



GET ACCESS TO THE FACTS

HOW TO ADDRESS COVID-19 VACCINE MISINFORMATION

MISINFORMATION

is false information shared by people who do not intend to mislead others



DISINFORMATION

is false information deliberately created and disseminated with malicious intent.

The first step to addressing misinformation about COVID-19 vaccines in your community is learning more about it, including where it starts and when, why, and how it is spreading and evolving.



STRATEGIES FOR ADDRESSING COVID-19 VACCINE MISINFORMATION IN THE COMMUNITY:

- **LISTEN** to and analyze misinformation circulating in your community through social and traditional media. This can help you understand how misinformation is spreading in your community.
- **ENGAGE** with and listen to your community to identify and analyze perceptions, content gaps, information voids, and misinformation.
- **SHARE** accurate, clear, and easy-to-find information that addresses common questions through your website and social media.
- **USE** trusted messengers to boost credibility. Use channels and sources people go to and trust for information, such as religious leaders or community organizations.

