## Learning Objectives

<table>
<thead>
<tr>
<th>Describe</th>
<th>Discuss</th>
<th>Explain</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>The impact of medical misinformation on healthcare outcomes</td>
<td>The process of addressing medical misinformation and creating a “healthy information environment”</td>
<td>The stages of change and goal setting for vaccine conversation</td>
<td>Strategies to overcome vaccine hesitancy</td>
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Outcomes

By the end of the presentation, participants will be able to:

<table>
<thead>
<tr>
<th>Describe</th>
<th>Identify</th>
<th>Recognize</th>
<th>Apply</th>
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<tbody>
<tr>
<td>The impact of medical misinformation on healthcare outcomes</td>
<td>Practical tips patients can use to fact check health information available online</td>
<td>Potentially harmful approaches in addressing medical misinformation</td>
<td>Effective strategies for working with patients who are vaccine hesitant</td>
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Give an example of medical misinformation.

How did it affect healthcare and nurses?
“Infodemic” - Another Epidemic

Fake news
Misinformation
Disinformation
Uninformed and misinformed at the same time
Active and misinformed people
Infodemic
Medical Misinformation and Healthcare Outcomes - Individual Level

- Fear, anxiety, distrust & confusion
- Missing treatments
- Unproven treatments
- Conflicts
- Polarization
Medical Misinformation and Healthcare Outcomes: Patient-Clinician Relationship

- Demand for unproven treatments
- Harassment & violence against healthcare workers
- Provider distress
Medical Misinformation and Healthcare Outcomes - Public health

- Mistrust in healthcare
- Rejecting public health measures
- Using unproven treatments and miracle cures
- Missing treatments and preventive measures
Medical Misinformation and Healthcare Outcomes - Global Health

Vaccine hesitancy

Communicable diseases

Public distrust leading to global healthcare crisis
Building a ‘Healthy Information Environment’

“I am urging all Americans to help slow the spread of health misinformation during the COVID-19 pandemic and beyond. Health misinformation is a serious threat to public health. It can cause confusion, sow mistrust, harm people’s health, and undermine public health efforts. Limiting the spread of health misinformation is a moral and civic imperative that will require a whole-of-society effort.”

Vivek H. Murthy, M.D., M.B.A.
Vice Admiral, U.S. Public Health Service
Surgeon General of the United States

Healthy Information Environment

- Be proactive
- Media presence
- Collaborate with media
- Publications accessible to public
- Aware of misconceptions existing globally
- Promote research
What can we do about misinformation?

- Be curious and actively investigate.
- Check source for accountability, ethics & standards.
- Recognize our own biases and compensate for them.
- Use critical thinking and judgment before sharing.
Before Sharing an Information

- Who/What is the source?
- What is the evidence?
- What are other sources saying?
- What else the source has said?
- Do we have the required details to verify the information?
- Did we ask the right questions to discover the truth?
Information Source

- Accuracy
- Authenticity
- Commercials/advertisements
- When was this website updated?
- Paywall/ need to download a software

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Information - To believe or not?

• Accuracy + Context = Truth
• Can be factual but may not be truthful
• Correlation Vs. causality
• Seeing is not believing
• Be open to facts we don’t like
How to Fact-check?

- Check for previous work
- Go upstream to the source
- Read laterally
- Circle back
<table>
<thead>
<tr>
<th>Righting reflex</th>
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<tbody>
<tr>
<td>Directing approach</td>
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<tr>
<td>Jargons</td>
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<tr>
<td>Questioning the intent of the source</td>
</tr>
<tr>
<td>Confronting, shaming</td>
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<tr>
<td>Urge to problem solve for the patient</td>
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# Helpful Approaches

<table>
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<tr>
<th>Approach</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Assure</strong></td>
<td>If you do not have all answers, assure that you will consult and comeback</td>
</tr>
<tr>
<td><strong>Direct</strong></td>
<td>Support groups with authentic moderator</td>
</tr>
<tr>
<td><strong>Empower</strong></td>
<td>Make people competent to surf net and learn right information</td>
</tr>
<tr>
<td><strong>Acknowledge</strong></td>
<td>“lot of people accidentally believe incorrect information”</td>
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Vaccine Conversation
Trans-theoretical Model

- Pre-contemplation: Not considering change
- Contemplation: Considering change
- Preparation: Plan and commit to change
- Action: Specific behavioral change
- Maintenance of the behavior
Principles of Vaccine Conversation

- An ongoing conversation, not a one-time event
- Trust building is the key
- Understand the ‘why’
- Build together Vs. you must fix everything now
- Resistance to change is normal
- Create a ‘psychologically safe environment’
Productive Vaccine Dialogue

- Guiding approach
- Show openness and care
- Ask what they already learned
- Ask about concerns and listen
- Acknowledge & empathize
- Assess readiness to new information
- Ask permission to discuss
- Share accurate information resources
Guiding Style
“May I help you”?

Directing Style
“This is what you should do”
Conversation

- Probe
- Avoid prejudice
- Show interest
- Signal encouragement
- Non-verbal cues
- Listen for feelings
- Clarify
- Reflect
- Summarize
- Open-ended questions
Communication Approaches

Open Ended Questions

- “I’m curious. How do you feel about getting vaccinated?”
- “What other information might help you make the decision to get the vaccine?”

Clarifying

- “I’m not sure I understood what you meant when you said vaccine can be a problem”
Communication Approaches

Summarizing

- “I heard you express concerns about the safety of the vaccine, if it was tested enough, and if it’s safe for Black patients.”

Affirming

- “The choice is yours. Is there any other information or conversation that might help in your decision?”
Prepare for Vaccine Conversation

- How do you feel about the vaccine?
- Do you have the tools?
- What is the purpose of this conversation?
- How do you feel about those who don’t vaccinate?
- Expect resistance, prepared to explore the WHY
- Others don’t do what you recommend because you are an expert.
During Vaccine Conversation

- Ask for permission.
- Articulate the purpose.
- Be curious - ask open-ended questions.
- Understand people’s concerns.
- Be nonjudgmental.
- Active listening.
During Vaccine Conversation

• Provide information based on what people shared with you.
• Connect any information to what you heard matters to the person.
• Use short, clear, common language.
• Do not try to influence or change their view.
• No arguments or overly technical remarks.
• No use of power or authority.
Show Openness and Care

Body language

Avoid distractions

“We can talk about this, but do you have other worries as well?”
Understand Vaccine-related Misinformation

SPEND TIME TO UNDERSTAND MISINFORMATION

ASK WHAT THEY ALREADY LEARNED ABOUT TOPIC

INVITE CONVERSATIONS ABOUT POTENTIAL MISINFORMATION

“WHAT HAVE YOU ALREADY HEARD ABOUT _________?”
Acknowledge & Empathize

• Understand concerns and motivations
• Do not minimize or dismiss their concerns
• Acknowledge concerns
  • “I understand what you are saying”
• Empathic responses
  • “You sound quite worried”
“I often hear that people are concerned about the vaccine safety – that they are worried that it was developed in a hurry.”

“I could share some information about the vaccine’s development [or other specific concern] that has helped others with the same worry. Please let me know if that would be helpful.”

“I have some information that has helped others. Would it be okay if I shared it with you?”

“I am aware of a public session that is being led by [someone who originally shared the same safety concern]. Would it be helpful to you to hear about..."
Next Step – Discussing facts

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<th>Assess</th>
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<th>Invite</th>
<th>Give</th>
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<tr>
<td>Readiness to receive factual information</td>
<td>Permission before giving factual information</td>
<td>Questions about what you just shared</td>
<td>Credible resources</td>
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After Vaccine Conversation

• If you agreed to follow up, keep the word to develop trust
• Honor their choice and thank them for continuing the conversation
• No anger or frustration if they need more time
• No over enthusiasm if they plan to get vaccinated
• If they had a positive experience, see whether we can get a champion
Common Concerns- Discussion with BIPOC

- Do not make assumptions
- Use terms like Black, Indigenous, Latinx, and Person Of Color to acknowledge people’s lived experience
- Do not pressure, persuade, or convince as an expert, don’t think for others
- “Maybe we could...” “Perhaps we should...”
- “What do you think? How does that sit with you?”
- “Only you can make this choice.”
Group Activity, Debriefing, Discussion
Contact Info.

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Reference


