Welcome to Using Social Media to Counter COVID-19 Misinformation

Wednesday, May 24, 2023
12:00PM-1:00PM
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.
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”
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<th>No.</th>
<th>Item</th>
<th>Speaker(s)</th>
<th>Time (PM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Welcome</td>
<td>Rachel Jacobs (CDPH)</td>
<td>12:00 – 12:05</td>
</tr>
<tr>
<td>2</td>
<td>Using Social Media to Counter COVID-19 Misinformation</td>
<td>Ilan Shapiro, MD, MBA, FAAP, FACHE (#ThisIsOurShot/#VacunateYa)</td>
<td>12:05 – 12:40</td>
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<td><strong>Questions &amp; Answers</strong></td>
<td></td>
<td><strong>12:40 – 12:55</strong></td>
</tr>
<tr>
<td>3</td>
<td>Poll and Resources</td>
<td>Rachel Jacobs (CDPH)</td>
<td>12:55 – 1:00</td>
</tr>
</tbody>
</table>
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…

Social Media and Youth Mental Health

The U.S. Surgeon General's Advisory

The U.S. Surgeon General's Advisory: Social Media and Youth and Mental Health
Understanding the Problem

The San Diego Union-Tribune.

WHO raises alert level for swine flu outbreak

Health officials shut down school in Mira Mesa

S.D.-Tijuana economy could be hurt further

Concerns about swine flu and the measures being taken to slow its spread could take a toll on the international 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 deemed by some as a cure-all, the combination of vaccines...
Understanding the Problem

Many false stories posted in 2014’s third quarter involved a patent lawsuit between Apple and Samsung.

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

WHEN SOMEONE TELLS US

THEY ARE NOT UP TO DATE ON
RECOMMENDED VACCINES
Strengthening Algorithms and Moderation
Collaborating with Fact-Checking Organizations
Collaborating with Fact-Checking Organizations

Here's a short video about Birdwatch! A video description is available here: twitter.github.io/birdwatch/video...
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.”

Forbes: Media Trends: Why Misinformation Is Here To Stay
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

The Conversation Between Us About US: What does a COVID vaccine booster do?
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…
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

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.
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.
I am glad you want to know more. Ultimately, the choice is yours. Today or when you’re ready, go to 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 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
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
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- Not confident
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.
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 from many clinical studies showing 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 treatments 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**

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

**PROVIDER ANSWER:** Lots of us are waiting out minor 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 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 aren’t “at risk” of severe outcomes. However, there are many factors that correlate with very high rates of susceptibility to becoming very ill from COVID-19. The risk to the majority of adults falls into one of these categories. They include:
1. Age 65 and older
2. African American, American Indian/Alaska Native, Asian, Native Hawaiian, or Pacific Islander
3. Chronic lung disease or sinus issues
4. Congenital heart disease or other heart condition
5. Developmental delay or disability
6. End-stage renal disease
7. Obesity (BMI of 30 or greater)
8. People with diabetes or chronic lung disease
9. People with disabilities
10. People with heart disease or history of stroke
11. People with HIV/AIDS
12. People with liver disease
13. People with lung disease
14. People with Sickle Cell Disease
15. People with diabetes

**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 remdesivir, side effects occurred for less than 10% of patients. The most common side effect of remdesivir is an augmented taste in the mouth, which occurred for 8% of people, small percentage of people have experienced diarrhea (10%), hypotension (3%), and/or muscle aches (3%).

Abnormal lab tests and general malaise have also been noted outside of clinical studies. Some medications may need to be adjusted while you are taking remdesivir. If you cannot take remdesivir for any reason, you may be offered molnupiravir (Revolver) 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:** molnupiravir has been in the news a lot. The thing that most people don’t realize is that it all depends on the people who don’t take treatments as well as those who do, and less than 1 in 3 people experience rebound. It does happen somewhat more frequently among people who take remdesivir. For some people, taking remdesivir will help you feel 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 Tool (CDC.gov)
- Underlying Medical Conditions Associated with Risk for Severe COVID-19 (CDC.gov)
- Information Sheet: Facemask Eligibility and Effectiveness (CDC.gov)
Resources to Connect with Healthcare Professionals

- Join #ThisIsOurShot / #VacunateYa for newsletters about COVID-19 and vaccine-related talking points, and social media tips for physicians: https://thisisourshot.info/ / https://vacunateya.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
# COVID-19 Vaccine Support

<table>
<thead>
<tr>
<th>Type of Support</th>
<th>Description</th>
<th>Updated 11.15.22</th>
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| **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  
   • 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 |                 |
| **myCAvax Help Desk**         | Dedicated staff provide up-to-date information and technical support on the myCAvax system.  
   • Email: myCAvax.HD@cdph.ca.gov  
   • Phone: (833)-502-1245, option 3, Monday through Friday 8AM-6PM |                 |
| **My Turn Clinic Help Desk**  | For **onboarding support** (those in the process of onboarding): 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  
   or (833) 502-1245, option 4: Monday through Friday 8AM-6PM  
| **Archived Communications**   | For archived communications from the COVID-19 Provider Call Center about the California COVID-19 Vaccination Program visit  
   • Website: [EZIZ Archived Communications](https://eziz.org/covid/myturn/) |                 |
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:
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Webinar Planning & Support:
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