



MCN panel discussion



Health Misinformation and Social Media: A Potent Combination

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Objectives

- Understand how misinformation can spread on social media and negatively impact the health of individuals, families, and communities.
- Identify tools for determining reliability and potential harm of health-related social media messages.
- Identify best practices in using social media platforms that may be useful for health centers, clinicians, and community health workers to inform hard-to-reach groups.

Housekeeping

- The session is being recorded.
- You are mute but you can use your chat to pose your questions for panelists.
- There will be time for Q&A after the panel.
- Recording will be sent at the end of the panel.
- Evaluation will be sent at the end of the session with the option to have a participation certificate.
- Any remaining questions can be sent to the facilitator or panelists and we will respond by email.

Health Literacy Resources

Deconstructing Health Messages Prezi Presentation with Resource Links

Deconstructing Health Messages
Five Key Questions developed by the Center for Media Literacy (CML)



1 Authorship **2** Format **3** Audience **4** Content **5** Purpose

More info from MCN: <https://www.migrantclinician.org> | More from CML: <https://medialit.org>



Deconstructing Health Messages - Handout

Deconstructing Health Messages

The analysis encouraged by these *Five Key Questions*, developed by the Center for Media Literacy (CML), can inform the decision-making or actions that we may take in a media-driven world.

- 1 AUTHORSHIP**
Who created this message?
 - What are the various elements that make up the whole?
 - How would it be different in a different medium?
 - What choices were made that might have been made differently?
- 2 FORMAT**
What techniques are used to attract my attention?
 - What is the viewpoint? How is the story told?
 - Are there any visual symbols or metaphors?
 - What's the emotional appeal? How is it persuasive?
- 3 AUDIENCE**
How might other people understand this message differently?
 - How does this message fit with your lived experience of the world?
 - What reasons might a person have for being interested in the message?
 - How do different people respond emotionally to this message?
- 4 CONTENT**
What lifestyles, values or points of view are represented in, or omitted from, this message?
 - What type of person is the reader / listener invited to identify with?
 - What questions come to mind as you watch / read / listen?
 - Are any ideas or perspectives left out?
- 5 PURPOSE**
Why was this message sent?
 - Who's in control of the creation and transmission of this message?
 - Who are they sending it to? Why are they sending it?
 - Who is served by or benefits from the message?



More from MCN: www.migrantclinician.org / More from CML: medialit.org

WHO Misinformation Resources

Have questions about **COVID-19**?
We have answers



Click this link and
text **hi** to
the whatsapp number



World Health Organization



World Health Organization





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Thanks!



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