

DRIVING **CHANGE 2023**

THE URGENT CARE CONVENTION

The Pediatric Urgent
Care Conference



Weathering the Storm

All-Hands-On-Deck Response to Misinformation



COLLEGE OF
URGENT CARE
MEDICINE

Financial Disclosures

- I have no financial disclosures

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January 2020

Emergence of two,
concurrent pandemics



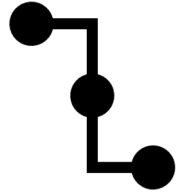
Disease due to SARS-CoV-2

Misinformation due to
lack of communication

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March 2020



Scrambling for data



Making sense of the patterns elsewhere
to inform policy



Displaying the data

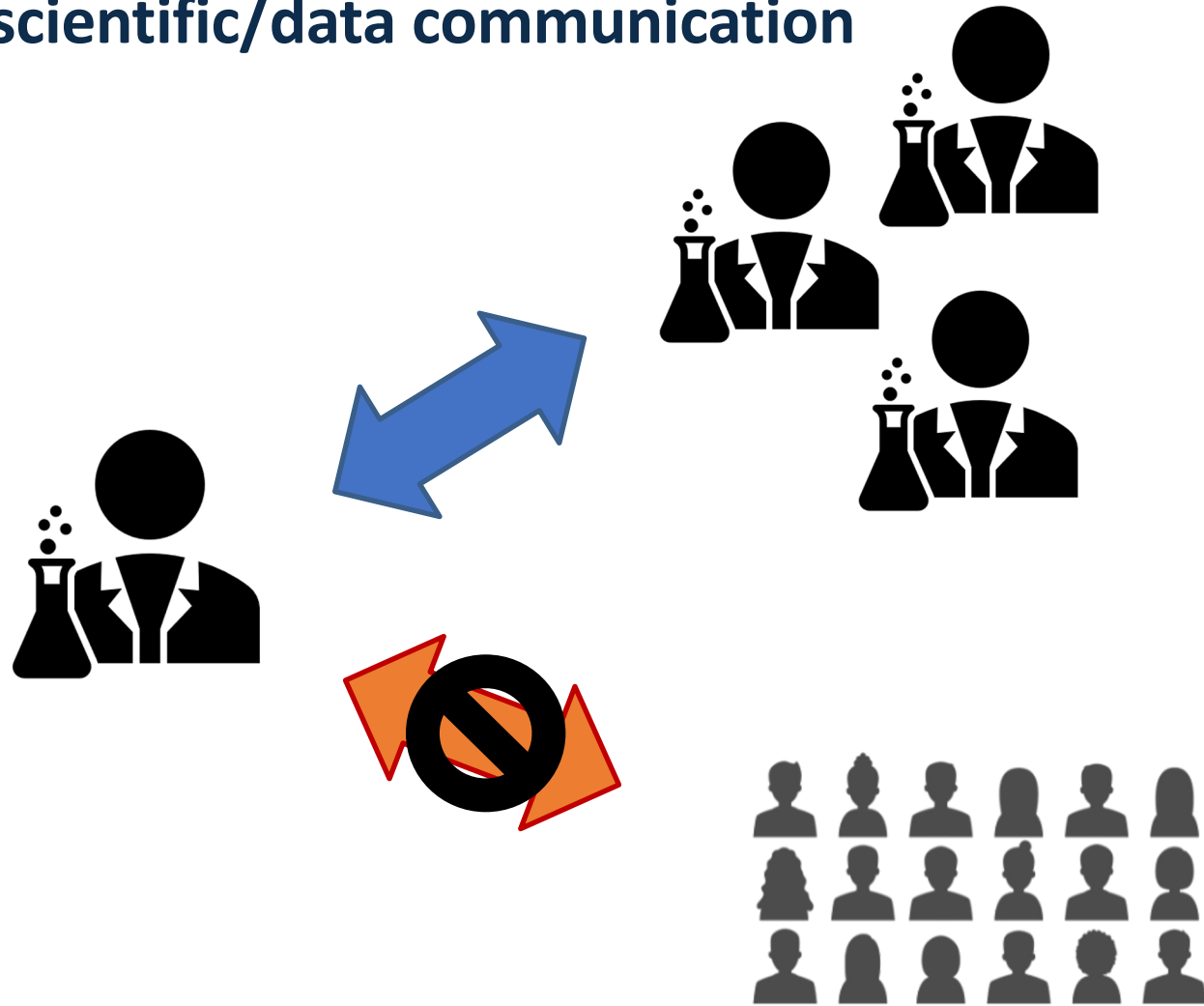


Communicating to public

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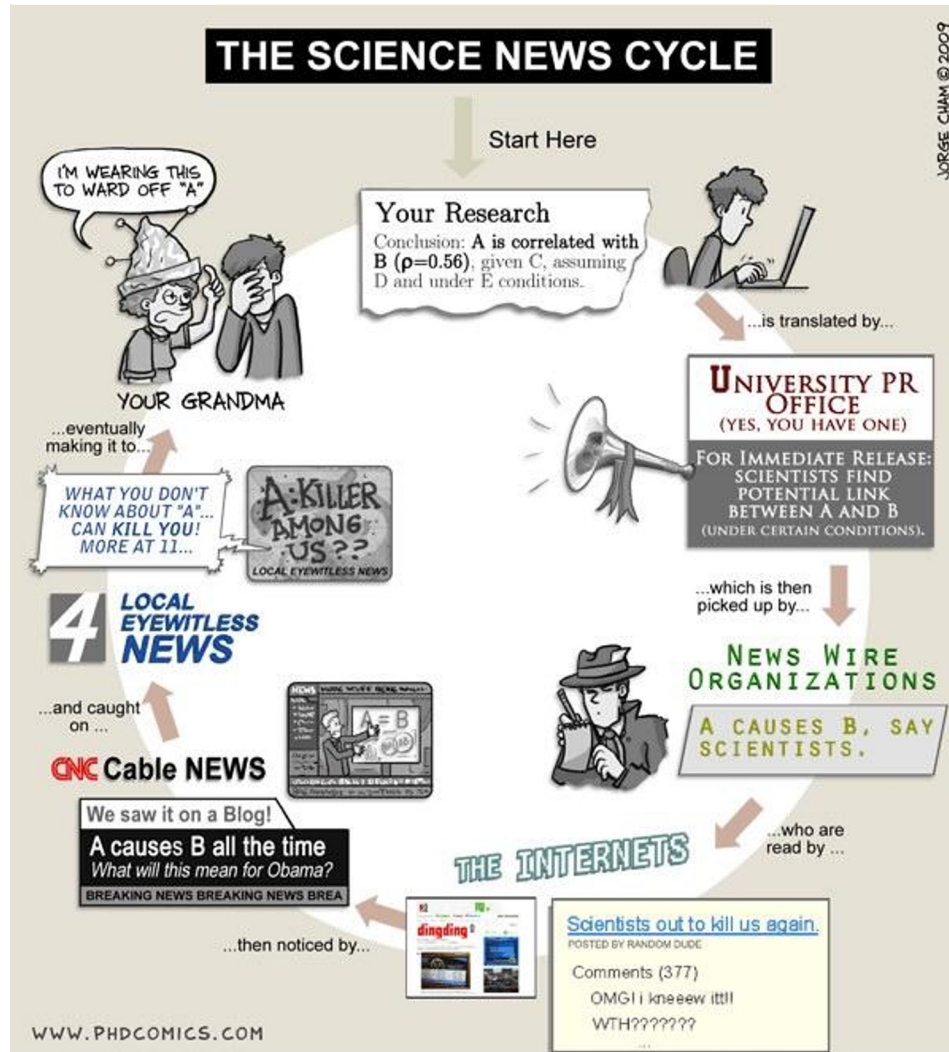


Importance of scientific/data communication



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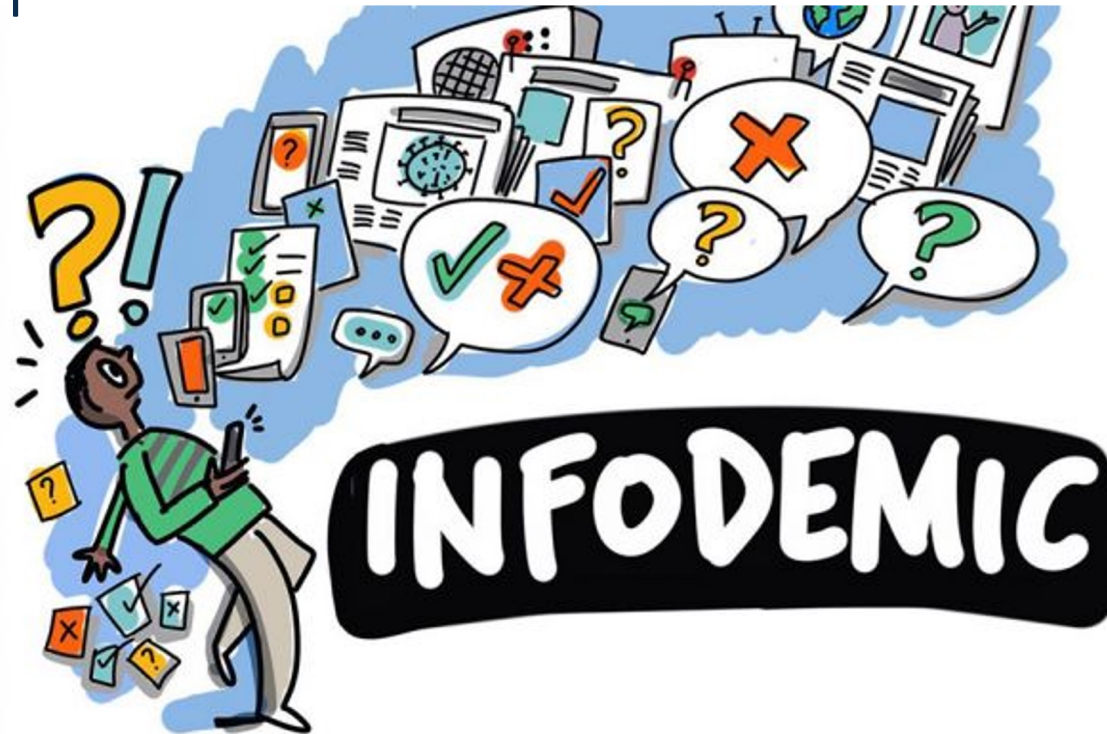


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Big Gaps:

1. Lack of science translation
2. No direct platform
3. Infodemic



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"We're not just fighting an epidemic; we're fighting an **infodemic**. Fake news spreads faster and more easily than this virus, and is just as dangerous."

-Dr. Tedros Adhanom Ghebreyesus
Feb 15, 2020

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COVID-19–Related Infodemic and Its Impact on Public Health: A Global Social Media Analysis

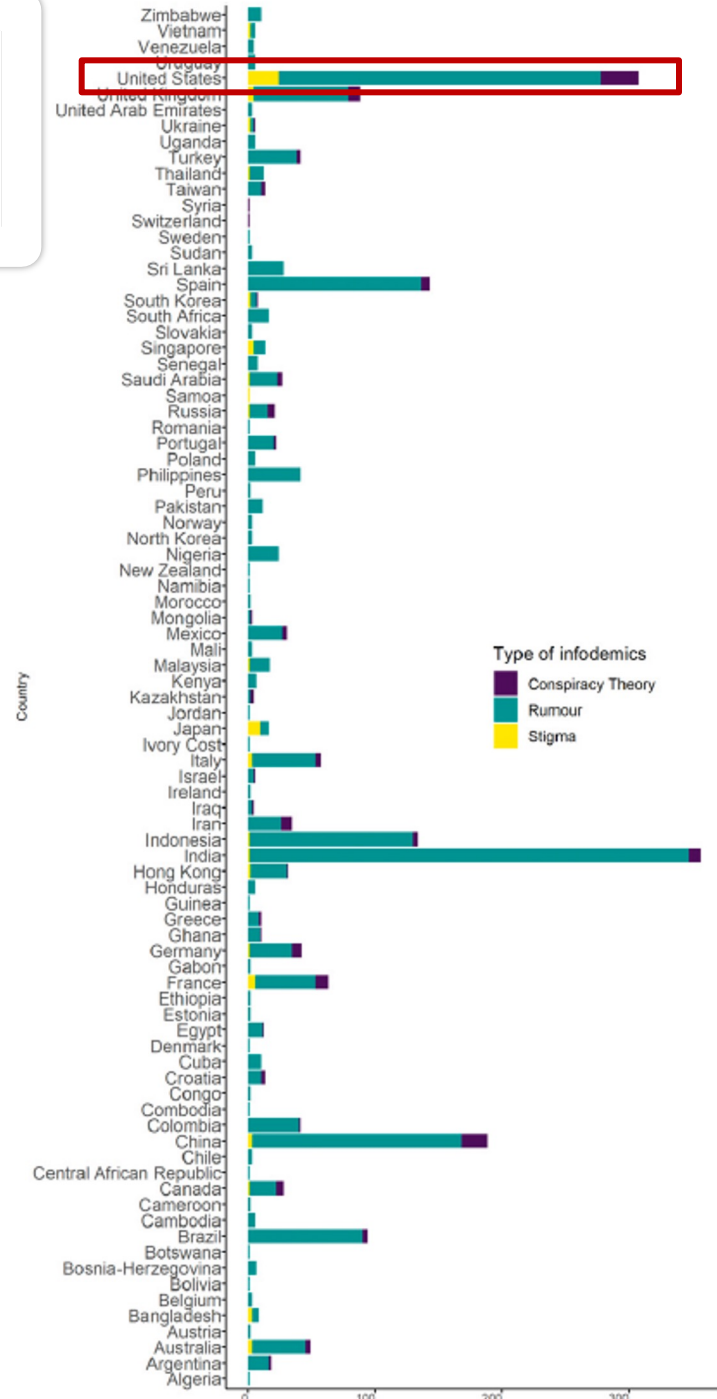
Md Saiful Islam,^{1,2*} Tonmoy Sarkar,¹ Sazzad Hossain Khan,¹ Abu-Hena Mostofa Kamal,³ S. M. Murshid Hasan,⁴ Alamgir Kabir,^{2,5}
Dalia Yeasmin,¹ Mohammad Ariful Islam,¹ Kamal Ibne Amin Chowdhury,¹ Kazi Selim Anwar,⁶ Abrar Ahmad Chughtai,² and
Holly Seale²

Infodemic



Mis/Dis-information

December-April 2020



Mis-information (No malicious intent)

vs.

Dis-information (Deliberate)

vs.

Scientific Debate

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Infodemic



Mis/Dis-information



Suboptimal control of an emergency

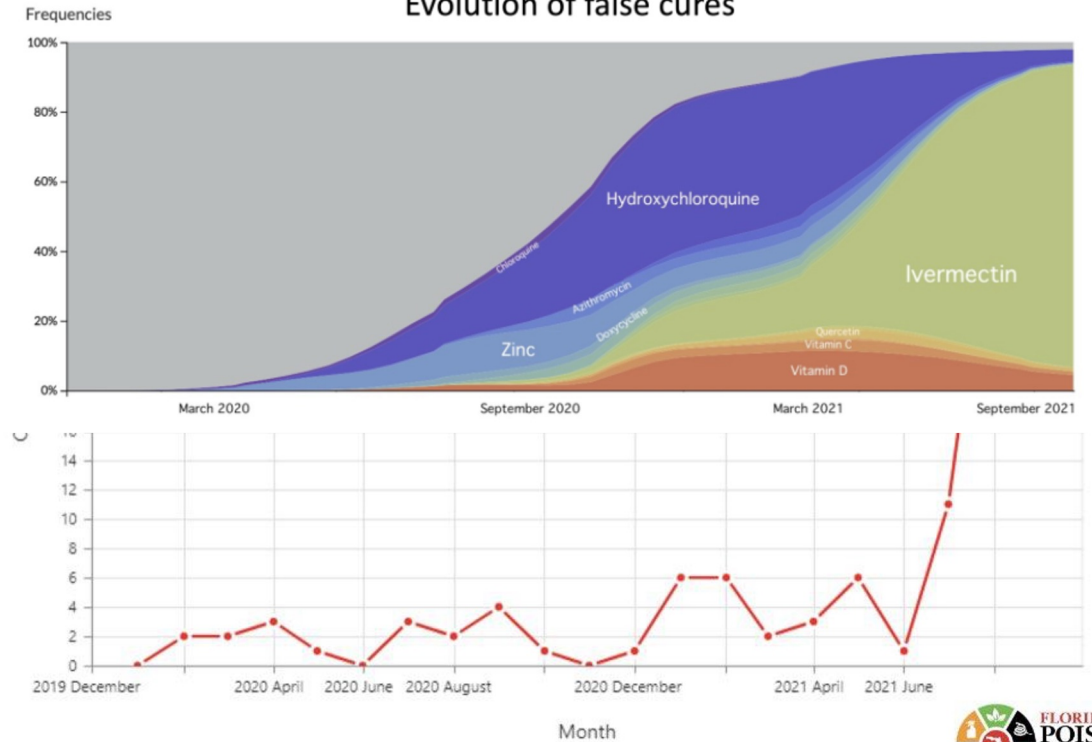


Gboyega Akosile
@gboyegaakosile



Please note: Hospitals Now Receiving Patients Suffering From Chloroquine Poisoning, Says Gov @jidesanwoolu's SSA on Health, Dr @Oreoluwa_Finnih She urged people against massive consumption of Chloroquine as a measure to fight #coronavirus

Evolution of false cures



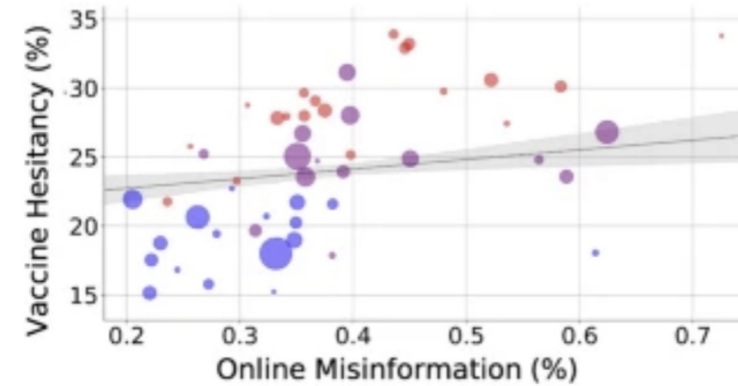
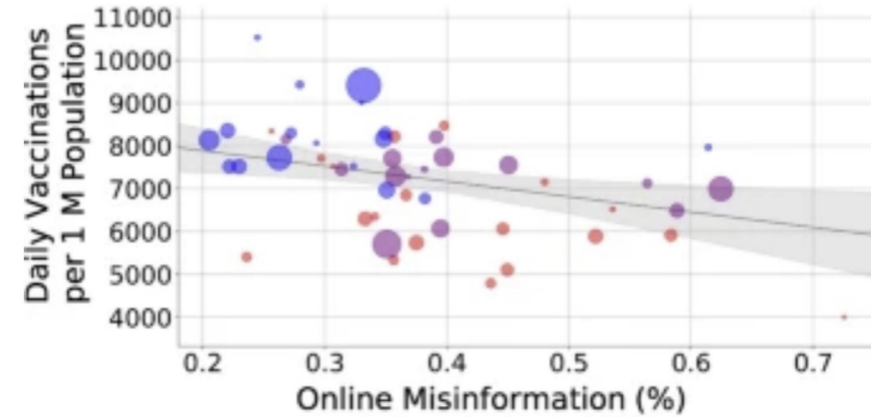
Infodemic



Mis/Dis-information

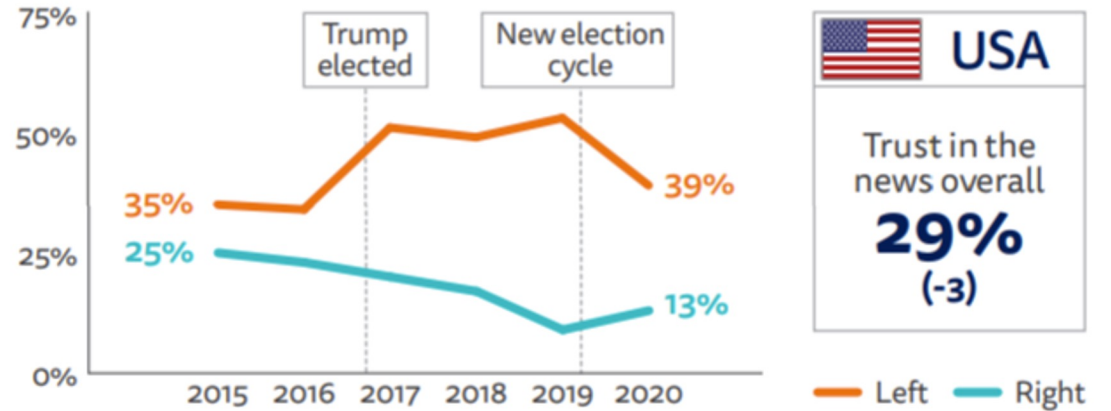


Suboptimal control of an emergency



Pierri et al., (2022) Online misinformation is linked to early COVID-19 vaccination hesitancy and refusal. Nature

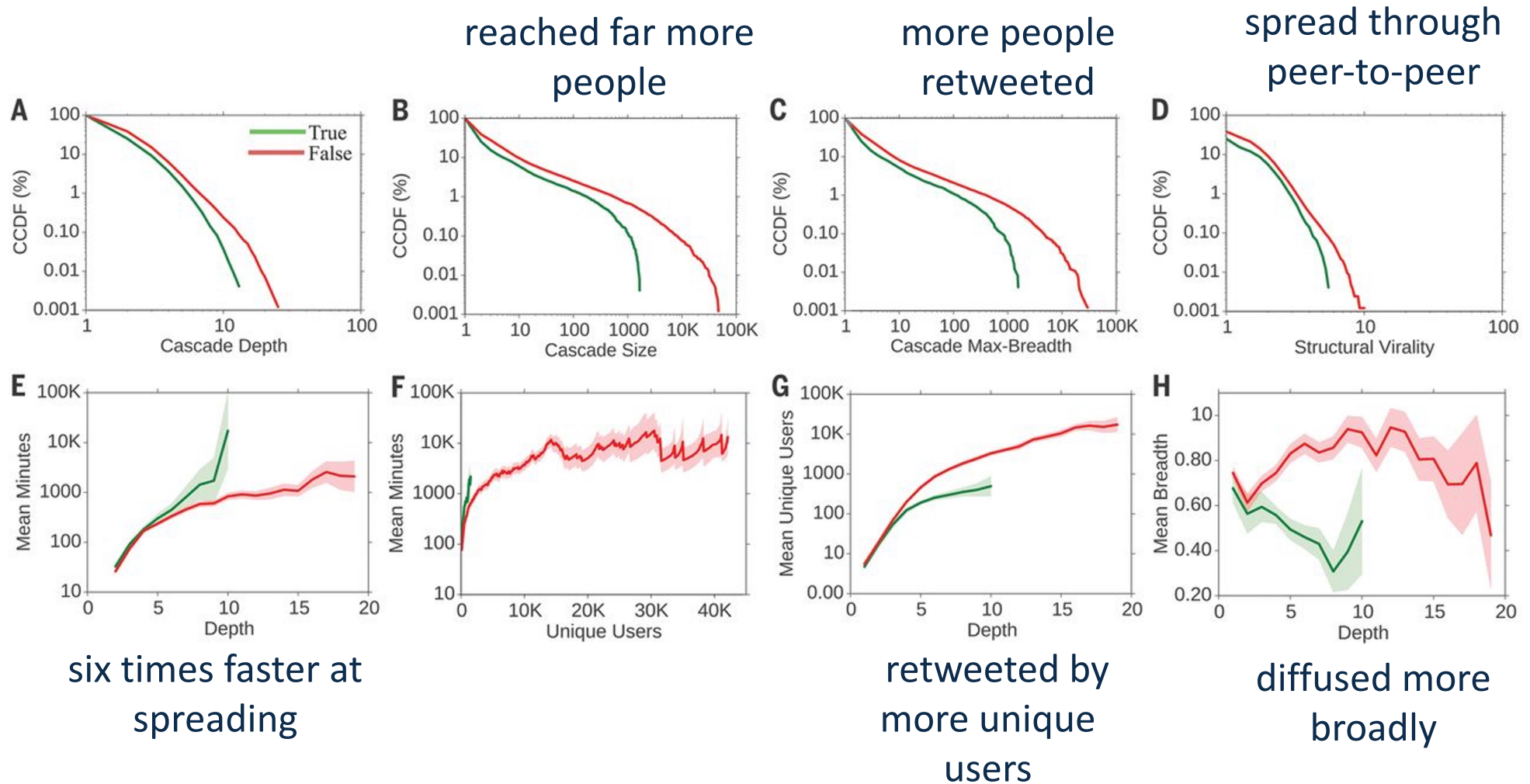
Information ecosystem is changing



PROPORTION THAT USED EACH AS A SOURCE OF NEWS IN THE LAST WEEK (APRIL 2020) – SELECTED COUNTRIES

	Online (incl. social media)	TV	Social media	Radio	Print (incl. mags)
UK	70%	71%	47%	25%	18%
USA	73%	60%	47%	21%	16%
Germany	69%	72%	39%	41%	26%
Spain	83%	71%	63%	24%	28%
South Korea	85%	65%	51%	14%	19%
Argentina	90%	77%	78%	24%	30%
Average change from January	+2	+5	+5	+2	-2

Misinformation goes farther, faster, deeper, and more broadly than the truth



Information ecosystem is
changing

- Our relationship to information is emotional
- Language that plays on fear gets high engagement.

Few Facts, Millions Of Clicks: Fearmongering Vaccine Stories Go Viral Online

March 25, 2021 · 5:00

SECTIONS

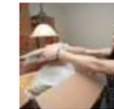
SOUTH FLORIDA
SunSentinel

LOG



MILES PARK

Rents are rising as homebuyers get priced out of the market



ASK IRA: Would Lowry in place of Dragic be enough of a Heat upgrade?



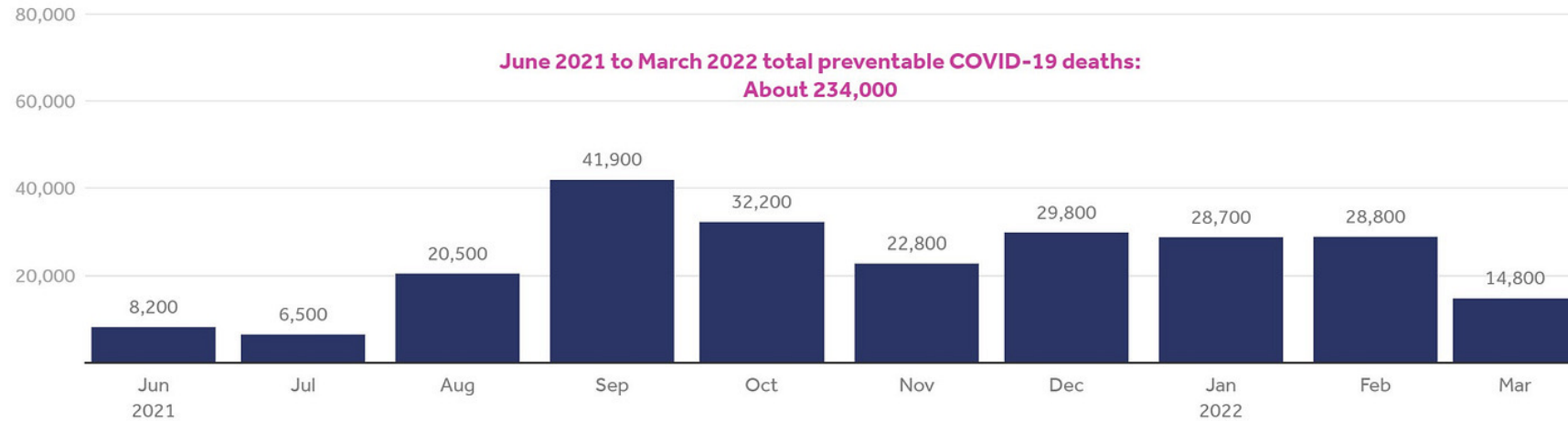
CORONAVIRUS

A 'healthy' doctor died two weeks after getting a COVID-19 vaccine

JAN 08, 2021 AT 11:22 AM

Problem

COVID-19 deaths among unvaccinated adults that likely could have been prevented with primary series vaccinations, June 2021-March 2022



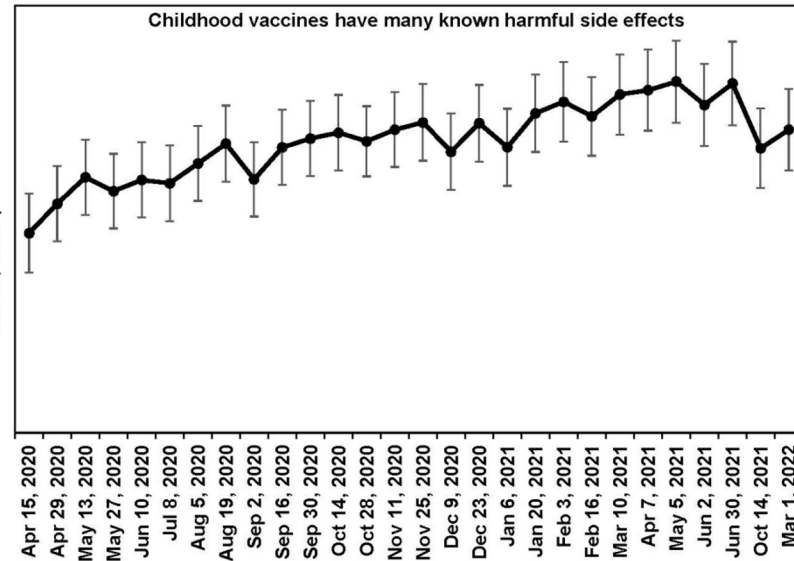
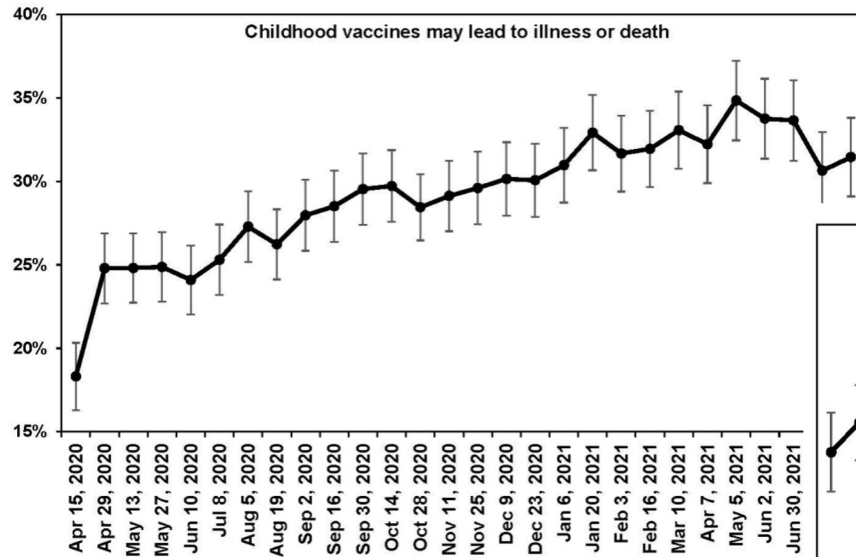
Note: See brief for detailed assumptions and methods.

Source: KFF analysis of [CDC](#) and [KFF COVID-19 tracker data](#) • [Get the data](#) • [PNG](#)

Peterson-KFF
Health System Tracker

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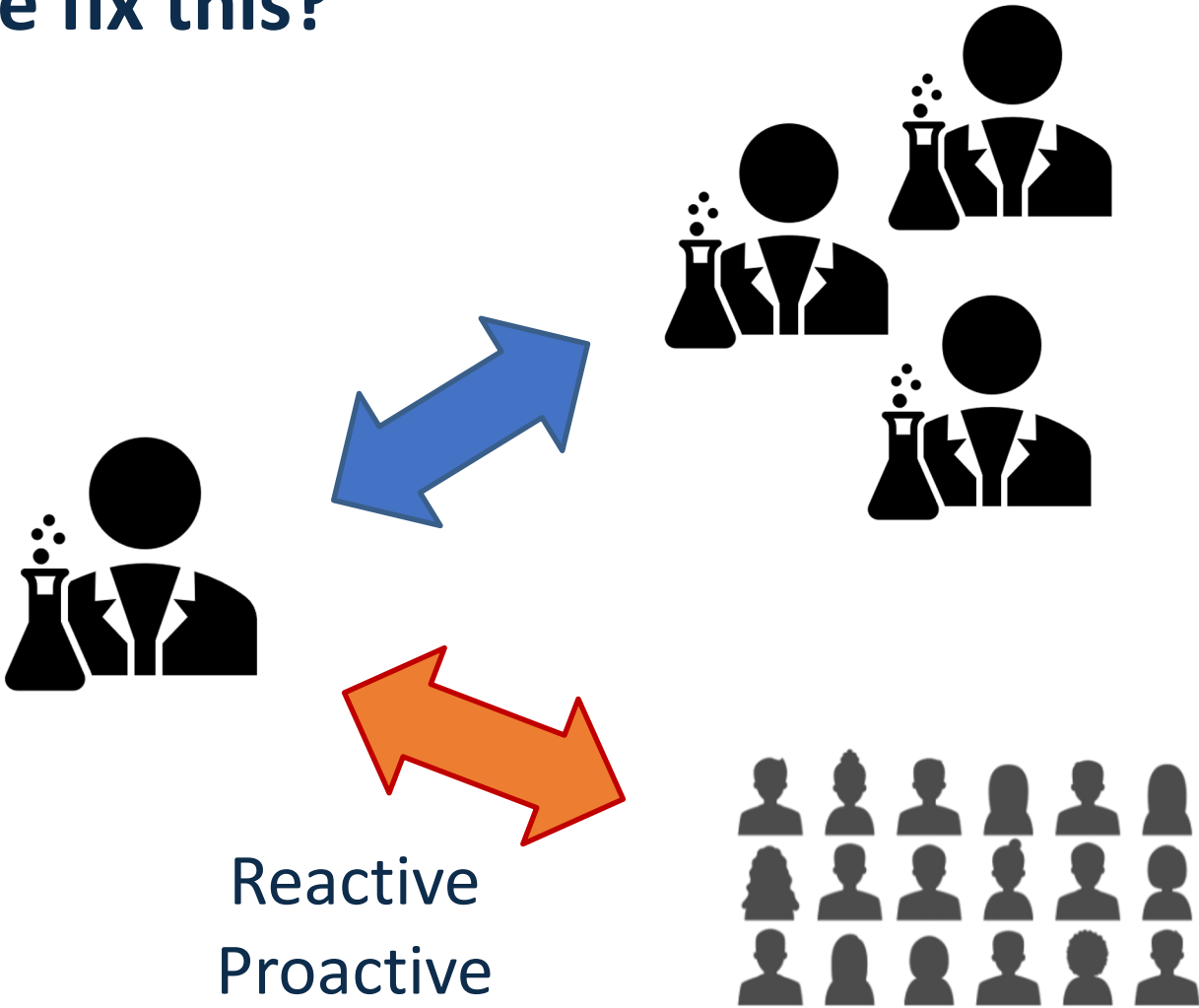
Growing vaccine hesitancy



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How do we fix this?



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Reactive Communication:

1. Combat disinformation on the ground
 - Find the kernel of truth

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Mis-

-information

VAERS Vaccine death counts since 2001

Age	Count	Percent
< 3 Years	2,171	51.91%
3-6 Years	65	1.55%
6-9 Years	28	0.67%
9-12 Years	38	0.91%
12-17 Years	109	2.61%
17-44 Years	234	5.6%
44-65 Years	263	6.29%
65-75 Years	263	6.29%
75+ Years	532	12.72%
Unknown	479	11.45%
TOTAL	4,182	100%

Inaccurate conclusion: “The vaccine itself will kill you.”

Liberty Lost!

HEALTH IMPACT NEWS

America Under Siege! A Beacon of Light Exposing the Truth in the Dark

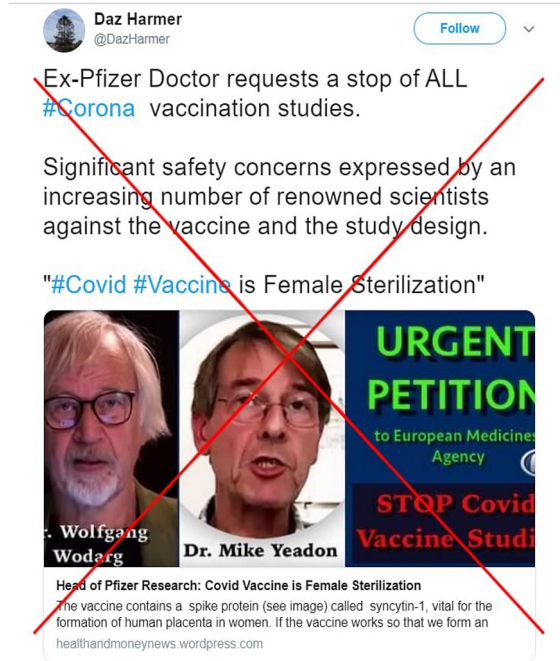
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May 5, 2021

Print This Post

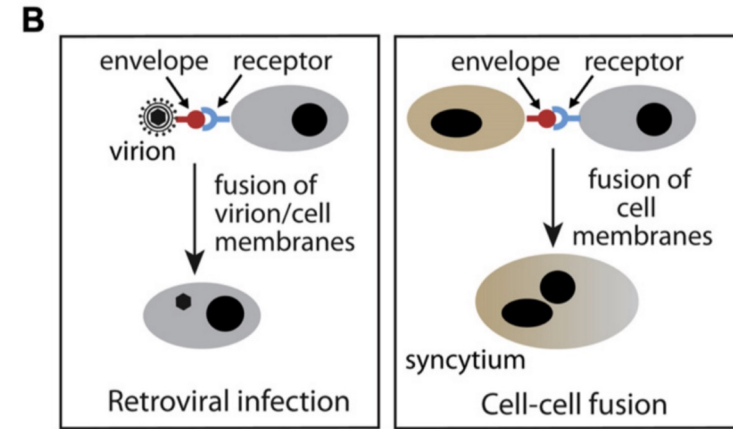
CDC: 4,178 Americans DEAD Following Experimental COVID Injections – Deaths from COVID Shots now Equal 20 Years of Recorded Deaths Following Vaccines Since 2001

Mis-



Inaccurate conclusion: "Vaccines cause infertility"

-information



Dupressoir, A., Laviolle, C., & Heidmann, T. (2012). From ancestral infectious retroviruses to bona fide cellular genes: role of the captured syncytins in placentation. *Placenta*, 33(9), 663–671. Figure 2b. The syncytin protein has a complementary receptor. As the virus infects the cell, the protein appears on the surface. If it makes contact with its receptor on another adjacent cell, the two cells fuse. Doing this successively many times produces a syncytium, like the syncytiotrophoblast, or skeletal or cardiac muscles.

Reactive Communication:

1. Combat disinformation on the ground
 - Find the kernel of truth
 - Provide the “why”

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May 5, 2021

Print This Post

CDC: 4,178 Americans DEAD Following Experimental COVID Injections – Deaths from COVID Shots now Equal 20 Years of Recorded Deaths Following Vaccines Since 2001

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Alternative explanation:

VAERS

Vaccine Adverse Event Reporting System
www.vaers.hhs.gov

The reports may contain information that is incomplete, inaccurate, coincidental, or unverifiable.

Inclusion of events in VAERS data does not imply causality



Language matters

Here's why Facebook, YouTube,
and more are removing that **dumb**
Plandemic video

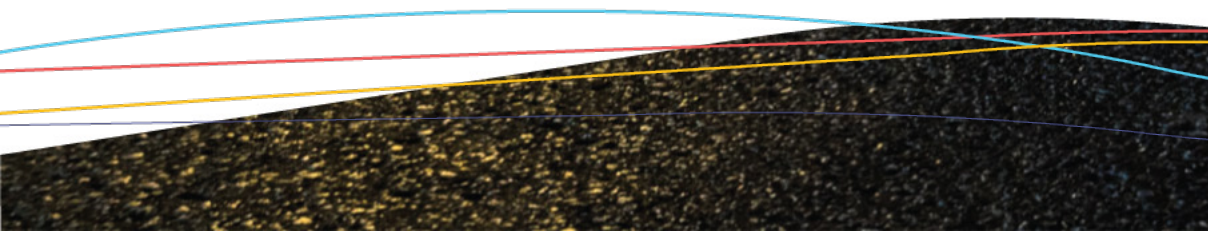
Coronavirus : 9 réactions **absurdes des
humains face à l'épidémie**

'Absolutely insane': Anti-vaxxers promote
coronavirus conspiracies

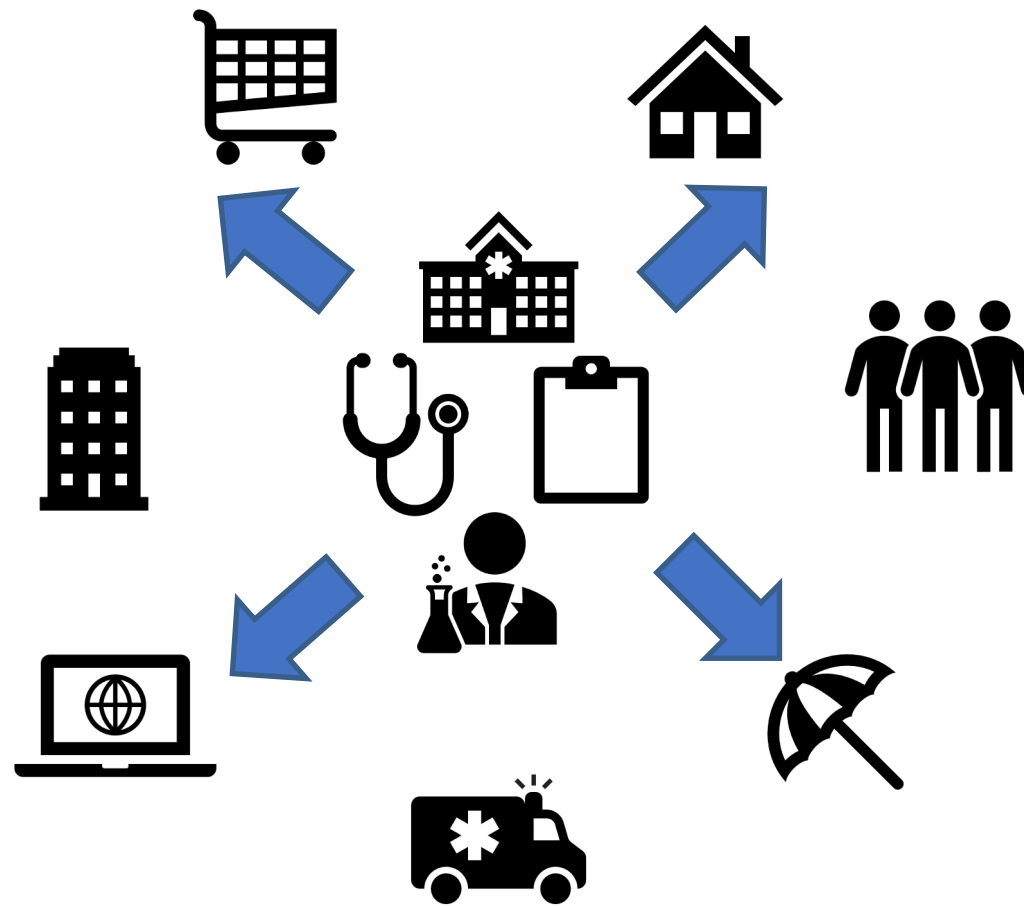
A bizarre conspiracy theory puts Bill Gates at the center of
the coronavirus crisis — and major conservative pundits are
circulating it

**Coronavirus y conspiración: historia de las
teorías absurdas** durante las pandemias

*Alors que l'épidémie continue de gagner du
terrain, les théories fumeuses sur l'origine du
coronavirus fleurissent sur internet. Petit
florilège.*



Recognize the role
you play



Reactive Communication:

1. Combat disinformation on the ground
2. Systematic change

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Christian Elliot 🏠 · Apr 5 · 17 min read

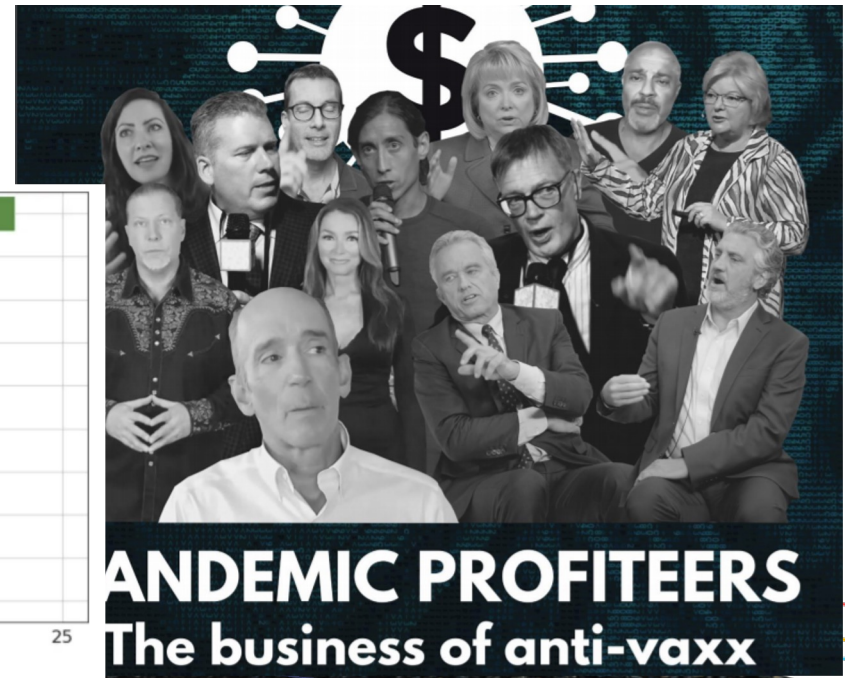
18 Reasons I Won't Be Getting a Covid Vaccine

Updated: Apr 19

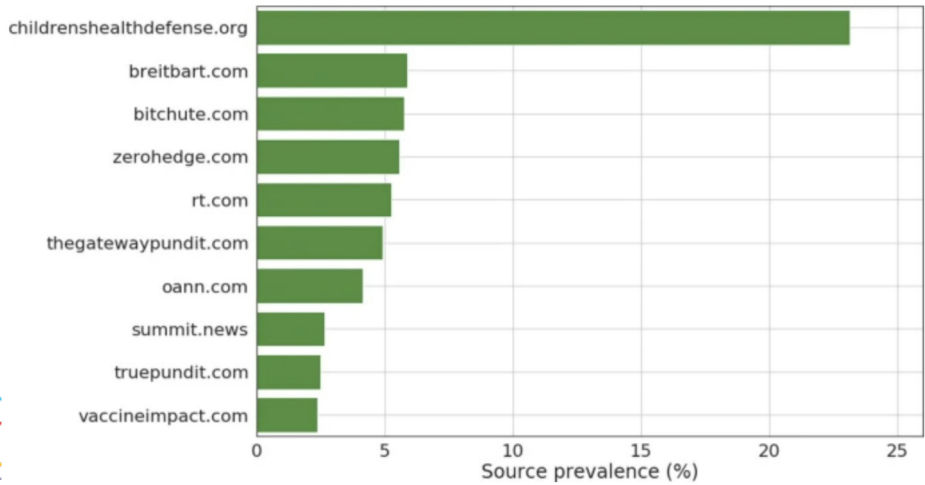


Investigations

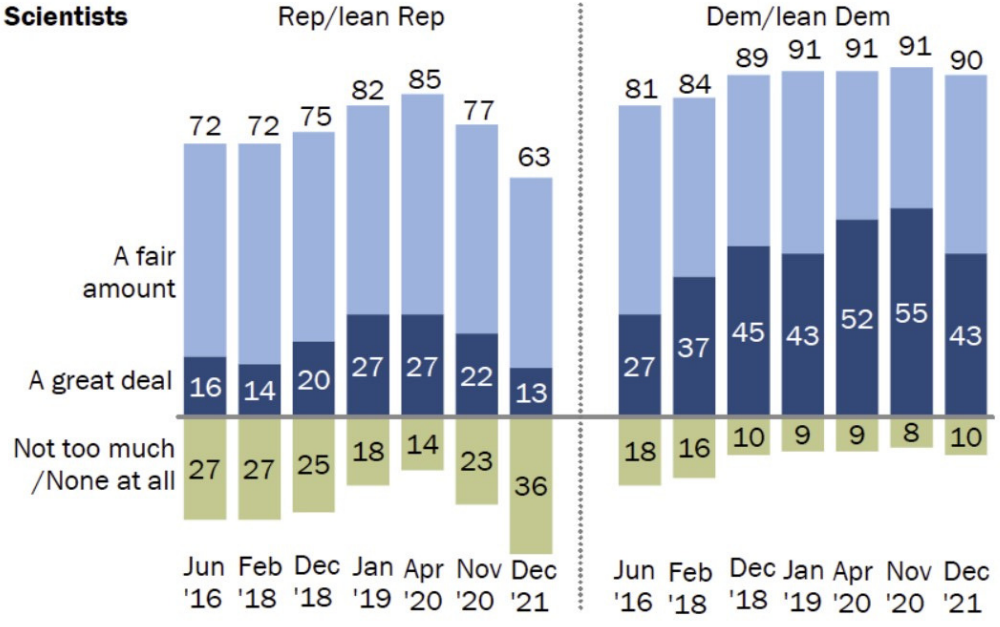
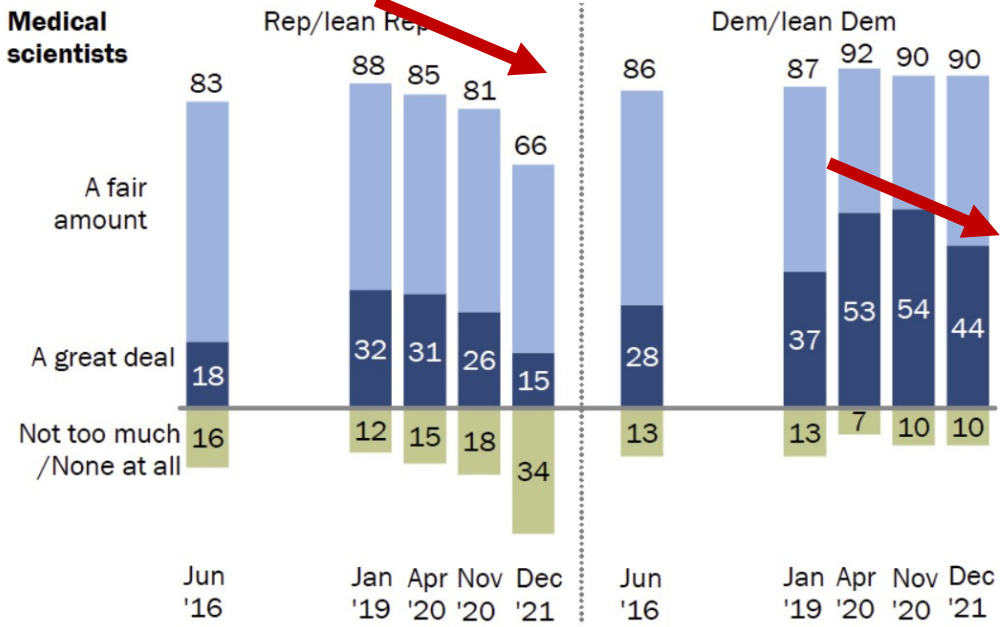
A major funder of the anti-vaccine movement has made millions selling natural health products



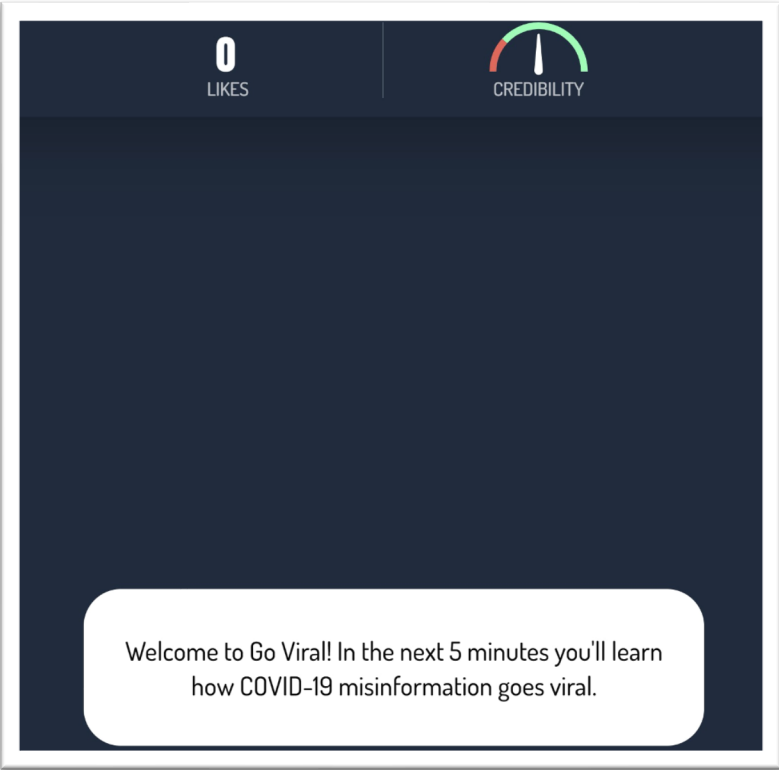
Tweets shared by users geolocated in the U.S. that link to a low-credibility source



Loss of trust



What do we do?



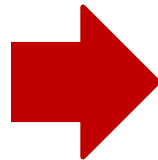
How Finland Is Teaching a Generation to Spot Misinformation

The Nordic country is testing new ways to teach students about propaganda. Here's what other countries can learn from its success.

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Open a **two-way** street



Hearing

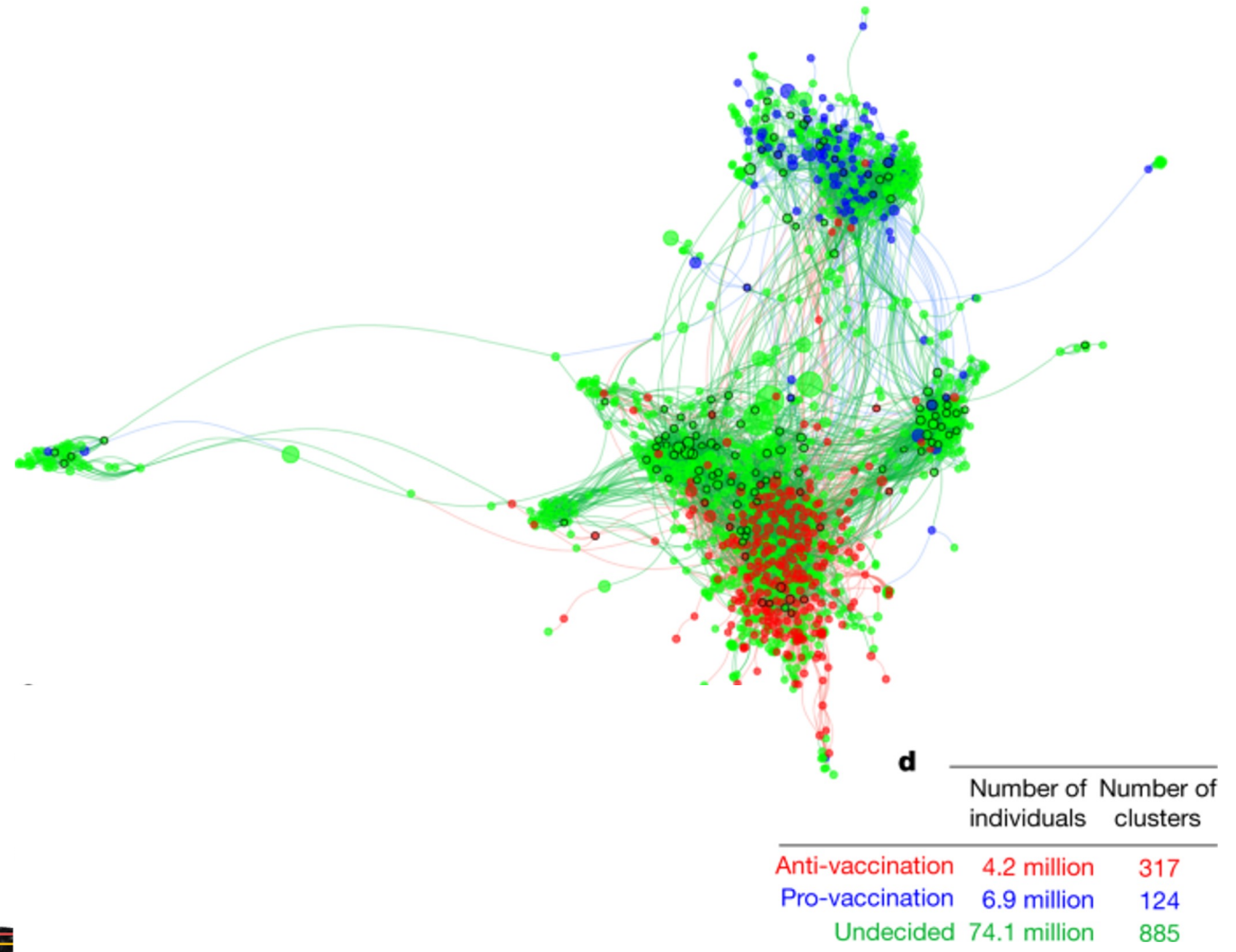
- Easy: accidental; automatic.
- Passive: involuntary; effortless.
- Physical Function: involves the ears.

Listening

- Hard: requires practice and being alert.
- Active: a conscious effort; requires focused involvement.
- Internal Behavior: involves mind and body.

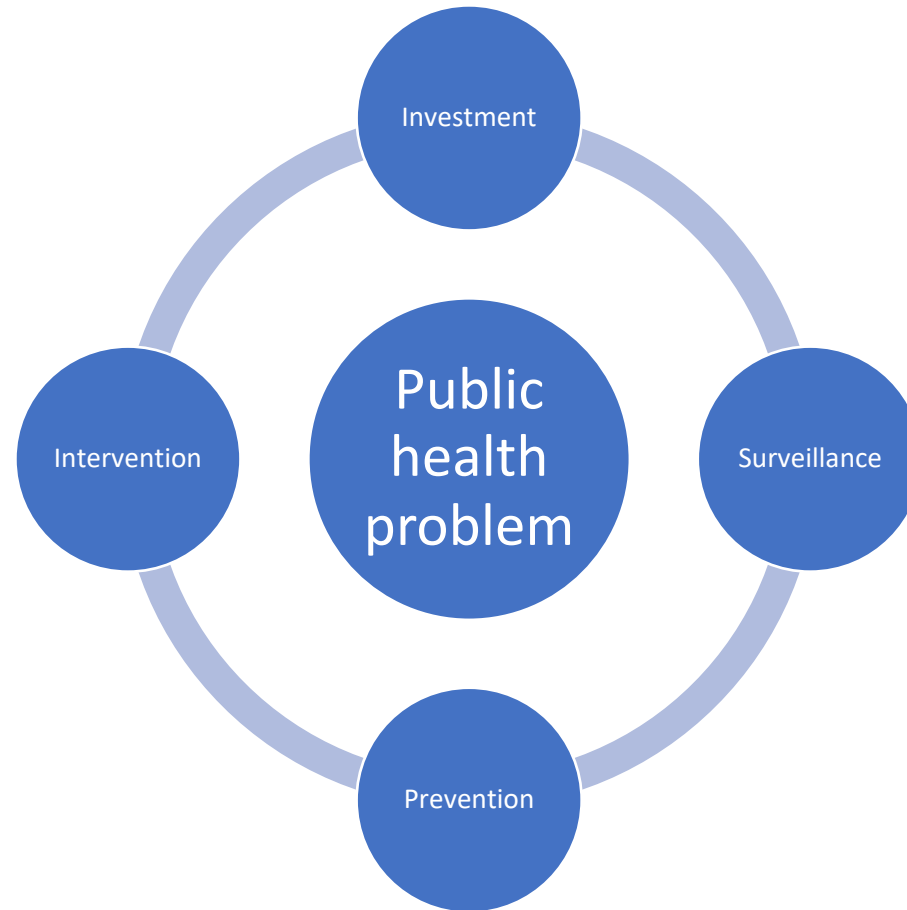
- Legitimate concerns exist
- Look for questions. Open a tip line
- Communication is a two-way street
- Know where people are talking

Be inclusive



Johnson et al. (2020) The online competition between pro- and anti-vaccination views. Nature.

What do we do?



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"Misinformation is not like a plumbing problem you fix. It is a **social condition**, like crime, that you must constantly monitor and adjust to."

-TOM ROSENSTIEL

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...It is desperately needed

Serious **Viral Outbreaks** Over Past 100 Years

Table 1. Serious Viral Outbreaks Over Past 100 Years

	Name	Virus Type	Year Began	Global Deaths	US. Deaths
1	Spanish Flu	Orthomyxovirus	1918	50,000,000	675,000
2	Asian Flu (H2N2)	Orthomyxovirus	1957	1,100,000	116,000
3	Hong Kong Flu (H3N2)	Orthomyxovirus	1968	1,000,000	100,000
4	HIV	Retrovirus	1981	32,700,000	700,000
5	SARS-CoV-1	Coronavirus	2002	774	
6	Influenza (H1N1)	Orthomyxovirus	2009	284,000	12,469
7	MERS	Coronavirus	2012	875	
8	Ebola	Filovirus	2014	11,310	1
9	Zika	Flavivirus	2015	N/A	
10	Ebola	Filovirus	2018	2,300	
11	SARS-CoV-2	Coronavirus	2019	4,100,000+	621,000+

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How you can drive change:

- Recognize the role misinformation plays in our ecosystem
- Combat when presented the opportunity with empathy
- Advocate for change

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