

Misinformation and Disinformation:

HOW POLITICS HAVE PLAYED A
ROLE AND THE THREAT TO PUBLIC
HEALTH

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COMMUNITY HEALTH
AGENCY | **YOUR LOCAL**
HEALTH DEPARTMENT

Activity





*Biggest group without a witch

*The witch who can stay in the biggest group without being caught

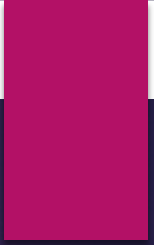


.....AND THE WINNER IS

PRETTY SNEAKY, SIS





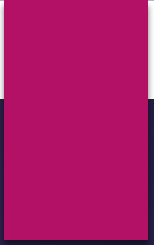


The spread of false
information without the
intent to mislead. *WHO

MISINFORMATION

MISINFORMATION

Those who share the information may believe it themselves. They may think it might be interesting to someone, or maybe even help them. They have no malicious intent toward the people they are sharing it with. *WHO

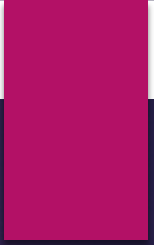


Information that is designed or spread with full knowledge of it being false (information that has been manipulated), as an intent to deceive and cause harm.

DISINFORMATION

DISINFORMATION

This is a “close cousin” of the term “fake news.”

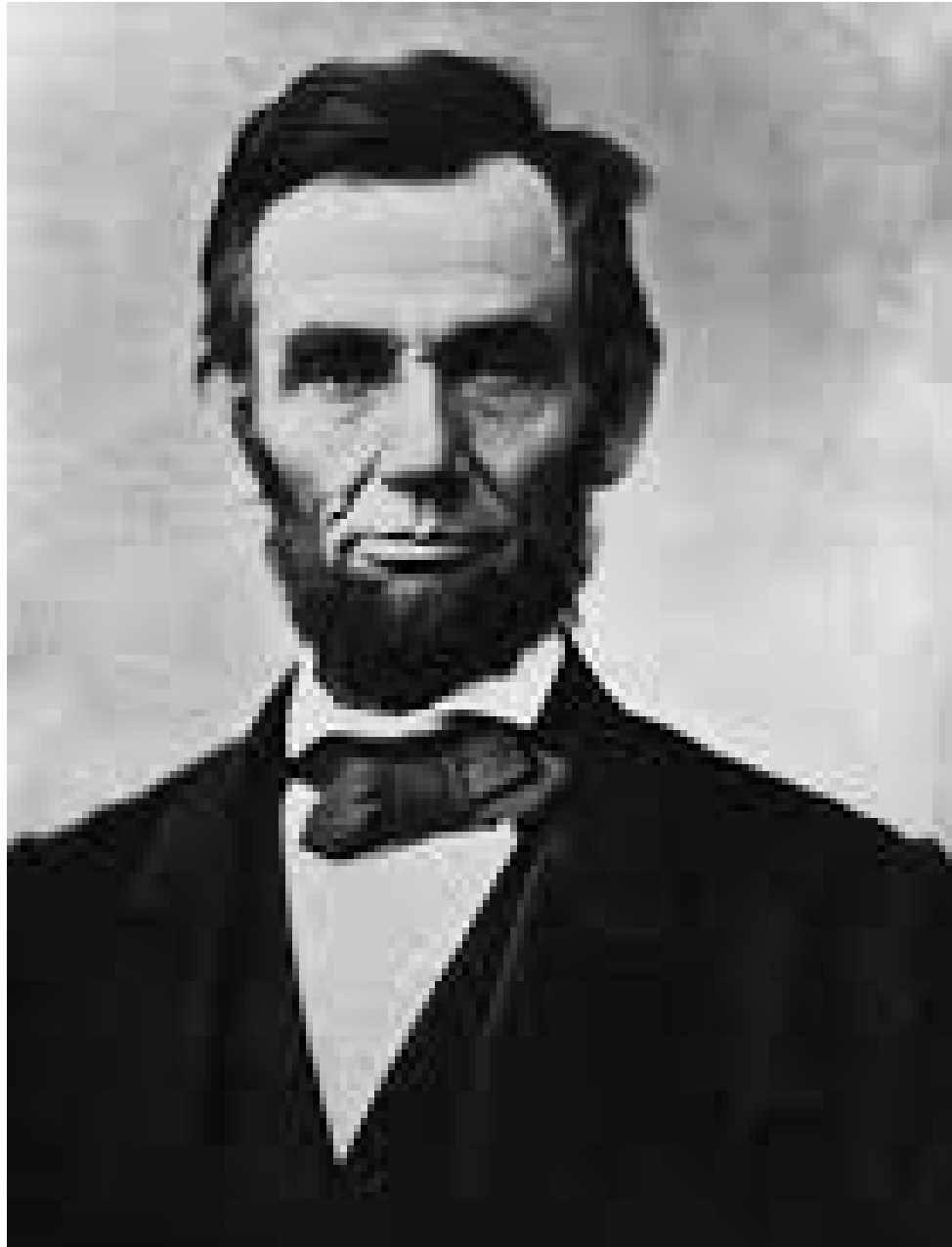


Information shared for malicious ends-cause harm to an individual, a country, or an organization . It can be true or false.

MALINFORMAITON

MALINFORMATION

Information that is meant to divide. This might be completely made up, or there might be true information, but it is intentionally taken and twisted to scare people or cause mistrust.



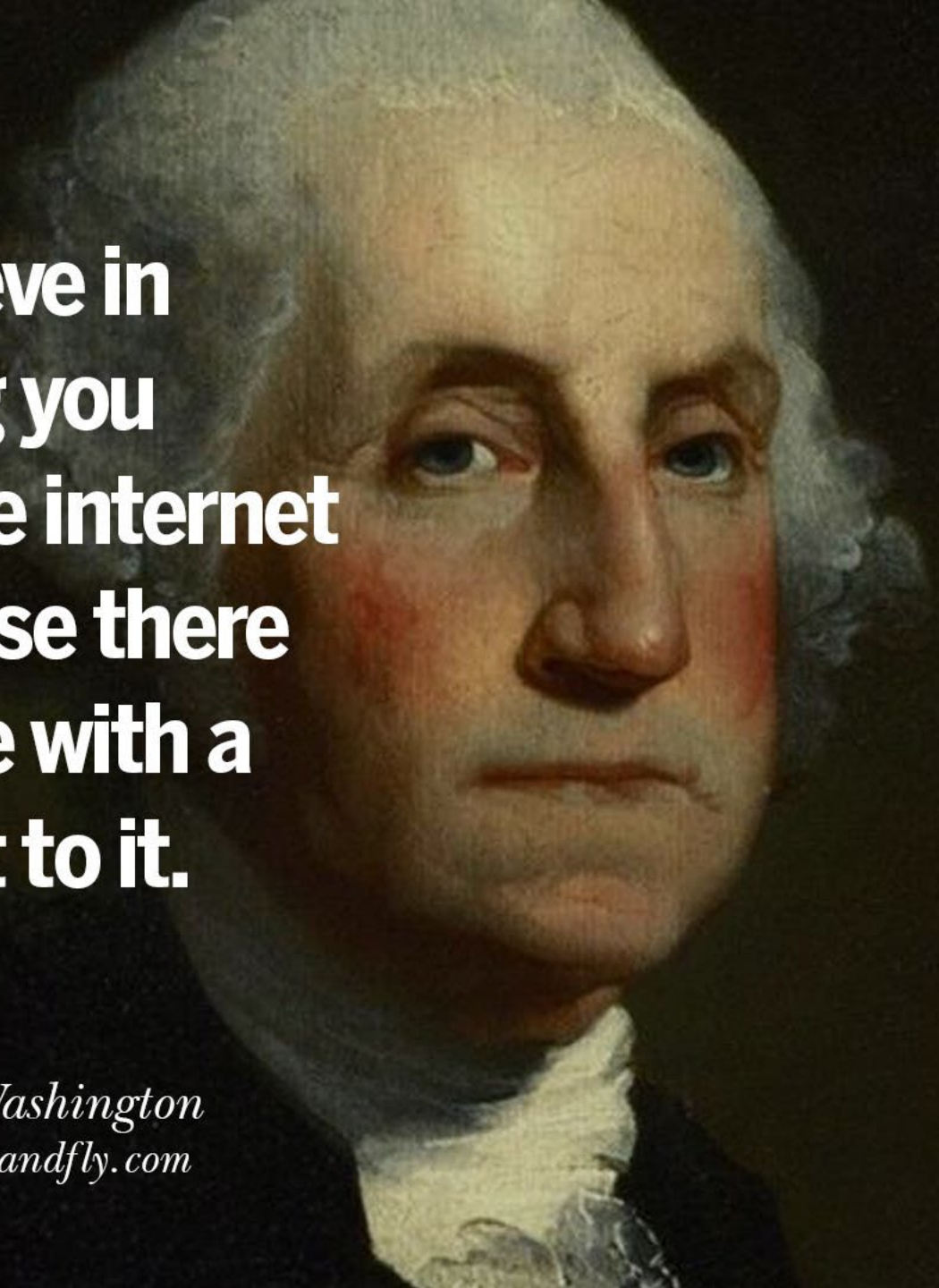
“Don’t believe everything you read on the Internet just because there’s a picture with a quote next to it.”

—Abraham Lincoln

**Don't believe in
everything you
read on the internet
just because there
is a picture with a
quote next to it.**



George Washington
www.geckoandfly.com



**F A K E
F A C T**



WHY DO PEOPLE BELIEVE
MISINFORMATION

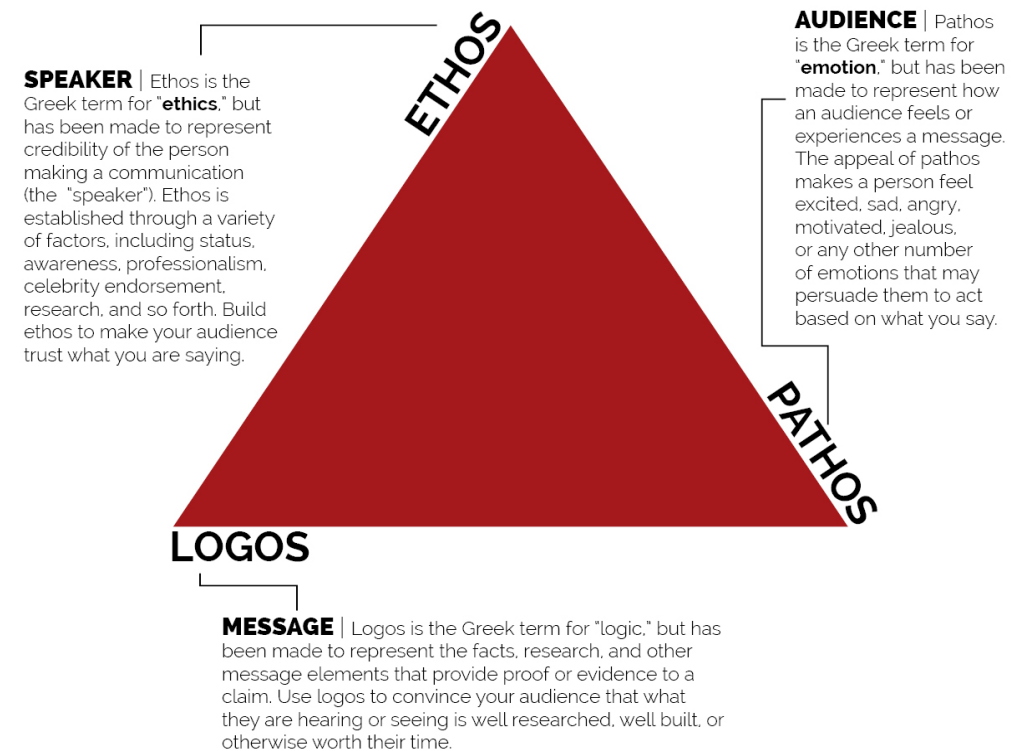
Reasons for believing mis-, dis-, and malinformation

- *Unhealthy learning environments
- *People are scared
- *They read something that lines up with what they want to believe in
- *A trusted person told them it was true
- *They want to belong
- *They want to be “true to their party”
- *They are searching for confirmation bias

Rhetoric

THE RHETORICAL TRIANGLE

AN OVERVIEW OF THE THREE RHETORICAL APPEALS



They are living in
an echo
chamber





MASKS



YOU AND YOUR MOM ARE HILLBILLIES.

THIS IS A HOUSE OF LEARNED DOCTORS.



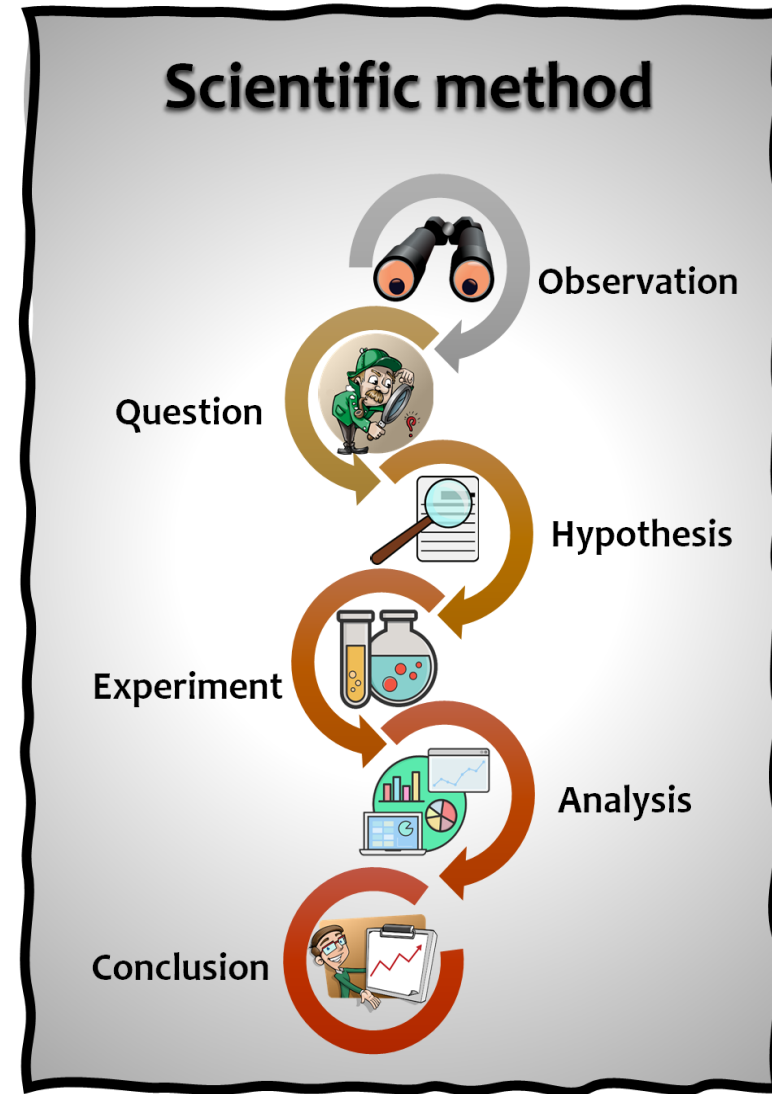
COVID VACCINES



CHILDHOOD VACCINATIONS



Confusion surrounding how science works



SCIENCE

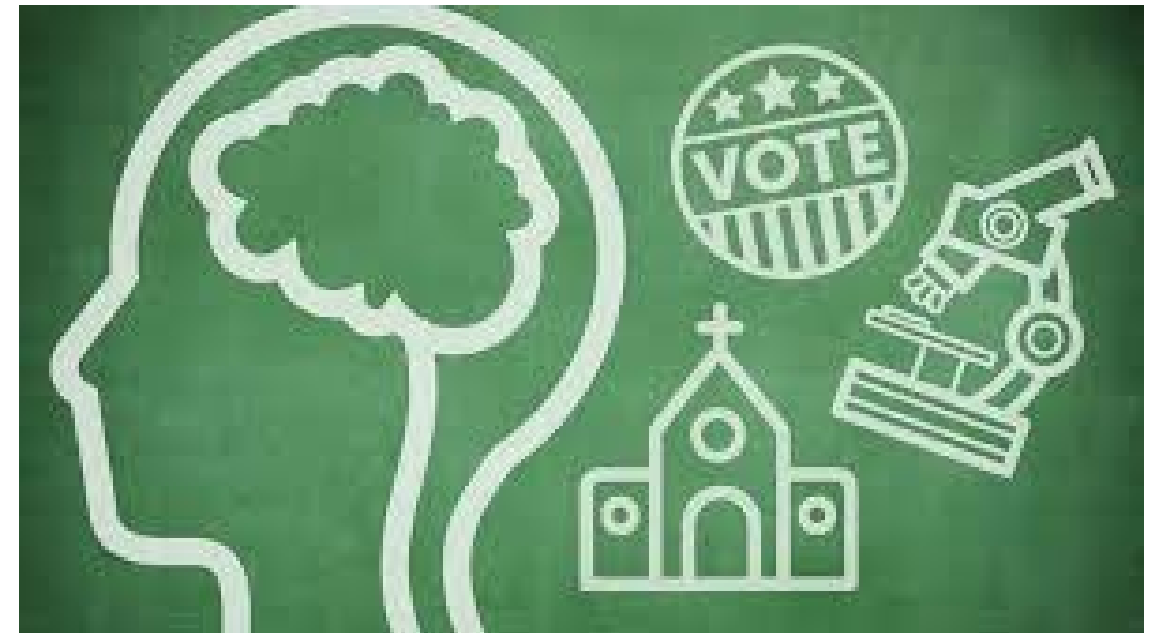




Blurred lines between politics and religion



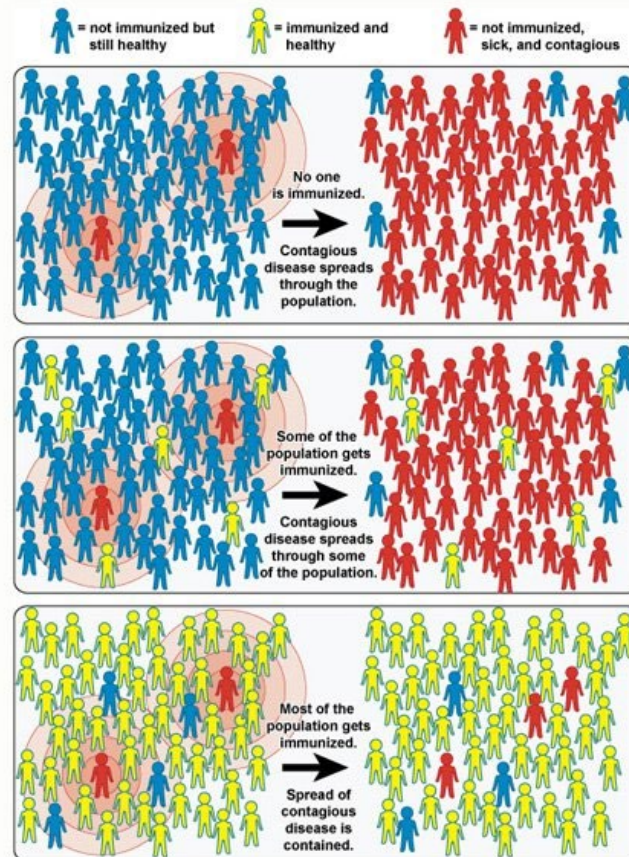
The lines have now
become blurred
between politics,
religion and Science.



EFFECTS ON PUBLIC HEALTH

1. Loss of herd immunity
2. Vaccine preventable disease (VPD) outbreaks.
3. Loss of trust with patients.
4. Loss of Faith in science and other processes
5. Decrease in people seeking medical attention early or at all.
6. Decrease attention to Global weather
7. Racism/Hate
8. Increased cost to public health to combat misinformation
9. Increased rate of death

HERD IMMUNITY



EFFECTS ON PUBLIC HEALTH WORKERS

1. Compassion fatigue
2. Loss of people wanting to work in the field
3. Burn out
4. Exposure to diseases
5. Exposure to hate or potentially to violence

How Can Public Health Respond to this Pandemic of Misinformation





We need to inoculate against misinformation



Pre-bunking

TIP OF THE WEEK

Debunking vs. Prebunking Misinformation

- **Debunking** is a reactive approach to misinformation.
- **Prebunking** is a proactive approach to misinformation.

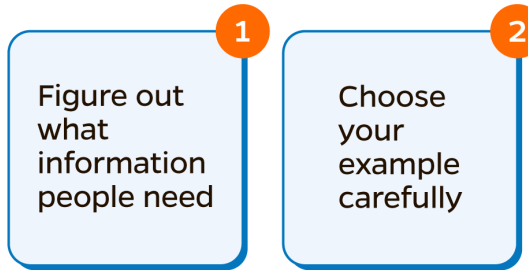
When possible, prebunk to avoid repeating false claims and prioritize sharing the facts.

PHCC



10 TIPS FOR PREBUNKS

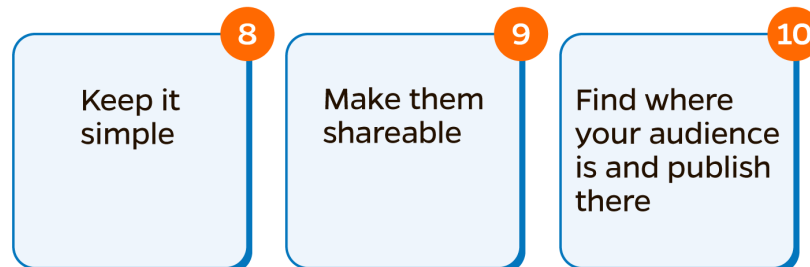
What to prebunk



How to design it



How and where to share



Increase Health Literacy



We need to encourage our patients to fact-check like a pro when encountering new information of ANY kind.

How to Fact-Check Like a Pro

Sick and tired of seeing misinformation? Never know who or what to trust? Can't figure out if what you've heard is true? Feel duped? Want better tools to sort truth from fiction? Here's a quick guide to sorting out facts, weighing information and being knowledgeable online and off.



Check Credentials

Is the author specialized in the field that the article is concerned with? Does s/he currently work in that field? Check LinkedIn or do a quick Google search to see if the author can speak about the subject with authority and accuracy.



Check the Sources

When an article cites sources, it's good to check them out. Sometimes, official-sounding associations are really biased think tanks or represent only a fringe view of a large group of people. If you can't find sources, read as much about the topic as you can to get a feel for what's already out there and decide for yourself if the article is accurate or not.



Look for Bias

Does the article seem to lean toward a particular point of view? Does it link to sites, files or images that seem to skew left or right? Biased articles may not be giving you the whole story.



Check the Dates

Like eggs and milk, information can have an expiration date. In many cases, use the most up-to-date information you can find.



Judge Hard

If what you're reading seems too good to be true, or too weird, or too reactionary, it probably is.

LOW HEALTH LITERACY IS A BARRIER TO



**Caring for
your family**



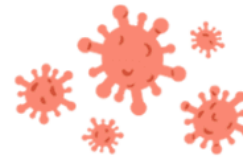
**Reading
prescription
information**



**Getting
important
health alerts**



**Making informed
health decisions**



**Preventing
disease**



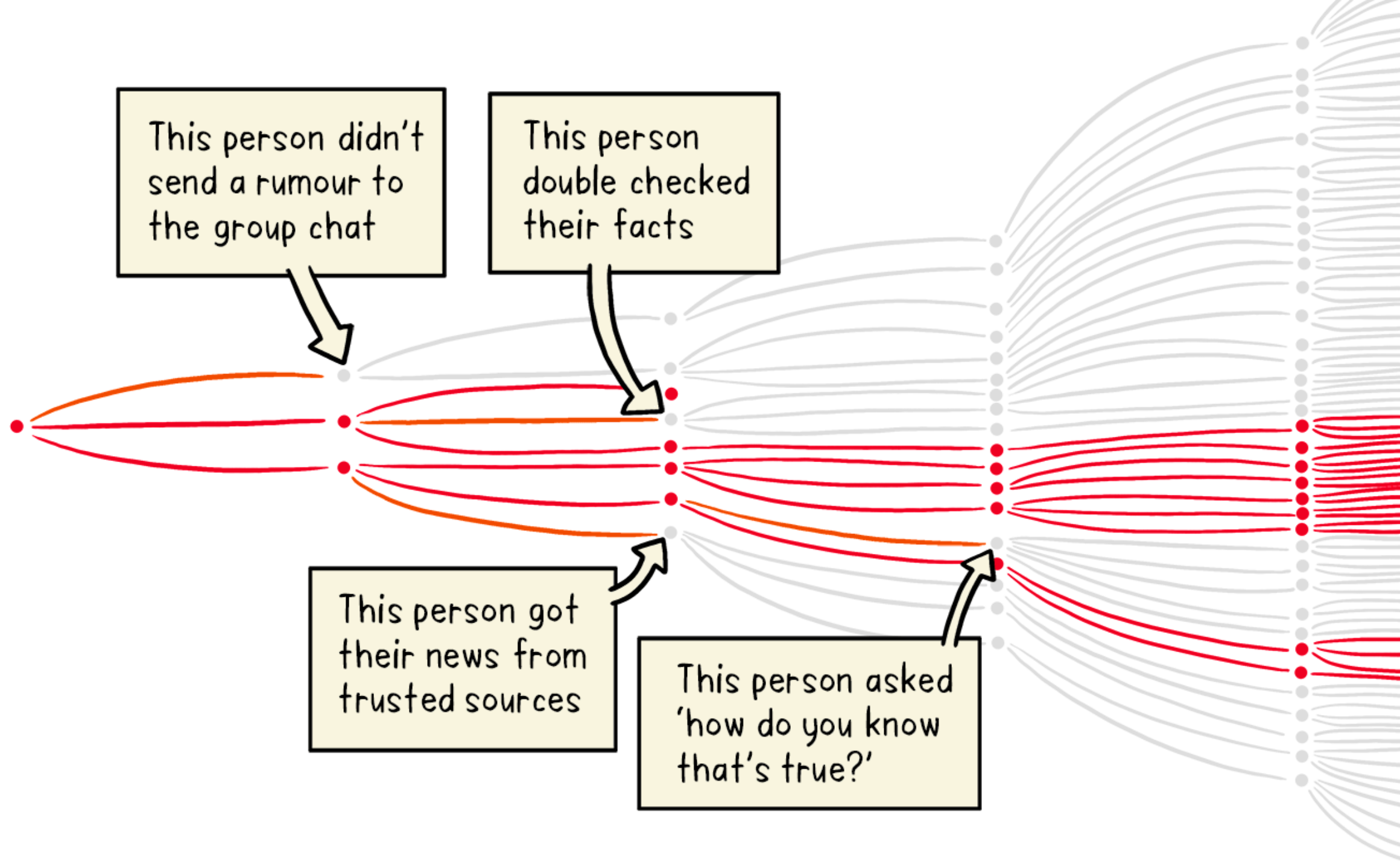
Peace of mind



**Erie County
Department of
Health**



Public Health
Prevent. Promote. Protect.



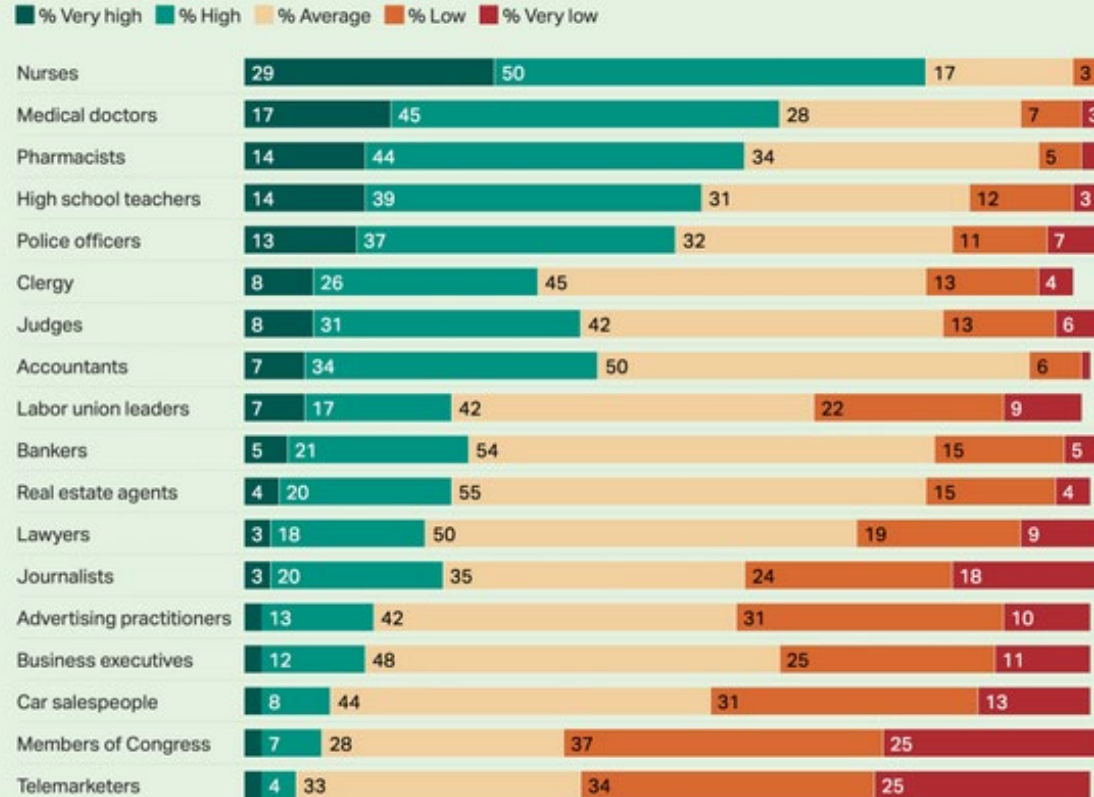
We need to
restore trust





Americans' Ratings of Honesty and Ethics of Professions

Please tell me how you would rate the honesty and ethical standards of people in these different fields -- very high, high, average, low or very low?



Those with no opinion are not shown.

NOV. 9-DEC. 2, 2022 • Get the data • Download image

GALLUP

