

Utilizing Infodemiology to Improve Vaccine Confidence: Resources for Immunization Programs and Partners

VACCINE CONFIDENCE WEBINAR SERIES

JULY 16, 2024

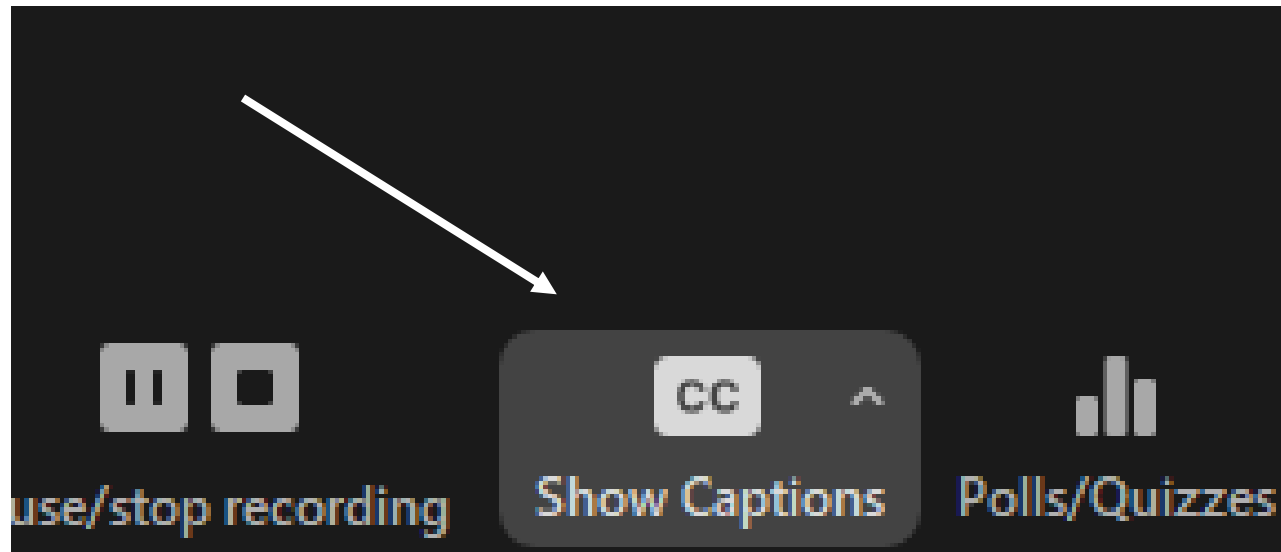


Association of
Immunization
Managers

Closed Caption Instructions

To Enable Closed Captions:

- Click the “CC” button at the bottom of your screen
- Select “Show Subtitle”



Housekeeping

- The recording and slides from today's webinar will soon be available on AIM's [Vaccine Confidence Toolkit](#).
- Please add any questions you have for our speakers to the Q&A box, and they will be addressed at the end.
- Please take a few moments to answer the survey questions that pop up in your browser after the webinar. Your feedback helps us to improve future events!

Vaccine Confidence Toolkit

- Designed to equip AIM members and their staff with the tools and information necessary to promote vaccine confidence across the nation and its territories.
- Previous webinar topics include:
 - A Playbook for Addressing Health Misinformation: Applications for Immunization Programs and Partners
 - Using Qualitative Research to Increase Vaccination Access and Uptake in Under-immunized Communities
 - An Innovative Community Partnership to Increase Vaccine Confidence and Access

[Access the Toolkit Here](#)

Connecting the Dots: Vaccine Confidence

- Vaccine Confidence resources distilled into a one-page, easy-to-reference guide including effective communication, health equity, and addressing mis and disinformation.

- Available on the [Vaccine Confidence Toolkit](#) landing page.

- Resources are reviewed and updated quarterly.
- Email resource suggestions to [Kendall Phillips](#).

Connecting the Dots: Vaccine Confidence Resources

This guide provides tools and information to enhance your immunization program's (IP) vaccine confidence activities. Share with your internal team and external partners that align with your program's goals! [Email AIM](#) to suggest a resource to add or to be added to the Partner Weekly Update.



Effective Communication	Health Equity & Special Populations	Addressing Misinformation & Disinformation
<p>For IPs and their Partners</p> <ul style="list-style-type: none"> Lessons from the Field: Promoting Vaccine Confidence Chapter 1 - The Legislative Process and Other Public Forums AIM Vaccine Confidence Toolkit Home Page AIM <ul style="list-style-type: none"> Webinar Series Program Practice Database AIM Public Health Communications Collaborative <ul style="list-style-type: none"> Communications Tool: Building Bridges Plain Language for Public Health Checklist Building Trust in Public Health Communications PHCC Newsletter 13 Best Practices in Vaccine Communication Project VCTR Communicating Science Clearly e-course CDC Train Increasing Vaccine Confidence: A Resource Guide for Local Health Departments NACCHO <p>For Healthcare Providers</p> <ul style="list-style-type: none"> Provider Resources for Vaccine Conversations with Parents CDC Reframing the Conversation about Child and Adolescent Vaccinations FrameWorks Institute American Pharmacists Association Vaccine Confident Initiative <ul style="list-style-type: none"> Conversation Guide Vaccine Confidence & Addressing Concerns Immunize.org Vaccine Confidence Campaign Resources American College of Preventative Medicine 	<p>For IPs and their Partners</p> <ul style="list-style-type: none"> Lessons from the Field Chapter 2 - Managing Vaccine Hesitancy During an Outbreak: A Focus on Cultural Competency AIM Lessons Learned Report: Building Vaccine Equity for COVID-19 and Flu Vaccination in REACH Communities AIM REACHing for Vaccine Equity: A Podcast AIM How Can CBOs Help Support the COVID-19 Vaccination Effort? AIM How Can Faith Leaders Help Support the COVID-19 Vaccination Effort? AIM Health Equity Guiding Principles for Inclusive Communication CDC Beyond the COVID-19 Emergency: Sustaining and Expanding Vaccine Equity The Rockefeller Foundation Vaccine Resource Hub Partnering for Vaccine Equity <ul style="list-style-type: none"> Engaging Diverse Audience COVID-19 Information and Resources: People with Disabilities CDC <p>For Healthcare Providers</p> <ul style="list-style-type: none"> Counseling Guide for Outreach Workers to Address Vaccine Hesitancy Among At-Risk Adults during Outbreaks of Hepatitis A CDC #ShowUp and #FightFlu Partner Toolkit: Helping You Show Up for your Family and Your Community National Foundation for Infectious Diseases Talking Points and FAQs about Vaccines Vaccine Resource Hub Vaccine Resources for Healthcare Providers Vaccine Resource Hub 	<p>For IPs and their Partners</p> <ul style="list-style-type: none"> Lessons from the Field Chapter 3 - Addressing Incorrect Vaccine Information AIM Working Together to Navigate the Legislative Environment and Address Misinformation: A Tip Sheet for IPs and PIOs AIM The Debunking Handbook 2020 Lewandowsky, et.al. Resources on applying Inoculation Theory to Misinformation Inoculation Science Practical Playbook for Addressing Health Misinformation Johns Hopkins Bloomberg School of Public Health Vaccine Misinformation Management Field Guide The Public Good Projects, UNICEF, Yale Institute for Global Health, and First Draft <p>For Healthcare Providers</p> <ul style="list-style-type: none"> How to Debunk Misinformation and Bolster Vaccine Confidence e-course Vaccinate Your Family University Talking with Vaccine-Hesitant Parents American Academy of Pediatrics Shots Heard Round the World Toolkit The Public Good Projects

Speaker Introductions



Joe Smyser, Ph.D., MSPH
Chief Executive Officer,
Public Good Projects



Jessica Malaty Rivera, MS
Infectious Disease Epidemiologist and Science Communicator,
de Beaumont Foundation

Disclaimer

The views expressed do not necessarily reflect the views of partners, stakeholders, or funders.

Infodemiology for Vaccine Confidence

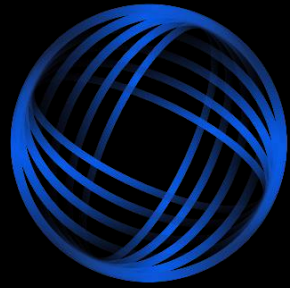
Resources for immunization partners and programs

Joe Smyser, PhD MSPH
CEO
The Public Good Projects

Jessica Malaty Rivera, MS
Research Fellow at Boston Children's Hospital Innovation & Digital Health Accelerator
Researcher at the Johns Hopkins University Center for Health Security
Senior Science Communication Advisor at the deBeaumont Foundation

INFODEMIOLOGY

*The study of the spread of information with
the goal of improving public health.*



Infodemiology.com

Infodemiology: Sustainable Health Comms

Crucial skills for your work

Familiar concepts

information

INFODEMIOLOGY

epidemiology

Epidemiology asks where, when, why, and to whom a **disease** is spreading and how it impacts populations.

Infodemiology asks where, when, why, and to whom **information** is spreading and how that information impacts populations.

Infodemics are to infodemiology as *epidemics* are to epidemiology.

Infodemiology for trust building

Infodemiology allows us to **assess and react to narratives that are circulating in communities**, whether helpful or harmful.

Infodemiology **helps us fill gaps** that other data sources may not capture.

Allows us to be more **responsive to information needs** of communities.

Improve accuracy and efficiency of communication priorities and resource allocation.

Identify and collaborate with **trusted community voices** on and offline to delivery urgent and accurate information.

Communication skills are key

Infodemiology is part of, and cannot be separated from, communications.

- Understanding how and why certain information spreads can improve our own communication strategies.
- Train and use this muscle consistently, to be better prepared for emergency response.

Infodemiology makes using comms best practices easier

1. Know your audience.

2. Lead with the facts and communicate the gist.

3. Make it approachable.

4. Say what you know and what you don't.

5. Make it timely.

PHEPR has propelled the field forward

Scientific research and its application in other fields—**psychology, information science, marketing, communications, journalism,** and more—continues to push the field of infodemiology forward.

We can't ignore the **valuable insights and tools** that other fields have successfully leveraged for years.

Adoption of infodemiology within **PHEPR** has catalyzed **the rest of public health** to incorporate crucial skills.

Infodemiology in Action

Putting it into practice

PGP's Monitoring Lab



PGP's media monitoring methods and systems are IRB-approved, rigorously tested, published, and transparent.

PGP created the first public health media monitoring systems for:



Nutrition & School Wellness

- Sugar-sweetened beverages
- School wellness

Mental & Social Health

- Mental health
- Social isolation / loneliness
- Social health

Substance Use

- Opioids
- Binge drinking
- Syringe services programs
- Harm reduction
- Cannabis

Infectious Diseases & Vaccines

- COVID-19
- Flu
- Monkeypox
- Vaccines
- Polio
- Vaccine opposition

Reproductive Health

- Low birthweight
- Abortion
- Abortion pills
- Contraception

Tobacco & E-Cigarettes

- Tobacco
- E-cigarettes

Other

- Youth Risk Behavior
- Digital health
- Domestic violence

Monitoring Lab: Key health topics

The Monitoring Lab currently provides weekly insights and real-time data dashboards on the following four topics.

Vaccines

References to vaccines, including questions, concerns and false narratives

Public health

Health care

Opioids

Conversations about opioids and the opioid epidemic

Public health

Mental health

References to mental health conditions and mental health stigma

Public health

Reproductive health

Top issues in reproductive health and health care

Public health

Monitoring Lab: Dashboards

DASHBOARDS

Tracking all publicly available media data, our monitoring systems provide real-time intelligence on the health narratives trending across the country.

Dashboards are currently active across four health topics in the U.S., with additional countries and topics coming later this year.



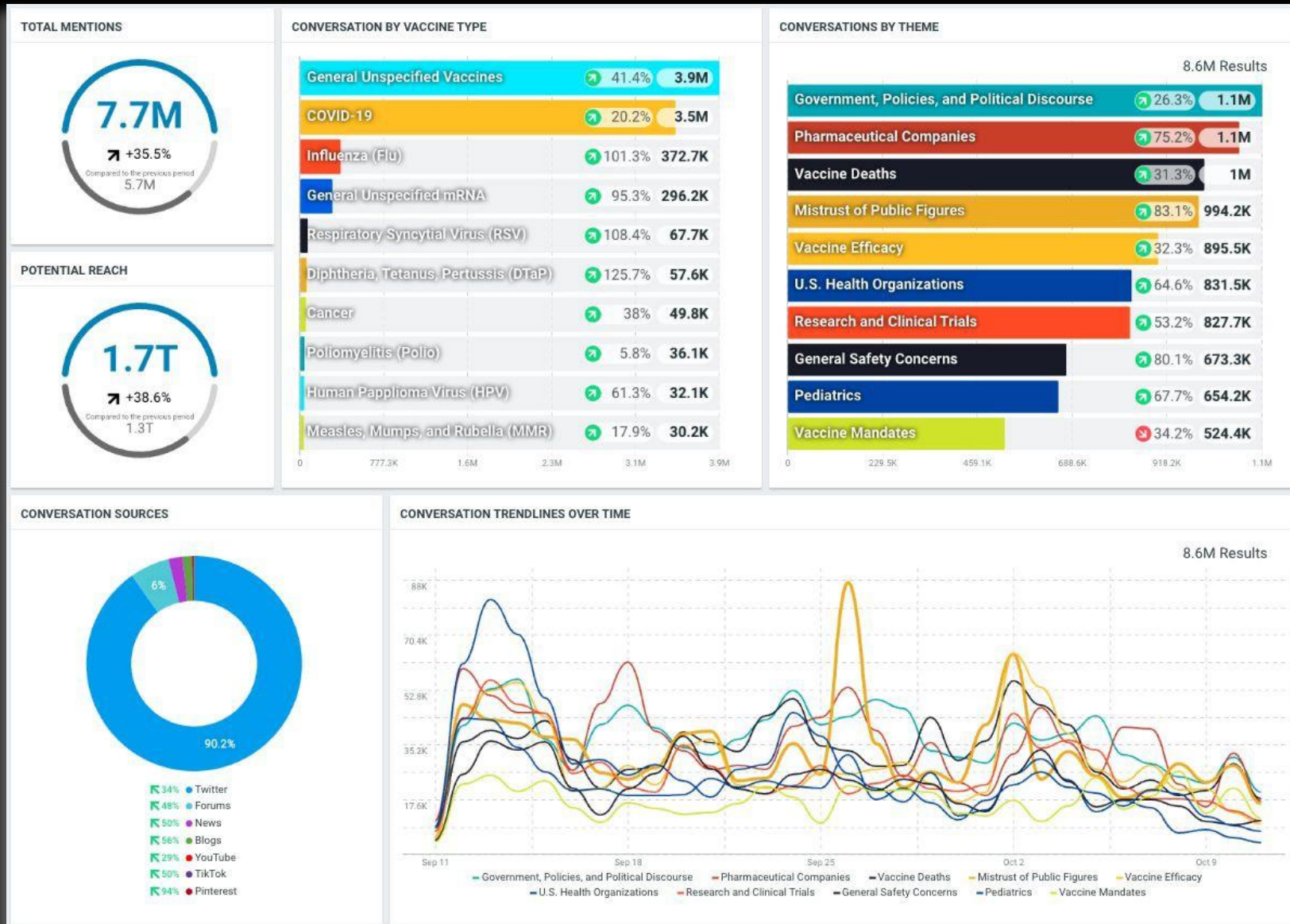
REGIONAL DASHBOARDS

[National dashboard](#) [Midwest](#) [Northeast](#) [South](#) [West](#)

STATE DASHBOARDS

[Alabama](#) [Alaska](#) [Arizona](#) [Arkansas](#) [California](#) [Colorado](#) [Connecticut](#) [Delaware](#)
[Florida](#) [Georgia](#) [Hawaii](#) [Idaho](#) [Illinois](#) [Indiana](#) [Iowa](#) [Kansas](#) [Kentucky](#)
[Louisiana](#) [Maine](#) [Maryland](#) [Massachusetts](#) [Michigan](#) [Minnesota](#) [Mississippi](#) [Missouri](#)
[Montana](#) [Nebraska](#) [Nevada](#) [New Hampshire](#) [New Jersey](#) [New Mexico](#) [New York](#)
[North Carolina](#) [North Dakota](#) [Ohio](#) [Oklahoma](#) [Oregon](#) [Pennsylvania](#) [Rhode Island](#)
[South Carolina](#) [South Dakota](#) [Tennessee](#) [Texas](#) [Utah](#) [Vermont](#) [Virginia](#) [Washington](#)
[Washington D.C.](#) [West Virginia](#) [Wisconsin](#) [Wyoming](#)

Monitoring Lab: Dashboards



Monitoring Lab: Weekly insights

- Powered by real-time media data from across the U.S.
- Researchers and health communications professionals create curated insights and response recommendations each week.
- National and regional insights.
- Multiple health topics.
- Arms health departments with a new tool to help create, coordinate, and amplify timely, science-based messaging.

MOST RECENT

Social media posts use new study to falsely claim that vaccines are not safe

National

Social media posts are using a new COVID-19 vaccine safety study with data from eight countries to falsely claim that the vaccines are not safe. The study confirmed a slightly increased risk of adverse reactions that had been previously reported, like myocarditis, pericarditis, and Guillain-Barré syndrome. Risk level: Medium Recommendation:...

February 26, 2024 · 1 min read

Myth circulates that COVID-19 vaccination negatively impacts blood donation

National

Several viral posts falsely claimed that COVID-19 vaccine recipients are ineligible to donate blood through the Red Cross. Days later, an audio clip of an alleged Red Cross official saying that blood is not separated by vaccination status has caused outrage. Risk level: Medium Recommendation: These types of posts may...

February 26, 2024 · 1 min read

False claims and conspiracies spread amid rise in US measles cases

National

Measles cases in Florida and 14 other states prompted a spike in conversation across platforms about the disease and the measles vaccine. These conversations include a range of narratives, including accurate information, discussion about public health guidelines during a measles outbreak, and false claims. Much of the discourse about the...

February 26, 2024 · 1 min read

Idaho bills promote vaccine exemptions for students

West

The Idaho House Health and Welfare Committee voted to pass two bills regarding school immunization requirements and exemptions. One bill aims to extend school vaccine exemptions to 18-year-old students. The second bill would require school districts to inform parents about any available vaccine exemptions. Social media users are expressing concerns...

February 26, 2024 · 1 min read

Examples of Program Dashboards + Reports

Vaccine dashboards and reporting are available here:
<https://www.infodemiology.com/insights/vaccines-public-health/>

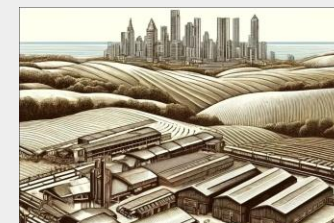
(Reporting is provided first, with regional dashboards lower on the page.)

Public-facing US national dashboard is available [here](#).

(May take a moment to load, as it visualizes a large amount of data.)
(Partners receive detailed information on the data and methods that generate all dashboards, and assistance in refining their own dashboards and systems.)

Recent Bird Flu Report is available [here](#).

“Online discussions about bird flu are recycling COVID-19 narratives.”



Recent Measles Report is available [here](#).

“Measles in 2024: Online conversations spike as U.S. cases rise.”



Assessing risk

Not all questions, concerns, or narratives have equal potential to help or harm health.

When we're assessing the risk of information, we ask:

NOTE:
Each org will have its own risk criteria and potential actions

Could the narratives impact health decisions?

A lot of information is circulating in communities.
Not all of it matters.

What is the reach?

Where is it circulating?
Who is sharing it?
Who is it targeting or impacting?
How fast is it spreading?

What is the likelihood of further spread?

Is it emerging, persistent, or declining?
Would a response further amplify any false claims?
What happens if nothing is done?



Defining risk levels for your organization

Low risk

- Limited in reach
- Don't impact your community
- Lacking the qualities necessary for future spread
- May indicate information gaps, confusion, or concerns

Medium risk

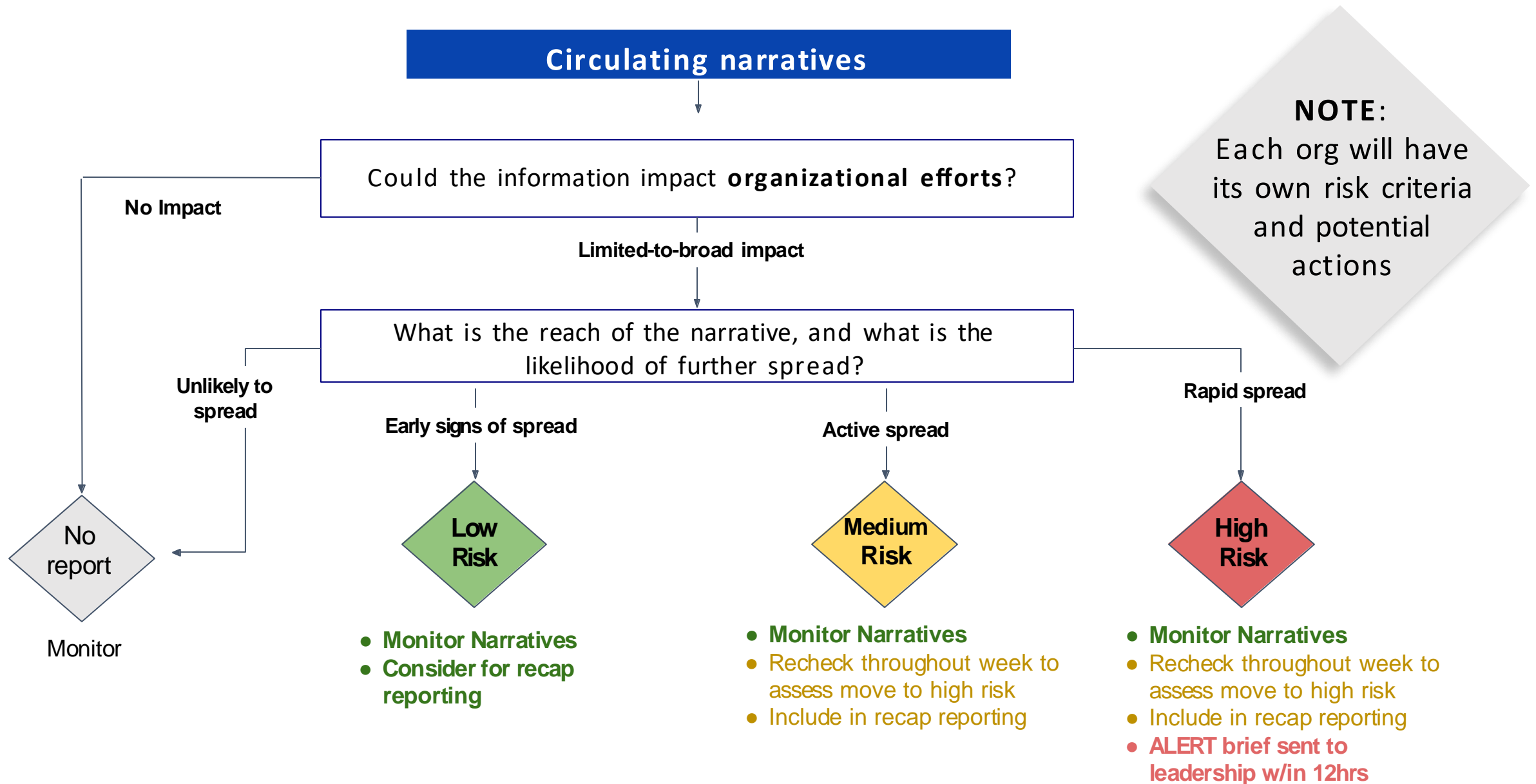
- Circulates in priority populations
- Pose some threat to health
- Potential for further spread due to the tactics used
- Often highlights the questions and concerns of people

High risk

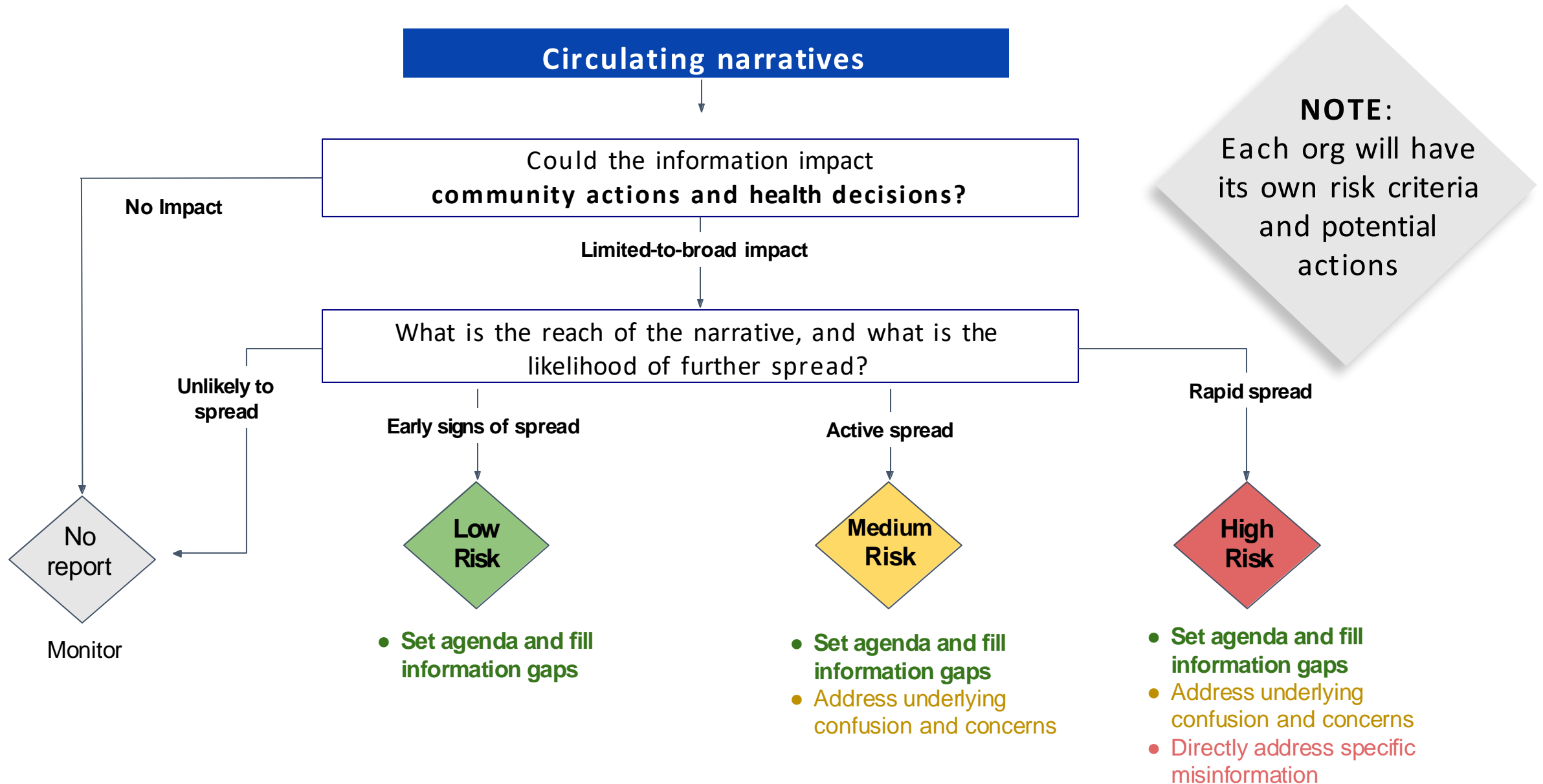
- Widespread circulation across communities
- High engagement
- Exponential velocity
- High potential to impact health decisions
- Is often more memorable than accurate information



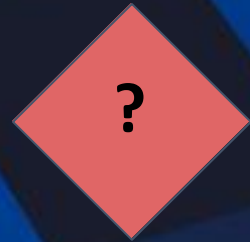
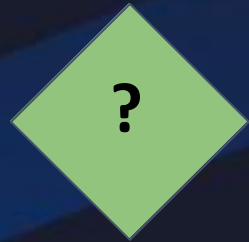
Decision matrix: Internal communications



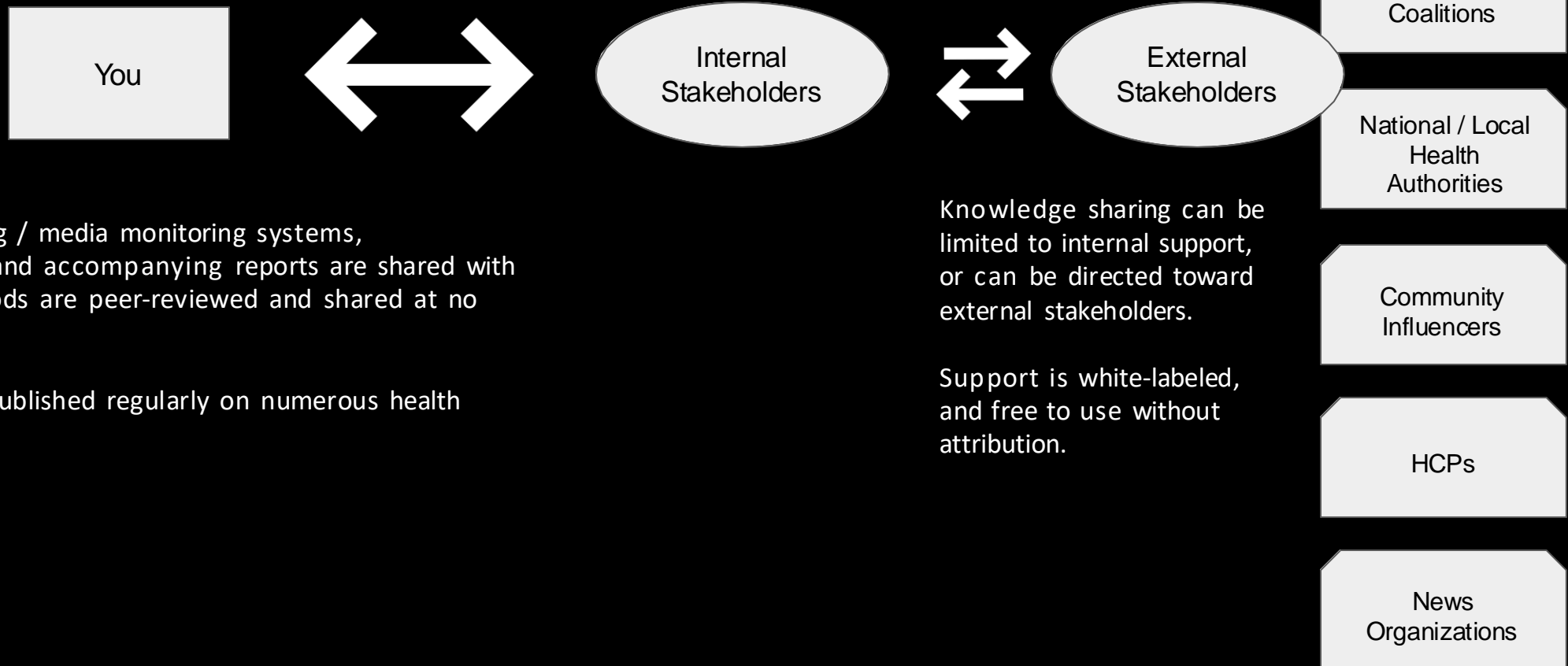
Decision matrix: External communications



Health Communication Infrastructure



Comms Flow



Social listening / media monitoring systems, dashboards, and accompanying reports are shared with you. All methods are peer-reviewed and shared at no cost.

Reports are published regularly on numerous health topics.

Knowledge sharing can be limited to internal support, or can be directed toward external stakeholders.

Support is white-labeled, and free to use without attribution.

Comms Flow

Professional Associations	Community Based Organizations	Initiatives / Coalitions	National / Local Health Authorities	Community Influencers	HCPs	News Organizations
Medical Boards	800+ CBOs	Int'l National	Health Depts	80,000+ Pop Specific	3000+ HCPs	Many
Public Health Assoc's	Pop Specific	Local	Hospitals Etc		Pop Specific	

INFLUENCER ID #:002

Name: KG

Influencer Type: Music, Fashion/Beauty, Lifestyle

Platform(s) and follower count: [IG](#), 126K

KP Region/State: SCAL

Proposed Copy:

I DO NOT want to miss out on any events this year! Getting both the flu and COVID-19 vaccines will help protect me and the people I love. I know that even without symptoms the flu can spread and get people sick (let's avoid that)! By protecting myself and others I can enjoy and celebrate on all the festivities and feel great too! To find a location to get your flu shot visit stopflu.org by clicking the link in my bio! @stopflunow #getyourflushot #ad

Proposed Images:



INFLUENCER ID #:004

Name: AM

Influencer Type: Lifestyle & Parenting

Platform(s) and follower count: [IG](#), 12K

KP Region/State: CO

Proposed Copy:

I am truly determined to make this holiday season the most memorable one yet, especially with our kids being at such a precious age. To guarantee that we create cherished memories without any hiccups, I'm fully committed to getting the flu shot! It's a small step that will help us stay healthy and ensure we have an extraordinary time with our loved ones. Plus, considering that flu season could be more challenging this year, getting the flu vaccine is more important than ever!

No need to wait – get your flu shot now. It takes just about 2 weeks after the vaccine for full protection, ensuring you're covered for most of the flu season. Let's seize this opportunity to have an amazing holiday season together!

Please check out stopflu.org or click the link in my bio for nearby flu shot locations! Your health is a top priority.

Proposed Image:



INFLUENCER ID #:005

Name: RI

Influencer Type: Fashion/Beauty, Lifestyle, Parenting

Platform(s) and follower count: [IG](#), 13K

KP Region/State: HI

Proposed Copy:

#ad Family photo shoots are only fun when no one's sick. This Fall, I'm partnering with @stopflunow to remind you to keep you and your family protected by getting a flu shot. Flu season could be bad this year, so getting a flu vaccine is more important than ever. Do your future self a favor and get it asap because it takes about 2 weeks after your vaccine to have full protection to be protected for most of flu season. To find a location to #getyourflushot, visit stopflu.org or click the link in my bio. #StopFlu

Proposed Images:



INFLUENCER ID #:006

Name: AG

Influencer Type: Entertainment & Lifestyle

Platform(s) and follower count: [IG](#), 6K

KP Region/State: SCAL

Proposed Copy:

It's not a repeat; it's a reset.

The past doesn't predict the future, but since I've been getting an annual flu shot, I've maintained a good track record of staying healthy and strong in the cold winter months.

Every year, about this time, we hear about how bad this year's flu might be. I don't know now about you, but I don't want to be under the covers when the holidays roll around.

I cherish this time to catch up and enjoy family and friends.

Your commitment to getting a flu shot shields you against the flu and is the best way to protect your family and your community from the flu.

It's not a repeat; it's a reset—a vital reset!

To find a location in your area, click the link in my bio. ([stopflu.org](#))

@StopFluNow #ad #GetYourFluShot

Proposed Image:



INFLUENCER ID #:008

Name: AK

Influencer Type: Lifestyle, Fashion/Beauty, Parenting

Platform(s) and follower count: [IG](#), 117K

KP Region/State: GA

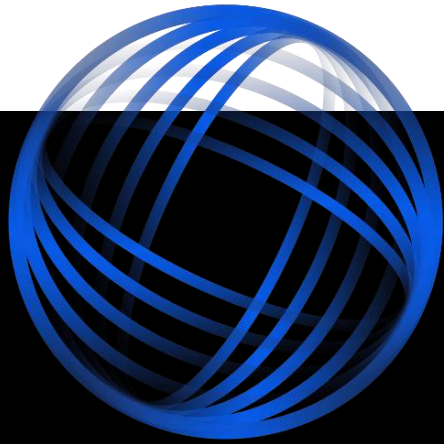
Proposed Copy:

As a mom, I understand the importance of staying healthy for my family. Did you know that the flu vaccine is safe for anyone over the age of 6 months? It's crucial because children and older adults are especially at risk of severe complications from the flu. Last year, I got the flu shot, and I'm getting it again this year. I firmly believe that the past doesn't predict the future, and committing to this annual renewal is my shield against the flu. It's not a repeat; it's a vital reset. In fact, I've already received this year's flu shot to ensure we all stay well.

To find a location to [#getyourflushot](#), visit [stopflu.org](#) or click the link in my bio. [#StopFlu](#)
[#ad](#)"

Proposed Image:





Infodemiology.com

The community of practice hub for health care and public health professionals

de Beaumont
BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES.

astho™

NACCHO
National Association of County & City Health Officials



APHA



Trust for
America's Health

Public Health
Communications
COLLABORATIVE



CDC Foundation
Together our impact is greater

Infodemiology Training Program

Building actionable knowledge and skills



ITP

**Infodemiology
Training Program**

**Launching with 16 videos
across 4 modules**

**Introduction to
Infodemiology**

Media Monitoring

**Analysis and
Reporting**

Communications

- **Learn how to analyze media data and health narratives by going inside the tools.**
- **Developed in close collaboration with recognized experts from epidemiology, journalism, law, data science, communications, and other fields.**

Module 1: Introduction to infodemiology

The study of the spread of information with the goal of improving public health

1. What is infodemiology?

2. Misinfo in today's digital world

3. The science behind information spread and impact on behavior

4. Infodemiology at work in public health

Module 2: Media Monitoring

If infodemiology is the study of the spread of information,

media monitoring is the tool through which we see what's spreading—as well as how and why.

1. History of media monitoring

2. Systems, tools, and data sources

3. Setting up a monitoring system

4. Ethical considerations



Module 3: Analysis and reporting

Reporting on the narratives seen in the data helps others understand why it matters and what to do about it.

1. Analyzing media monitoring data

2. Assessing and assigning risk

3. Creating actionable reports

4. Incorporating media monitoring into your role

Module 4: Communications

*“Science isn’t finished
until it’s communicated.”*

- *Sir Mark Walport*

1. From reporting to action

2. Applying Inoculation theory,
prebunking, and debunking

3. General health and sci-comms best
practices

4. Looking ahead

Q&A



Post-Event Survey

Please take a few moments to answer the survey questions that pop up in your browser after the webinar.

Your feedback helps us to improve future events!



Thank you!



immunizationmanagers.org



@AIMimmunization



Association of Immunization
Managers



Association of
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