



HEALTH MISINFORMATION A PUBLIC HEALTH CRISIS

Implementation Plan

*Health Services Advisory Board
October 5, 2021*



HEALTH MISINFORMATION A PUBLIC HEALTH CRISIS



CONFRONTING HEALTH MISINFORMATION

*The U.S. Surgeon General's Advisory on
Building a Healthy Information Environment*

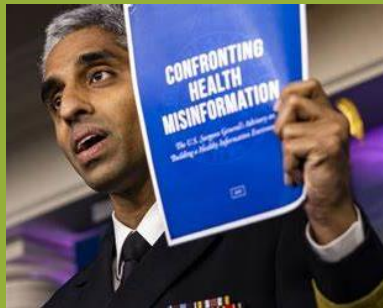
2021

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

GOAL



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

STRATEGY A

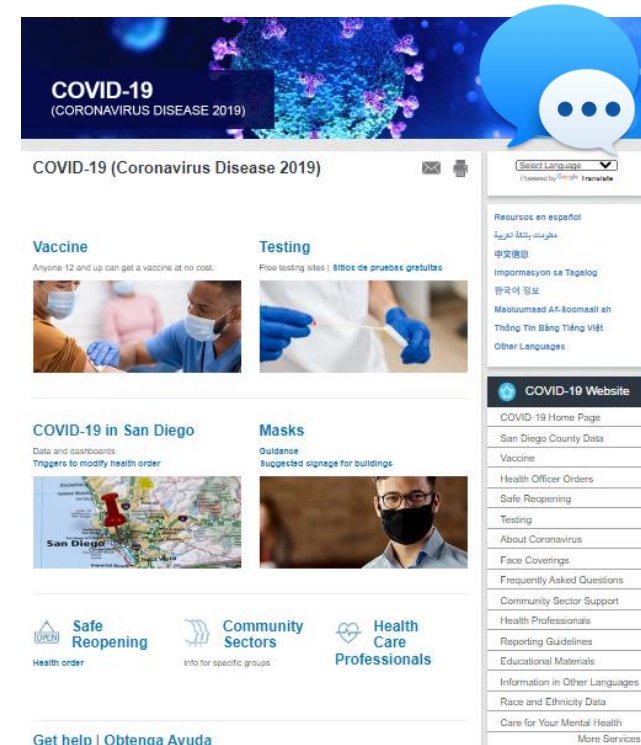


Devote resources to identify and label health misinformation and disseminate timely health information to **counter misinformation** that is impeding our ability to keep our communities safe.

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.

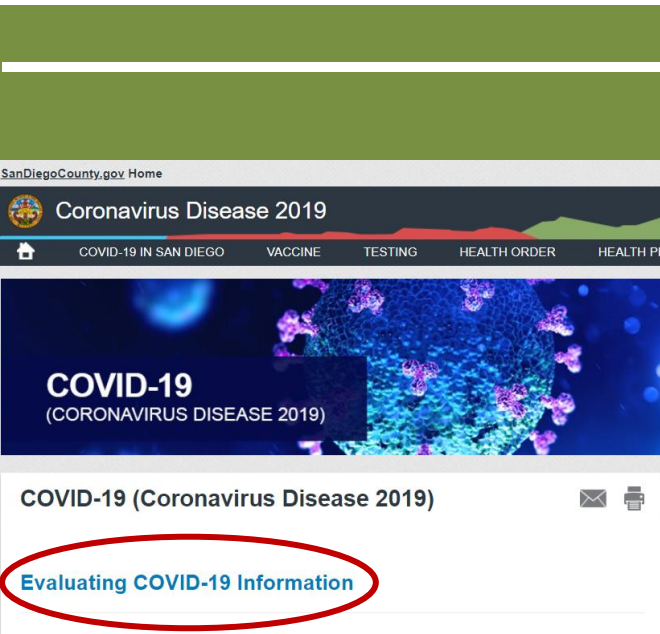
A.2. Create a dedicated website to be a central resource for combating health misinformation in our community.



EVALUATING COVID-19 INFORMATION



New Webpage for Addressing Claims About COVID-19



Finding
Credible
Sources

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



Claims
and
Facts

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
- 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.





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.





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.

SDABJ San Diego Association of Black Journalists
Myth Busting Covid: Fact or Fiction?
Wednesday, Sept. 22 at 6 P.M.
Register on Zoom
<https://bit.ly/sdabjcovid19>

Angela De Joseph
SDABJ Vice President
Mistress of Ceremonies

Lauren J. Mapp
The San Diego Union-Tribune
Moderator

Natay Holmes
ABC 10 News
Moderator



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..





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.



LIVE WELL
SAN DIEGO



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.



LIVE WELL
SAN DIEGO



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).





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

October 5, 2021

