

Do you feel equipped to handle misinformation in your health department?

Background

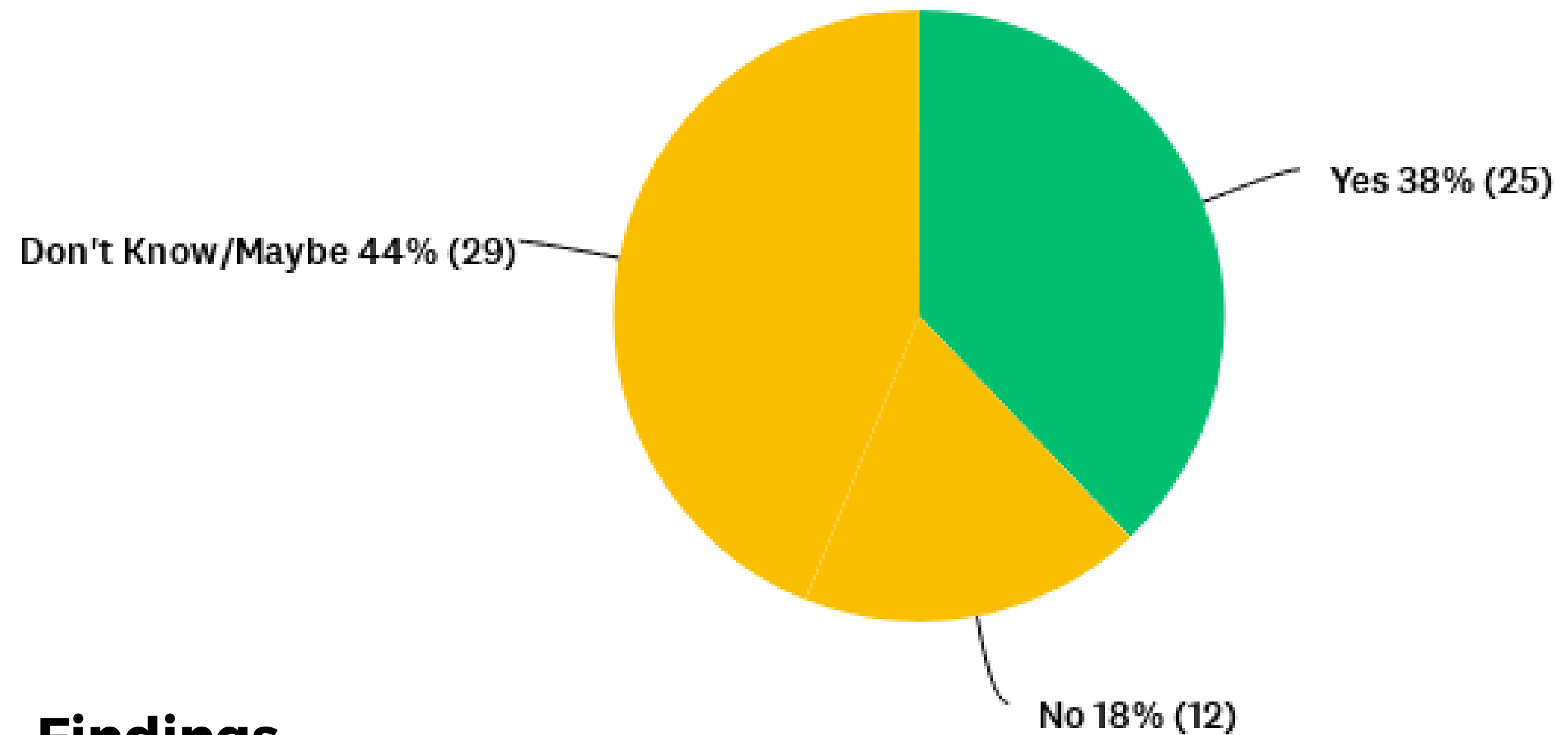
The COVID-19 pandemic has exposed gaps in health department education and infrastructure with vaccination and dealing with misinformation. With misinformation growing both on social media and in rural areas, public health professionals are not equipped to speak or deal with rising misinformation and targeted attacks on public health efficacy.

Learning Objectives

- Inform Attendees of Survey Findings
- Teach New Ways of Dealing with Vaccine Misinformation Both Online and In Person
- Equip public health professionals with resources for combatting misinformation

Methods/Study

This study surveyed health departments in the state of Kansas using a SurveyMonkey style survey. This survey studied the ability for health departments to combat misinformation.



Findings

- 62% of public health professionals in Kansas do not feel equipped to deal with vaccine hesitancy and misinformation.
- Vaccine misinformation remains a consistent issue in health departments

References

For a full list of references and information on the study, please contact Shelby Ostrom at shelby.ostrom@kalhd.org or visit www.kalhd.org/white-paper

Discussion

With the right tools, public health professionals can be better equipped to shut down vaccine misinformation before it spreads in communities. The findings from this survey continue to be evaluated for impact, and more study is needed on their full effectiveness. The following recommendations are proposed:

- United Social Media Messaging
- Using Appreciative Inquiry and Motivational Interviewing In-Person
- Organizational Funding and Continued Development of Programming