

Talk to Your Community About Health Misinformation.

1 What is health misinformation?

It is information that is **false, inaccurate, or misleading** according to the best available evidence at the time.



2 Why are we all susceptible to being influenced by misinformation and why is it so tempting to share it?



We like to feel that we have new information that others don't know.



We want to protect the people we care about.



We may be seeking explanations or wanting to share information that helps us make sense of events.



We want to feel connected to others.

3 What are some tips for talking with your family, friends and community about misinformation?

Listen

Empathize

Point to Credible Sources

Don't Publicly Shame

Use Inclusive Language

4 What are some common types of health misinformation?



Memes that were created as a joke, but people started re-sharing thinking it was true.



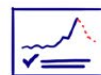
Websites that look professional but the stories are all false or misleading.



Quotations where the beginning or end have been deleted to change the meaning.



Cherry-picked statistics. Without all the data, people haven't provided all the context.



Misleading graphs or diagrams that look official but don't tell the whole story.



Old images that recirculate as if they are actually very recent.



Videos that have been edited to change the meaning.



Office of the
U.S. Surgeon General

Read the Health Misinformation Community Toolkit
at [SurgeonGeneral.gov/HealthMisinformation](https://www.surgeongeneral.gov/HealthMisinformation)

