



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

Addressing mis- and disinformation

PCWP/HCPWP joint meeting, 19 and 20 September 2023

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An agency of the European Union





Mis- and disinformation – what are we talking about?

Misinformation	Disinformation
<p>False or misleading content that was not created with the intention of hurting others, though the effects can be still harmful.</p>	<p>False or misleading content that is spread with an intention to deceive, and which may cause public harm.</p>





Mis- and disinformation on medicines and vaccines

- Spreading of misinformation has **a large public health impact**
- It undermines trust in medicines – e.g. can **limit uptake of life saving vaccines**
- Example of COVID-19: **Social media** used to amplify an “infodemic” where massive amounts of information are shared and **disinformation and misinformation can easily spread**

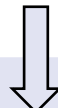
Current situation:

- **New wave** of mis- and disinformation accompanies new wave of COVID-19
- **Recent developments on the social media landscape**

A range of actions to fight mis/disinformation



Exposure to
misinformation



react, engage,
communicate

=> Occupy the space
with facts

prebunking
health media literacy
=> Build antibodies
against misinformation



Debunk (fact-check)
=> Correct
misconceptions



Example – tactics to counter misinformation on vaccine safety

Prebunk

- The [European Vaccination Information Portal](#), a go-to source for factual information on vaccines.
- Close **monitoring of issues** raised by the public and the media.
- **EU-wide information campaign using an [EMA video](#)** on the safety of COVID-19 vaccines

react

- **live stream of EMA's regular press briefings** on multiple platforms and **facts tweeted in real time** to counter fake news
- Reply to **questions** from the public and the media

debunk

- Organisation of a [workshop with fact-checkers](#) across the EU to provide detailed information on COVID-19 vaccines and their development, evaluation, approval and monitoring
- Publication of **key facts** on EMA's website





Beyond COVID – a framework to tackle mis/disinformation



Monitoring

- Social listening; Media monitoring
- Data analytics on misinformation
- Identifying concerns: Queries from media and members of the public



Actions

Principles

- Proactive ('prebunking')
- Reach the public (e.g. social media, press briefings, interviews)
- Communicate the science behind decisions
- Transparency, e.g. data publication
- Engagement
- Health media literacy



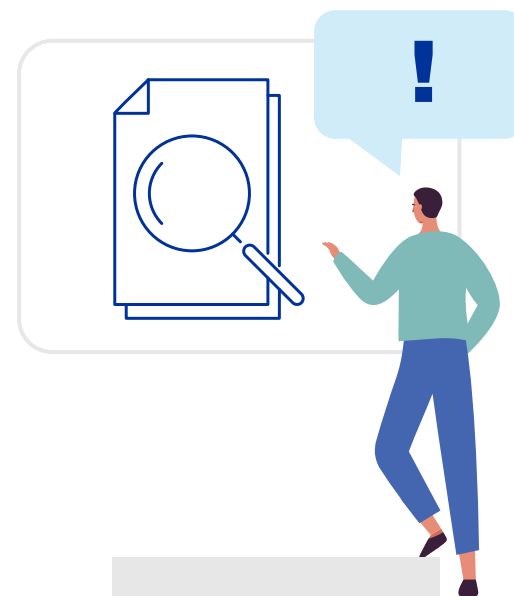
Outreach

- Partnering for monitoring
- Sharing insights, data
- Sharing experience, best practice
- Building up expertise
- Co-creating strategies and actions
- Joint campaigning
- Amplify
- Languages



Feedback from PCWP and HCPWP organisations

- Most organisations have experience with the issue (from anecdotic to a full framework)
- Willingness to engage at various levels:
 - ❖ Disseminate information, raise awareness
 - ❖ Flag misleading content
 - ❖ Support with understanding of the audience, tailoring of messages
 - ❖ Share best practice





Any questions?

Further information

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