



Navigating Misinformation in an Age of Rapid Change

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What is Fake News?

- Appears as legit news
- No verifiable facts or sources
- Misleading
- Biased
- Satirical



Misinformation

False information shared without intent to cause harm.

Malinformation

Information that is based on reality but is shared with the intent to cause harm.

Disinformation

Deliberately false information created with the intent to deceive or mislead individuals, organizations, or governments.



SHARE



AGENDA



Why is Fake News Prevalent Today?



Which Generation is Most at Risk?



SILENT GEN

- Radio
- Handwritten Notes
- News Reels at Movies



BABY BOOMERS

- TV in homes
- Phone Calls
- Face to Face
- Newspapers
- Magazines



GEN X

- Birth of Internet
- Pagers
- Cell Phones
- Fax



MILLENNIALS

- Texting
- Email
- Online Searching
- Video Conf.



GEN Z

- Smart phones
- Social Media
- Streaming
- Instant Messaging

Why Believe Fake News?



Busy, distracted, rushed



Fills information voids



Appeals to emotions



Closely align with beliefs

Why Address Misinformation

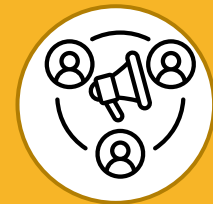
How Misinformation Affects
Public Health



**Reduces
trust in
public health
authorities**



**Hinders
public health
preparedness
and response**

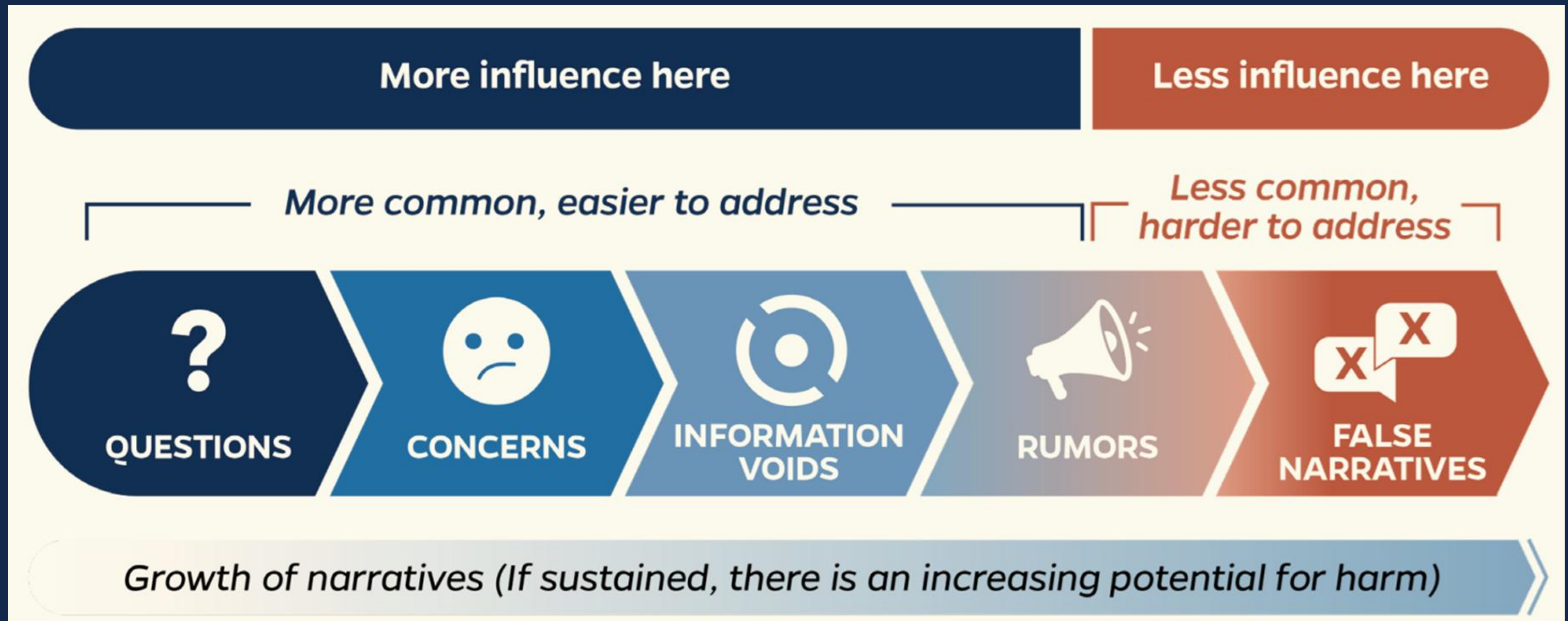


**Influence
health
behavior**



**Impact
health
outcomes**

When to Address Misinformation



Step 1: Identify the Rumor



Monitor comment sections of social media and built-in analytics.



Monitor trending hashtags.



Use internal tools like call center questions.



Use free tools like Google Alerts.








Ask community partners.



Identify sources and individuals spreading rumors.



Step 2: Identify the Audience

-  General public
-  Partner organizations
-  People disproportionately impacted by the rumor
-  People who are most likely to believe the rumor
-  People spreading rumors



Step 3: Chose an Approach



Amplify Accurate
Information



Fill Information
Voids



Leverage Trusted
Messengers and Engage
Communities



Refute, Fact-Check
or Debunk



Prebunk and
Inoculate



Improve Health and
Science Literacy

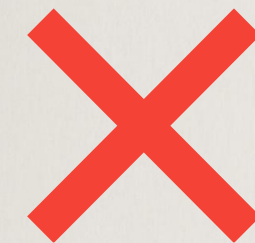
Amplify Current Information



Share accessible, accurate, tailored, and culturally appropriate information from first-hand or other trusted sources, or point people to credible sources of information.



Use messages that strongly appeal to morals and emotions.



Don't ignore possible problems, such as others twisting your messages or discrediting you.



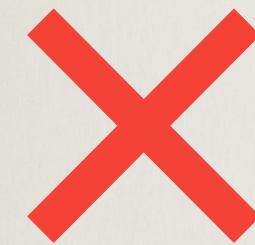
Fill Information Voids



Quickly provide easy-to-understand, credible, accessible, and correct information to answer common questions or fill knowledge gaps.



Act quickly before other actors can fill the void with misinformation.



Don't create generic content that is not tailored to diverse audience needs and beliefs.



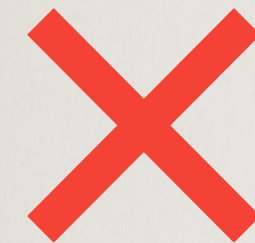
Leverage Trusted Messengers and Engage Communities



Use spokespersons who are trusted by your priority audiences to convey key messages and encourage community participation in health communication.



Use an in-group spokesperson to better connect with your intended audience.



Don't overburden resource-limited community organizations with more unpaid work.

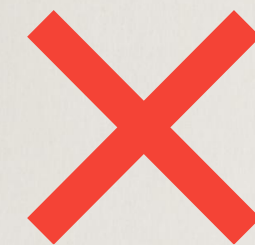
Refute, Fact Check or Debunk



Refute false claims by highlighting factual errors, providing alternative explanations, identifying flawed reasoning or logical fallacies, and/or calling into question the credibility of the source of false information.



Offer factual alternative explanations when correcting false information.



Don't prioritize fact-checking rumors if it means you are attacking deeply held beliefs.

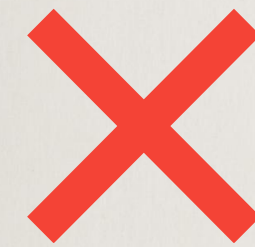
Prebunk and Inoculate



Preemptively refute anticipated false information or manipulation tactics before people are exposed to a rumor to help protect them from believing the rumor when it comes up.



Repeat the guidance you want people to follow.



Don't overcomplicate your response.

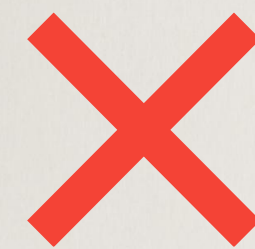


Improve Health and Science Literacy

Enhance public understanding of scientific and health principles by explaining key concepts and processes, such as common public health terms, how research is done, and how to spot common logical fallacies.



Prepare audiences for the possibility that guidance and messages may change.



Don't replace old information without explaining why it is no longer accurate.

Putting it all together

- ✓ Know your audience.
- ✓ State the most important first.
- ✓ Use plain language.
- ✓ Acknowledge uncertainty.
- ✓ Be timely.



Questions

“A lie can travel halfway around the world while the truth is still putting on its shoes.” ~Mark Twain

