



Vaccine Misinformation Fact Sheet

Ask a Pharmacist Webinar

1. A couple of definitions¹
 - a. Misinformation: false information not intended to mislead
 - b. Disinformation: false information created to be misleading
2. An information vacuum in the early days of the COVID-19 vaccine has allowed misinformation to thrive in the area of maternal health.²
3. Many years of general vaccine misinformation also helped to set the stage for COVID-19 vaccine misinformation.²
4. Four steps to addressing misinformation¹
 - a. Listen and analyze to misinformation circulating
 - b. Engage with and listen to community
 - c. Share accurate, clear, and easy-to-find information
 - d. Use trusted messengers
5. Effectively addressing misinformation¹
 - a. Lead with a fact
 - b. Give a misinformation alert
 - c. Explain reasons facts could have been misinterpreted (misinformation) or expose deceiving tactics (disinformation)
 - d. Provide correct information, utilizing evidence-based sources such as: [Vaccines for COVID-19 | CDC](#)



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References

1. "How to Address COVID-19 Vaccine Misinformation." *Centers for Disease Control and Prevention*, Centers for Disease Control and Prevention, 3 Nov. 2021, <https://www.cdc.gov/vaccines/covid-19/health-departments/addressing-vaccine-misinformation.html>.
2. Hassan, Adeel. "Covid Vaccine Misinformation Still Fuels Fears Surrounding Pregnancy, a New Study Finds." *The New York Times*, The New York Times, 3 June 2022, <https://www.nytimes.com/2022/06/03/health/covid-vaccine-pregnancy-misinformation.html>.



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