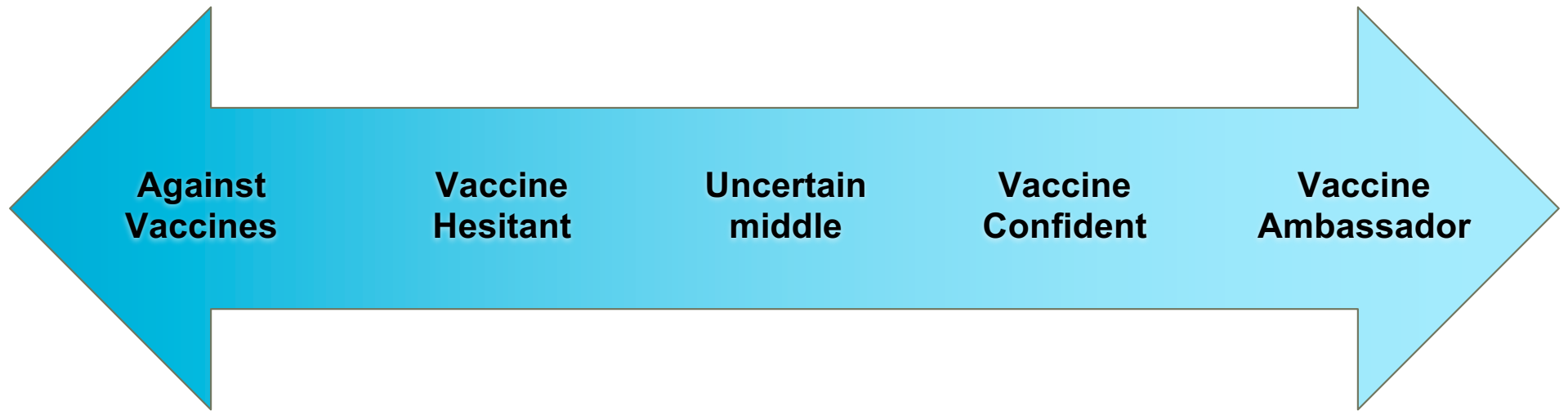




Misinformed in America

Who can be misinformed



The Flow of Misinformation



The Flow of Misinformation



The Flow of Misinformation





Everyone is a potential target

But how does misinformation use our experience and identity to get to us?



How misinformation targets us



**Negative healthcare
experiences**

**Media or social media
bubble**

**Peer group
influences**

**Historical or cultural
background**



I don't trust providers



Negative healthcare experiences

A negative healthcare experience does not have to be a provider's fault:

- Disappointing/traumatic childbirth
- Insurance access issues
- Reactions to any medication



What's the norm?



Peer group
influences

One study found that

- quality of a relationship
- frequency of communication

Outweighed

- expertise
- authority
- knowledge



Your favorite cable news channel



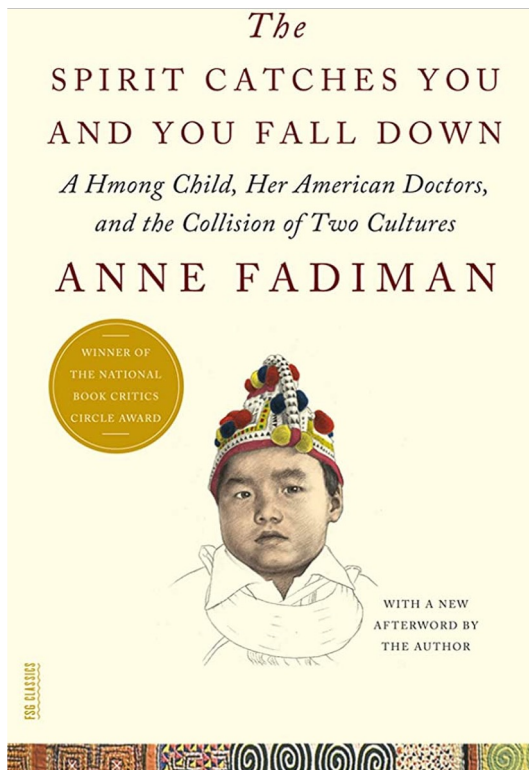
A CEPR analysis found significant decreases in intention to get COVID vaccine among <65 year old people who watched FOX News.

This effect was not found with seasonal flu vaccines.

**Media or social media
bubble**



Cultural Competency



Not all cultural reasons for refusing vaccination will be obvious

Historical or cultural reasons





Our brains make us weak

We are actually really terrible at assessing risk rationally



How we assess risk



Emotions



Predictions



The YUCK factor



Rational thinking



Emotions

Stories about harm and death coming to people after vaccination set off emotions, even when people approach them skeptically



William Makis MD
@MakisMD

Scotland - 47 year old Scottish bagpiping legend John Elliott died suddenly on April 20, 2023

In the post COVID-19 vaccine era, men are routinely dying in their 40s, it's the new normal.

[#DiedSuddenly](#) [#cdnpoli](#) [#ableg](#)

[bagpipe.news/2023/04/27/the...](#)



9:48 AM · May 18, 2023 · 62.2K Views

1,839 Retweets 57 Quotes 3,088 Likes 36 Bookmarks



Yuck factor

Scaring people away from vaccines by making disgusting claims is effective as it is difficult to stop our impulse to be grossed out



Dr. Dawn Michael ✓
@DawnsMission



When I was hospitalized I told them that I was vaccinated for fear that they were going to give me the Covid injection.

One disturbing incident that took place is the comment about my blood, they assumed that it would look like those who got the mRNA injections, but mine was not clotting and they kept questioning me about when I got the [#Covid19](#) shot.

They could tell by my blood that I had not taken it.

10:53 AM · Mar 9, 2024 · **1.8M** Views



Predictions



People who are looking for a perfect outcome may be stymied into inaction when they are unable to predict what vaccination could do to them, and misinformation target them there.



Michael Langston
@911poet

So-called long COVID is really long-term adverse reactions to the COVID-19 vaccine and long-term vaccine injury.

2:15 AM · Mar 15, 2024 · **132** Views



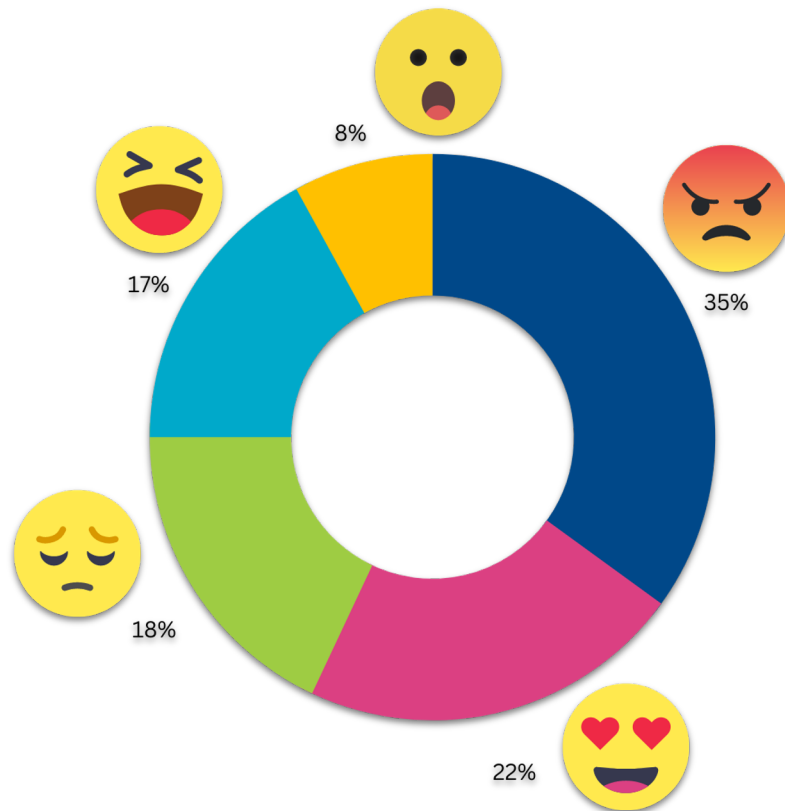


Social Media trends

Social media: where misinformation spreads like measles through an unvaccinated community



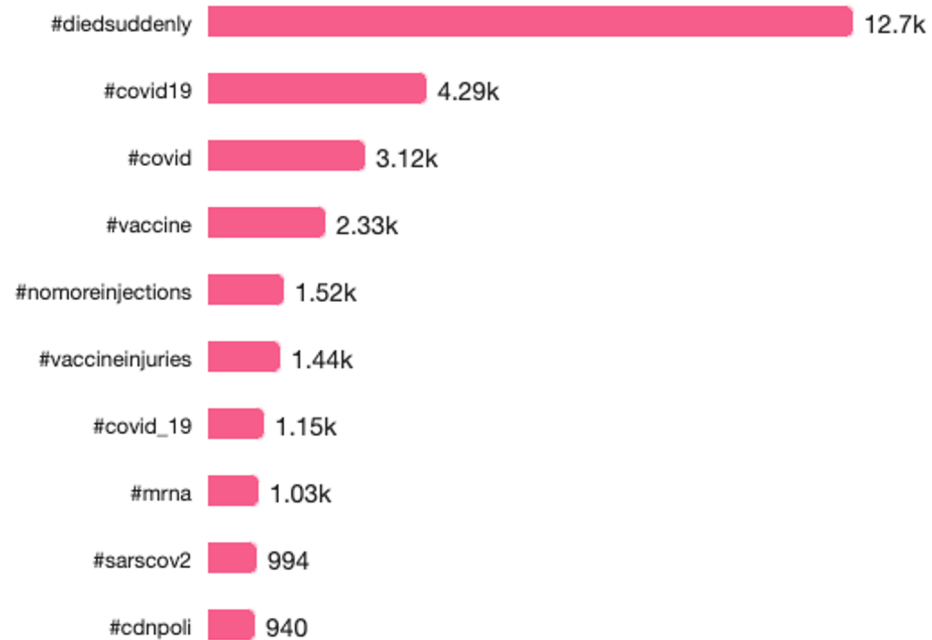
Social media rewards big emotions



A Fractl analysis of social media posts from August 2019-September 2020 showed that anger and love resulted in more engagement, including more sharing on social media platforms



What the hashtags tell us



Top tweet compendium



Robert F. Kennedy Jr.
@RobertKennedyJr

...

As President, I will clean up the cesspool of corruption at CDC and force the public health agencies to come clean about Covid vaccines. I'll hold responsible those who lied or concealed critical health information, including the crooked individual who ordered the destruction of this myocarditis data.



Brian Tyson, MD @btysonmd · Mar 10

Does everyone understand how bad this is? How does the @CDC get permission to do this? #fraud #CoverUp

CDC Redacts Every Single Word of 148-Page Study on Myocarditis After Covid Vaccination



Fact checked

🕒 March 8, 2024 👤 Baxter Dmitry 💬 11 Comments



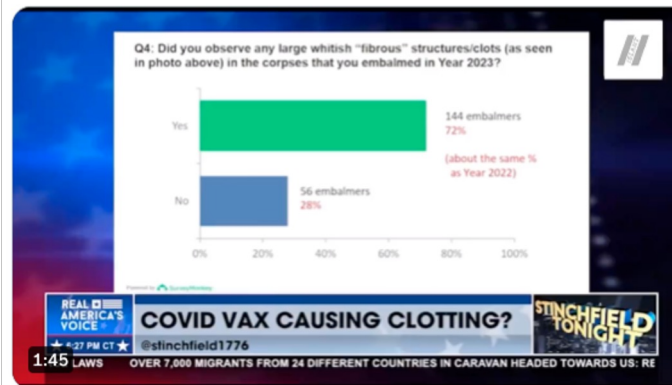
Chester Tam
@islandstudio

...

In a recent survey, it was discovered that 72% of embalmers in the United States have encountered peculiar white fibrous clots in the bodies of the deceased, a phenomenon that began in 2021 shortly after the introduction of mRNA vaccinations.

"Some of these embalmers are seeing these clots in up to 50% or more of their corpses."

Do you think the clotting was caused by the vaccines?



11:21 AM · Mar 14, 2024 · 28.1K Views



Culture wars



Viva Frei
@thevivafrei

...

3 Questions:

- 1) Do you know anyone who was **discriminated against** due to the Covid jab?
- 2) Do you know anyone who was **injured** due to the Covid jab?
- 3) Do you know anyone who has **died** due to the Covid jab?

How many of you answer "yes" to all 3?

Share this message so the right people see it and understand what it means.



9:45 AM · Mar 12, 2024 · 99.6K Views



The Vigilant Fox
@VigilantFox

...

Lock up Fauci, Birx, Marks, and Walensky.

@RichardUrsoMD warned two years ago that if you mandate a vaccine for the COVID-recovered, "**some of them are going to die.**"

A new study confirms this:

"People who recovered from COVID-19 and received a COVID-19 shot were **MORE LIKELY** to suffer adverse reactions," The Epoch Times reported.

"Across all vaccine brands, people with prior COVID-19 were **2.6 times as likely** after dose one to suffer an adverse reaction, according to the new study."

"People with previous COVID-19 were also **1.25 times as likely** after dose 2 to experience an adverse reaction."

Mandating shots for the naturally immune is one of the worst miscarriages of medical science in history.

A study published by Scientific Reports found that natural immunity proved to be **SEVEN TIMES** more protective than vaccinated immunity during the Delta phase.

It was all risk, no benefit.

People should be in prison for this.



More than COVID



Jessica Rojas 🇺🇸 🙌 🌱
@catsscarme2021

Christina Moore took her happy, healthy 8 month old son Trent to his well baby visit at Seymour Medical Center in Seymour, TN. He passed away in the night, less than 13 hours after his mother was bullied at the doctors office to give him 5 vaccines, even though she only felt comfortable with one at a time.

Christina wrote "I argued with the nurse practitioner for 30-45 minutes. They would not split the shots up! They bullied me, told me I was retarded, told me he needed all the shots that day, told me they could not split the shots up, told me it absolutely would not hurt him! He was injected with 4 needles and given the Rotavirus oral vaccine. He died less than 13 hours later. I'm upset that I argued with them and they bullied me into something that I did not want in the first place and the same thing that I told them might happen, did happen!"

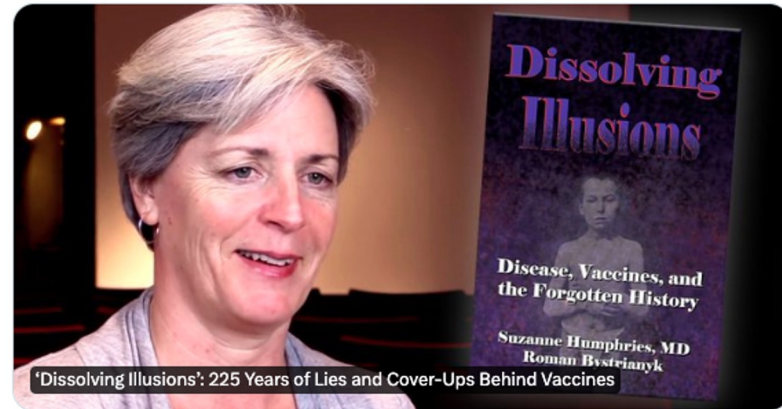
She was not even given an apology when she went to pick up his medical records and saw the person who did this. A claim was filed with the Vaccine Injury Compensation Program but since the parents couldn't find an expert witness to prove Trent died from the vaccines, they settled their case for \$20,000 before it went to trial. They had one of the best lawyers and still almost lost any chance at receiving any compensation.

More than 2 out of 3 claims are denied and parents have to prove the vaccines harmed their child. That's what his life was worth to those responsible. Most never see a penny. Trent's younger sister he never got to meet is vaccine free. Trent is greatly loved and missed. They said he died of unknown reasons.



Children's Health Defense 🏆
@ChildrensHD

One of the reasons the polio vaccine doesn't work is because polio isn't caused by an infectious virus. It's caused by toxins. Poliovirus is a commensal virus that is completely harmless in the absence of toxic onslaught.



From childrenshealthdefense.org





Messaging

What people hear and what they need to hear



What the public hears



From them:

- Who are you going to trust?
- Scary things are happening
- It's safer to do nothing

From us:

- That's a conspiracy theory
- Those stories are lies
- Doing nothing is dangerous



What they should hear instead



We need to earn our way to becoming trusted messengers who:

- Work toward respect
- Have compassion for their concerns
- Have respect for their autonomy
- See them as competent



The VFV method



ASK →

“What is your main concern?” Encourage the patient to be specific and name their hesitancy. “What is the one thing that concerns you most? Can you tell me more about it?”

ACKNOWLEDGE →

Recognize that the person you’re talking to already has knowledge. “It’s clear you’ve really looked into this.”

AFFIRM →

That it’s ok to have questions. “That’s a great question, I heard that too so I looked into it.”

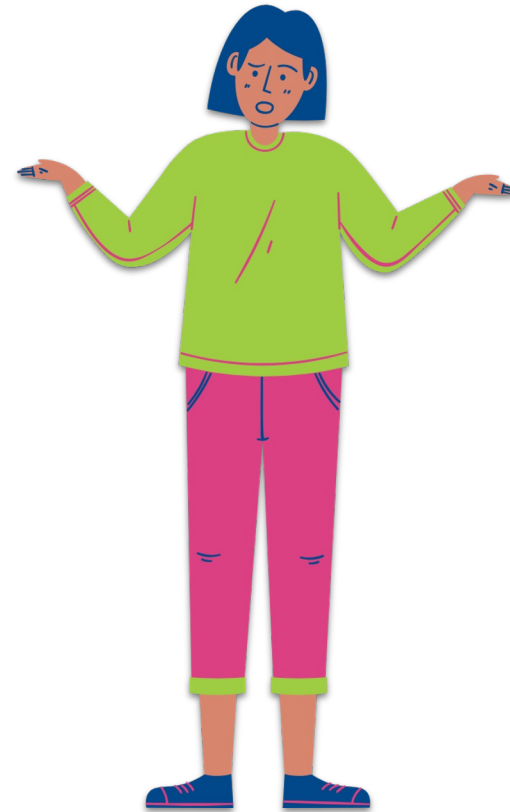
ANSWER →

Get permission to share some facts. “Can I share with you the facts...” OR “Can I get you some credible sources so your research helps you make an informed decision.”



What it looks like

“My son is a young man, and I am concerned that if he gets the vaccine, he is at risk for cardiac death.”



Ask



Probe deeper to build trust and learn more about the concern:

- Is the concern about cardiac problems your only concern?
- Can you tell me more about why you are worried about cardiac problems?
- If you felt reassured that there would be no problem, would you get this vaccine for him?
- Can you tell me what you understand about cardiac symptoms and this vaccine?



Acknowledge



Build on common agreement and purpose:

- It's really good you brought up this concern
- I'm glad you are so engaged in your son's health
- You are correct that there is a slightly elevated risk of myocarditis and pericarditis, or swelling in or around the heart
- Your son is in the group of people who have this slightly elevated risk



Affirm



Affirm their journey to get answers and their ability to find a good reason to vaccinate:

- A lot of people had this concern because it has made news
- When the data first came out, a number of scientists were concerned about the risk and looked into the issue
- It's completely normal to hear these stories and worry that your son could have a cardiac issue from the vaccine



Pause for permission



This is sometimes referred to as ask-**offer**-ask, but it is the most important part of answering a concern:

- Would it be okay for me to share some perspective about the risk of your son having myocarditis after the vaccine
- Would you like to discuss some of the scientific rationale for offering this vaccine to young men despite myocarditis being a risk?
- Can I tell you what I learned when I looked into the science surrounding this issue?



Answer



Presume that the parent has some working knowledge on the issue, but incomplete information about it:

- The mRNA vaccines do carry a small risk of myocarditis, but it often resolves on its own relatively quickly. Studies show that the risks of myocarditis from COVID far outweigh the risks of myocarditis from COVID vaccines.
- We've found now that in a very small percentage of young men, the vaccine can spur an immune reaction that causes this inflammation. The virus is much more efficient at causing this reaction.



Possible follow-up



Re-engage the patient to elicit their opinions:

- What do you think about the risk of myocarditis in the vaccine versus the virus?
- Do you have any thoughts about the vaccine with this information?
- Do you have more questions?



Handling Hostility

People who are trying to protect their children can feel vulnerable.

- Do more listening than talking
- Reflect back to them what you are hearing
- Express empathy or curiosity
- See following vaccine requirements as a shared journey



Addressing disinformation



Sometimes, disinformation requires specific interventions:

- Report it online
- Expose what disinformers gain
- Support expertise whenever possible
 - Explain what makes someone an expert
 - Elevate the voices of trusted experts from within the community



Debunk to your heart's content



Sign up for our weekly newsletter:
VoicesForVaccines.org/Resources

