

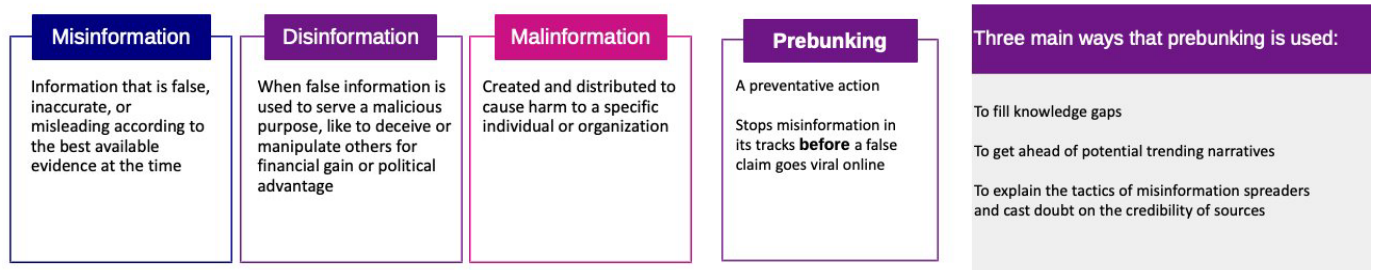


## Building Bridges, Building Trust An Open Forum on COVID-19 Insights

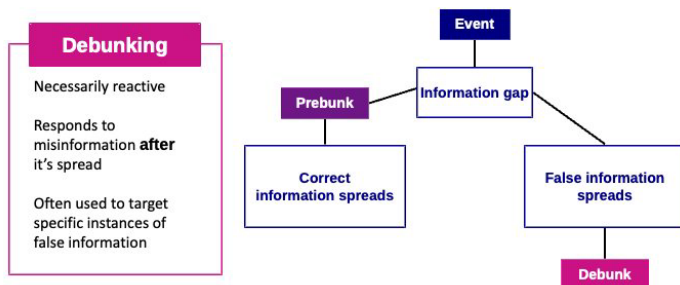
### Health Communication Trends

- Information is spreading on more social media platforms with fewer restrictions.
- In 2023 4 in 10 people heard specific false claims about COVID-19, reproductive health, and gun violence.

#### Defining the terms



### Responding to False Information



- 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.

- Emphasize science and the evolving nature of scientific studies.
- Focus on speaking to the moveable middle and not the extremes.
- Focus on the fact and not the misinformation.
- Don't repeat the false information more than once.
- Make your communication approachable and simple.
- Say what you know but acknowledge what you don't know.

For more information go to [Community-driven health news - Public Good News](#)

