

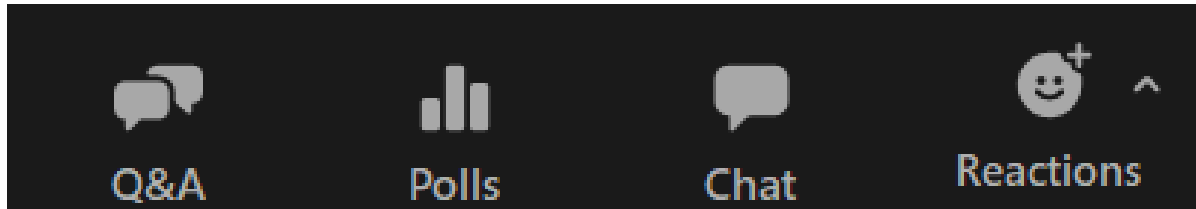
# Welcome to Using Social Media to Counter COVID-19 Misinformation

Wednesday, May 24, 2023  
12:00PM-1:00PM



# Questions

During today's webinar, please use the Q&A panel to ask your questions.



Resource links will be dropped into, "Chat"

# Housekeeping



This session is being recorded. Please access today's slides and recording through the following link: [EZIZ COVID Crucial Conversations](#)



Please use the “Q&A” or “raise your hand” functions to ask questions.

For follow-up questions, please email [rachel.jacobs@cdph.ca.gov](mailto:rachel.jacobs@cdph.ca.gov).

# Webinar Objectives

Participants will learn:

- Why we need to treat misinformation as a new epidemic
- The “story” of how misinformation spreads
- Tools and tricks to help “vaccinate against fear”



# Agenda: Wednesday, May 24, 2023

No.	Item	Speaker(s)	Time (PM)
1	Welcome	Rachel Jacobs (CDPH)	12:00 – 12:05
2	Using Social Media to Counter COVID-19 Misinformation	Ilan Shapiro, MD, MBA, FAAP, FACHE (#ThisIsOurShot/#VacunateYa)	12:05 – 12:40
<b>Questions &amp; Answers</b>			12:40 – 12:55
3	Poll and Resources	Rachel Jacobs (CDPH)	12:55 – 1:00

# Poll: CDPH appreciates your feedback!

**How confident are you in using social media to effectively counter COVID-19 misinformation?**

- Very confident
- Confident
- Somewhat confident
- Slightly confident
- Not confident



# Using Social Media to Counter COVID-19 Misinformation

Ilan Shapiro, MD, MBA, FAAP, FACHE  
#ThisIsOurShot #VacunateYa



# The Story

1. Introduction
2. Understanding the Problem
3. Identifying Key Challenges
4. Strategies to Combat Misinformation
5. Strengthening Algorithms and Moderation
6. Collaborating with Fact-Checking Organizations
7. Empowering Users



# The Story... Introduction

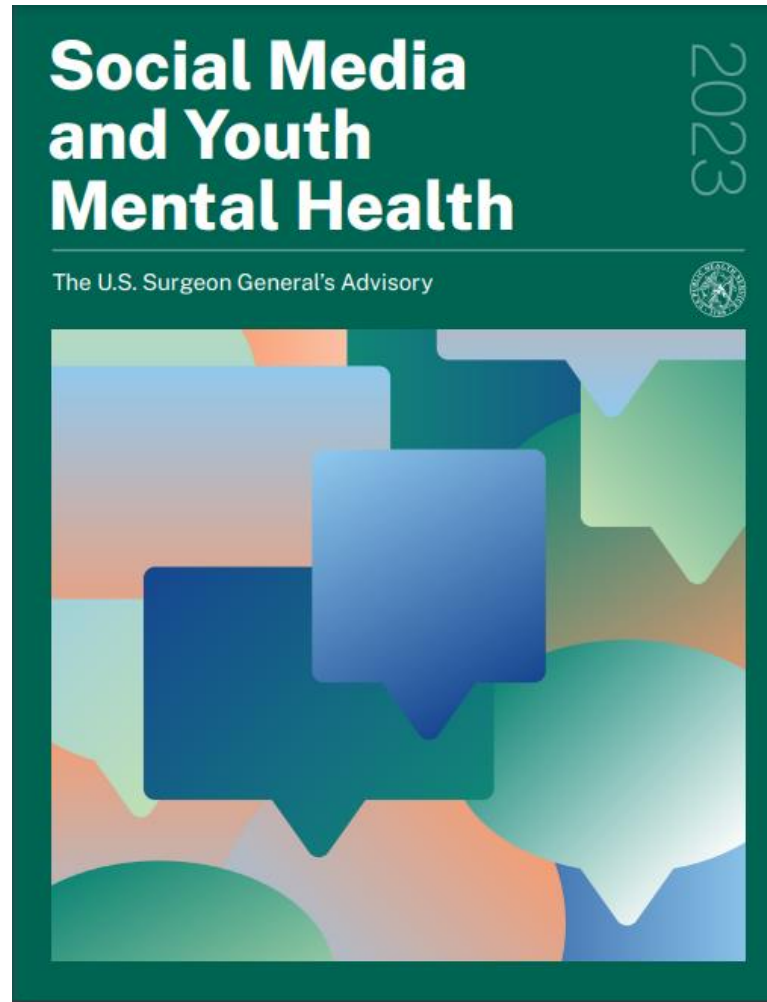


Facts, fiction, fantasy, fake news, falsehoods. How do you define all these in the digital age? GETTY

# The Story... But Wait...



# The Story... But Wait...



# Understanding the Problem

**The San Diego Union-Tribune.** Tuesday April 28, 2009 75¢ Final

**WHO raises alert level for swine flu outbreak**

**S.D./Tijuana economy could be hurt further**

**Health officials shut down school in Mira Mesa**

**General Motors CEO Fritz Henderson discussed the struggling automaker's massive restructuring plan yesterday.**



General Motors CEO Fritz Henderson discussed the struggling automaker's massive restructuring plan yesterday. *Getty Images*

By **Mike Lee**, STAFF WRITER

The novel strain of swine flu that has gripped the globe not only infected more people from San Diego to Spain yesterday, but also

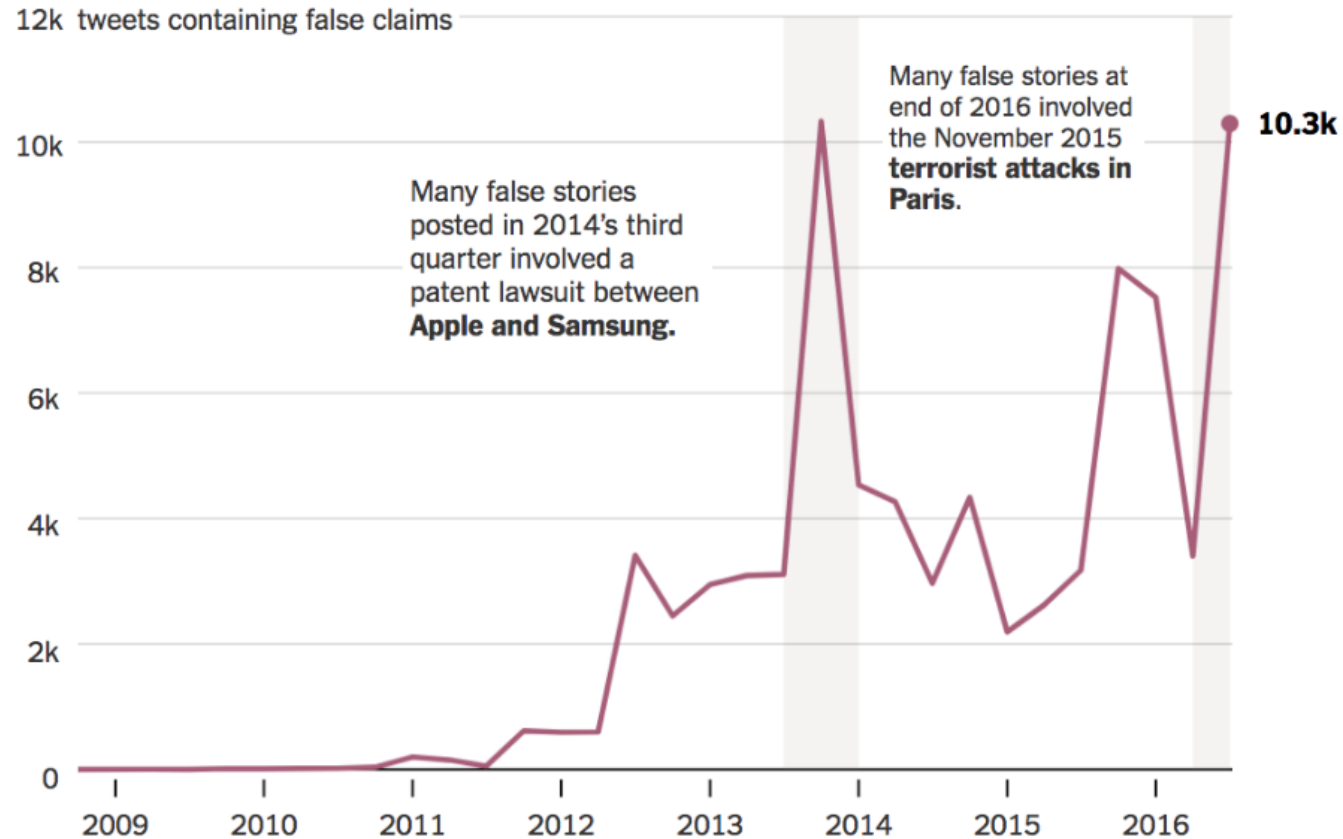
Concerns about swine flu and the measures being taken to slow its spread could take a toll on the binational economy of the San Diego-Tijuana region, already affected by the recession, long waits at the border and a rash of drug-related violence.

At the San Ysidro border crossing yesterday, U.S. Customs and Border Protection agents checked northbound travelers for obvious signs of illness. Meanwhile, federal officials recommended that Americans avoid nonessential travel to Mexico.

While derided by some as a necessity, the combination of mea-



# Understanding the Problem



How is Fake News Spread? Bots, People like You, Trolls, and Microtargeting  
| Center for Information Technology and Society - UC Santa Barbara

[Visit](#)

# Identifying Key Challenges

Misinformation refers to false or inaccurate information that is shared or disseminated, often unintentionally, leading to a distortion of facts or misleading beliefs. It can take various forms, including false rumors, hoaxes, conspiracy theories, fabricated news stories, and manipulated or out-of-context information.

# Identifying Key Challenges

- Undermining Trust
- Polarization and Divisions
- Public Health Risks
- Social Unrest and Conflict
- Economic Consequences

# Identifying Key Challenges (Personal)

- Your audience
- Forum
- Affiliations





# Vaccines, Treatments and Candy



# Strengthening Algorithms and Moderation



# Collaborating with Fact-Checking Organizations



**PROJECT VCTR**  
Vaccine Communication Tracking & Response

[Request Access](#)

# Collaborating with Fact-Checking Organizations

The image shows a screenshot of a Twitter post from the account 'Community Notes' (@CommunityNotes). The post includes a video player with a blue background. The video content features the Birdwatch logo, a 'View replies' button, and the text 'Sign up to become a contributor'. The video player interface shows a progress bar at 0:53 / 0:53 and standard social media interaction icons. The tweet text reads: 'Here's a short video about Birdwatch! A video description is available here: [twitter.github.io/birdwatch/vide...](https://twitter.github.io/birdwatch/vide...)'. The tweet is timestamped '5:35 AM · Oct 6, 2022'.

# Collaborating with Fact-Checking Organizations

“When using digital devices, 42% of Americans ages 18-29 get news often from social media sites, compared to 15% for ages 50-64. And then, ironically, research shows that when you share a news post via social networks, you become even more confident about its veracity, even if you haven’t read it.”



# Strategies to Combat Misinformation

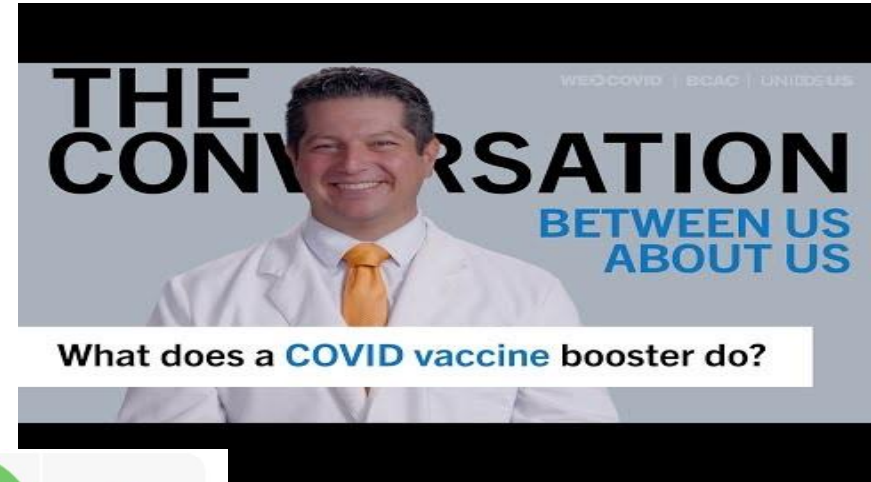
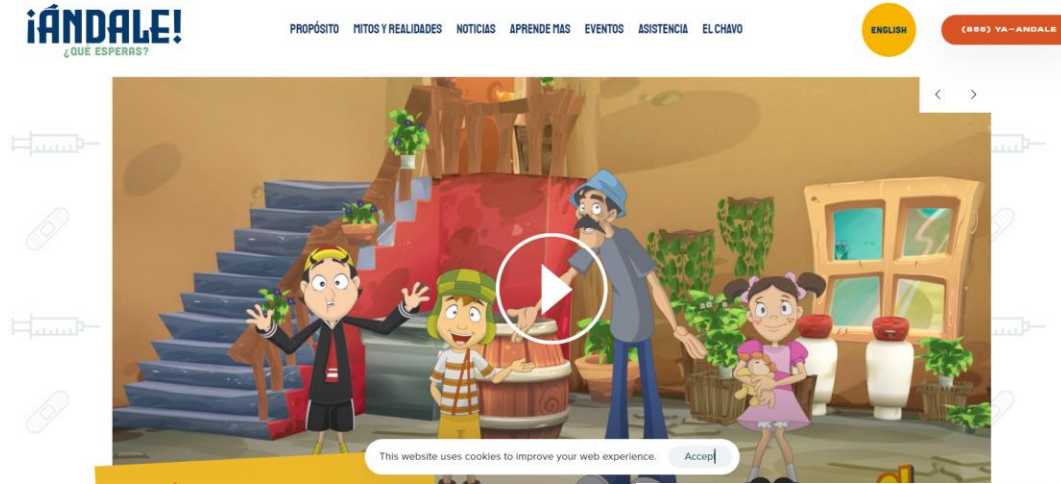
- Who are you talking with?
- Run or fight?
- Tools
- Mental health and resilience



# Strategies to Combat Misinformation

- Memes
- Videos
- Posts
- Synergy
- Platforms

# Strategies to Combat Misinformation





# Strategies to Combat Misinformation

- Who are you?
- What do you represent?
- Who is in your network?

# Strategies to Combat Misinformation

- Create your tribe.
- Don't be afraid to interact.
- To resend or not to resend?
- Do I respond or not?
- Chats, blogs and other demons

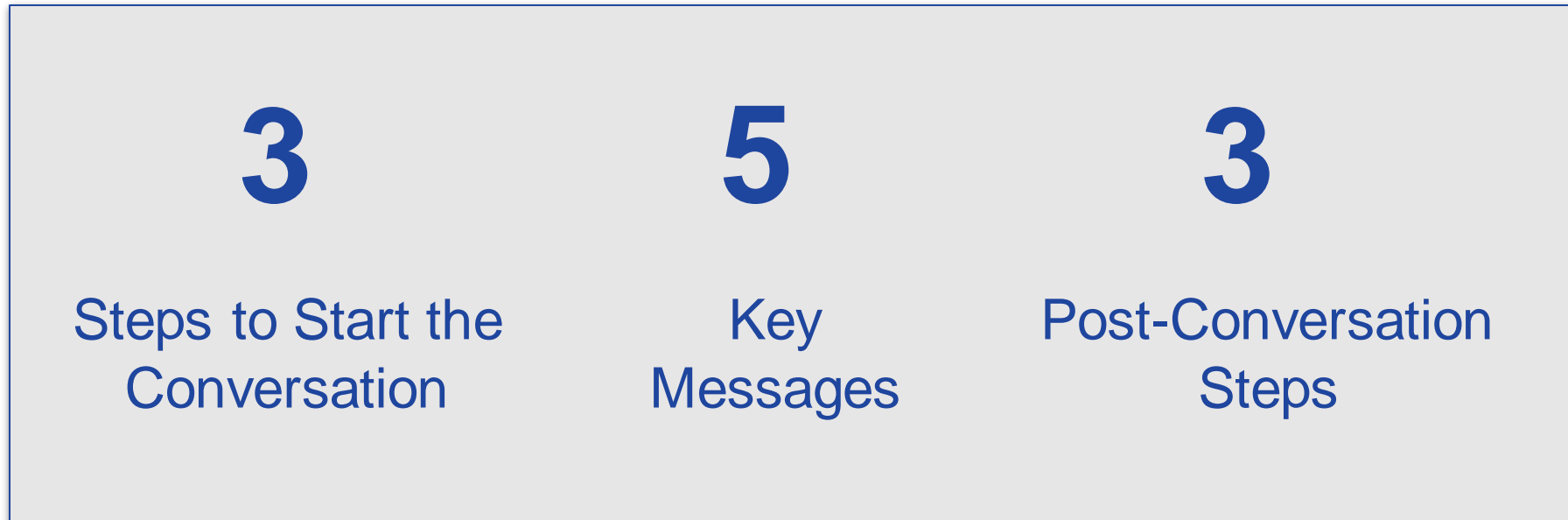
# Strategies to Combat Misinformation

- You need to decide
- Choose a platform
- Better results: You are the expert
- Team up
- Share, engage, **BE YOU**
- About safety...

# Conversation Methodology

aka Answering Tough Questions/Having Tough Conversations

---



**To address patients concerns related to myths and misinformation, use the 3-5-3 method.**



# 3 Steps to Initiating/Continuing Conversations

1

## **Ask and listen to the answer**

“What do you think about the vaccine?”

“Why do you feel that way?”

“What concerns do you have about the vaccine?”

2

## **Create an alignment of safety**

“I would be scared too. Let’s do what’s safe here.”

“We both want what's safest for you.”

3

## **Find common goals**

“We all want to be able to safely be with our loved ones again.”

“What reasons would motivate you to get vaccinated?”

Find their personally motivating reason.

# Key Messages

1

## The vaccine will keep you safe.

The vaccine will protect you from getting very sick. Over 200 million Americans have been safely vaccinated and are now protected.



# Key Messages

## 2

### **Mild side effects are common.**

Side effects are a sign that your body is protecting you.

For a few days after vaccination, many people temporarily feel:

- Sore arm (at administration site)
- Tired or fatigue
- Headache
- Muscle pain
- Joint pain



# Key Messages

3

## Vaccines are very effective.

Each vaccine is extremely effective at preventing hospitalization and death from COVID-19 and its variants.





# Key Messages

## 4 The vaccine is built on 20 years of research and science.

It is good to be careful when new things come along. Health experts took all the necessary steps to produce a safe vaccine, and it was built on 20 years of research and science.



# Key Messages

5

## Have questions? Please ask.

I am glad you want to know more. Ultimately, the choice is yours. Today or when you're ready, go to [myturn.ca.gov](https://myturn.ca.gov) or text your zip code to GETVAX or VACUNA to get your vaccine.



# 3 Steps to End the Conversation

1

## Acknowledge their agency and personal choice

“I want you to get vaccinated today, but ultimately it’s your choice.”

“I’m here as a resource to help you.”

2

## Keep lines of communication open

Trust is a journey. Give folks a way to reach you that you are comfortable with as they consider their decision.

3

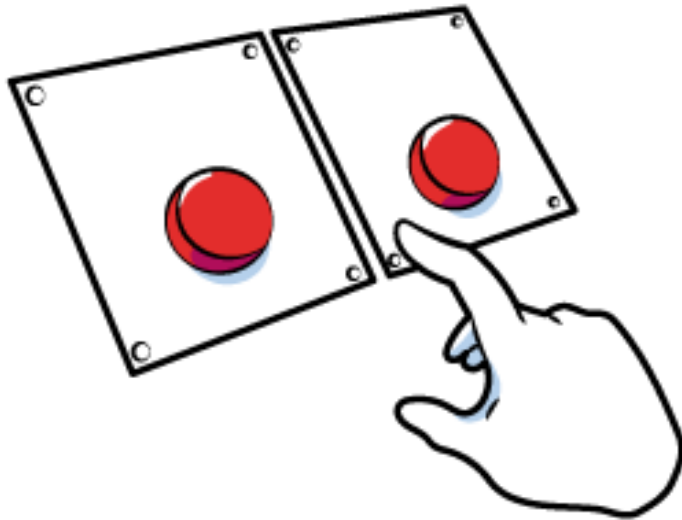
## Offer to find a vaccine

Offer [myturn.ca.gov](https://myturn.ca.gov) or have them text their zip code to GETVAX or VACUNA to find a free vaccine location in their neighborhood.



# Strategies to Combat Misinformation

**You need to decide**



## Dr. Ilan Shapiro, MD FAAP FACHE



[ishapirostrygler@altamed.org](mailto:ishapirostrygler@altamed.org)

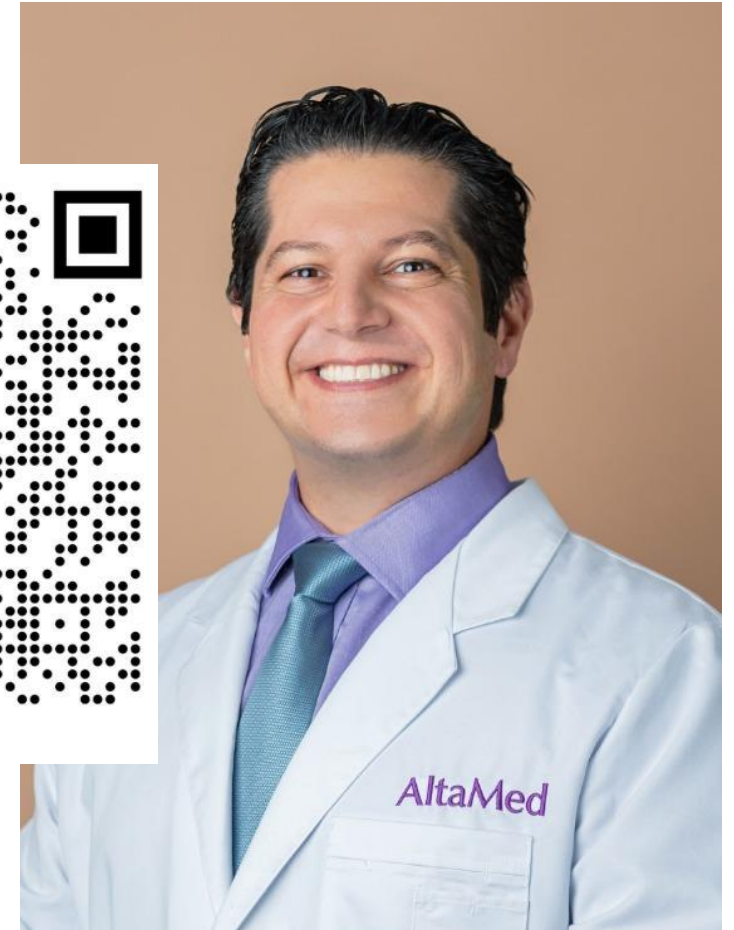


[@Dr\\_Shaps](https://www.instagram.com/Dr_Shaps)



**Ilan Shapiro, MD MBA**

**FAAP FACHE**



# Poll & Resources

Rachel Jacobs, CDPH

# Poll: CPDH appreciates your feedback

**Following this webinar, how confident are you in using social media to effectively counter COVID-19 misinformation?**

- Very confident
- Confident
- Somewhat confident
- Slightly confident
- Not confident



# Public Good News Report on Misinformation

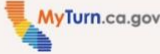
## Summary:

- The majority of the world's online vaccine opposition comes from the United States, and increasingly from government.
- Vaccine misinformation has increased over time, despite domestic and global efforts.
- The top 20 social media accounts spreading vaccine misinformation disproportionately include health care professionals and journalists.





# CDPH Myths & Misinformation Toolkit

**VACCINES HAVE PROVEN TO BE SAFE** 

**1. How were COVID-19 vaccines authorized?**

- Vaccines are only authorized after data review shows clear evidence that they are safe, effective, and any benefits outweigh the risks of vaccination.
- COVID-19 vaccines will continue to undergo the most intensive safety monitoring in U.S. history. COVID-19 vaccine development followed the same steps as other vaccines to ensure they were safe and effective, and no trial phases were skipped.
- Thanks to V-safe, VAERS, and VSD, we know that the vaccine is an incredibly safe way to protect adults and children against COVID-19.

**2. How do we know mRNA vaccines are safe and effective?**

- We have been studying coronaviruses for years. Prior to the development of the COVID-19 vaccines, researchers had been working with mRNA vaccines for decades.
- We have over two years of data through many clinical studies that shows that mRNA COVID-19 vaccines are an incredibly safe and effective way to protect against severe illness by COVID-19 infection. In addition, mRNA vaccines have been safely given to billions of people around the world.

**3. What treatments are available if I get sick from COVID-19 infection?**

- The FDA has authorized several COVID-19 therapeutics after scientific evidence showed that they were effective in reducing the risk of serious illness from COVID-19. Reach out to your healthcare provider to learn if these medications can help manage your COVID-19 symptoms.
- The FDA has not authorized Ivermectin for use in preventing COVID-19 as it has not been shown to be safe or effective for humans.

**YOUR CHILD'S DOCTOR**  
~~The internet~~  
is a great resource  
for questions about  
COVID-19 vaccines  
for kids.

**MyTurn.ca.gov**


# COVID-19 Therapeutics Myths and Facts Job Aid

## COVID-19 Therapeutics Myths and Facts

How to dispel misinformation about treatments

**MYTH:**  
I don't need medication for a mild-to-moderate illness.



**PROVIDER ANSWER:**  
Lots of us are used to waiting out similar cold and flu symptoms to see if they get "bad enough" to need treatment. COVID-19 is different: lots of us are still at risk of having our mild or moderate symptoms develop into something more serious. The treatments can keep you out of the hospital and prevent you from dying, and early evidence shows they may even reduce your chance of developing long COVID.




**MYTH:**  
I'm not high risk.

**PROVIDER ANSWER:**  
Most of us don't think of ourselves as "high risk." However, there are many factors that can make even very healthy people more susceptible to becoming very ill from COVID-19. The truth is: the majority of adults fit into one of these categories. They include:

1. Anyone over age of 50.
2. People living with diabetes, mental conditions (anxiety, depression, ADHD, and more), chronic lung disease (including asthma), chronic kidney disease, and cardiovascular disease.
3. People who are overweight, physically inactive, or who smoke.
4. People who are negatively affected by social determinants of health, such as race, ethnicity, socio-economic status, or limited access to healthcare.
5. People who are unvaccinated or not up-to-date with vaccinations.



Scan the QR code to read more about COVID-19 treatment resources.




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## COVID-19 Therapeutics Myths and Facts:

**MYTH:**  
Treatments have serious side effects.


**PROVIDER ANSWER:**  
Of course, we all worry about side effects! Fortunately, most people have little-to-no side effects. In clinical studies of Paxlovid, side effects occurred for less than 10% of patients. The most common side effect of Paxlovid is an unpleasant taste in the mouth, which occurred for 6% of people; smaller percentages of people have experienced diarrhea (3%), hypertension (1%), and/or muscle aches (1%).

Abdominal pain and general malaise have also been noted outside of clinical studies. Some other medications may need to be adjusted while you are taking Paxlovid. If you cannot take Paxlovid for any reason, you may be offered molnupiravir (Lagevrio) instead. Molnupiravir has very few side effects, but you cannot take it if you are pregnant.




**MYTH:** Rebound caused by treatments is common and can be dangerous.

**PROVIDER ANSWER:**  
Rebound has been in the news a lot! The thing that most people don't realize is that viral rebound happens in people who don't take treatments as well as those who do, and less than 1 in 5 people experience rebound. It does happen somewhat more frequently among people who take Paxlovid. For some people, taking Paxlovid will help you test negative sooner. But for some, the symptoms may return. The good news is that if your symptoms do return, they tend to be mild and do not require repeating the treatment.



**HELPFUL RESOURCES FOR PROVIDERS:**

- [COVID-19 Therapeutics Decision Aid \(hhs.gov\)](#)
- [Underlying Medical Conditions Associated with Risk for Severe COVID-19 | CDC](#)
- [Information Sheet: Paxlovid Eligibility and Effectiveness \(hhs.gov\)](#)
- [Have questions? Email COVIDRxProviders@cdph.ca.gov](#)



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# Resources to Connect with Healthcare Professionals



- Join **#ThisIsOurShot / #VaccinateYa** for newsletters about COVID-19 and vaccine-related talking points, and social media tips for physicians:

<https://thisisourshot.info/> / <https://vaccinateya.com/>



- Join **Shots Heard Round the World** to connect with a network of health professionals dedicated to combating online harassment of HCPs: <https://shotsheard.org/>

# Toolkits, Fliers, Conversation Guides, and Videos

## #ThisIsOurShot Toolkit COVID-19 Crucial Conversations Campaign

**#THIS IS OUR SHOT** **VACU NATE YA** **COVID-19 VACCINE CONVERSATIONS**  
**TOP 5 MESSAGES**

**SAFETY**  
The vaccine will protect you from getting very sick from COVID. Over 150 million Americans have been safely vaccinated and are now protected.

**SIDE EFFECTS**  
Side effects are common. They are a sign your body is building up its defenses to protect you. Many people temporarily feel:

1. Sore arm (near site of vaccination)
2. Fatigue
3. Headache
4. Muscle pain
5. Joint pain

**EFFECTIVENESS AND VARIANTS**  
Each vaccine is nearly 100% effective at preventing hospitalization and death from COVID and its variants! It will allow us to do the things we love and miss most. Vaccinated individuals can get a mild COVID infection.

**SPEED**  
It's good to be careful when new things come along. Health experts took all the necessary steps to produce a safe vaccine, and it was built on 20 years of research and science.

**QUESTIONS?**  
I'm glad you want to know more. Ultimately, the choice is yours. If you have questions, talk with your doctor or healthcare provider soon. Text your zip code to GETVAX (438829) to get your free vaccine today.

Help spread the truth about COVID vaccines.

#ThisIsOurShot | f ThisIsOurShot2021 | ThisIsOurShot | www.thisisourshot.info

**LANGUAGE DO'S & DON'TS** **#THIS IS OUR SHOT** **VACU NATE YA**

Do Say	Don't Say
Vaccination	Injection or shot
A safe and effective vaccine	A vaccine developed quickly
Authorized by FDA based on clinical testing	Approved by FDA, Operation Warp Speed, Emergency Use Authorization <sup>1</sup>
Get the latest information	There are things we still don't know
Keep your family safe, keep those most vulnerable safe	Keep your country safe
Public Health	Government
Health / medical experts and doctors	Scientists
People who have questions	People who are hesitant, skeptical, resistant, or "anti-vaxers"

1. The perceived speed of vaccine development is a context factor among many audiences. These recommendations are based partly on research conducted by the de Beaumont Foundation.

**Messaging Elements That Resonate**

**Validate Concerns & Answer Questions**  
Acknowledge people's hesitancy rather than challenge it. Provide scientifically-based plain language answers.

**Moments Missed**  
Reference things the people miss most. With many feeling COVID-19 fatigue, missed moments (especially human connections that we look for granted like visiting family and friends) serve as a powerful reminder of the ultimate and great vaccination as a pathway to the possibility of regaining these moments.

**Protection**  
Emphasize "protecting myself, loved ones, and those in my community" (rather than "coming together as a nation").

**Positive Tone**  
Be inviting and respectful as opposed to denouncing. Acknowledge that the "choice is yours to make" which connects with the deeply rooted American value of liberty.

**Messaging Elements That DON'T Resonate**

**Negativity & Fear**  
People push back when reminded of how difficult a year it's been—it tends to put them in a pessimistic, hopeless or frustrated frame of mind. Fear tactics are likely to backfire because this does little to generate trust or answer people's questions about vaccines.

**Guilt**  
Beliefs like "many people already stepping up" can come off as pushy or accusatory. Those who are hesitant do not see themselves as "free riders" letting others take risks first, rather, they are worried about being "guinea pigs" for new COVID-19 vaccines.

**Overpromising**  
Avoid claims that are unproven. Being overly optimistic may cause concern. Be clear about the facts without any sugarcoating. Most people understand that mass vaccination is a long-term process. Avoid messages that inadvertently imply that vaccine availability will "flip the switch."

**"Back to Normal"**  
Some just want things to "get back to normal," but for others, post-pandemic life will never be "the way it was." It's more about getting back to life rather than back to normal. Messages that focus on economic recovery—rather than public health—do not perform well.

Research, insights, & content provided by Kaiser Family Foundation, AdCouncil, & COVID Collaborative

#ThisIsOurShot | f ThisIsOurShot2021 | ThisIsOurShot | www.thisisourshot.info

**TOP 5 REASONS**  
**Your Kids Should Get the COVID-19 Vaccine**

With students heading back to in-person instruction, here are some things you need to know about protecting your children with the COVID-19 vaccine.

1. **Unvaccinated children are at risk of getting COVID-19,** and can suffer very serious complications, and potential long-term impacts that we are still learning about. The vaccine is safe and effective, and no long-term problems have been seen for any vaccine.
2. **The science behind the vaccine** has been under development and studied by The U.S. Department of Health and Human Services for over 20 years.
3. **Getting those who are eligible vaccinated** can help keep school communities safe.
4. **Kids have missed critical social and emotional milestones** with their school community. Getting them safely back to the classroom and their favorite afterschool activities helps support their mental health and wellness.
5. **Vaccines are safe, effective, and free,** regardless of insurance or immigration status.

Get your children back to school safely. Get them vaccinated against COVID-19 today! Learn more at [VaccinateALL58.com](https://www.vaccinateall58.com).

VaccinateALL58.com

# COVID-19 Vaccine Support

## Type of Support

## Description

Updated 11.15.22



### COVID-19 Provider Call Center

The COVID-19 Call Center for Providers and Local Health Departments is dedicated to medical providers in California and their COVID-19 response, specifically addressing questions about State program requirements, enrollment, and vaccine distribution, including the Vaccine Marketplace.

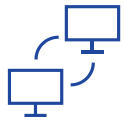
- Email: [covidcallcenter@cdph.ca.gov](mailto:covidcallcenter@cdph.ca.gov)
- Phone: (833) 502-1245, Monday through Friday from 8AM–6PM



### Enrollment Support

For Provider enrollment support, please contact myCAvax Clinic Operations at

- Email: [myCAvaxinfo@cdph.ca.gov](mailto:myCAvaxinfo@cdph.ca.gov)

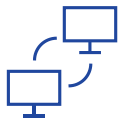


### myCAvax Help Desk

Dedicated staff provide up-to-date information and technical support on the myCAvax system.

- Email: [myCAvax.HD@cdph.ca.gov](mailto:myCAvax.HD@cdph.ca.gov)
- Phone: (833)-502-1245, option 3, Monday through Friday 8AM–6PM

For training opportunities: <https://eziz.org/covid/education/>

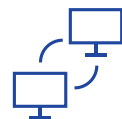


### My Turn Clinic Help Desk

For **onboarding support** (those in the process of onboarding): [myturnonboarding@cdph.ca.gov](mailto:myturnonboarding@cdph.ca.gov)

For **technical support** with My Turn Clinic for COVID-19 and flu vaccines: mail to: [MyTurn.Clinic.HD@cdph.ca.gov](mailto:MyTurn.Clinic.HD@cdph.ca.gov) or (833) 502-1245, option 4: Monday through Friday 8AM–6PM

For job aids, demos, and training opportunities: flu at <https://eziz.org/covid/myturn/flu/> and COVID at <https://eziz.org/covid/myturn/>



### Archived Communications

For archived communications from the COVID-19 Provider Call Center about the California COVID-19 Vaccination Program visit

- Website: [EZIZ Archived Communications](#)

# Upcoming Opportunities



**Monday**

**[My Turn and myCAvax Office Hours](#)**

Next session: Monday, June 12, 12PM-1PM

**Friday**

**[Provider Webinar](#)**

Next session: Friday, May 26, 9AM-10:30AM



# Special Thanks to

## Today's Presenter:

Ilan Shapiro, MD, MBA, FAAP, FACHE

## Webinar Planning & Support:

Michael Fortunka, Cecilia LaVu, Billie Dawn Greenblatt, Tyler Janzen, Laura Lagunez-Ndereba, Rachel Jacobs

