HEALTH MISINFORMATION
A PUBLIC HEALTH CRISIS

Implementation Plan

Health Services Advisory Board
October 5, 2021
The U.S. Surgeon General’s Advisory on Building a Healthy Information Environment calls the American people’s attention to health misinformation and provides recommendations for how to build a healthier information environment.

Addressing health misinformation will require a whole-of-society effort.

“I am urging all Americans to help slow the spread of health misinformation during the COVID-19 pandemic and beyond. Health misinformation is a serious threat to public health. It can cause confusion, sow mistrust, harm people’s health, and undermine public health efforts. Limiting the spread of health misinformation is a moral and civic imperative that will require a whole-of-society effort.” – Dr. Vivek H. Murthy
To implement strategies cited by the U.S General’s Advisory to build a local healthy, safe, and thriving information environment.

- **Strategy A**: Counter Misinformation
- **Strategy B**: Community Engagement
- **Strategy C**: Research Efforts
- **Strategy D**: Sector Trainings
- **Strategy E**: Government Partners
- **Strategy F**: Resource Gaps
- **Strategy G**: External Website
Strategic MLS

A. Devote resources to identify and label health misinformation and disseminate timely health information to **counter misinformation** that is impeding our ability to keep our communities safe.

**Objectives**

A.1. Conduct community-based and culturally-and linguistically appropriate messaging to provide factual health information and to dispel myths and misinformation in order to increase COVID-19 immunizations rates.

A.2. Create a dedicated website to be a central resource for combating health misinformation in our community.
New Webpage for Addressing Claims About COVID-19

EVALUATING COVID-19 INFORMATION

- How to Find Accurate Information
- Trusted and Dependable Resources
- Scholarly Journals

COVID-19 Claims and Facts on:
- Children
- Masks
- Testing
- Vaccines

Frequently Asked Questions
- Overview and Symptoms
- Risk of Infection and Serious Illness
- Testing and Treatment
- Quarantine and Isolation
- Prevention
  - COVID-19 Vaccines

Additional Sources
- Healthcare
- Congregate Living Facilities
- Social Interactions
- County of San Diego Efforts
- FAQs from Other Sources
- Additional Sources

coronavirus-sd.com
STRATEGY B

Modernize PH communications with investments to better understand gaps in health information, and questions and concerns of the community, especially in hard-to-reach communities. Develop targeted community engagement strategies, including partnership with trusted messengers.

Objectives

B.1. Host critical conversations in the community, with a focus on high-risk populations, to discuss the importance of vaccinations.

B.2. Dispel myths and misinformation of providers and their staff by conducting academic detailing with health care providers.

B.3. Address misinformation and disseminate information and links to trusted sources via social media platforms.

B.4. Identify and train trusted community-level spokespersons to communicate the importance of vaccination and the ramifications COVID-19 cases poses on the community.
STRATEGY C

Expand our **research efforts** to better define and understand the sources of health misinformation, document, and trace its negative impacts, and develop strategies to address and counter it across mediums and diverse communities.

**Objectives**

C.1. Perform a survey of unvaccinated persons to better understand San Diegan’s view of the COVID-19 vaccines

C.2. Develop comprehensive media campaign to counter vaccine hesitancy and address local community members concerns.
STRATEGY D

Invest in resilience against health misinformation including digital resources and **training for health practitioners and health workers**. Explore educational programs to help our communities distinguish evidence-based information from opinion and personal stories.

**Objectives**

D.1. Partner with **community practitioners** in addressing vaccine misinformation/hesitancy and develop messaging.

D.2. Partner with **professional healthcare associations** in addressing vaccine misinformation/hesitancy and developing messaging.

D.3. Partner with **healthcare systems** to address vaccine misinformation/hesitancy and developing messaging.
Partner with federal, state, territorial, tribal, private, nonprofit, research, and other local entities to identify best practices to stop the spread of health misinformation and develop and implement coordinated recommendations.

Objectives

E.1. Work with federal and state entities in addressing vaccine misinformation and hesitancy by developing messaging.

E.2. Identify best practices to stop the spread of health misinformation, in partnerships with tribal health authority and leaders.

E.3. Develop and implement coordinated health services and resources in partnership with tribal health authority and leaders.
STRATEGY E

Partner with federal, state, territorial, tribal, private, nonprofit, research, and other local entities to identify best practices to stop the spread of health misinformation and develop and implement coordinated recommendations.

Objectives

E.4. Partner with educational institutions to address vaccine misinformation/hesitancy and developing messaging.

E.5. Partner with places of worship in addressing vaccine misinformation/hesitancy and developing messaging.

E.6. Partner with media organizations in addressing vaccine misinformation/hesitancy and developing messaging.
STRATEGY E

Partner with federal, state, territorial, tribal, private, nonprofit, research, and other local entities to identify best practices to stop the spread of health misinformation and develop and implement coordinated recommendations.

Objectives

E.7. Partner with businesses in addressing vaccine misinformation/hesitancy and developing messaging.

E.8. Partner with community sectors in addressing vaccine misinformation and hesitancy by developing messaging.

E.9. Participate in the COVID-19 Equity Task Force to ensure underrepresented communities are provided access to information and services.
STRATEGY F

Identify resource gaps to combating health misinformation and working with state and federal partners to meet ongoing needs.

Objectives

F.1. Disseminate up-to-date state and federal COVID-19 communications to dispel health misinformation in the community (e.g., pregnancy and breastfeeding).
STRATEGY G

Work with the medical community and local partners to develop a **website** that will serve as a central resource for combating health misinformation in our community.

**Objectives**

G.1. Develop an external COVID website to combat health misinformation.
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Q & A

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