

Health Care Worker Role in the Age of Misinformation

Strategies for Utilizing Social Media to Promote Evidence-Based Medicine

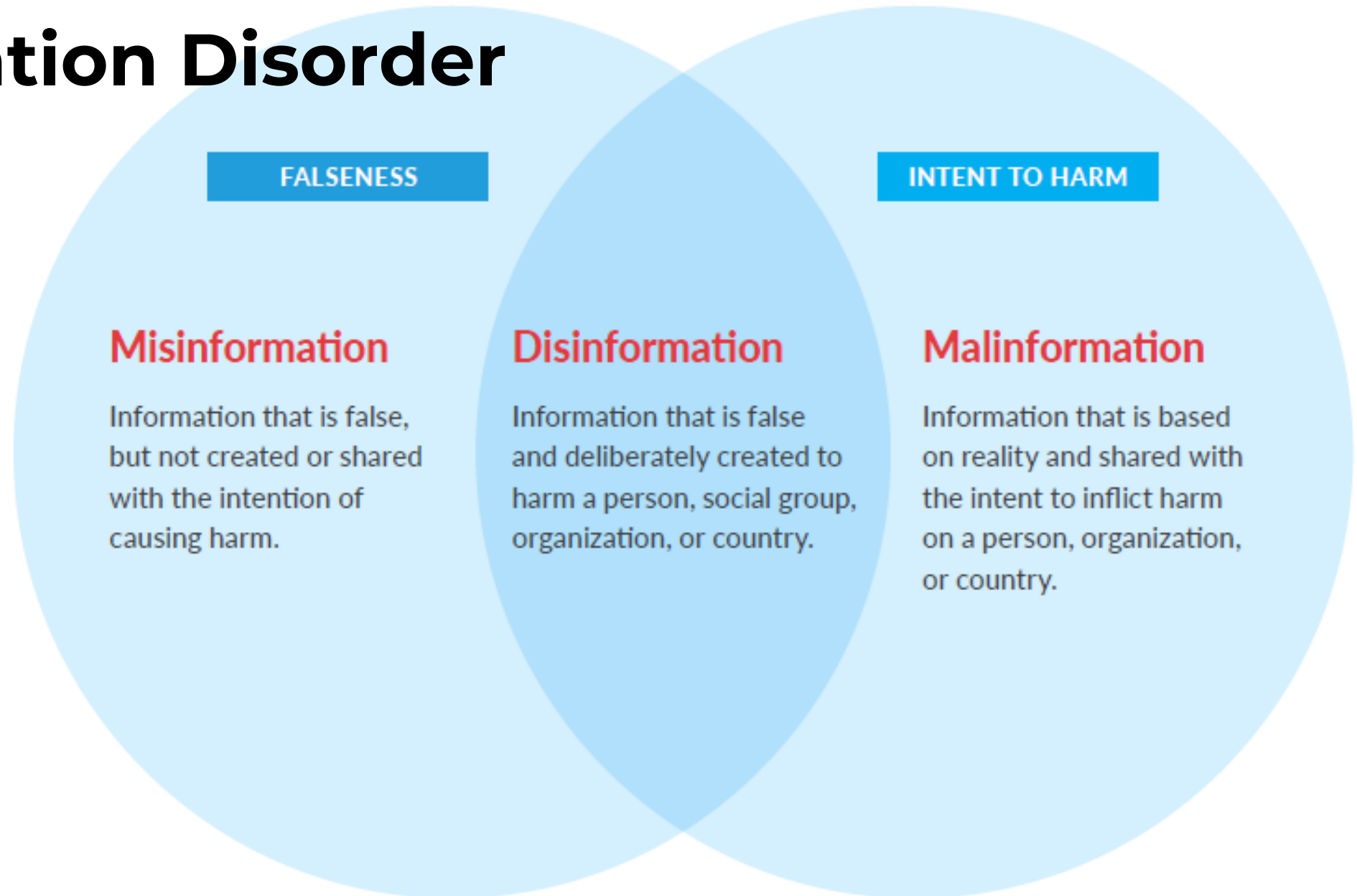
Alex McDonald, MD FAAFP, CASQM

Disclosures

**I have no financial disclosures or conflicts
of interest.**

Information Disorder

Three types of harmful information



Chaos and confusion is a feature,
not a bug

HIGH HARM



FABRICATED CONTENT

New content that is 100% false, designed to deceive and do harm



MANIPULATED CONTENT

When genuine information or imagery is manipulated to deceive



IMPOSTER CONTENT

When genuine sources are impersonated



FALSE CONTENT

When genuine content is shared with false contextual information

Not all incorrect information is created equal

LOW HARM



MISLEADING CONTENT

Misleading use of information to frame an issue or individual



FALSE CONNECTION

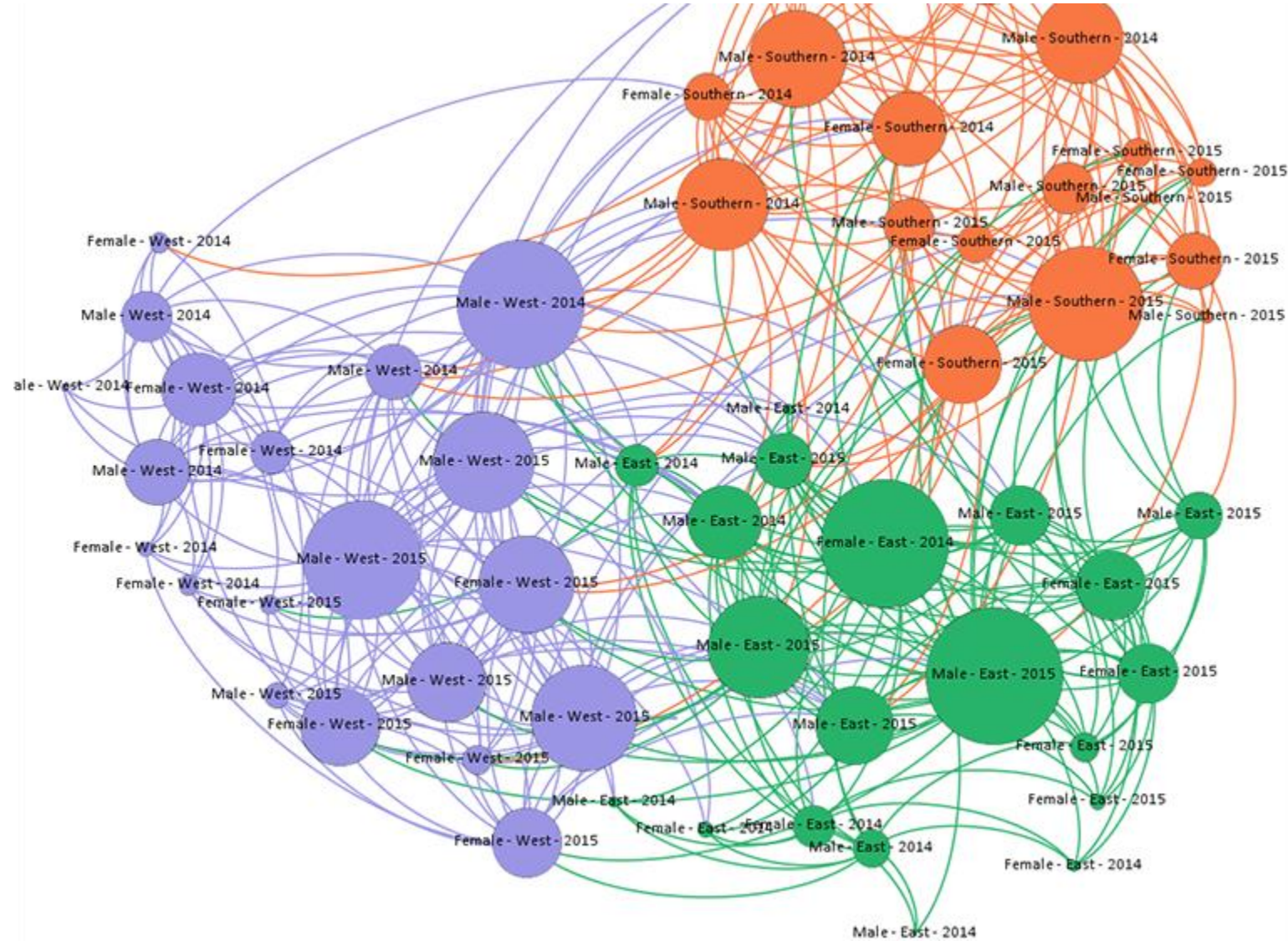
When headlines, visuals or captions don't support the content



SATIRE OR PARODY

No intention to cause harm but potential to fool

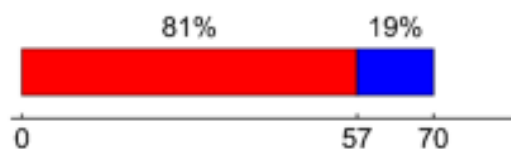
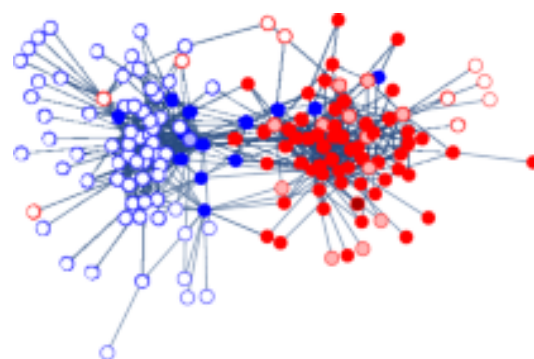
Social Networking Analysis



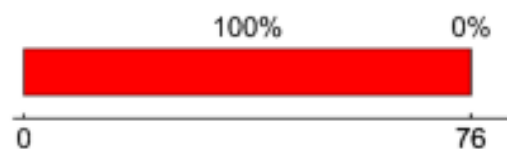
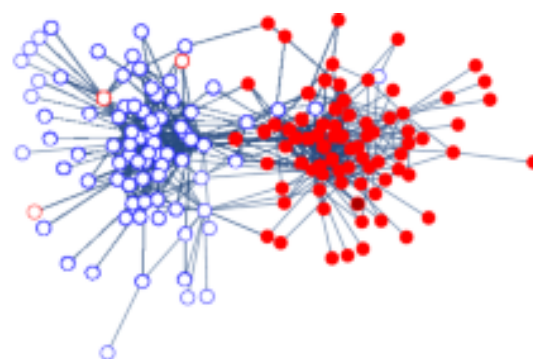
On the impossibility of breaking the echo chamber effect in social media using regulation

[Chen Avin](#) ✉, [Hadassa Daltrophe](#) ✉ & [Zvi Lotker](#)

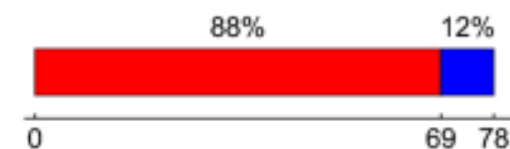
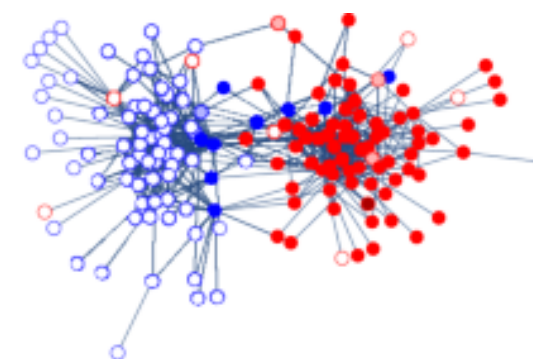
[Scientific Reports](#) **14**, Article number: 1107 (2024) | [Cite this article](#)



(a) All neighbors



(b) SRSS, Strong homophily



(c) SRSS, 0.7-homophily

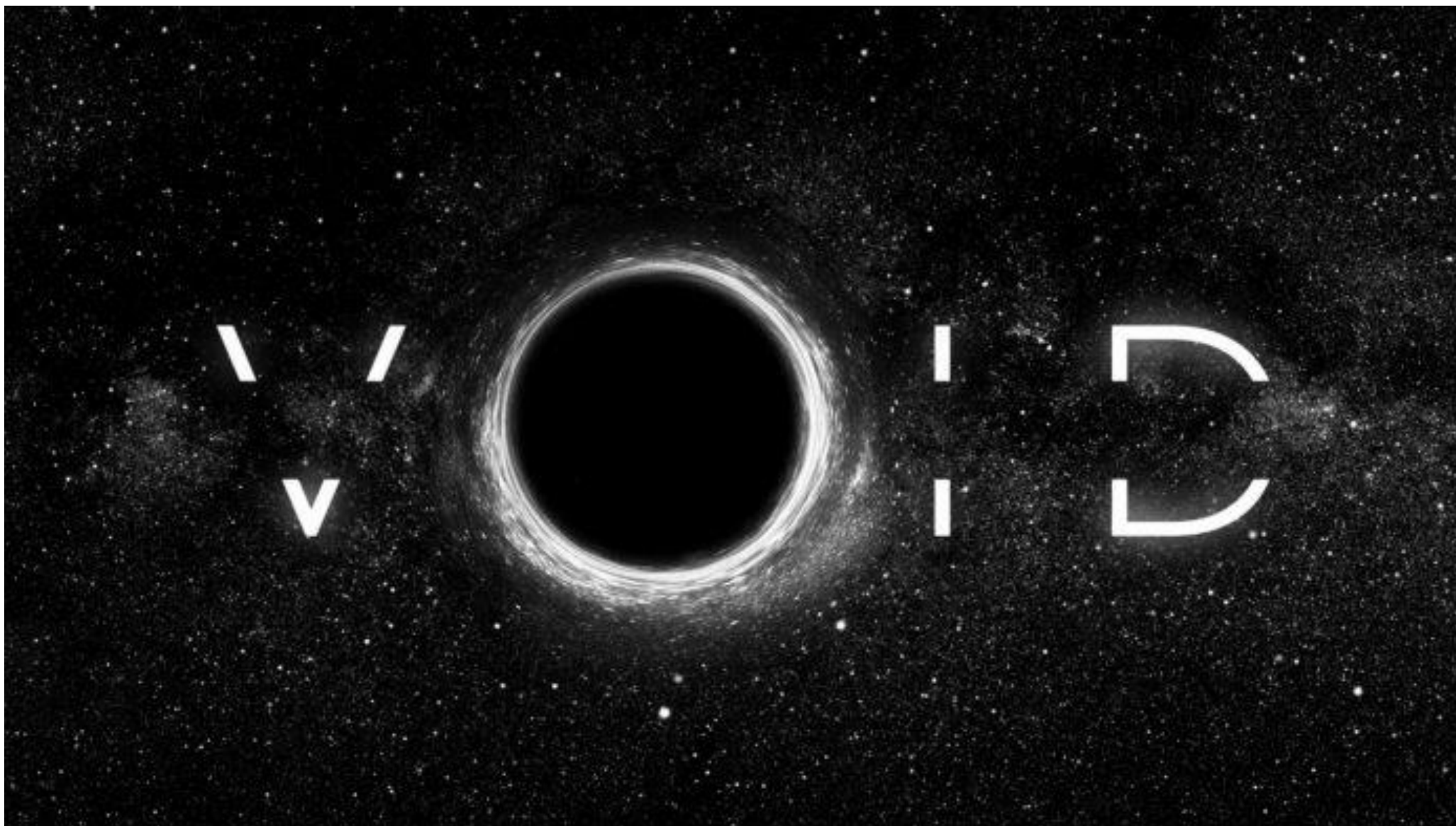
Under communications freeze, CDC updates some important health data but not others

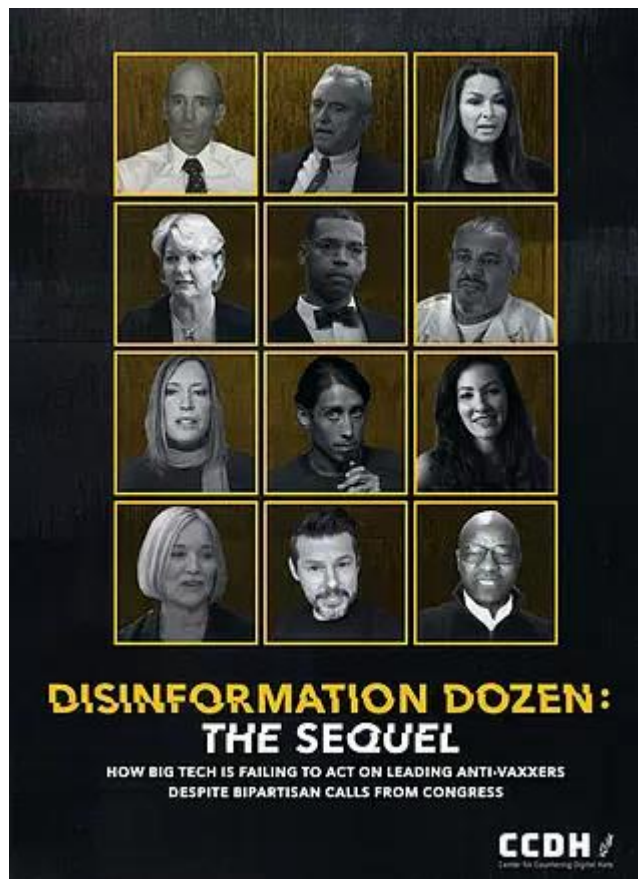
One of the CDC's weekly health publications was not published on its regular schedule, and some data about flu and vaccinations wasn't updated.



The Centers for Disease Control and Prevention and other federal health agencies are under a communications freeze which has affected some regular updates to public-facing health sites.

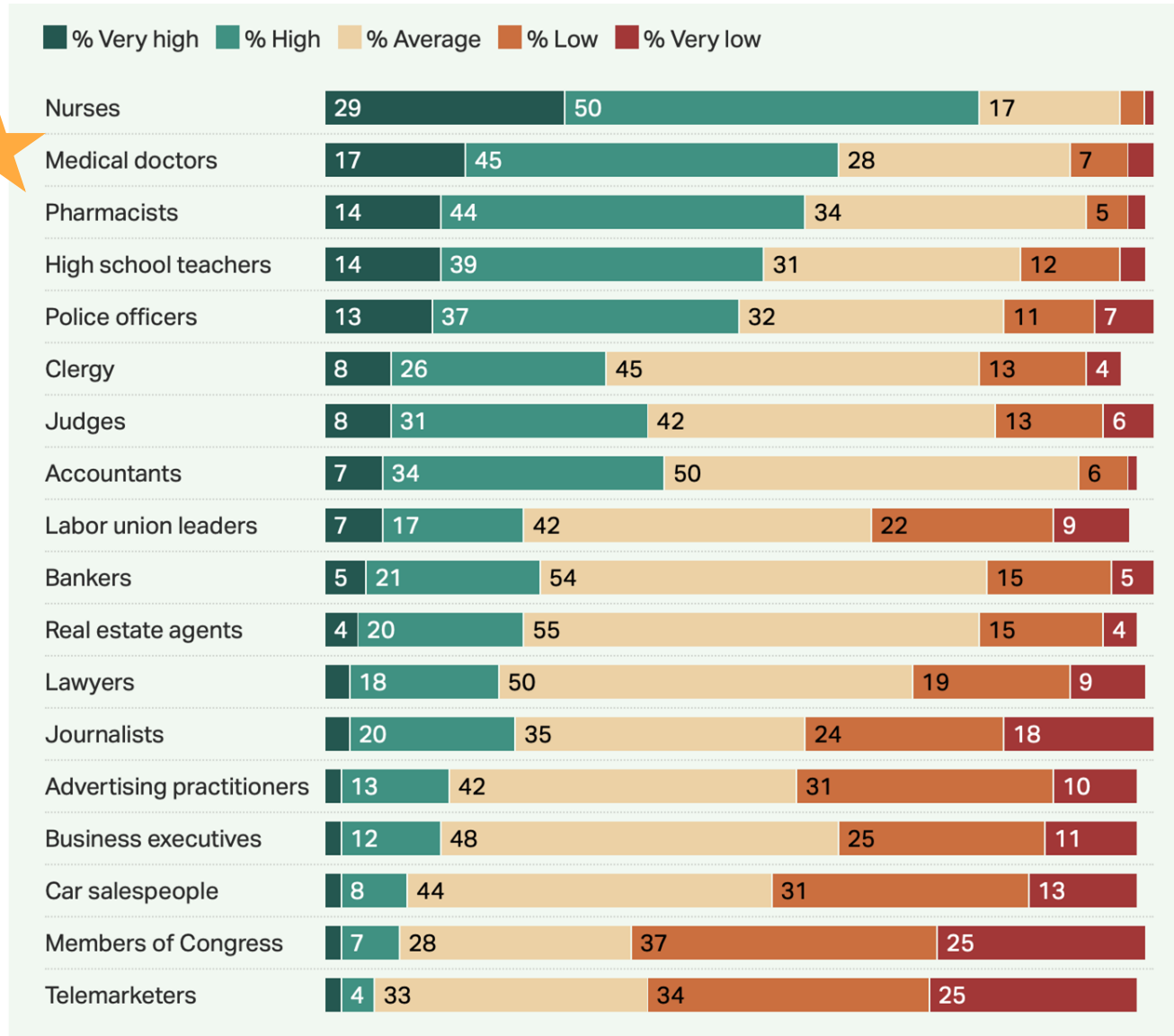
(John Bazemore | AP)





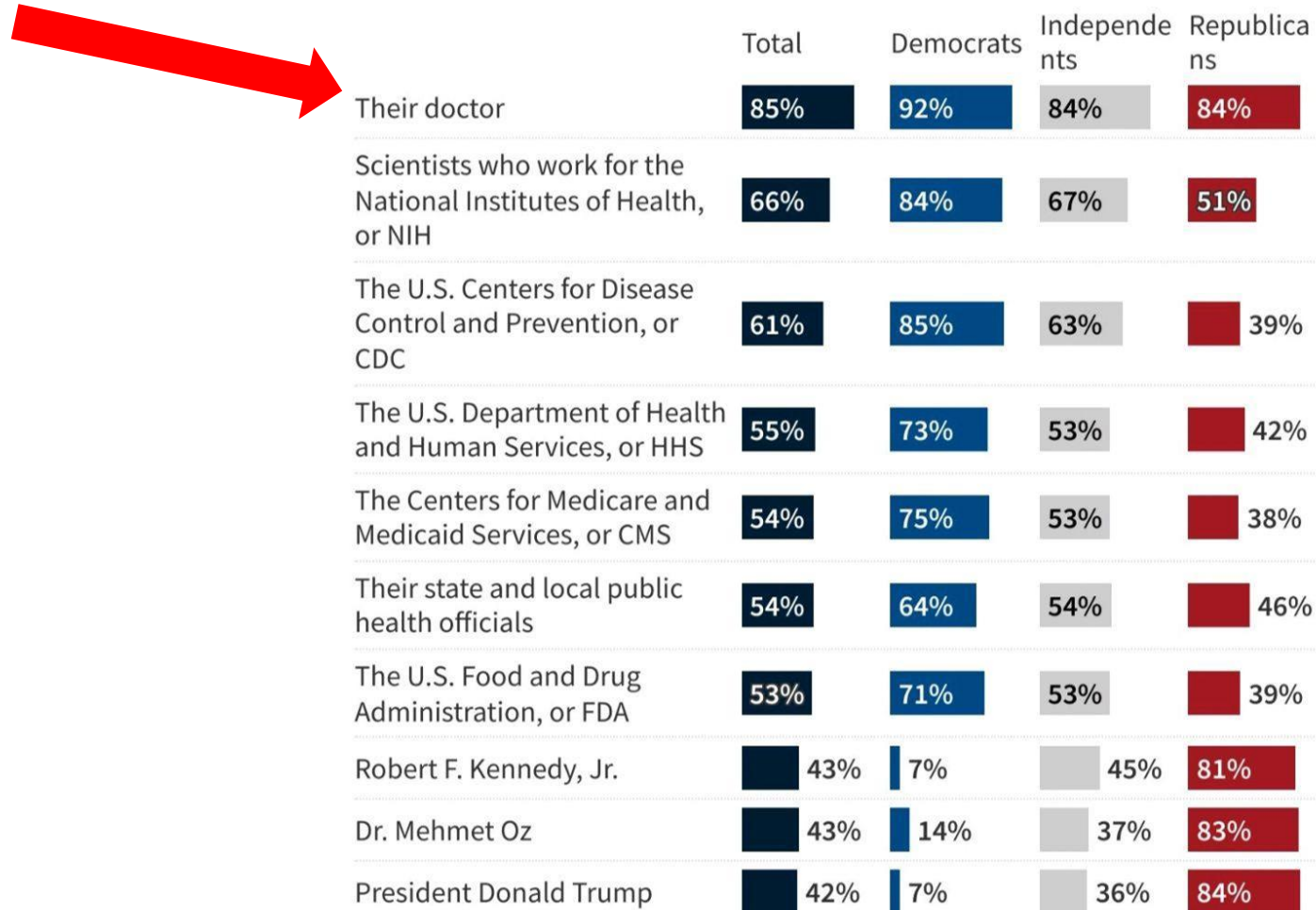
Americans' Ratings of Honesty and Ethics of Professions

Please tell me how you would rate the honesty and ethical standards of people in these different fields - very high, high, average, low, or very low?



Majority of Democrats Trust Key Health Agencies, While Republicans are More Trusting of President Trump and his HHS Secretary Nominee Kennedy

Percent who say that they have either a **great deal** or a **fair amount** of trust in the following to make the right recommendations when it comes to health issues:



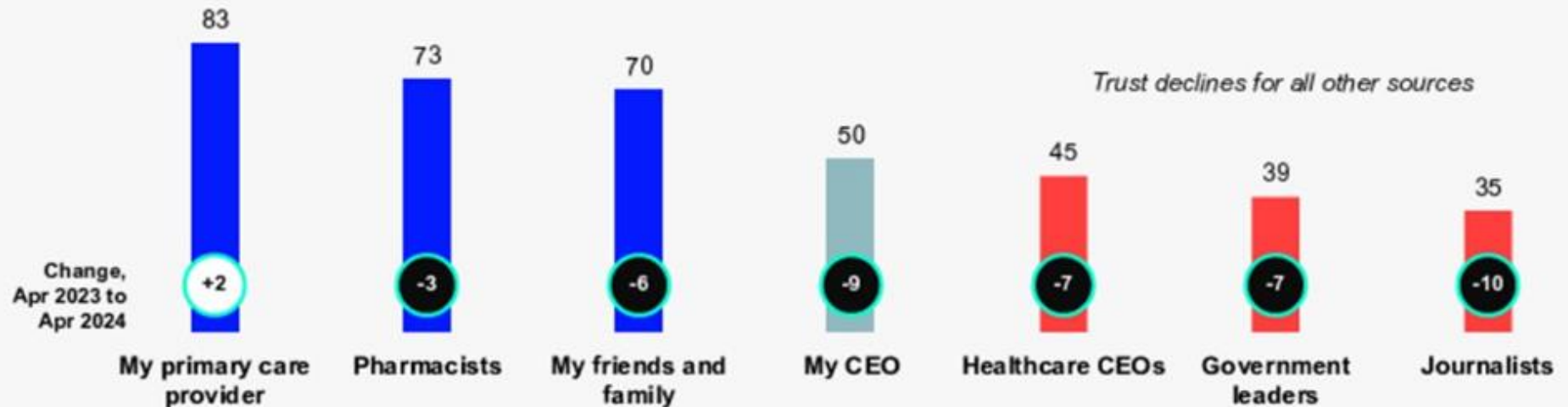
My Provider Most Trusted as a Source of Truth on Health

Percent who say

GLOBAL 12



I trust each to tell the truth about health issues
and how best to protect the health of the public



2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale: top 4 box, trust. General population, 12-mkt avg. "My CEO" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



AVERAGE TIME PRIMARY CARE PHYSICIANS SPEND WITH PATIENTS

Specialty Most frequent response 2nd-most frequent response

Family Physicians	13-16 minutes (35%)	17-24 minutes (35%)
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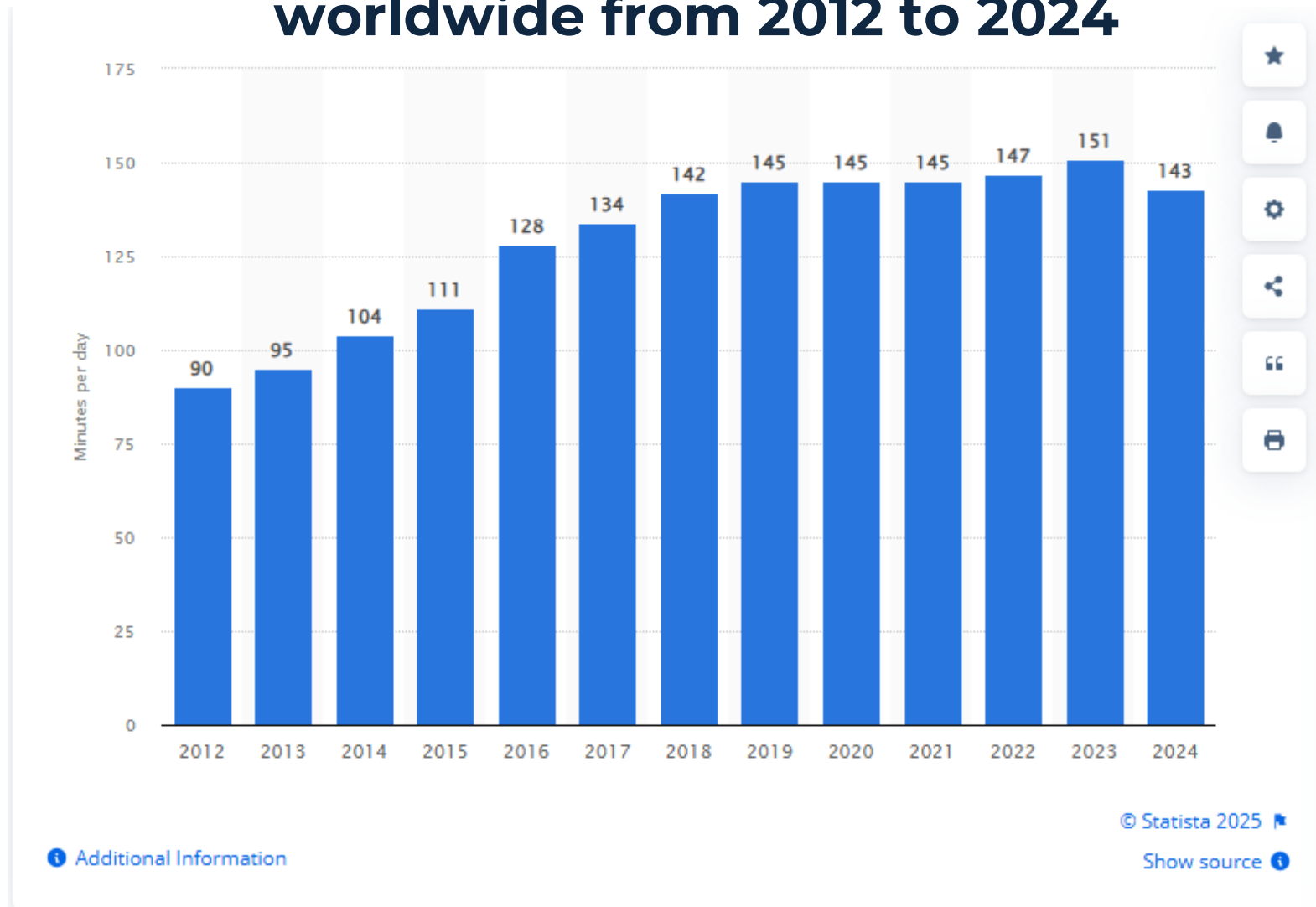
Internists	17-24 minutes (40%)	13-16 minutes (27%)
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Ob/Gyns	13-16 minutes (34%)	9-12 minutes (27%), 17-24 minutes (27%)
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Pediatricians	13-16 minutes (37%)	9-12 minutes (30%)
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**Source: Data courtesy of Medscape's 2017 Physician Compensation Report.*

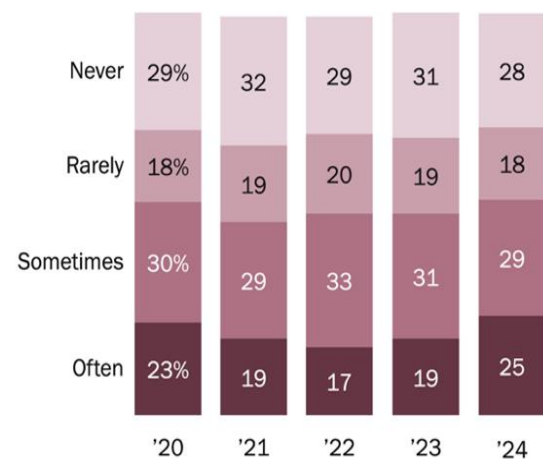
Daily time spent on social networking by internet users worldwide from 2012 to 2024



News consumption on Social Media

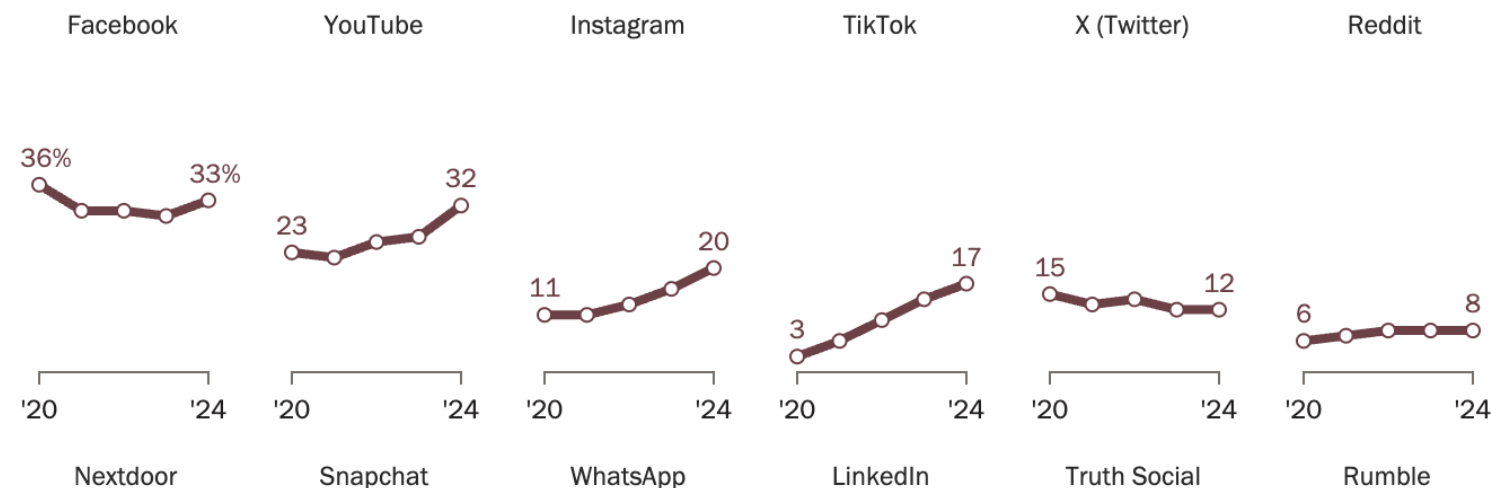
News consumption on social media

% of U.S. adults who get news from social media ...



News consumption by social media site

% of U.S. adults who **regularly** get news on each social media site



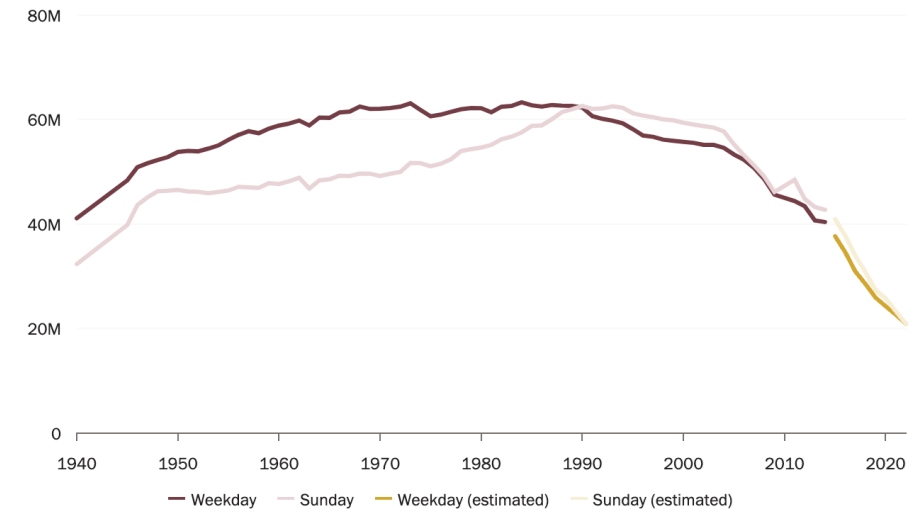
Impact of social media

- In 2022, **58.5%** of adults had used the Internet to look for health or medical information that year
- **67.8%** of young adults used social media to discuss or learn about health topics

In 2022, estimated total U.S. daily newspaper circulation (print and digital combined) was 20.9 million for both weekday and Sunday, down 8% and 10% respectively from 2021.

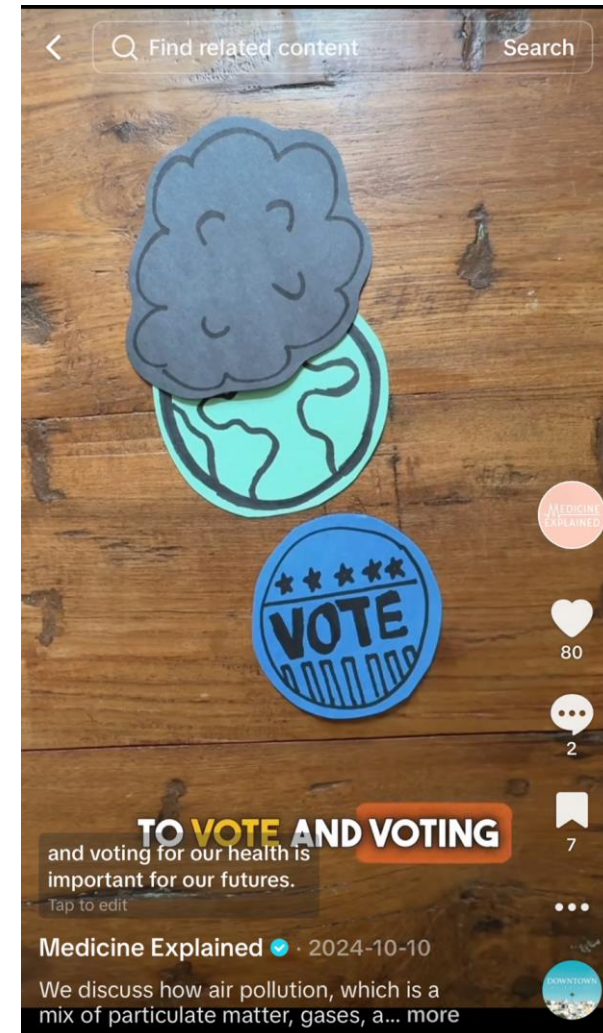
Total estimated circulation of U.S. daily newspapers

Total circulation of U.S. daily newspapers



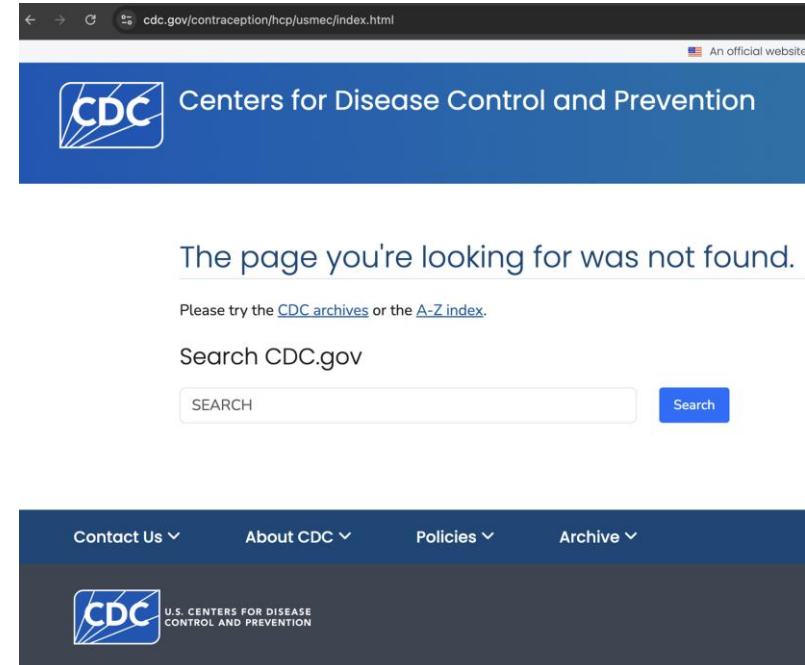
Why social media

- Meet people where they are
- Combat Misinformation
- Health Advocacy
- Build Trust in the community



Leveraging social media

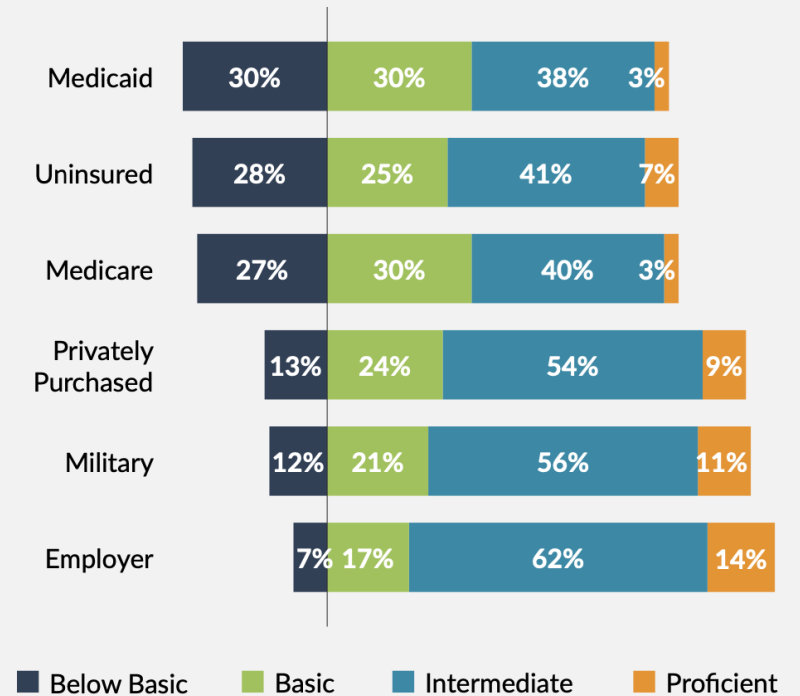
- Thought Leadership
- Foster Connection
- Amplify Voices
- Drive social movements
- Share resources
- Decentralize health information



Health Literacy

~**12%** of adults living in the US have health literacy adequate to navigate the healthcare system and promote their well-being

Figure 1D. Health Literacy Level by Insurance

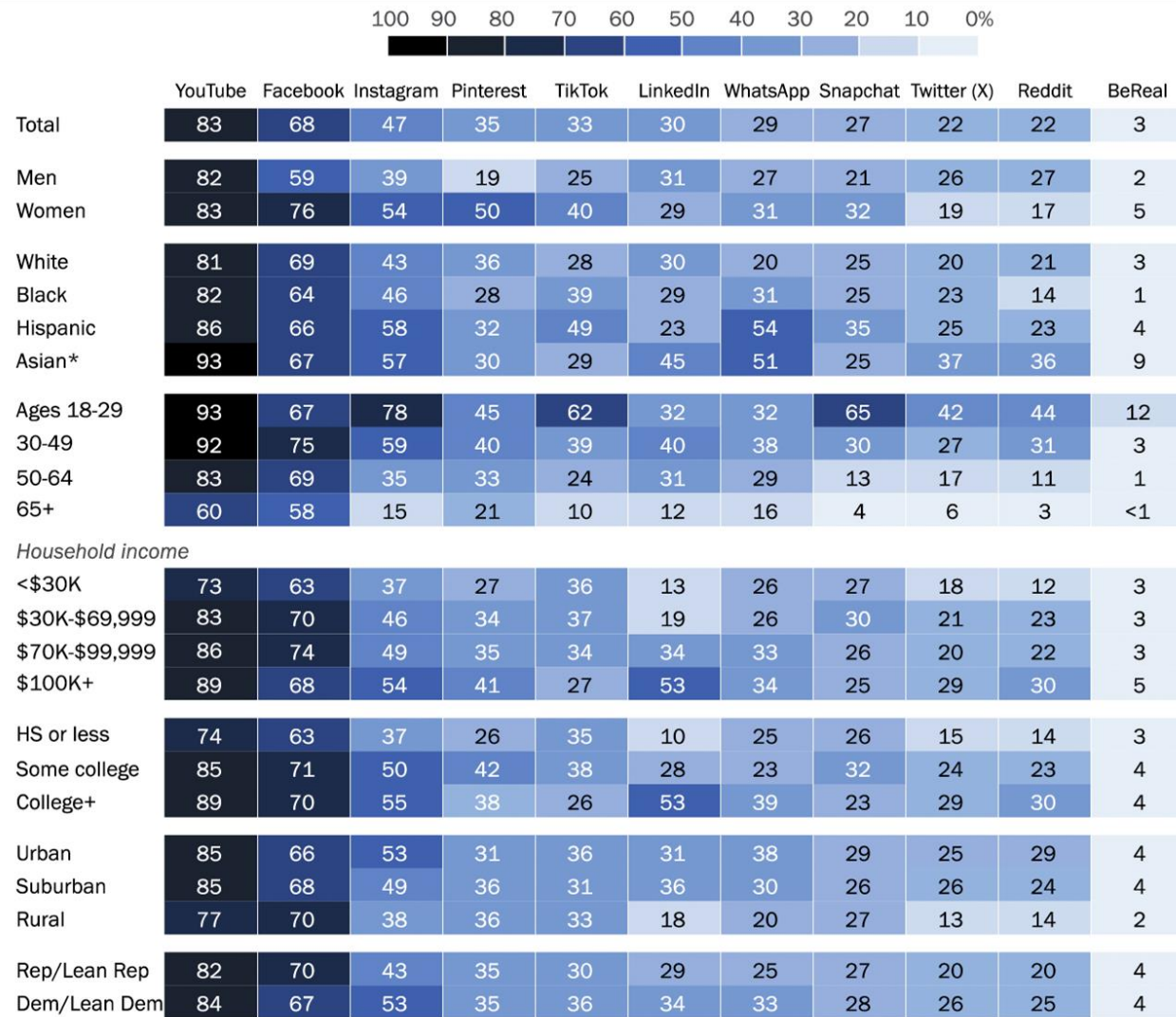


Source: NAAL (2003); Kutner et al. (2006)



User Demographics of Platforms

% of US adults who say they ever use ...



* Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Not all numerical differences between groups shown are statistically significant. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.

"Americans' Social Media Use"

PEW RESEARCH CENTER

Part 4:

Examples

Who Are You?

Your Tweet activity

Your Tweets earned **2,896 impressions** over the last **24 hours**



Top media Tweet earned 2,592 impressions

One of my favorite parts of working in
[@KPSanBernardino](#) hospital
[#TherapyDogs](#) 🐶 [#Woof](#)
[#ProudToBeSBC](#)
pic.twitter.com/QOvoLsQXep



3 2 31



Alex M. McDonald, MD

@AlexMMTri

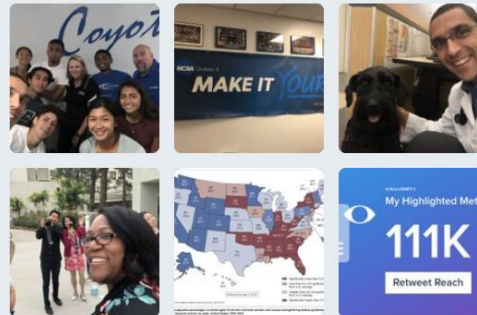
Permanente Family/Sports Med
[@KPSanBernardino](#) [#AAFP](#) [#CAFP](#)
[#CMA](#) [#ACSM](#) [#ExerciselsMedicine](#)
[#FMRevolution](#) [#SDoH](#) husband, dad,
former pro triathlete, tweets=opinion

📍 California, USA

🌐 healthisprimary.org

📅 Joined August 2009

📷 2,088 Photos and videos



Family Medicine

Sports Medicine

Exercise Med

SCPMG / KP

Health Equity

Health Policy

alexzmcDonald



Alex McDonald

943 posts
2,115 followers
2,478 following

Family & Sports Medicine @AAFP #CMA
#LifestyleMed Educator CUSD School Board Trustee
husband dad former pro triathlete posts =opinion

alexzmcDonald

Professional dashboard
New tools are now available.

Edit profile

Share profile

AI



Highlights



Highlights



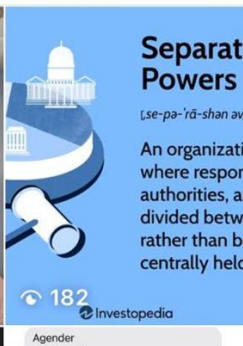
AskAlex



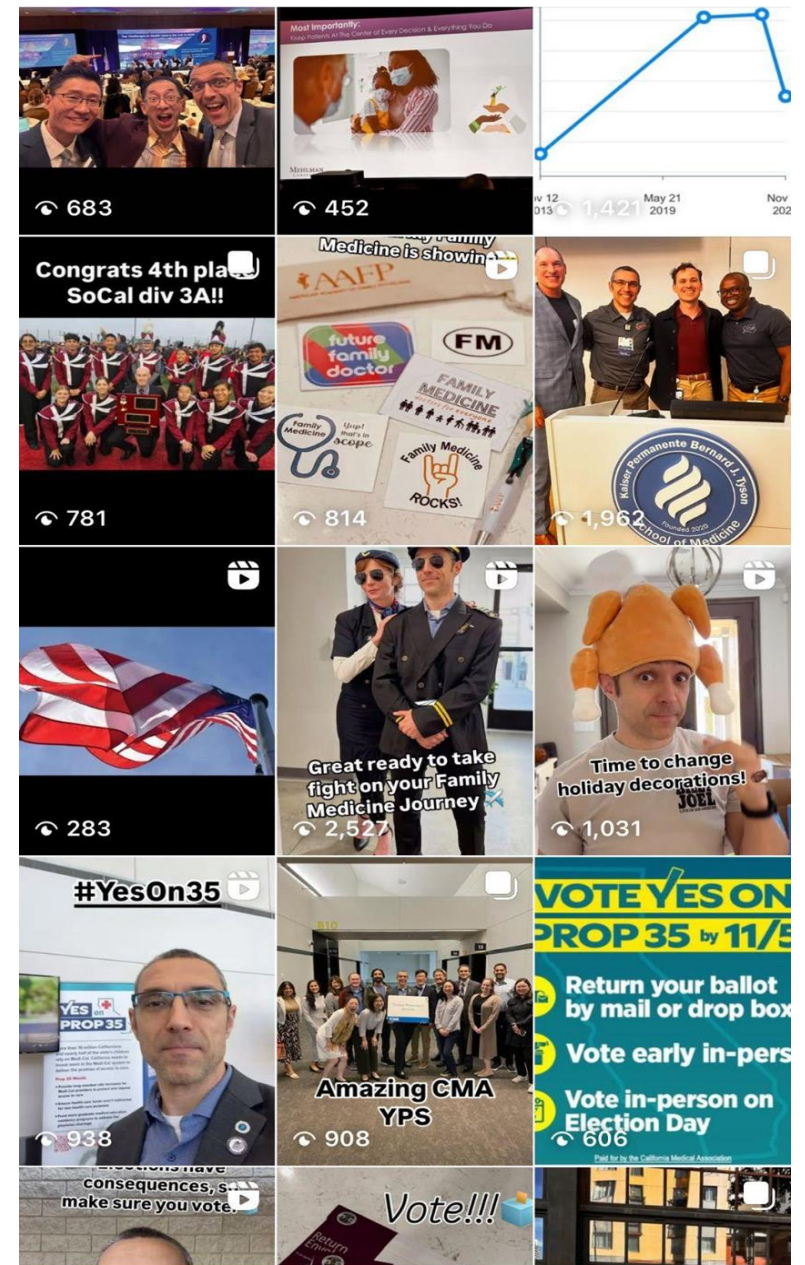
Healthy Livi...



Highlight



Who Are You?



Who Are You?

One Medical RMD - West Coast



- Family Physician
- Phx, LA, SD, OC, SEA, PDX
- Cross functional teams
- Leads L&D

Political Advocacy Relationships with legislators



- Doctor of the Day at AZ State Capitol
- AZAFP Legislative Advocacy Committee

Media Print & broadcast



- BuzzFeed media advisor
- Featured on NBC News, MSNBC, ABC News, local news stations
- Print

Membership PPFA BOD



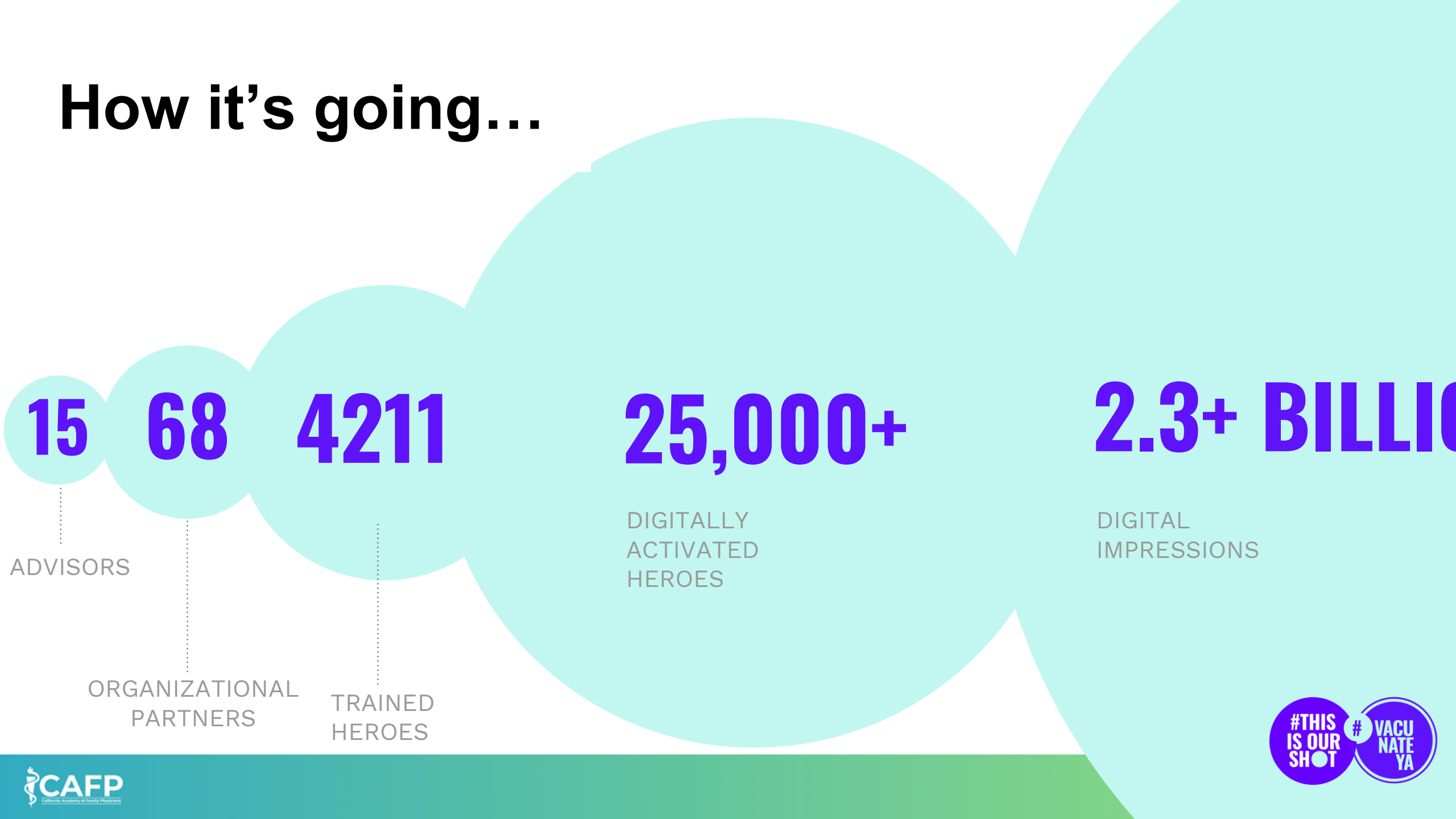
- Chair of Programs & Strategy Committee
- PP Global Board
- Accreditation & Quality Committee



VACCINATE FOR A COVID FREE WORLD

**To build Healthier Communities by
Elevating trusted Voice of Health
Heros**

How it's going...



ADVISORS

ORGANIZATIONAL
PARTNERS

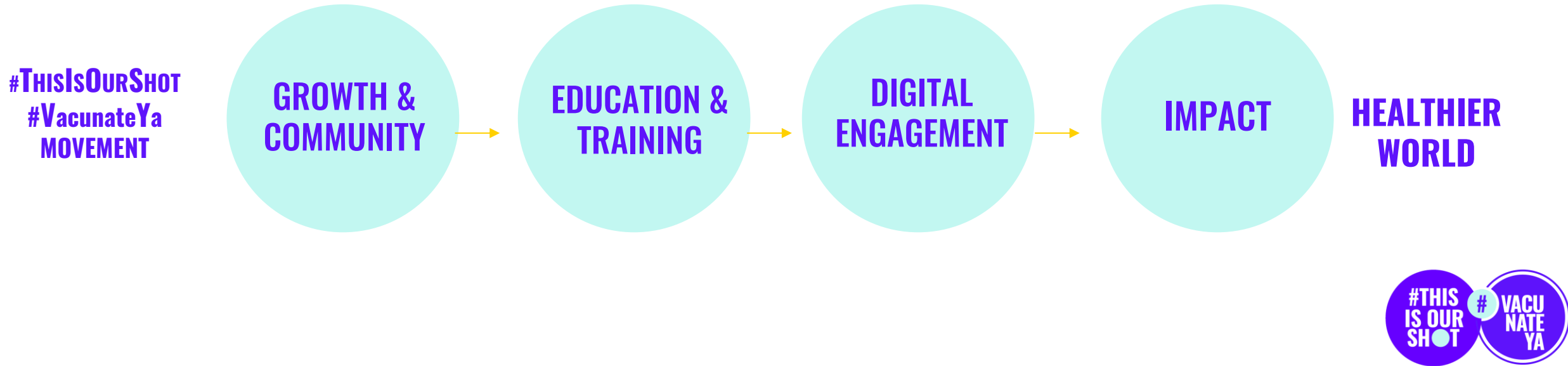
TRAINED
HEROES

DIGITALLY
ACTIVATED
HEROES

DIGITAL
IMPRESSIONS

Our Vision:

To be the nations' premier digital grassroots coalition of health heroes by providing accurate health information, promoting effective health policy and building trust in science.



ALLIES



WE COVID
GreaterThanCOVID.org



stronger.
PARTNER



NHMA
National Hispanic Medical Association



CMSS
Council of Medical Specialty Societies



Education and Training

1



**Active
Surveillance**



2



**Counter Messaging:
Preemptive + Reactive**



3



**Hero Recruitment
+ Training**



4



**Digitally
Activated Heroes**





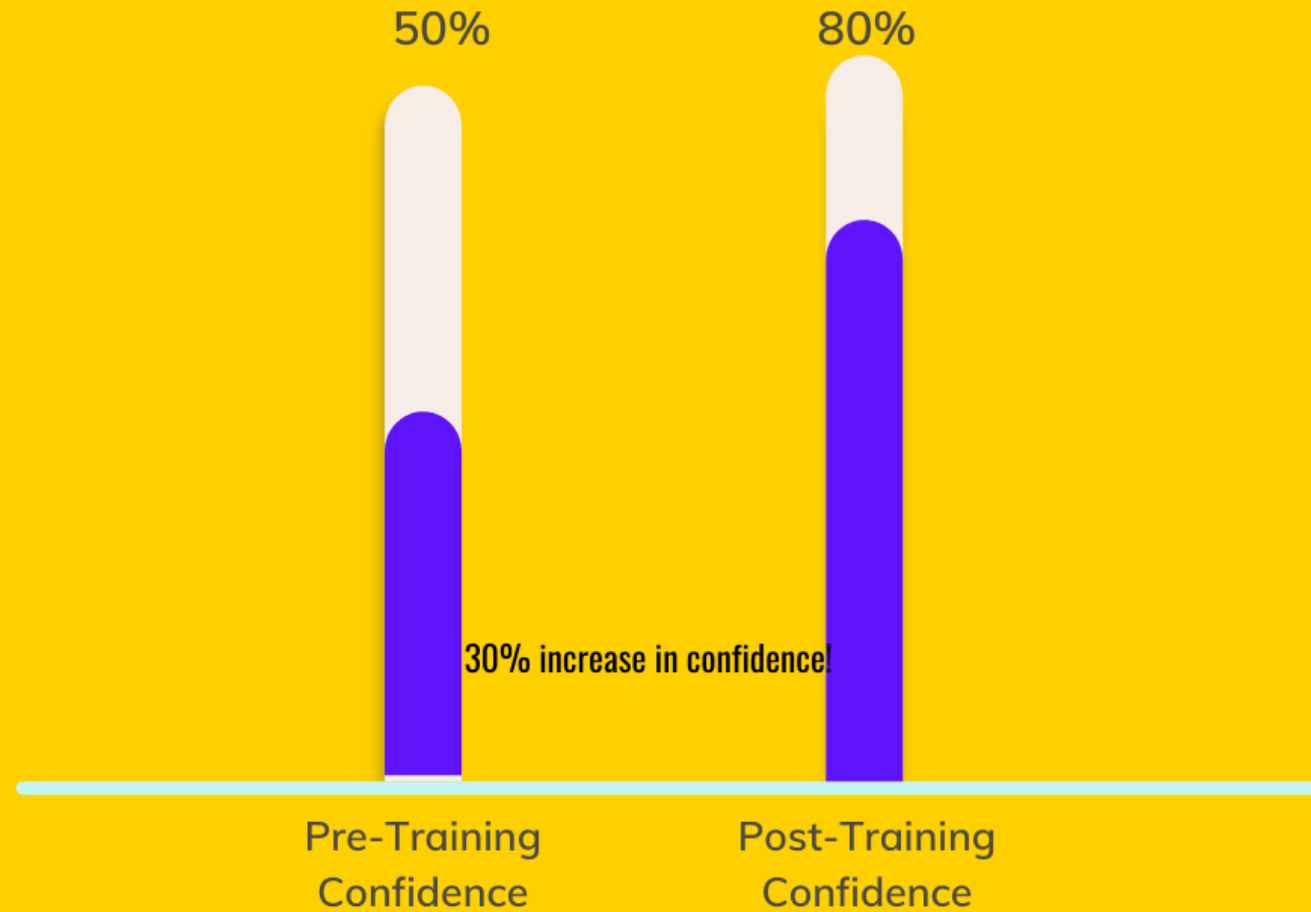
How to Have Crucial Conversations about the COVID-19 Vaccine



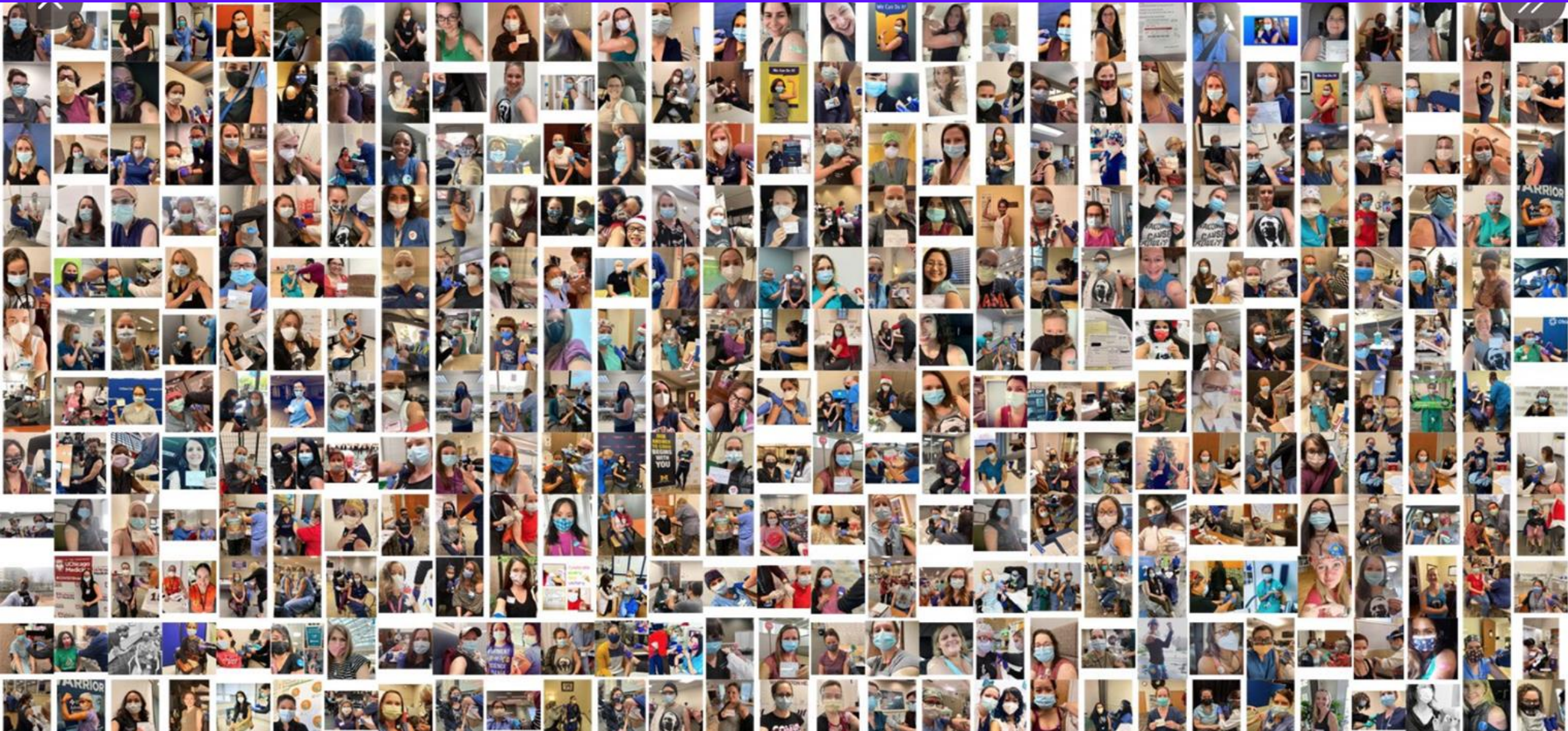
Monday, August 2, 2021



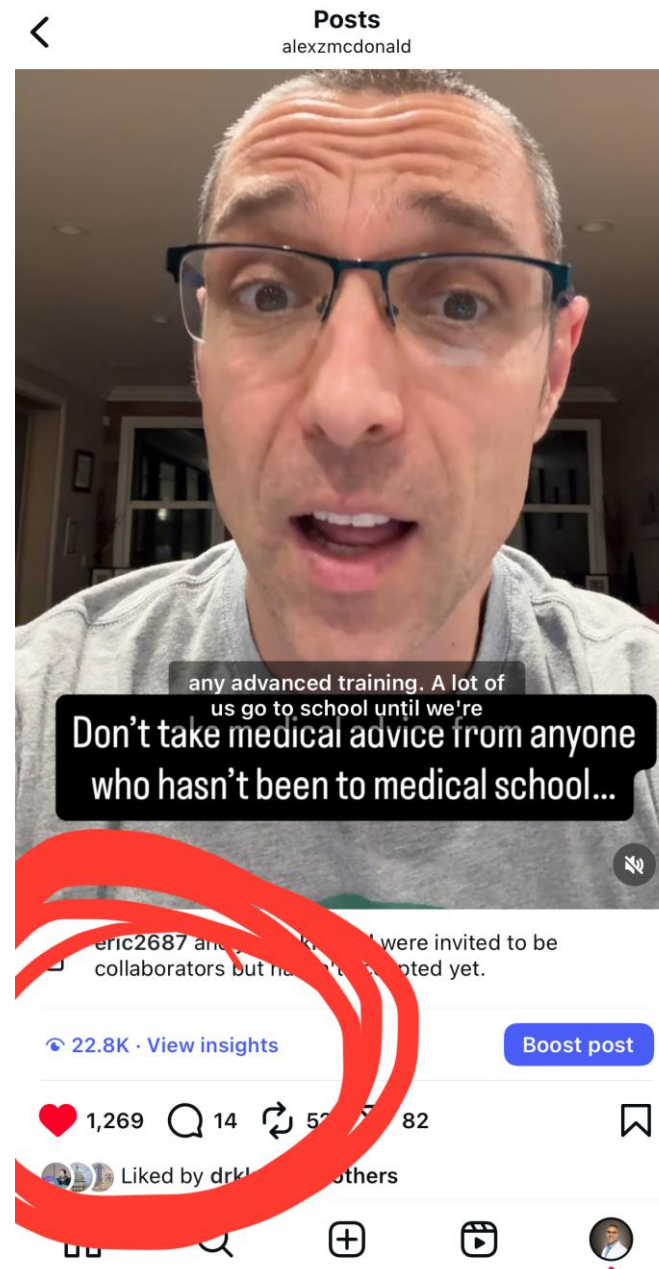
TRAININGS INCREASE CONFIDENCE IN VACCINE CONVERSATIONS



Female Health Heroes Share Their Vaccine Selfies and Stories



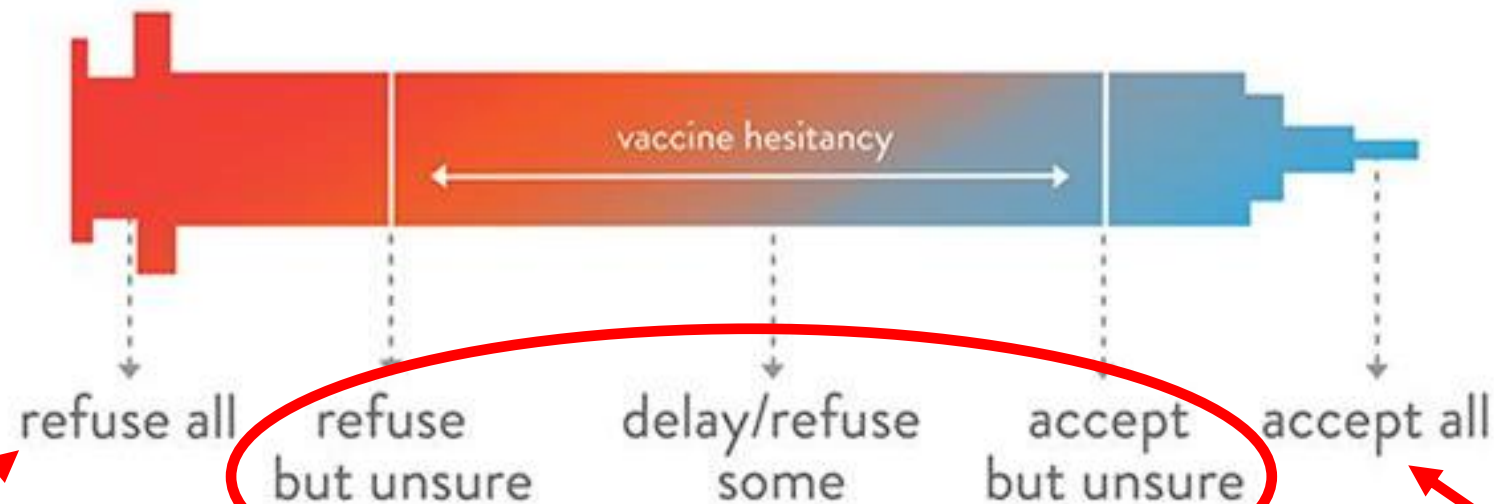
You never know when
your message will
resonate...



Part 5:

Call to Action

Vaccine Hesitancy is not an All-or-None Concept



**Entrenched beliefs
or
Anti-vaccinators**

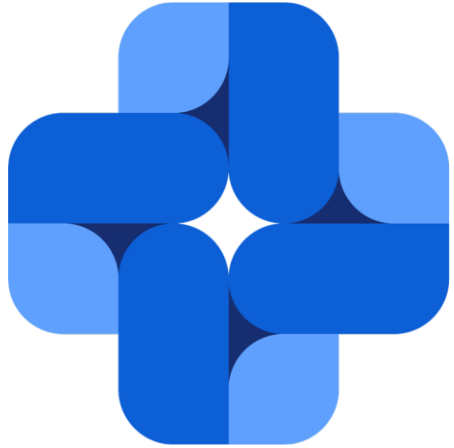
Many people

Science Communication

- Avoid Jargon & Simplify Language
- Use Analogies and Storytelling
- Focus on the "So What?"
- Utilize Visuals and Interactive Tools
- Use the "Teach-Back" Method

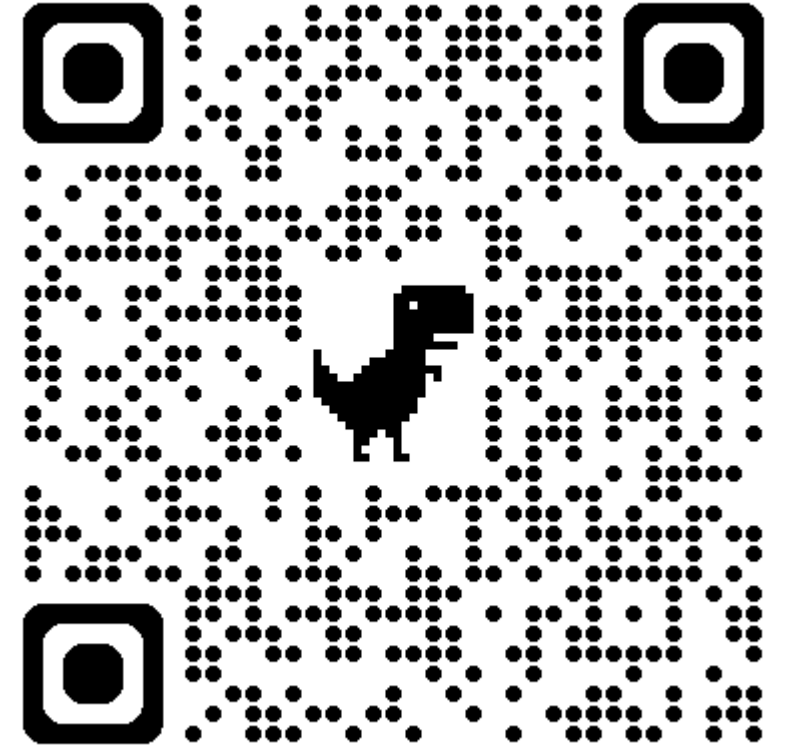


Science Communication



**Trusted
Messenger**
Program

<https://www.trustedmessengerprogram.org/>





Don't do nothing.



Practice Recommendation

Use Social media can be a power tool in your Family Medicine toolbox to expand your reach beyond the 4 walls of the clinic to truly impact and improve the health of your community.



“The work of a physician as healer cannot stop at the door of an office, the threshold of an operating room, or the front gate of a hospital ... Professional silence in the face of social injustice [or anti-science] is wrong. Either engage, or assist the harm. There is no third choice.”

– Dr. Don Berwick



6 Takeaways

1. Meet people where they are...
2. Tell your **story** and your patient **stories**
3. Trust is earned and demonstrated
4. Don't allow anger or fear to drive you to shame others
5. Top down information no longer works
6. Keep telling the truth and **speaking up**

**We need to "double down on the
important role of health care
team as trusted messengers."**

Dr. Marcella Nunez-Smith, MD, MHS
Chair of the COVID Equity Task Force

Questions?

