



NATIONAL COUNCIL of
URBAN INDIAN HEALTH



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URBAN INDIAN HEALTH

BUILDING BRIDGES, BUILDING TRUST

||| An Open Forum on COVID-19 Insights |||

PRESENTER

Dr. Joe Smyser CEO of The Public Good Projects

February 13 ♦ 2-3 p.m. EST

ncuih.org/events



NCUIH

NATIONAL COUNCIL of URBAN INDIAN HEALTH

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 health care centers.



Disclaimer

**This event is made possible by the Indian Health Services Department of Health and Human Services Award #H723IHS00007-01-01
FAIN # H723IHS0007
Federal Award Date: 12/13/2022**

This event is solely the responsibility of the National Council of Urban Indian Health and does not necessarily represent the views of Indian Health services or the Department of Health and Human Services.



Audio and Visual Recording

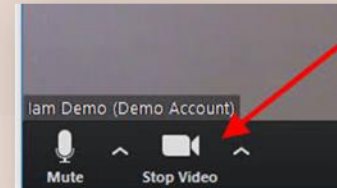
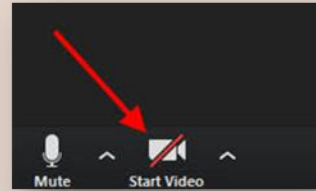
Please note that this session will be recorded for educational and quality improvement purposes.



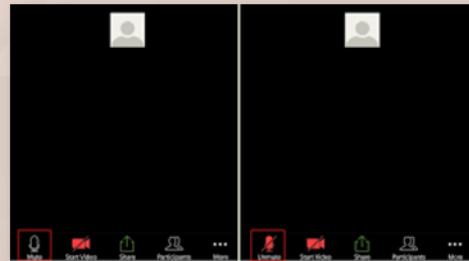


Housekeeping

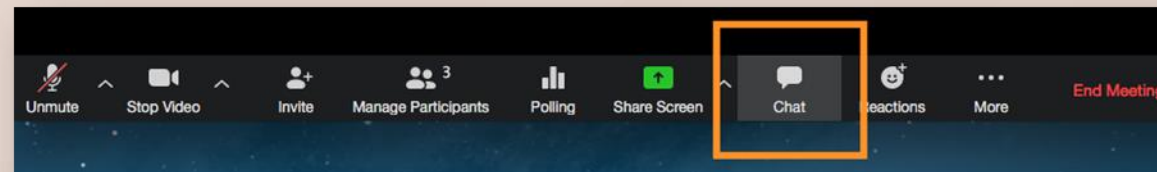
- Turn on Video



- Please Mute Your Microphone When Not Speaking



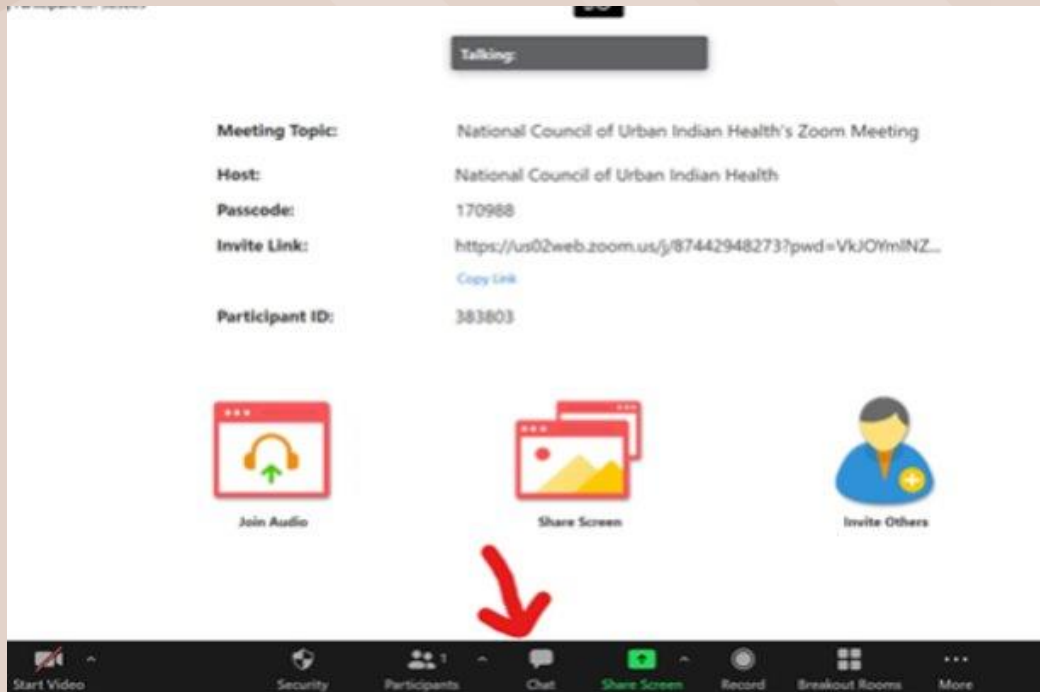
- Please Enter Your Name and Organization in the Chat Box



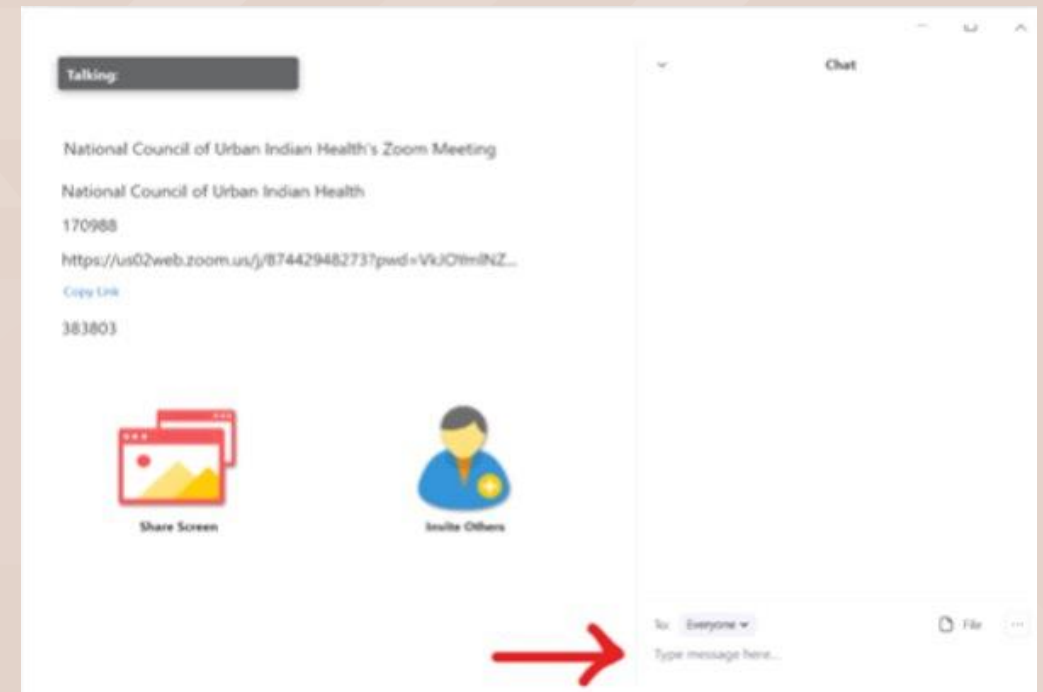


ASK A QUESTION OR COMMENT

First, select “Chat” at the bottom of your ZOOM screen



Then type your question or comment into the chat box that will appear on the right





Learning Objectives

1. **Identify Common Sources and Types of COVID-19 Misinformation:** Participants will learn to recognize the prevalent sources and types of misinformation related to COVID-19. Enabling them to critically assess and address false narratives effectively.
2. **Apply Lessons Learned from the Pandemic to Future Preparedness** Attendees will gain insights into the challenges and successes of the pandemic response, enabling them to apply these lessons to future public health crises and preparedness efforts.
3. **Create a Forum for Peer Sharing and Discussion:** The event will foster interactive dialogue and peer-to-peer sharing



Speaker

Dr. Joe Smyser, CEO of the
Public Good Projects





Current Trends in Health Communication

Misinformation
Proactive and Reactive Comms
Community Approach

Joe Smyser, PhD, MSPH
CEO, PGP



The information landscape in 2024



Health Information is Politicized

Harassment of public health officials all too common in pandemic

'Enough with the politics': De... investigator takes aim at par... sniping, misinfo

"Enough with the politics on this," National Transportation Safety Board's Hornsby said Thursday at an update on her agency's probe.

Americans fault news media for dividing nation: AP-NORC poll

Kids are the victims of new GO... politicize the panden...

at's Driving The Political Divide O... cinations

 **Analysis by Stephen Collins, CNN**
Updated 2:47 PM EDT, Tue August 30, 2021

We Found the One Group of Americans Who Are Most Likely Spread Fake News

THE IMPACT OF THE COVID-19 PANDEMIC
Rising Stress and Burnout in Public Health
Results of a National Survey of the Public Health Workforce

Public health position available: Low pay. Promise of burnout and harassment. Master's preferred.

By Kimberly Ma | September 1, 2023





Misinformation is fueled by the U.S.

Over 70 percent of vaccine opposition originates from the U.S.

Source: A PGN Analysis: The call is coming from inside the house - U.S. misinformation agents fuel global vaccine opposition

PGP



Information is spreading on **more** social media platforms with **fewer** restrictions.

Twitter will no longer enforce its COVID misinformation policy



Big Tech rolls back misinformation measures ahead of 2024



How to avoid falling for misinformation, fake AI images on social media



Tech layoffs ravage the teams that fight online misinformation and hate speech

PUBLISHED FRI, MAY 24 2023 9:00 AM EDT | UPDATED SAT, MAY 27 2023 7:02 AM EDT

Stephan Lee | Jonathan Posner



Combating Disinformation Wanes at Social Media Giants

As the companies have shed jobs recently, many teams assigned to combat fake and misleading information have taken a hit.





An August 2023 poll from KFF showed that...

4 in 10 people say that they've heard each of 10 specific false claims about COVID-19, reproductive health, and gun violence.

“Most people aren't true believers in the lies or the facts about health issues; **they are in a muddled middle.** The public's uncertainty leaves them vulnerable to misinformation but is also **the opportunity to combat it.”**
–Drew Altman, KFF President and CEO Drew Altman



What can we do about it?

Back to the basics

Misinformation, disinformation, malinformation



Defining the terms

Misinformation

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

Disinformation

When false information is used to serve a malicious purpose, like to deceive or manipulate others for financial gain or political advantage

Malinformation

Created and distributed to cause harm to a specific individual or organization



Common themes of vaccine information

Development and access

Questioning how quickly medicines or vaccines are developed; saying that they're "experimental."

Safety, side effects, and effectiveness

Using VAERS to falsely claim that a huge number of vaccine recipients have serious side effects.

Fertility and pregnancy

Using unfounded claims about pregnancy complications in order to scare people.

Motives

Questioning the economic motives of "Big Pharma," corporations, government, and health organizations.

Morality and religion

Challenging whether vaccines are "moral" and whether they're at odds with religious teachings.



Emotional or sensationalized language

Preying on people's emotions, especially when they believe their health is at risk.

Cherry-picking data

Taking data out of context.

Manufacturing uncertainty

Insinuating that public officials are hiding something, creating a breeding ground for distrust to grow.

Conspiracy theories

Applying nefarious intent when there is none.

Lots of other logical fallacies

Linking two things that aren't related.

Common tactics
used to spread
false information



Responding to false information

Best practices and practical tools for communication



Prebunking

A preventative action

Stops misinformation in its tracks **before** a false claim goes viral online

Three main ways that prebunking is used:

To fill knowledge gaps

To get ahead of potential trending narratives

To explain the tactics of misinformation spreaders and cast doubt on the credibility of sources



Why prebunking works

It gives people the tools to ward off similar misinformation techniques in the future.

Inoculation can build “immunity” against false information across topics.

It can sometimes provide the facts before the space is filled with false narratives.

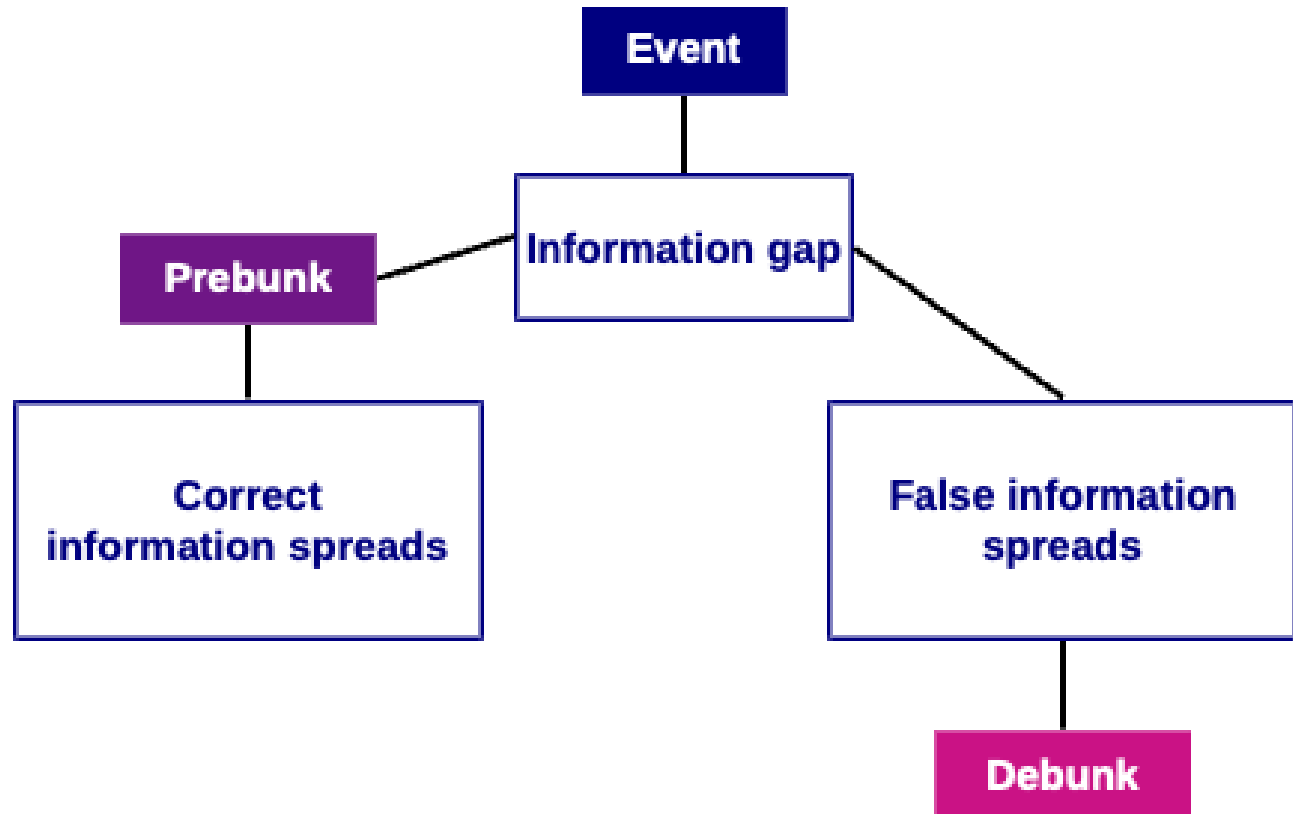


Debunking

Necessarily reactive

Responds to
misinformation **after**
it's spread

Often used to target
specific instances of
false information





Debunk effectively by providing the science in **clear, creative, and easy-to-understand** ways

Don't just say that a claim is false

Explain how we know it is false

The debunk should **never** be more complicated than the claim you're debunking





Highlighting consensus among medical scientists increases public support for vaccines: evidence from a randomized experiment

Sander L van der Linden ¹, Chris E Clarke ², Edward W Malbach ²

Affiliations + expand

PMID: 26635296 PMCID: PMC4669673 DOI: 10.1186/s12889-015-2541-4

[Free PMC article](#)

Erratum in

Erratum to: SWITCH: Highlighting consensus among medical scientists increases public support for vaccines: evidence from a randomized experiment.

van der Linden SL, Clarke CE, Malbach EW.

BMC Public Health. 2017 Mar 29;17(1):284. doi: 10.1186/s12889-017-4198-7.

PMID: 28356088 [Free PMC article](#). No abstract available.

Abstract

Debunk effectively by emphasizing the science and the evolving nature of scientific studies

to hold influential misperceptions
al to vaccinate poses a serious
unication interventions have
highlighting consensus among
c concern, reduce key
mote overall support for vaccines.



Other tips for debunking effectively

Remember: Your audience is the general public. Focus on speaking to the **moveable middle, not the extremes.**

Focus on the fact, not the misinformation.

Don't repeat the false information more than once.



The importance of trusted messengers

WHAT is being said is as important as HOW it is said, and WHO is saying it.



How orgs can communicate effectively

Know your audience

Understand where the misinformation is spreading and who it is impacting

Different groups of people care about different things

Think about what your audience cares about and tailor the message to them

Lead with the facts and communicate the gist

Start with the most important information first

Communicate the gist in a positive way without reinforcing the false information

The gist captures the essence of information, its bottom-line meaning in context



How orgs can communicate effectively

Make it approachable

Avoid jargon or overcomplicating the issue

Keep it simple

Use stories and analogies

Connect it to people's values, emotions, and priorities

Be kind, authentic, and humble

Be aware of how people interpret data and statistics

Say what you know, but also what you don't

Acknowledge when we don't have answers yet

"Emphasize what you know to be true, acknowledge what you don't know yet, and explain what people are doing to find the answers."

—Katelyn Jetelina,
Your Local Epidemiologist



How orgs can communicate effectively

Respond to misinformation in a timely manner

Prevent and fill information gaps as quickly as possible

False information needs a targeted intervention from a credible voice



Putting it all together within the community

If it's just your organization speaking,
you're taking too much on.

Here are 6 methods for collective impact.



PGP



PGP



Neighborhoods to Nations

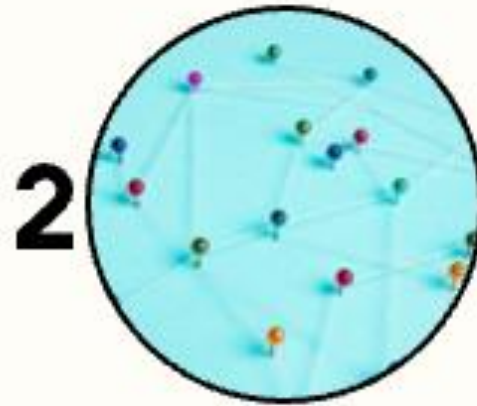
PGP's Neighborhoods to Nations initiative combines networks of individuals and organizations for collective impact.

Networks can be activated individually or together, depending on the issue and audience preferences. Communications are tailored for each audience.



Community Based Orgs

Nonprofits, Local News,
Associations, Hospitals, etc



Community Influencers

Dozens to hundreds of local trusted
messengers for each audience



Health Care Professionals

Physicians, PAs, Nurses, etc
offline and online engagement



Media Monitoring

PGP's Neighborhoods to Nations initiative combines networks of individuals and organizations for collective impact.

Networks can be activated individually or together, depending on the issue and audience preferences. Communications are tailored for each audience.



PGP's Reporting

PGP's Research and News teams report on their own analyses.

These reports are sent through the Neighborhoods to Nations initiative.

PGP's Prime Systems

PGP's Research and News teams.
Editorially independent.

Partner Reporting

PGP filters its Prime Systems data to create tailored partner reports.

Training is often included so that orgs can build their capacity.

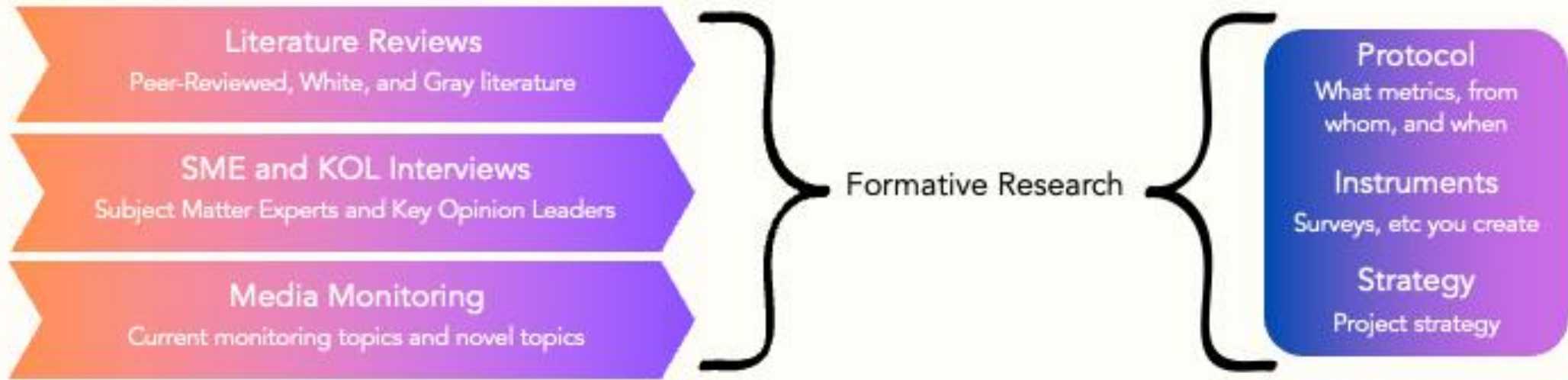
PGP



Evaluation

You don't always need to formally evaluate what you're doing, but it's always possible to formally evaluate and publish.

Typically, PGP creates a formal evaluation protocol at the outset of any new project. The protocol is IRB-approved before work begins, and adhered to.





Communications

Who is saying something, and how they are saying it, is often much more important than the details of what they are saying.

Communications is not Health Communications, and Health Communications is not Social and Behavior Change Communication.

Needs Assessments and interviews determine issues, tone, framing, etc



PGP and PGN provide up-to-date facts, resources, news, etc

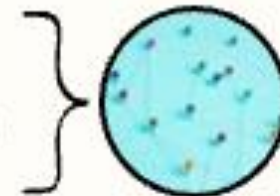


Community Based Orgs

Influencer Marketing experts manage influencer relationships



PGP and PGN provide facts; the influencer then tailors to their voice



Influencers

HCP project managers work closely with HCP SMEs and KOPs



PGP and PGN provide up-to-date facts, resources, news, etc



HCPs





Thank you!

Joe Smyser, PhD, MSPH
CEO, PGP
info@publicgoodprojects.org



What's next: The field of infodemiology



PROJECT VCTR



Infodemiology.com

Public Health
Communications
COLLABORATIVE





Health centered. Community driven.

PublicGoodNews.com

Updated COVID-19 vaccines are here
 The approved monovalent vaccines target Omicron variant B.1.1.5.19

What you need to know

- On September 11, the FDA approved Moderna's and Pfizer's updated COVID-19 vaccines.
- The approved monovalent vaccines target Omicron variant B.1.1.5.19.
- The new vaccines are expected to be available later this week.

AS TOLD TO
Four Latina doctors on why they vaccinated their kids under 5

BY VALERIA RICCIULLI | JUNE 20, 2022

Cómo los detractores de vacunas propagan información errónea

On June 18, when Pfizer's and Moderna's updated COVID-19 vaccines were authorized for children under 5, this youngest group—arrogant and finally protected against severe COVID-19. However, the vaccine hesitancy among parents is still a concern.

La que necesitan saber



Q&A



Survey

https://ncuih.qualtrics.com/jfe/form/SV_6R1DGp2KZ2uFo9M?Q_CHL=qr





Upcoming NCUIH Events

- 2/28/24: Urban Voices Amplified: Empowering Native Votes
- 3/7/24: Building Trust, Enhancing Care: Cultural Humility in HealthCare (CEs)
- 3/14/24: IHS HIV Office Hours Session

- 4/29-5/2: NCUIH 2024 Annual Conference Sustaining Traditions



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