

Senior Vice President
Hager Sharp

Jennifer Zanolinsky

Director, Public Health Education and
Communication
Vaccinate Your Family

Robyn Correll, MPH, CHWI

Public Health Consultant
Vaccinate Your Family



HAGER SHARP

IDEAS THAT MAKE A DIFFERENCE

REBUILDING TRUST BY COMBATING MISINFORMATION

INTRODUCTION

Katherine M. Nicol, MS
Hager Sharp

OVERVIEW

- Trust in our public health agencies is at an all time low.
- The rampant spread of misinformation, particularly on social media, is a primary contributing factor.

THE CHALLENGE

“... a significant portion of the population might reject vaccines...because of distrust, misinformation, or some other factor. Government and public health officials at every level...face the difficult task of restoring a level of trust in science that prevailed in our recent past.”

*- American Medical Association (AMA)
December 2020*

An ‘epidemic of misinformation’ is eroding trust in institutions and media.

*- Edelman Trust Barometer
January 2021*

MISINFODEMIC

- The World Health Organization warned of an ‘infodemic of false information about COVID-19,’ aka, a ‘**misinfodemic**’—**deliberate attempts to disseminate wrong information to undermine the public health response and advance alternative agendas of groups or individuals.**
- While targeted misinformation efforts are occurring every day, misinformation is not always rooted in conspiracy.
- Regardless of source or intent, misinformation has resulted in confusion and mistrust.

CALL TO ACTION

The AMA, among many other public health organizations, calls for the media, including social media platforms, to **consistently convey factual information from credible sources, while challenging and rejecting misinformation.**

HOW DO WE DO THAT?

Our partners at Vaccinate Your Family will show us how to:

- Identify misinformation in social media
- Call out false information
- “Stop the Spread”

Together, we can stem the tide of vaccination misinformation and hesitancy, rebuild trust in our public health agencies, and ultimately save lives.



Combating Misinformation Online

March 11, 2021

Jennifer Zavolinsky and Robyn Correll, Vaccinate Your Family

Vaccinate Your Family's (VYF) Mission

Vaccinate Your Family protects people of all ages from vaccine-preventable diseases by:

Raising awareness of the critical need for timely immunizations

Increasing the public's understanding of the benefits of vaccines

Increasing confidence in the safety of vaccines

Ensuring that all families have access to lifesaving vaccines

Advocating for policies that support timely vaccination



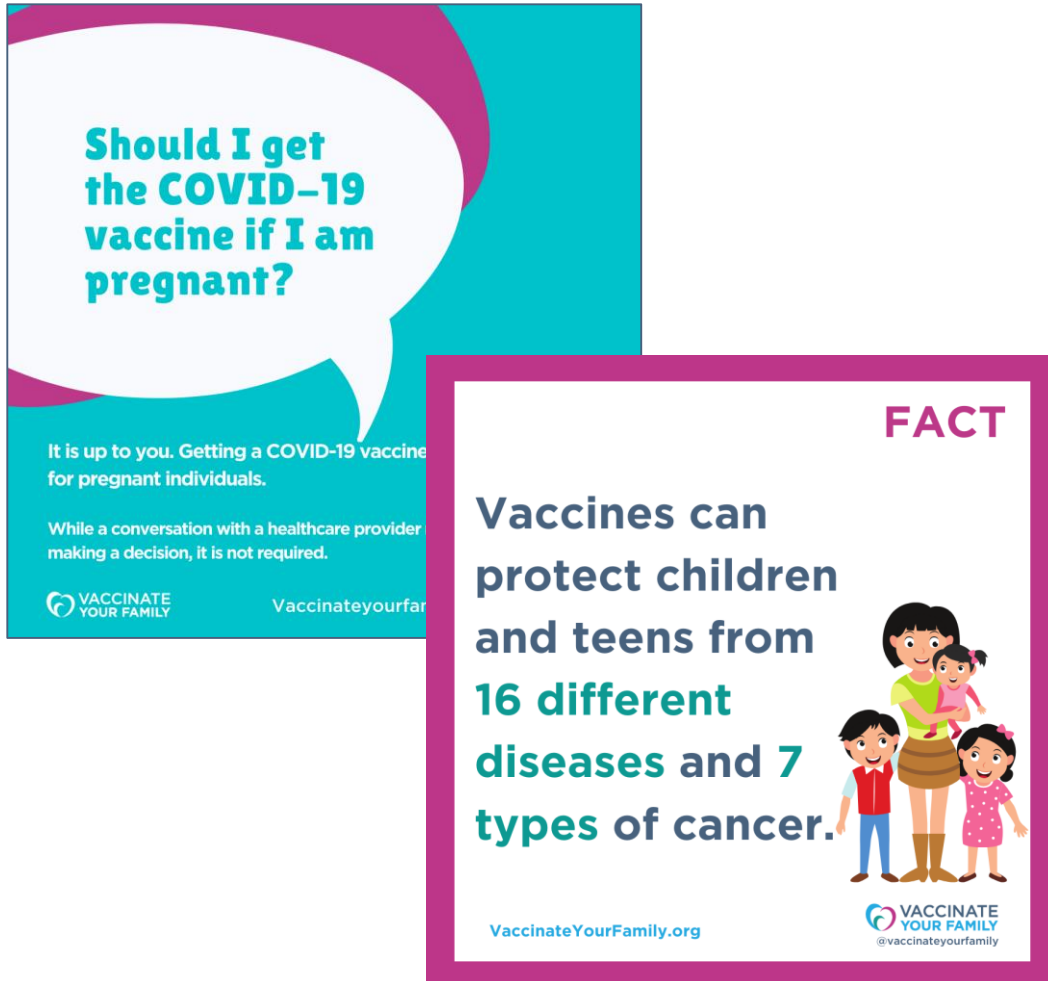
Fighting Vaccine Misinformation

We combat misinformation about vaccines and vaccination by:

- Dispelling myths & sharing science-based information on social media pages and Vaccinate Your Family website
- Engaging media
- Presenting at conferences and on virtual meetings/webinars



VYF on Social Media



Facebook: @Vaccinateyourfamily

Instagram: @Vaccinateyourfamily

Twitter: @Vaxyourfam

YouTube: Vaccinate Your Family

Brief History of Vaccine Opposition



Vaccine Misinformation
and Opposition to
Vaccines is Not New.
Reasons for Opposition
are Always Changing.

Misinformation Vs. Disinformation

Misinformation

- ACCIDENTAL falsehood. Wrong or misleading information with the power to dilute, distract or distort.

Disinformation

- DELIBERATE, ENGINEERED falsehood circulated with malicious intent or for the purpose of serving a personal, political or economic agenda.

The Difference is INTENT

Source: UNICEF's Vaccine Misinformation Management Field Guide

Tactics Used to Spread Misinformation

Look at the Message

- Uses anecdote or personal story.



Girl Crippled by Vaccine Cured Naturally



An alternative medical practitioner has reversed the odd, crippling illness brought on by flu vaccine

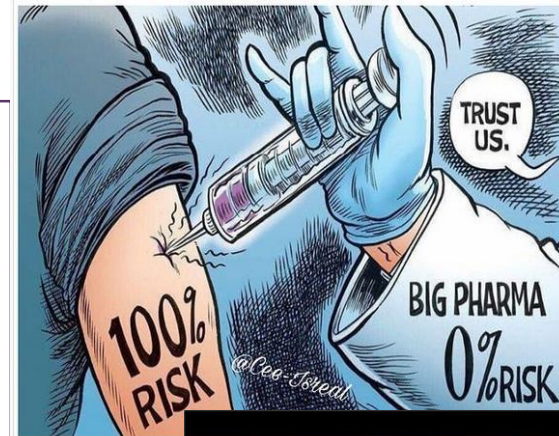
Desiree Jennings, a young and athletic woman in the prime of life, was stricken recently with a crippling illness brought on by a supposedly safe flu vaccine. The mainstream medical establishment said she was "incurable." However, as AFP readers know, wholistic healing can work miracles.

Tactics Used to Spread Misinformation

Look at the Message

- Implies doctors, public health and scientists can't be trusted because they are paid by pharma ("follow the money")

Never trust the advice and actions of people who show you they only want to destroy you.



Tactics Used to Spread Misinformation

Look at the Message

- Vaccine requirements or recommendations are taking away your “rights.”
- Connecting vaccines with worldviews/politics.
- “Us” vs. “Them”



Learnedhardway @coachingsisters · Sep 1, 2019

America are you watching? As more legislators want to take away rights to own guns for personal protection, inject drugs like vaccines without permission, and cover our cities with 5G for surveillance where will we be. #stop5g #stopmandatoryvaccination



Reuters @Reuters · Sep 1, 2019

Protesters converge at Hong Kong airport to disrupt travel reut.rs/32jVwJ0 by @twiniswee @farahmaster

[Show this thread](#)



3



1986: The Act @1986TheAct · Mar 7

Come Join Andy Wakefield, Lori Gregory, Lin Wood, Ann Vandersteel, General McInerney, Pastor Locke, and many more on April 16th and 17th in Tulsa, Oklahoma for Freedom Conference 2021!

Event Details:
thrivetimeshow.com/april-conferen...

#1986TheAct #HealthFreedom #Freedom #Truth



1 3

Tactics Used to Spread Misinformation

Look at the Message

- Correlation means causation. Connecting events because of timing, not cause.



Texans for Vaccine Choice @TXforVaxChoice · Feb 21

"The Detroit media icon was found dead at her home by her husband last Tuesday, just one day after taking the COVID-19 vaccine but the official cause of her death is still unknown."



Former Detroit TV Anchor Karen Hudson-Samuels Dies One Day ...
Karen Hudson-Samuels' career in broadcast journalism spanned over four decades in Detroit.

detroit.cbslocal.com

1

5

6

↑



Texans for Vaccine Choice @TXforVaxChoice · Feb 21

Somehow, it's never the vaccine. If you'd prefer not to become a victim of coincidence, make sure you're with us in this fight to protect and advance informed consent, medical privacy, and vaccine choice:

Example of COVID-19 Vaccine Disinformation

(Source: Voices for Vaccines: <https://youtu.be/m3zPPX9QwUg>)

COVID-19 Vaccine Disinformation



**How reports of death after vaccination
have been greatly exaggerated**

Tactics Used to Spread Misinformation

Check the Source

- Are they trying to sell you something? Do they have something to gain?
 - People make money by playing on people's fears.
- If the source is a doctor: Are they licensed? What kind of doctor?
 - Not every doctor or researcher - even those with PhD, MD or DO - is an expert on vaccines.
- Not all opinions are the same. Intuition ≠ science.



If someone encourages you to question the safety or effectiveness of vaccines, see if they're trying to sell you something instead.

Many anti-vaccination websites sell nutritional supplements or home remedies that — unlike vaccines — have never been tested for safety or effectiveness.



For the facts visit:

[vaccinateYourFamily.org](https://vaccinateyourfamily.org)

**VACCINATE
YOUR FAMILY**

How to Identify Good Science Vs. Bad Science

Just because a medical or scientific study was reported by the media or promoted through a person's or organization's website or social media page, it doesn't make it a good, credible or "valid" study.

GOOD SCIENCE

VS

BAD SCIENCE

- Study is reviewed by other researchers in the same field before publishing.
 - Study is published in a respected journal.
 - Study results can be reproduced by other researchers if they use the same study methods.
 - Researcher gives all information needed for others to judge the value of their research, not just the information that leads people to agree with their study results.
- Researcher starts with a conclusion instead of theory and then designs a "study" to prove their conclusion.
 - Researcher includes opinions into their study observations and treats them as "facts."
 - Researcher highlights one result of their study, but ignores other study findings.
 - Study is self-published.



Known Sources of Vaccine Misinformation



Don't get fooled by the names.

- Children's Health Defense (RFK, Jr.)
- National Vaccine Information Center (NVIC)
- Energetic Health Institute
- Many others.

Targeting Vulnerable People/Minority Populations with Misinformation



Since 2015, Larry Cook has made a business out of the anti-vaccination narratives of distressed parents. Source: NBC News Story



Instagram: #FluShot- Taking advantage of people's distrust of the government or medical system.

Social Media Algorithms and Misinformation



The algorithms that power social media platforms help determine what we see on our newsfeeds.

The more you engage with misinformation,
the more likely you are to see it.

Responding to Misinformation

There's no "One Size Fits All" approach to misinformation.

How you respond will depend on the context and your comfort level.

Responding to Misinformation



Push back* on
disinformation when
you see it.

*Can be as simple as posting
"That's not true."



Be proactive about
sharing* science-based
vaccination information.

*Post, like, comment on & share science-based
content online



Share stories* and
personal experiences with
vaccinations and vaccine-
preventable diseases.

*Need suggestions? Check out
VaccinateYourFamily.org/personal-stories

Responding to Misinformation




**Report misinforming
posts on the different
social media platforms.**





Look for the dots








Reporting Misinformation on Facebook




 **Sayer Ji**
September 20, 2020 · 🌐

Get show notes and links here: <https://www.greenmedinfo.com/.../zero-evidence-covid...>
Get our breaking updates via our new Telegram channel: <https://t.me/savereqenqmi>



 1

-  **Save video**
Add this to your saved items
-  **Copy link**
-  **Turn on notifications for this post**
-  **Embed**
-  **Snooze Sayer Ji for 30 days**
Temporarily stop seeing posts.
-  **Hide all from Sayer Ji**
Stop seeing posts from this Page.
-  **Find support or report post**
I'm concerned about this post. 2


   462

48 Comments 618 Shares

Report ✕

Find support or report photo
You can report the post after selecting a problem.



Nudity **Violence** **Harassment** **False Information** 3
Suicide or Self-Injury **Unauthorized Sales** **Hate Speech** **Terrorism**


 **Something Else**

What kind of false information?

Health 4 **Social Issue** **Something Else**

Other steps you can take

-  **Block Sayer Ji**
You won't be able to see or contact each other.
-  **Hide all from Sayer Ji**
Stop seeing posts from this Page.

 If someone is in immediate danger, call local emergency services. Don't wait.

Next

Reporting Misinformation on Twitter

 **Children's Health Defense** @ChildrensHD · Mar 6

Birth rates in the U.S. started their decline in 2006 — the same year the CDC recommended every American girl between the ages of 9 and 26 get Merck's #Gardasil #HPV vaccine. #fertility #BigPharma

#TheDefender: SIGN UP TODAY--> bit.ly/3b74uzs



Is Gardasil Vaccine Linked to Record Birth Rate Declines? • Childr...
Birth rates in the U.S. started their decline in 2006 — the same year the CDC recommended every American girl between the age...
childrenshealthdefense.org

27 270 379

1

2

Follow @ChildrensHD

Add/remove @ChildrensHD from Lists

Mute @ChildrensHD

Block @ChildrensHD

Embed Tweet

Report Tweet

Report an issue

Help us understand the problem. What is going on with this Tweet?

I'm not interested in this Tweet

It's suspicious or spam

It's abusive or harmful

It expresses intentions of self-harm or

[Learn more](#) about reporting violations of our

Report an issue

How is this Tweet suspicious or spreading spam?

The account Tweeting this is fake

Includes a link to a potentially harmful, malicious, or phishing site

The hashtags included seem unrelated

Uses the reply function to spam

It's something else

4

Reporting Misinformation on Instagram



childrenshealthdefense • Follow ... **1**

childrenshealthdefense Some of the world's leading immunologists blame exposure to SARS-CoV-2, others blame the experimental COVID vaccines — but could both potentially cause a devastating super-epidemic of autoimmune disease?

By Dr. Robert Verkerk, Ph.D.

Sign up for free today! Link in bio.

<https://bit.ly/3qJwFuN>

#covid_19 #sarscov2 #vaccines #mrna #pfizer #moderna #autoimmune #bigpharma #bigtech #thedefender

Report **2**

Go to post

Share to...

Copy Link

Embed

Cancel

3,850 likes
FEBRUARY 22

Add a comment...

Report

Why are you reporting this post?

It's spam

It's inappropriate **3**

Report

Why are you reporting this post?

Nudity or sexual activity

Hate speech or symbols

Violence or dangerous organizations

Sale of illegal or regulated goods

Bullying or harassment

Intellectual property violation

Report

Scam or fraud

False information **4**

I just don't like it

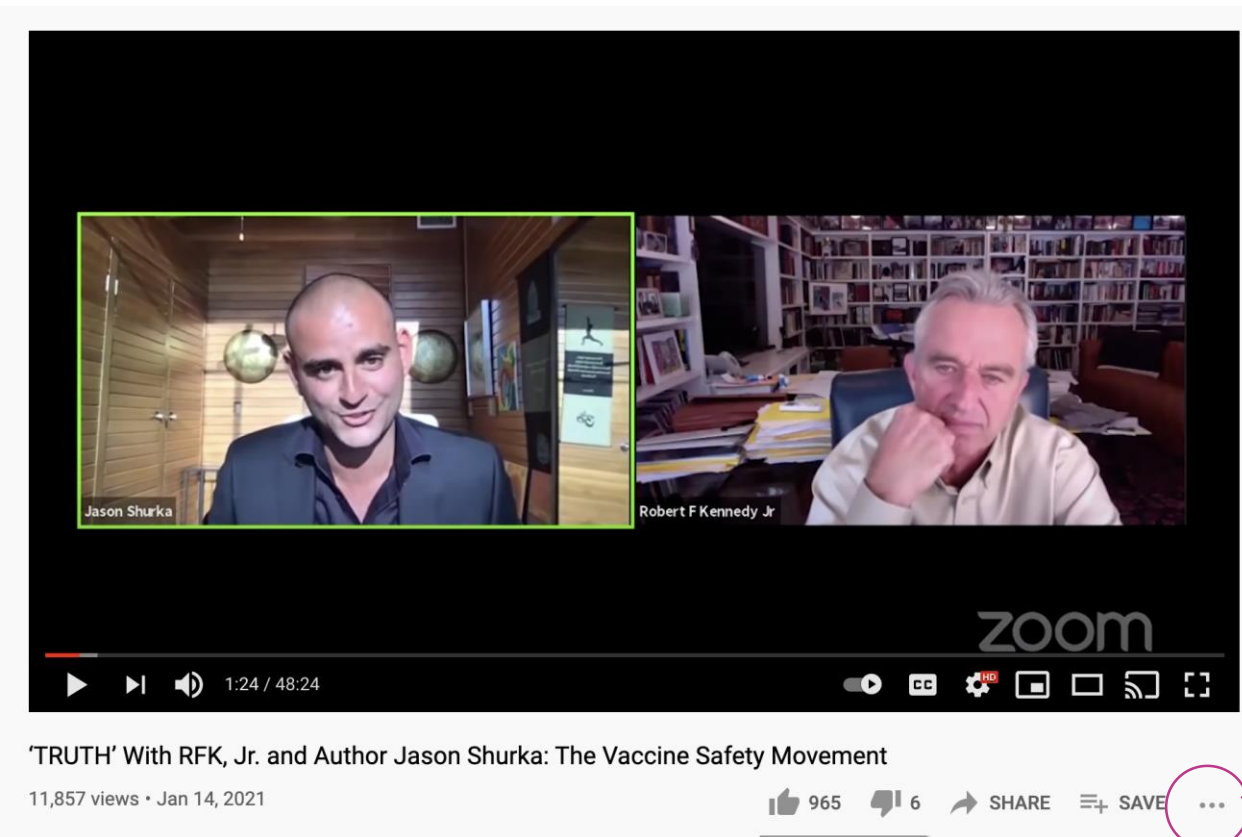
Health **5**

Politics

Social Issue

Something Else

Reporting Misinformation on Youtube



Report video

- ☐ Sexual content ?
- ☐ Violent or repulsive content ?
- ☐ Hateful or abusive content ?
- ☐ Harmful or dangerous acts ?
- ☐ Child abuse ?
- ☐ Promotes terrorism ?

☒ Spam or misleading ?

Choose one

- ☐ Infringes my rights ?
- ☐ Captions issue ?

3

Choose one

Mass advertising

Pharmaceutical drugs for sale

Misleading text

Misleading thumbnail

Scams or fraud

CANCEL

NEXT

5

Report video

Timestamp selected *

1:24

Provide additional details

6

0/500

Flagged videos and users are reviewed by YouTube staff 24 hours a day, 7 days a week to determine whether they violate Community Guidelines. Accounts are penalized for Community Guidelines violations, and serious or repeated violations can lead to account termination. [Report channel](#)

CANCEL

REPORT

7

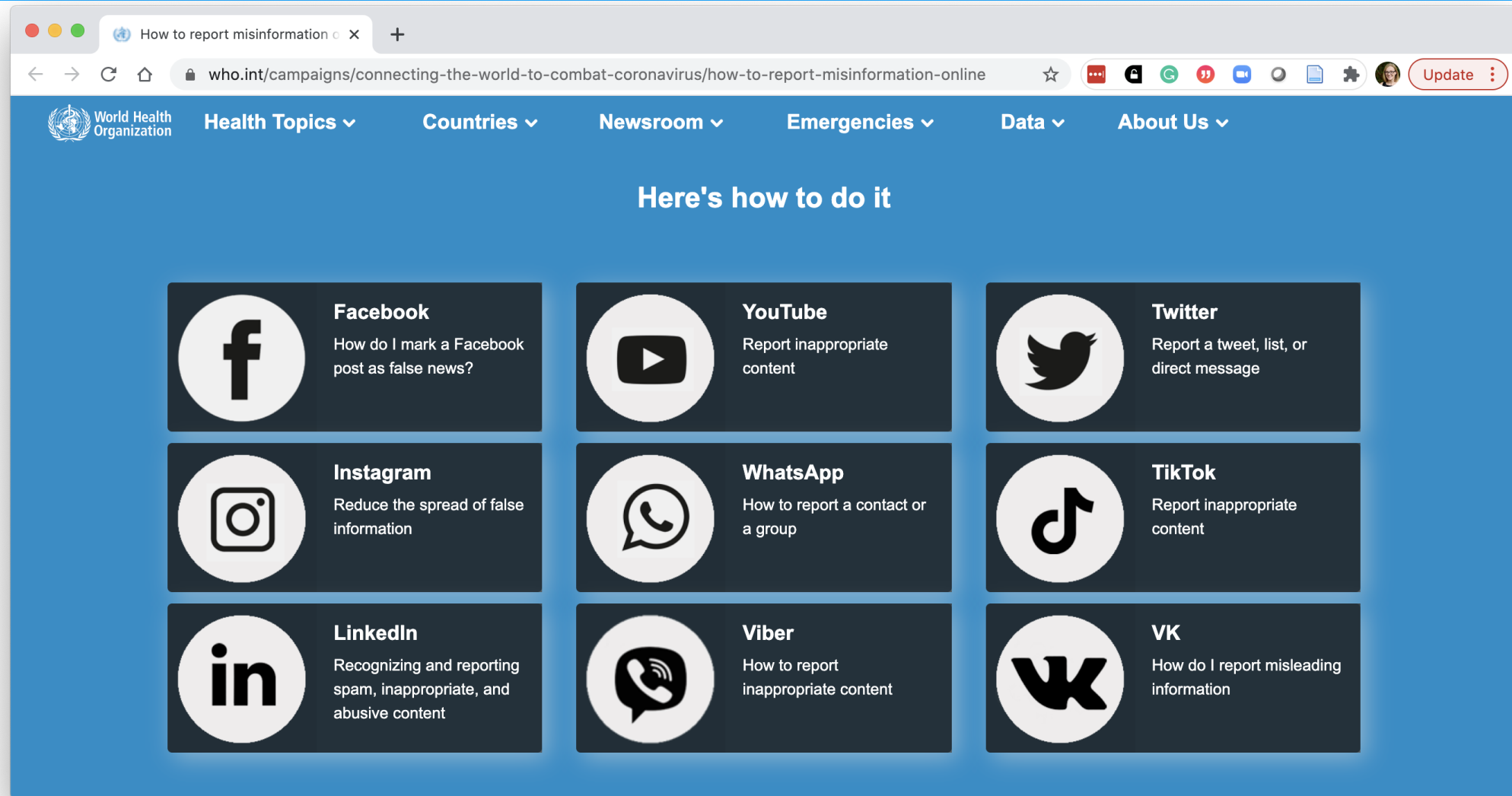
Report

2

Open transcript

1

Reporting Misinformation



Responding to Misinformation



Signal to onlookers that they should be skeptical.

"This headline is misleading. Here's an article explaining more."

"I know this sounds scary, but it's not the whole story. Every death after a COVID vaccination is investigated, and none have been found to be caused by the vaccines."

"Did you happen to see the fact check on this? It offered some important context. Here's the link:"

Responding to Misinformation



When responding:

- Consider the onlookers.
- Start a new comment thread if you can.
- Show empathy.
- Use a mix of data and anecdote.
- Know when to pause, walk away, or take the conversation to DM or offline.

Responding to Misinformation

The CASE Method:

Corroborate

Acknowledge concerns and find common ground

About Me

Share what you've done to educate yourself on the topic

Science

Describe what the science says about the specific concern.

Explain/Advice

Explain what you would do or would recommend, based on the science.

Source: Autism Science Foundation



Responding to Misinformation



Lower the volume of misinformation by **amplifying science-based content.**

Responding to Misinformation



- ✓ **Engage** with science-based posts and comments when you see them.
- ✓ **Post science-based information** on your own timeline.
- ✓ **Prebunk** or “inoculate” others against misinformation.
- ✓ **Debunk** misinformation that is actively harmful and has traction.

Debunking Misinformation



Start with a fact

Make it sticky



Warn about the myth

Repeat it only once



Explain why it's false

Say why some believe it and how we know it's not true



Repeat the fact

End with what you want them to remember

Source: The Debunking Handbook 2020

Example 1. Debunking the “HPV vaccine causes injury” myth



FACT

Large scale studies find no link between the HPV vaccine and auto-immune symptoms. All the scientific evidence tells us HPV vaccines are safe and effective.



MYTH

One common vaccine myth is that they cause negative health impacts. The evidence cited is often specific examples where a child received a vaccination then suffered adverse health impacts afterwards.



FALLACY

Anecdotes like this mistake correlation for causation. Just because a vaccination and an injury happen close to each other doesn't mean one causes the other. This logic is the same as thinking that wearing lucky colours at a sports game led to your team winning.

This argument also employs anecdotal thinking, relying on isolated examples rather than scientific evidence. While stories can be persuasive, they can also mislead if a single experience is not representative of the general populace.



FACT

This is why scientists look at large samples rather than single cases before coming to conclusions.

Graphic Source: Vaccine Misinformation Management Field Guide

Debunking Misinformation



- ✓ **Pick your battles**
Not every piece of misinfo needs debunking
- ✓ **Avoid jargon and acronyms**
Use language people will understand
- ✓ **Match the message to the audience**
Speak to what matters to them
- ✓ **Consider the messenger**
Who does your audience trust?

Combating Misinformation



Share stories* and personal experiences with vaccinations and vaccine-preventable diseases.

*Need suggestions? Check out VaccinateYourFamily.org/personal-stories

Stories can be powerful:

- ✓ Normalize vaccination experiences
- ✓ Humanize vaccine-preventable diseases

Share
stories of
people
impacted
by vaccine-
preventable
diseases



Families Fighting Flu

March 7 at 9:22 AM · 🌐

32 years ago today, Flo and her husband were forced to make a decision that no parent should have to – the decision to let go of their precious, six-year-old daughter. Amy passed away on March 7, 1979 with her parents by her bedside.

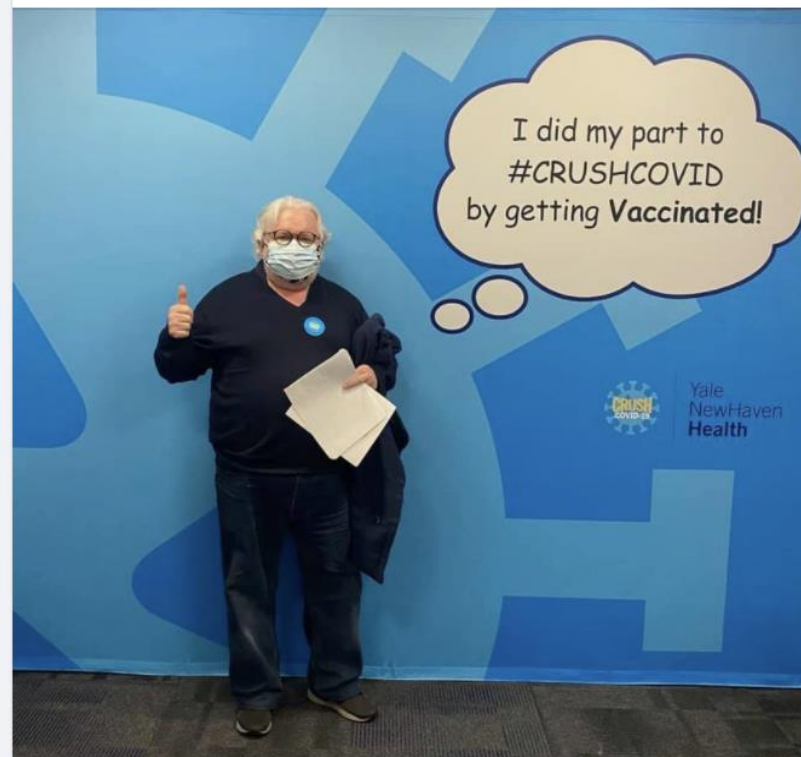
Amy and her family were not vaccinated against the flu the year Amy died because their doctors had not recommended the flu vaccine. Today, her family advocates for flu awareness and annual vaccination in hopes that no other family has to experie...
[See More](#)



Vaccinate Your Family

Published by Amy Arbuckle Pisani · March 2 at 3:41 PM · 🌐

So happy to see people getting their COVID-19 vaccines. Thanks to this former Rotary of Mystic President for sharing his pic with us.



Post
positive
experiences
with
vaccination

Protect Yourself

Be prepared for push back

Mute/block/hide/ban comments and people if necessary

Mute notifications

For More Info on Addressing Misinformation Online

UNICEF's Vaccine Misinformation Management Field Guide

- unicef.org/mena/reports/vaccine-misinformation-management-field-guide

Stronger

- stronger.org/resources

Voices for Vaccines

- voicesforvaccines.org

WHO's How to Report Misinformation Online

- www.who.int/campaigns/connecting-the-world-to-combat-coronavirus/how-to-report-misinformation-online

2020 Debunking Handbook

- www.climatechangecommunication.org/wp-content/uploads/2020/10/DebunkingHandbook2020.pdf

FactCheck.org (Reputable Fact-Checking Website)

Credible Organizations for Vaccine and Vaccine-Preventable Disease Information

Vaccinate Your Family*

- [Vaccinateyourfamily.org](https://vaccinateyourfamily.org)
- [Vaccinateyourfamily.org/covid19faq](https://vaccinateyourfamily.org/covid19faq)

HPV Vaccination Roundtable

- [HPVRoundtable.org](https://hpvroundtable.org)

American Academy of Pediatrics (AAP)

- [Healthychildren.org](https://healthychildren.org)

American Academy of Family Physicians (AAFP)

- [Familydoctor.org](https://familydoctor.org)

American College of Obstetricians and Gynecologists (ACOG)

- [Acog.org/womens-health](https://acog.org/womens-health)

American College of Nurse-Midwives (ACNM)

- [Ourmomentoftruth.com/your-health/importance-of-vaccines](https://ourmomentoftruth.com/your-health/importance-of-vaccines)

Centers for Disease Control and Prevention (CDC)

- [Cdc.gov/vaccines](https://cdc.gov/vaccines)
- [Cdc.gov/coronavirus](https://cdc.gov/coronavirus)

Families Fighting Flu*

- [Familiesfightingflu.org](https://familiesfightingflu.org)

Immunization Action Coalition

- [Immunize.org](https://immunize.org)

Voices for Vaccines (VFV)

- [VoicesforVaccines.org](https://voicesforvaccines.org)

National Foundation of Infectious Diseases

- [Nfid.org](https://nfid.org)

Vaccine Education Center at Children's Hospital of Philadelphia

- [Chop.edu/centers-programs/vaccine-education-center](https://chop.edu/centers-programs/vaccine-education-center)

*Personal stories about vaccine-preventable diseases for sharing.

Thank You!

Jennifer Zavolinsky
**Director, Public Health Education
& Communication**
info@vaccinateyourfamily.org

Robyn Correll
Consultant
info@vaccinateyourfamily.org



Website: Vaccinateyourfamily.org
Blog: Shotofprevention.com
Facebook: Vaccinate Your Family
Twitter: @Vaxyourfam
Instagram: Vaccinate Your Family
YouTube: Vaccinate Your Family

**Please Complete the Survey
(link in chat box)**

Time for Q & A

Find Us Online

HPV Roundtable

Visit: hpvroundtable.org

Follow

- Facebook -
HPV Vaccination Roundtable
- Twitter -
[@HPVRoundtable](https://twitter.com/HPVRoundtable)
- Instagram -
[hpv.vaccination.roundtable](https://www.instagram.com/hpv.vaccination.roundtable)
- YouTube -
youtube.com/hpvroundtabletv

Get In Touch

HPV.Vaccination.Roundtable@cancer.org

Jennifer Nkonga, MS

Director, National HPV Vaccination Roundtable
Health Systems and Provider Engagement

Jennifer.Nkonga@cancer.org

Jennifer Sienko, MPH

Director, National HPV Vaccination Roundtable
Communications and Public Engagement

Jennifer.Sienko@cancer.org





Thank You!



National
HPV
Vaccination Roundtable