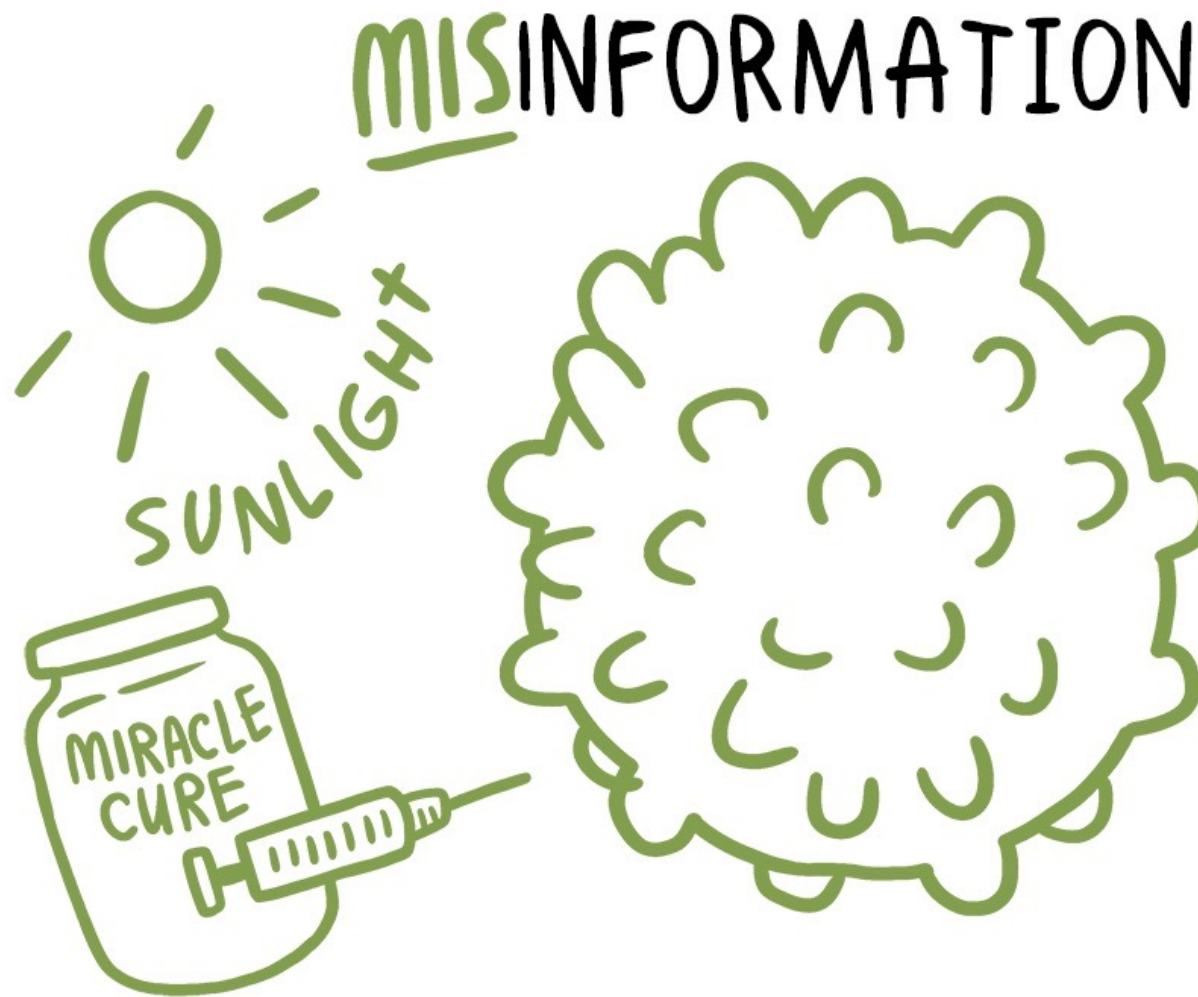


# Tackling misinformation about COVID-19 vaccines

1. Misinformation and disinformation
2. How to talk to people about vaccines
3. How and when to engage with misinformation on social media
4. What the Risk Communication Cluster is doing
5. What you can do
6. Resources



Misinformation is incorrect or misleading information.

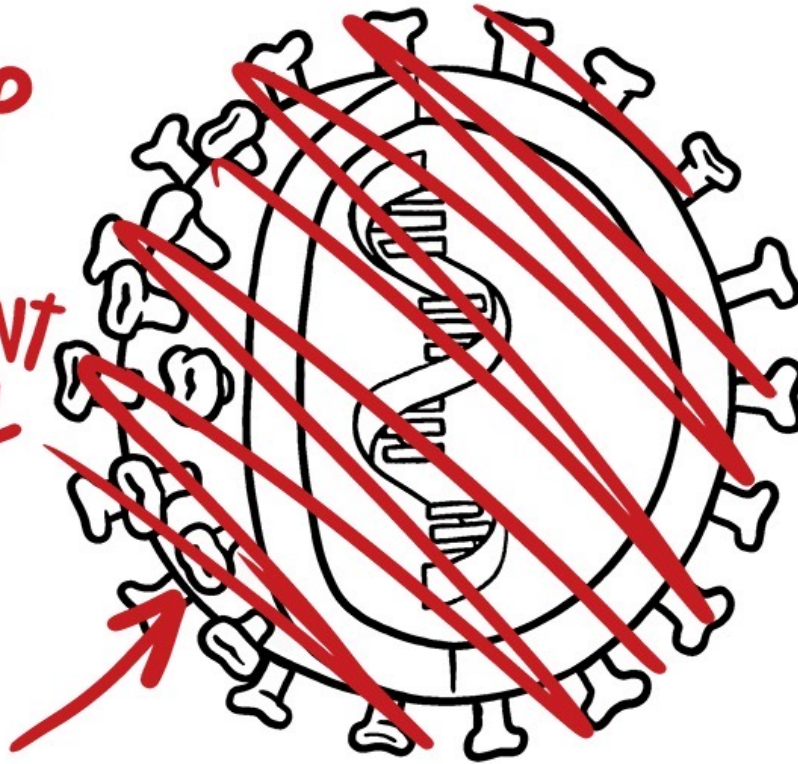
It's not created with the intention of hurting others.

# DISINFORMATION

MICROCHIP

GOVERNMENT CONTROL

FAKE

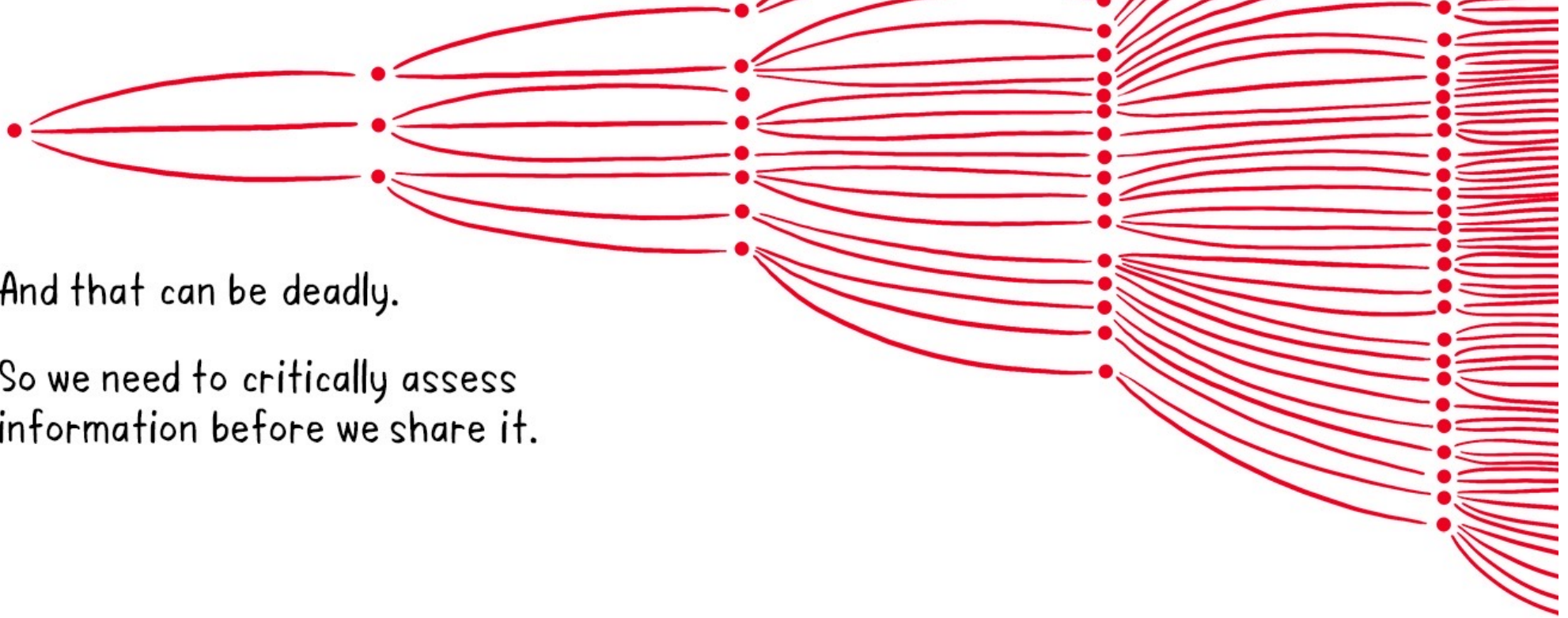


Disinformation is deliberate misinformation.

It's designed to deceive or mislead.

Information spreads like a virus.

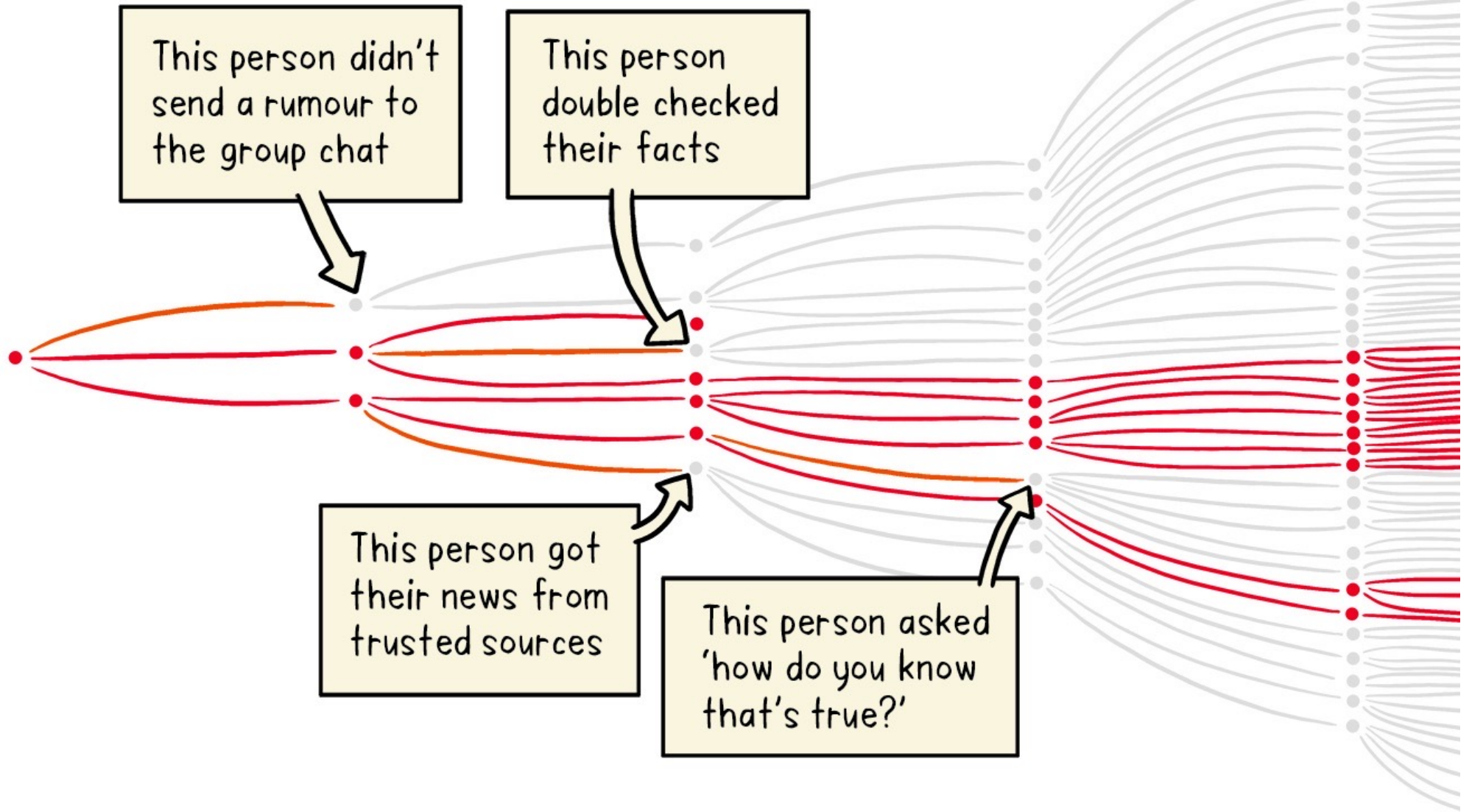
So does misinformation and disinformation. When it's exciting, it can spread even faster.



And that can be deadly.

So we need to critically assess information before we share it.

**What are some rumours you have heard about COVID-19 vaccines?**



**BE AWARE BEFORE YOU**

**S.H.A.R.E**



**Check The Source**



**Headlines**  
Don't Always Tell The Full Story



**Analyse The Facts**



Images or Videos  
**Could Be Retouched**



Look Out For  
**Errors**

[SHARECHECKLIST.GOV.UK](https://www.sharechecklist.gov.uk)



World Health Organization

Niupela Pasin





# 4 tips for talking about vaccines

1.

**Listen with  
empathy**

And acknowledge how they're feeling.

I'm a bit  
worried about  
the vaccine...

It's okay to have questions or  
want more information.



2.

## Ask open-ended questions

To help you understand their concerns



Could you tell me more  
about why you feel that  
way?



3.

## Share trusted information

Visit the WHO website or chat to your doctor or nurse to find answers to common questions

How do we know the vaccines are safe?

They've been thoroughly tested and reviewed. If you're interested, I know where we can find more information.



4.

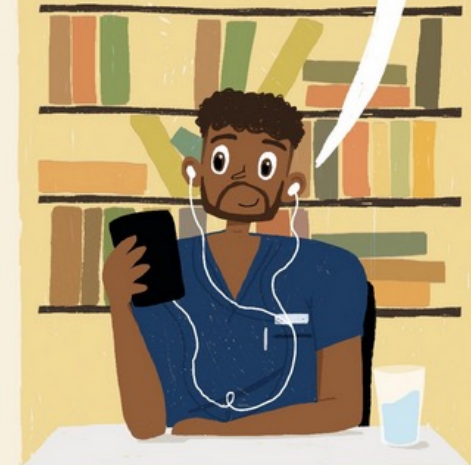
## Explore reasons for wanting to get vaccinated

Share your motivations and what helped you overcome any concerns.

I hope my grandparents and I get vaccinated so we can see each other again.



I got vaccinated to feel safer at work.



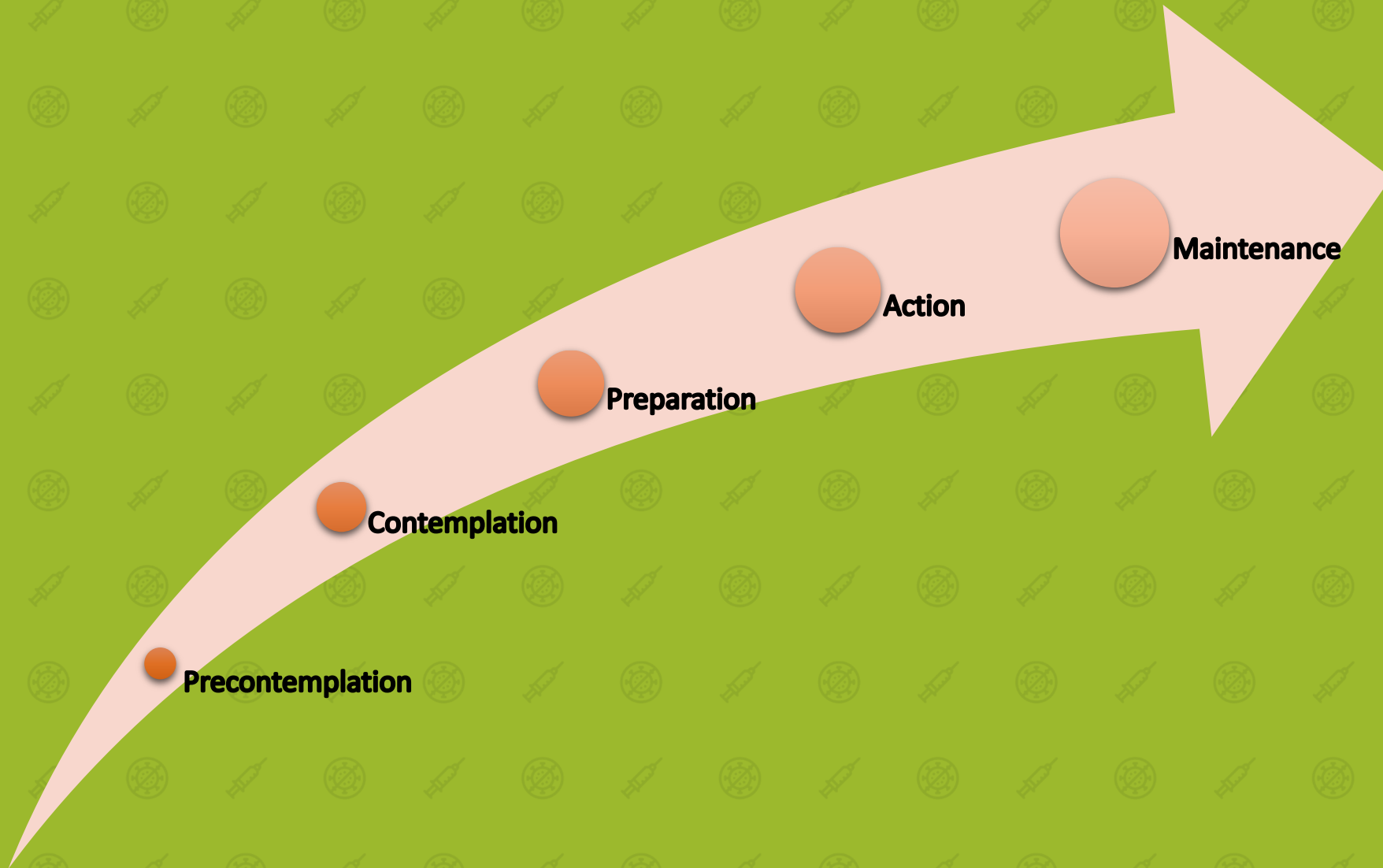
# Role-play

**What tips are we making use of here?**

Remember, the tips are:

1. Empathy
2. Ask open-ended questions
3. Share trusted information
4. Explore reasons for wanting to get vaccinated

# Stages of change



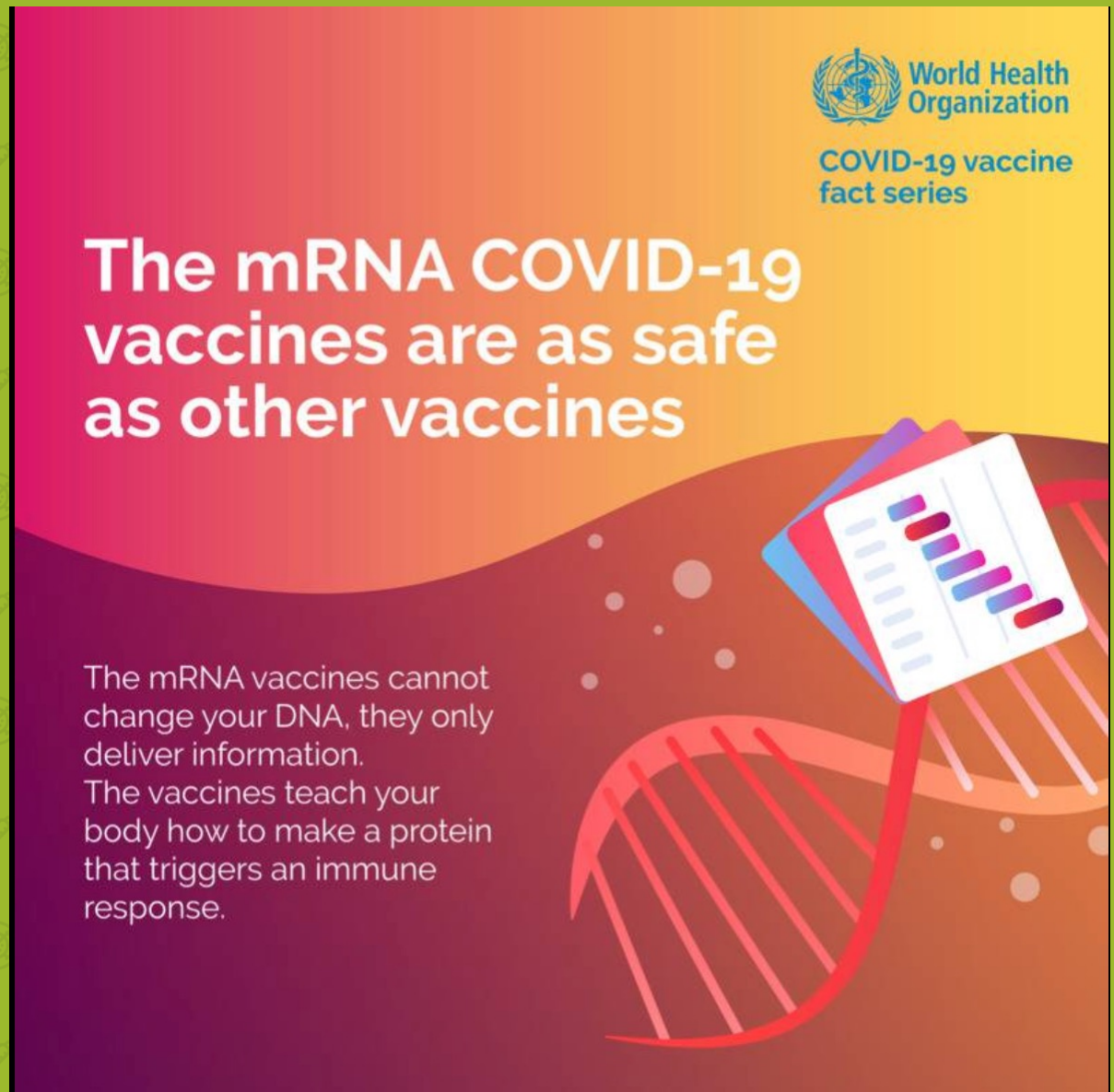
# Misinformation on social media

Choose when/if to engage

- Engaging directly with a rumour can be counterproductive
- Avoid pushing the rumour forward
- Mis/disinformation

# Misinformation on social media

- If choose to engage with a rumour, use a 'truth sandwich'



The graphic features a background with a color gradient from pink to yellow to purple. In the top right corner, the World Health Organization logo and text are present. The main title is in large white font. Below it, a paragraph explains mRNA vaccines. On the right side, there is an illustration of a DNA double helix and a clipboard with a bar chart.

World Health Organization  
COVID-19 vaccine fact series

## The mRNA COVID-19 vaccines are as safe as other vaccines

The mRNA vaccines cannot change your DNA, they only deliver information. The vaccines teach your body how to make a protein that triggers an immune response.



# Use the 4 tips

1. Empathy
2. Ask open-ended questions
- 3. Share trusted information**
4. Explore reasons for wanting to get vaccinated

# What the Risk Communication Cluster is doing:

- Tracking
- Identifying trends
- Coordinating a response


# Social media wrap

## COVID-19 social media wrap: suggested content to share 14/10/21

We have detected the following common topics of misinformation on social media over the last fortnight.

Top incorrect information/question detected on social media:	Suggested approach to counter this topic:
"People are not dying from COVID-19 in PNG"	Share the statistics we have available.
Concerns about vaccine safety. Eg. "If the vaccines are safe, why are health workers refusing to have it?"	Build a sense of social norm by showing the support of health workers and communities  Photos from the field tend to have a good rate of positive engagement.
"Why wear a mask if you have already been vaccinated?"	Highlight the reduced risk of serious illness and death after vaccination, encourage continuing <b>Niupela Pasin</b> to protect others.

The table below contains some content that helps to counteract this misinformation. Please share this content on your social media channels.

Visual- post this on your channels	Suggested text- post this on your channels
 <p>Download this image to share on your channels: <a href="https://drive.google.com/file/d/1cWX1SHWTfInM8ODQacXrA6AQtrnF4onm/view?usp=sharing">https://drive.google.com/file/d/1cWX1SHWTfInM8ODQacXrA6AQtrnF4onm/view?usp=sharing</a></p>	<p>People are dying from COVID-19 in PNG. Vaccination can protect you and your family from serious illness and death.</p> <p>Find out where you can get your vaccine at @PNGNDOH or by free calling 1800 200.</p>

- Fortnightly suggested social media content to counter the top concerns detected
- Moves from one-way communication to a feedback loop so we can be responding to the information needs of the public
- Counters specific pieces of misinformation at the right time
- With a wide range of partners, private sector and influential individuals sharing the same messages, we leverage our network and increase the traction of the correct information and content

# What you can do:

- Sign up to receive suggested social media content, share on your personal or organization's pages
- Share trustworthy resources through workplace noticeboards, email etc
- Give colleagues a forum to raise concerns. Bring in an expert to answer questions
- Highlight 'vaccine champions' in your workplace
- Highlight growing numbers of vaccinated people within the workplace
- Have conversations with your friends and family

# Resources

## NDOH/NCC

- Free hotline: 1800 200
- [National Department of Health Facebook page](#)
- [Vaccine Champions films, social media files and posters](#)
- 'Sleeves Up' [posters](#), [brochures](#)
- [Delta FAQs and social files](#)
- Coming soon: FAQs, community conversation flash cards

## Centers for Disease Control and Prevention (US)

- [Vaccine FAQs](#)
- [Myths and facts](#)

## WHO resources:

- [WHO PNG Facebook page](#)
- [How to talk to people about vaccines](#)
- [COVID-19 vaccines FAQ](#)
- [COVID-19 Mythbusters](#)
- [Science in 5](#) video series on a wide range of COVID-19 topics
- [Vaccines Explained](#), which includes information on:
  - How vaccine work
  - How the COVID-19 vaccines were developed
  - Side effects
  - Several other topics