

Changing the COVID Conversation: A Panel Discussion with Vaccine Experts
Aired on Friday, February 11, 2022 from 2:00 PM -3:00 PM Eastern



**Changing the COVID Conversation:
A Panel Discussion with Vaccine Experts**

**Friday, February 11, 2022
2:00 PM - 3:00 PM Eastern**

FREE WEBINAR

VACCINATION
FROM THE MISINFORMATION VIRUS

diphtheria tetanus Pertussis (whooping cough)
Td Inﬂuenza meningitis Hepatitis
rubella measles chicken pox
ac

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 **Hello**

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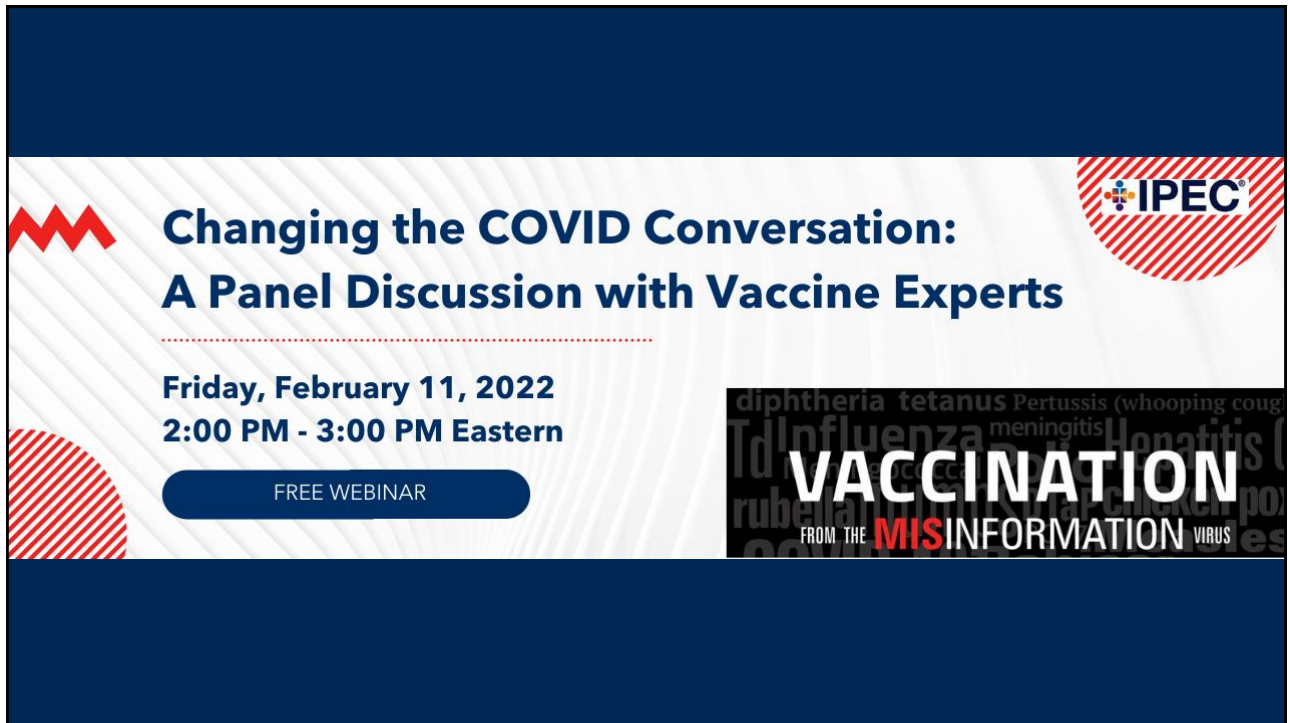
**Tanya Smith Brice,
MSW, PhD**

Vice President of
Education
Council on Social
Work Education



COUNCIL ON SOCIAL WORK EDUCATION

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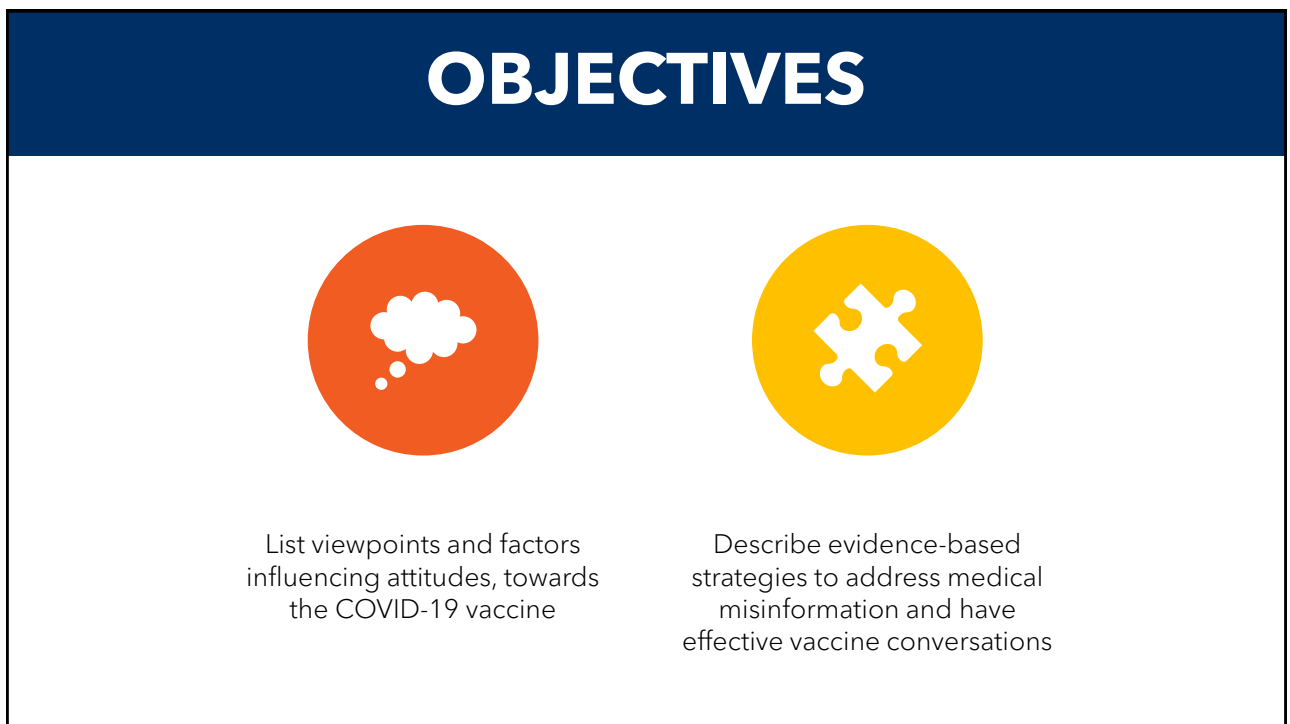
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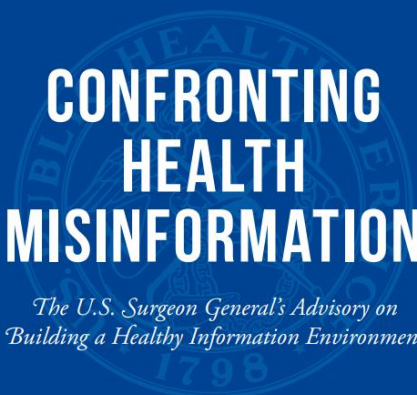
OBJECTIVES

- 

List viewpoints and factors influencing attitudes, towards the COVID-19 vaccine
- 

Describe evidence-based strategies to address medical misinformation and have effective vaccine conversations

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CONFRONTING HEALTH MISINFORMATION

*The U.S. Surgeon General's Advisory on
Building a Healthy Information Environment*

2021

Health misinformation

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

SOURCE: <https://www.hhs.gov/sites/default/files/surgeon-general-misinformation-advisory.pdf>

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WE CAN TAKE ACTION

WHAT EDUCATORS AND EDUCATIONAL INSTITUTIONS CAN DO

Strengthen and scale the use of evidence-based educational programs that build resilience to misinformation. Media, science, digital, data, and health literacy programs should be implemented across all educational settings, including elementary, secondary, post-secondary and community settings. In addition to teaching people how to be more discerning about the credibility of news and other content, educators should cover a broader set of topics, such as information overload, internet infrastructure (e.g., IP addresses, metadata), the challenges of content moderation, the impact of algorithms on digital outputs, algorithmic bias, artificial intelligence (AI)-generated misinformation (e.g., deepfakes), visual verification skills, and how to talk to friends and family who are sharing misinformation.

Educate students and the public on common tactics used by those who spread misinformation online. Recent research suggests that teaching people how to spot these tactics can reduce people's willingness to share misinformation.⁵⁷ Examples of misinformation tactics used by those who deny scientific consensus on health issues include presenting unqualified people as experts; misleading consumers with logical fallacies; setting impossible expectations for scientific research; cherry-picking data or anecdotes; and introducing conspiracy theories.⁵⁸

Establish quality metrics to assess progress in information literacy. While there is substantial media and information literacy work being carried out across the United States, there is a need for more consistent and empirically evaluated educational materials and practices.



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<https://portal.knme.org/video/vaccination-from-the-misinformation-virus-a6mhdw/>

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VACCINATION FROM THE MISINFORMATION VIRUS

Vaccination from the Misinformation Virus

Special | 56m 49s | CC

+ My List

In the age of social media, we can all be fooled by digital misinformation. This one-hour documentary explains how to overcome our bias to understand why vaccines are safe, crucial to community health and save millions of lives annually.

Aired: 07/29/21 | Rating: NR


Continuous Play: On Share: f t </> o

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Chris Schueler

Director and Producer
Vaccination from the Misinformation Virus



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<https://themisinformationvirus.com>

View the Trailer

Our Experts

VACCINATION
FROM THE MISINFORMATION VIRUS

MATERIALS
AVAILABLE THROUGH WEBSITE

DOCUMENTARY
For screenings, film festivals and broadcast (56:46 min)

SHORTENED VERSION 20 to 30 minute length
For presentations with 30 min window to include Q&A time.

LIFT OUT VIDEOS 1 to 3 minutes each
Can be tagged with sponsor logo/info
Short videos created from the documentary highlighting a specific issue.
Targeted videos for use by health professionals and educators.

INFORMATIONAL PROMOS :15 to :60 seconds each
Can be tagged with sponsor logo/info
For partner websites, social media and for broadcast promotion.

NEWS STORIES
Downloadable links for local media use of all elements above

CURRICULUM/ VIEWER GUIDE
Turnkey guide for classrooms / faith communities / organizations to accompany a documentary screening.

PRODUCTION WEB SITE
themisinformationvirus.com
Includes downloads for videos and guides, resources, marketing tools.

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<https://themisinformationvirus.com>

Videos

[List of Available Videos](#)

[Lift Outs with English Captions](#)

[Lift Outs with Spanish Captions](#)

[Symptoms of Misinformation](#) [The Vaccine Feedbacks](#)
[Forgotten Lessons](#) [Hesitation is Not Simple](#)
[Human Lifelines](#) [Misleading Statistics](#)
[Absence is the Effectiveness](#) [Could Have Been Prevented](#)

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Hesitation is Not Simple Dr. Sabrina Cherry

School of Health and Applied Human Sciences, University of North Carolina, Wilmington
Examines how hesitation to be vaccinated is a very complicated thing.



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Flu Vaccine Falsehoods Dr. Walter Dehority

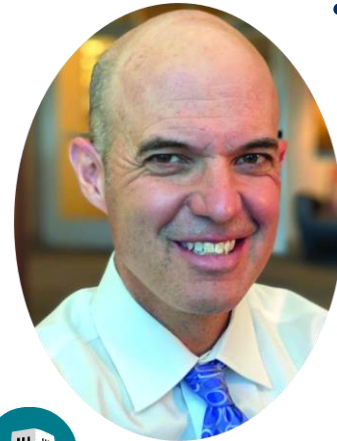
Pediatric Infectious Diseases, University of New Mexico Health Sciences Center
Explains how people can be misled regarding the flu vaccine.



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Walter Dehority, MD, MSc

Department of Pediatrics,
Division of Infectious Diseases,
University of New Mexico Health
Sciences Center
Associate Professor, School of
Medicine, University of New
Mexico



THE UNIVERSITY OF NEW MEXICO
HEALTH SCIENCES CENTER

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Forgotten Lessons Dr. Denise Gonzales

Pulmonary Critical Care Physician, Medical Director, Presbyterian Medical Group
A look at some of the diseases, especially polio, that have been tamed through vaccination.



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Denise Gonzales, MD

Pulmonary Critical
Care and
Pulmonologist
Presbyterian Hospital



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Could Have Been Prevented Matthew Probst, PA-C

Medical Director, El Central Family Health

If we had the vaccine earlier, deaths could have been prevented



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Matthew Probst, PA-C

Medical Director and
Chief Quality Officer
El Centro Family
Health



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**Something
to say?**



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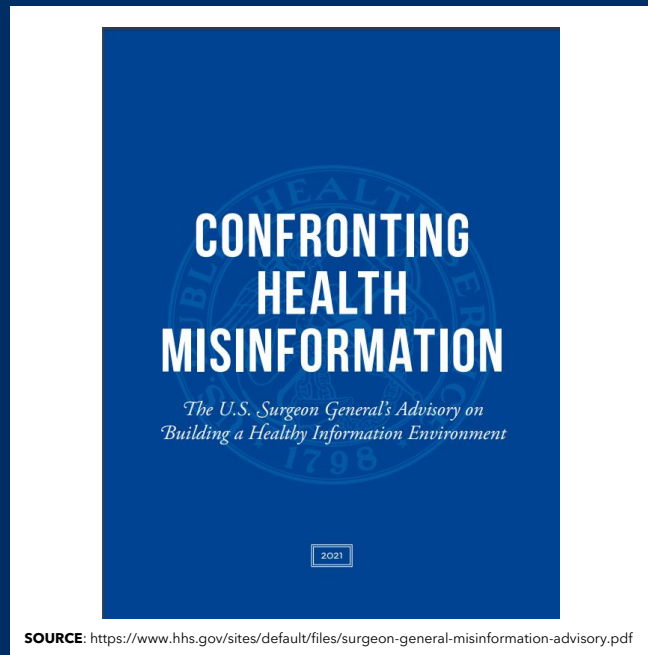
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Confronting Health Misinformation: The Surgeon General's Advisory on Building a Healthy Information Environment

A 22-page advisory report.

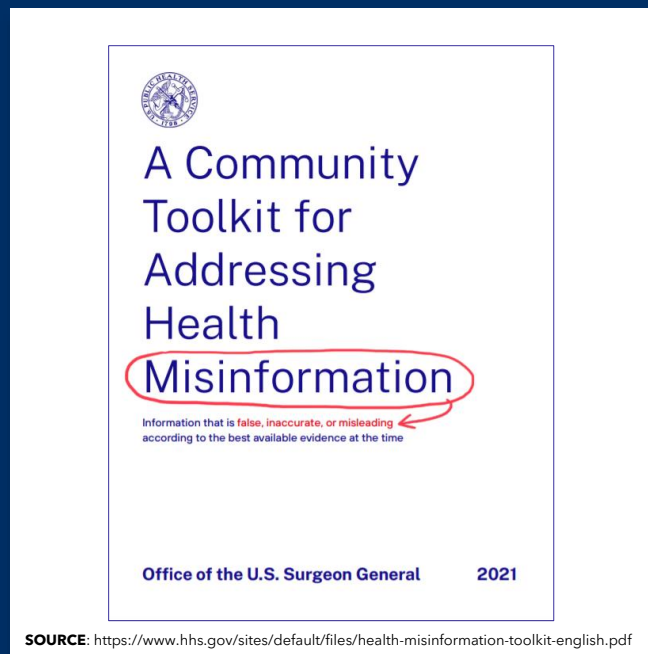


SOURCE: <https://www.hhs.gov/sites/default/files/surgeon-general-misinformation-advisory.pdf>

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Community Toolkit

A 22-page overview of health misinformation and resources to stop it.

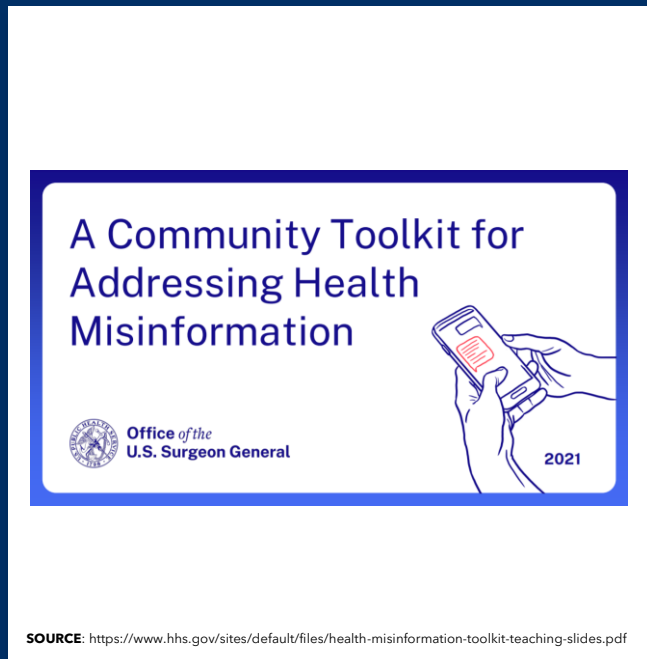


SOURCE: <https://www.hhs.gov/sites/default/files/health-misinformation-toolkit-english.pdf>

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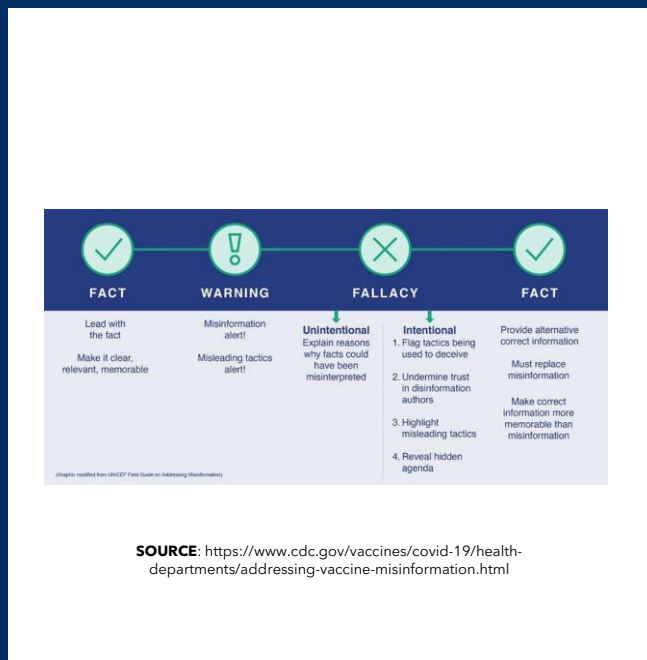
Teaching Slides

A slideshow version of the Community Toolkit for educators and other community leaders.



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CDC How to Address COVID-19 Vaccine Misinformation



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Online Resources for Accurate Information

- [United Nation's Verified Initiative](#)
- [Stronger](#)
- [Healthfeedback.org](#)
- [Fullfact.org](#)
- [Politifact \(Poynter\)](#)
- [Snopes](#)
- [AFP Fact Check](#)
- Mayo Clinic "[Expert Answers](#)"
- Fact checks from [USA Today](#), [Reuters](#), [AP](#), etc.

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A Practitioner's Guide to The Principles of COVID-19 Vaccine Communications

1. Work within worldviews, identities and moral values.
2. Use timing to the best advantage.
3. Use the right messengers for the audience.
4. Make the content concrete, supply a narrative and provide value.
5. Recognize that communities have different relationships with vaccination.
6. Reinforce positive behaviors.
7. Evoke the right emotions.
8. Be explicit and transparent about motivations.

SOURCE: <https://www.jou.ufl.edu/insights/strategies-to-overcome-misinformation-and-instill-confidence-in-vaccines/>

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Call for Proposals!

The AAMC releases RFP for
**Health Professions
Education Curricular
Innovations Grants for
Addressing Health
Misinformation.**

Proposals due Mon, April 4.

www.vaccinevoices.org



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Evaluation
Email from
Survey Monkey

**YOUR
VOICE
MATTERS!**

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