

NIGER STATE HEALTH MISINFORMATION MANAGEMENT FELLOWSHIP

HANDBOOK

Empowering Change
Agents in the Fight
Against Health
Misinformation

**2023
Cohort 1**



**Niger State Health Misinformation Management Fellowship Handbook
Empowering Change Agents in the Fight Against Health Misinformation**

Copyright ©2023 Nigeria Health Watch
This publication was produced by Nigeria Health Watch
All rights reserved.

NIGER STATE HEALTH MISINFORMATION MANAGEMENT FELLOWSHIP HANDBOOK

**Empowering Change
Agents in the Fight
Against Health
Misinformation**



Acknowledgment	5
Welcome and introduction	6
Overview of the Fellowship	6
Why Participate	6
Reporting and Documentation	7
1.0: Understanding Health Misinformation	8
1.2 What is Health Misinformation?	10
1.3 Types of health information challenges or phenomena	10
1.4 The Impact of Health Misinformation	11
1.5 Examples of Health Misinformation.....	11
2.1 Understanding How Health Misinformation Spread	13
2.2 How Misinformation Spreads	14
2.4 Social Media's Influence on Health Misinformation Spread	19
2.5 Consequences of health misinformation on individual behaviours	21
2.5.1 Impact of Health misinformation on Individual and communities	21
2.5.2 Public Health Consequences of Misinformation	22
3.1 Identifying Health Misinformation	23
3.2 How to Identify Health Misinformation Online	25
3.3 How to identify health misinformation offline	26
3.4 Group work: Case Studies and Instances of Health Misinformation	28
4.1 Addressing Health Misinformation	30
4.2 How to address health misinformation in the community	30
4.3: Amplifying Correct Health Information	31
4.4 Amplifying Correct Information on Social Media	31
4.5 Amplifying Correct Information on Traditional Media	32
5.0 Case studies to address health misinformation	33
6.0 Health Misinformation Management Activity Reporting Tool.....	34
References	45

We extend our heartfelt appreciation to all those who played an integral role in the creation and success of the Cohort 1 Niger State Health Misinformation Management Training Manual. This invaluable resource could not have come to fruition without the tireless efforts, commitment, and collaboration of many individuals and organizations.

We express our sincere gratitude to the Niger State Ministry of Secondary and Tertiary Health Care and the Niger State Ministry of Primary Health Care. Their unwavering support and dedication to this project have been instrumental in ensuring its success. Special thanks to the Honourable Commissioners, whose vision and leadership have set the foundation for a healthier and better-informed Niger State.

We would also like to extend our deepest appreciation to the participants of the fellowship program. Your enthusiasm, engagement, and willingness to learn are the driving force behind our collective mission to combat health misinformation and build a healthier community. Your commitment is inspiring.

Our heartfelt appreciation goes out to Okechi Nzedibe, the WHO-trained infodemic manager, for her invaluable support and collaboration throughout this journey. Her insights, guidance, and contributions have enriched this manual and strengthened our efforts to combat health misinformation.

Last but not least, we want to thank all the individuals and teams who worked tirelessly behind the scenes. From research and content creation to design and editing, your contributions have been the building blocks of this manual.

This training manual is a testament to what can be achieved when individuals and organisations come together with a shared vision. It is a valuable tool for building a community that is informed, resilient, and empowered in the face of health misinformation.

Together, we are making a difference in Niger State and beyond. Thank you for your dedication, commitment, and unwavering support.

Warm regards,

Dr Kemisola Agbaoye
Director of Programmes
Nigeria Health Watch

Dear fellows,

We are very excited to welcome you to the first cohort of the Health Misinformation Management Fellowship, an exciting and impactful initiative aimed at addressing the critical issue of health misinformation within our communities. Health misinformation is a growing concern globally, and Nigeria is no exception. The spread of inaccurate health information can have severe consequences, from eroding trust in healthcare systems to endangering lives. This fellowship is our collective response to this challenge, and it is an opportunity for you to become informed advocates and change-makers in the fight against health misinformation in the state.

Overview of the Fellowship:

The Health Misinformation Management Fellowship is a comprehensive program designed to equip you with the knowledge, skills, and tools necessary to combat health misinformation effectively in the state. Over the course of this program, you will embark on a journey that includes:

- **Training and Capacity Building:** The fellowship begins with a week of physical training and team-building activities to prepare you for the rigorous work ahead.
- **Community Outreach:** You will actively engage with your communities, sharing knowledge and raising awareness about health misinformation. This includes conducting public awareness campaigns, interacting with community members, and reporting health misinformation, etc.
- **Media Engagement:** We will empower you to engage with traditional and digital media, helping you amplify accurate health information and address misinformation through radio, TV, print, and online channels.
- **Graduation:** The culmination of the fellowship will be a graduation ceremony, where you will present your reports and experiences, celebrate your achievements, and officially graduate from the program.

Why Participate:

By participating in this fellowship, you will gain a deep understanding of health misinformation and its implications. You will learn to distinguish accurate information from falsehoods, develop strong communication skills, and become a trusted source of health information within your community.

Expectations and Commitments

To make the most of the fellowship experience, we have outlined several expectations and commitments:

1. **Active Participation:** We expect your active engagement in all fellowship activities, including workshops, training sessions, and community projects.
2. **Respect and Inclusivity:** We are all expected to uphold a respectful and inclusive environment, respecting the diverse backgrounds and perspectives of each fellow.
3. **Ethical Conduct:** Your conduct should adhere to the highest ethical standards, particularly in research and com-

munity engagement.

4. **Reporting and Documentation:** Timely and accurate reporting and documentation of fellowship activities are essential and is expected of you to ensure that we get the best of the program.
5. **Commitment to Learning:** We encourage commitment to continuous learning, fostering an environment of growth and development. Part of this entails that you will step-down the learnings from this fellowship to other members of your organisation.

Reporting and Documentation

To ensure transparency and accountability, it is essential that you document your activities during the fellowship. At the end of the fellowship, you will submit a report summarising your participation in the fellowship. This report should include:

- **Key Takeaways:** Share the key things that you gained during the fellowship, including any significant learnings or realisations.
- **Community Engagement:** Share your experiences in engaging with your community regarding health misinformation.
- **Action Items:** Outline key actions you will take moving forward to address health misinformation in the state.
- **Recommendations:** Share your recommendations/suggestions for improving future Health Misinformation Management Fellowships.

Ethical Conduct and Respect

As ambassadors in the fight against health misinformation, ethical conduct and respect for diverse perspectives are paramount. Embrace the following principles:

- **Respect:** Respect the beliefs, cultures, and values of the communities you engage with. Foster an inclusive environment that encourages dialogue.
- **Integrity:** Uphold the highest standards of integrity in all your interactions and initiatives.
- **Honesty:** Be honest and transparent in your communications, especially when disseminating health information.
- **Non-Discrimination:** Refrain from discrimination based on race, gender, religion, or other attributes in all your activities.
- **Accountability:** Take responsibility for your actions and initiatives, ensuring that they align with the values and objectives of the fellowship program.

Together, we aim to build resilient communities that are less susceptible to health misinformation's harmful effects and more capable of making informed health decisions.

Thank you for joining us on this important journey. Your dedication and commitment will make a significant difference in promoting accurate health information and improving public health outcomes in Niger State.

Let's begin this journey together and make a positive impact in the fight against health misinformation.

Warm regards,

Abara Erim

Programme Coordinator

Misinformation Management Project

Nigeria Health Watch

1.0: UNDERSTANDING HEALTH MISINFORMATION

In this section, we will introduce the concept of health misinformation. Understanding what health misinformation is and its (potential) impact on public health is crucial as we embark on the journey to combat it. Before we go deeper, let's do a quick exercise:

1.1 Health Misinformation Keywords

Instructions:

Find the word in the puzzle.

Words can go in any direction.

Words can share letters as they cross over each other.

M	S	O	C	I	A	L	P	T	B	X	W	A	T	J	Y	D	P	A	E
I	I	N	O	I	T	A	M	R	O	F	N	I	S	I	D	P	I	C	S
N	S	S	I	L	E	C	K	L	C	Q	G	U	U	E	Y	D	N	M	E
F	N	Q	I	E	Y	Y	A	O	S	G	R	X	A	T	E	E	L	J	C
O	O	M	B	N	M	J	N	P	Q	F	O	S	W	M	D	G	E	W	R
D	I	Q	A	N	F	S	O	P	M	O	E	T	N	I	N	P	T	O	U
E	N	V	Q	G	P	O	Q	Y	N	I	T	I	V	O	T	X	E	E	O
M	I	R	B	I	R	N	R	U	X	R	J	E	L	S	I	T	F	C	S
I	P	D	R	L	R	V	T	M	U	Y	M	W	C	E	A	N	A	H	D
C	O	A	P	P	E	S	E	T	A	M	T	R	C	N	B	E	I	O	J
S	C	D	F	R	L	U	H	R	G	T	I	A	I	I	R	J	O	P	L
Y	W	F	W	Q	I	L	C	E	I	T	I	M	E	C	U	S	K	J	O
S	M	A	B	G	A	V	R	R	I	F	E	O	F	C	M	H	A	F	U
R	E	F	C	E	B	O	A	C	E	S	Y	O	N	A	O	T	Z	T	V
N	E	I	C	T	L	T	A	C	S	D	J	J	M	V	R	Y	W	N	D
J	V	O	L	A	E	L	Y	I	Y	T	I	C	X	M	S	M	Z	W	X
N	O	I	T	A	C	U	D	E	K	U	N	B	E	D	I	C	I	U	S
W	P	A	F	J	E	J	R	P	J	X	R	E	L	I	A	B	L	E	W
G	N	I	R	E	G	N	O	M	E	R	A	C	S	E	R	G	E	Z	M
A	L	I	Y	C	M	O	I	N	F	L	U	E	N	C	E	R	S	F	V

Keywords

Beliefs	Conspiracy	Vaccines	Credible	Opinions	Myths
Critical	Disinformation	Privacy	Disseminate	Reliable	Opinions
Echo	Education	Rumors	Evidence	Social	Scaremongering
Impact	Influencers	Sources	Infodemics	Truth	Verify
Lies	Media	Reliable	Misinformation	Suicide	

Reflection from the game:

How many keywords did you find?

What did you learn from the exercise?

[illegible]

1.2 What is Health Misinformation?

- Health misinformation encompasses false or misleading information related to health, medical, or wellness matters.
- It comes in various forms, including unfounded health claims, rumours, fabricated stories, and unverified health advice.

1.3 Types of health information challenges or phenomena:

- **Information Gap/Void:** Describes a situation where there is a lack of sufficient information about a particular area or topic. Addressing information gaps is essential for ensuring that individuals have access to accurate and reliable health information.
- **Rumour:** Involves unverified health claims or concerns that circulate among individuals or communities. Rumours can spread quickly, especially through social media platforms.
- **Misinformation:** Refers to the distortion of accurate information unintentionally or without the intention to cause harm or mislead. It is crucial to address and correct misinformation to prevent its negative impact on public health.
- **Disinformation:** Refers to the distortion of accurate information intentionally or with the intention to cause harm or mislead. It is crucial to address and correct disinformation to prevent its negative impact on public health.
- **Infodemics:** Refers to the overabundance of information around a particular health area. It can make it challenging for individuals to find accurate and reliable information.

Discussion: Give examples/instances when you have come across any of the types of health information challenges.

1.4 The Impact of Health Misinformation

Let's view [this video](#).

Exercise: How do you think this misinformation can impact on the health of your community members?

Some of the ways health misinformation can undermine public health interventions include:

- It contributes to vaccine hesitancy.
- Leads to adoption of ineffective treatments.
- Causes distrust in evidence-based practices.
- Leads to low uptake/adherence to Public Health and Social Measures (PHSM)

1.5 Examples of Health Misinformation

a) Miracle Cure Claims

- Health misinformation that often includes claims of miraculous cures for various illnesses. E.g, some individuals have promoted [drinking bleach](#) as a remedy for serious diseases, which is not only ineffective but also harmful.

b) False Prevention Methods

- Misinformation that suggests ineffective or dangerous preventive measures. During the COVID-19 pandemic, there were instances of individuals promoting unproven remedies like [inhaling steam](#), which could lead to burns and respiratory issues.

c) Vaccine Myths

- The spread of vaccine-related misinformation has led to vaccine hesitancy. False claims linking vaccine to infertility, for example, have resulted in reduced vaccination rates and outbreaks of different variants of COVID-19 and other vaccine-preventable diseases.

d) Unverified Dietary Advice

- Health misinformation often extends to dietary recommendations. Some sources promote unverified diets or supplements as a “cure-all” for various health conditions, leading people to follow potentially harmful regimens.

e) Conspiracy Theories

- Conspiracy theories can also fuel health misinformation. For instance, during the COVID-19 pandemic, unfounded conspiracy theories about the virus’s origins and treatments hindered public health efforts.

f) Misleading Testimonials

- Personal anecdotes and testimonials can be powerful tools for spreading health misinformation. People sharing their unverified success stories with a particular treatment can influence others to follow suit, even without scientific evidence.

Discussion:

What other examples of health misinformation have you heard in your community?

These examples underscore the critical need to address health misinformation. They demonstrate the potential harm it can cause to individuals and communities, public health systems, and the trust in evidence-based healthcare. As fellows in this program, you’ll play vital role in addressing these challenges.



To begin, let's play this [game](#).

To play the Bad News game, please follow these instructions:

1. Visit the game's website at <https://www.getbadnews.com/en>
2. Click on the "Play Bad News" button.
3. The game will start with a brief introduction to the rules and objectives.
4. You will be presented with a series of scenarios that involve fake news and disinformation.
5. For each scenario, you will be asked to choose the best response from a list of options.
6. After you select your response, you will receive feedback on whether your choice was correct or incorrect.
7. The game will continue with more scenarios until you reach the end.

Credit: Bad News game was developed by DROG, a Dutch organization working against the spread of disinformation, in collaboration with researchers at Cambridge University in the United Kingdom

Reflection from the game: What did you learn from the game?

2.2 How Misinformation Spreads

Activity: Let's view this [video](#).

What can you say about the video?

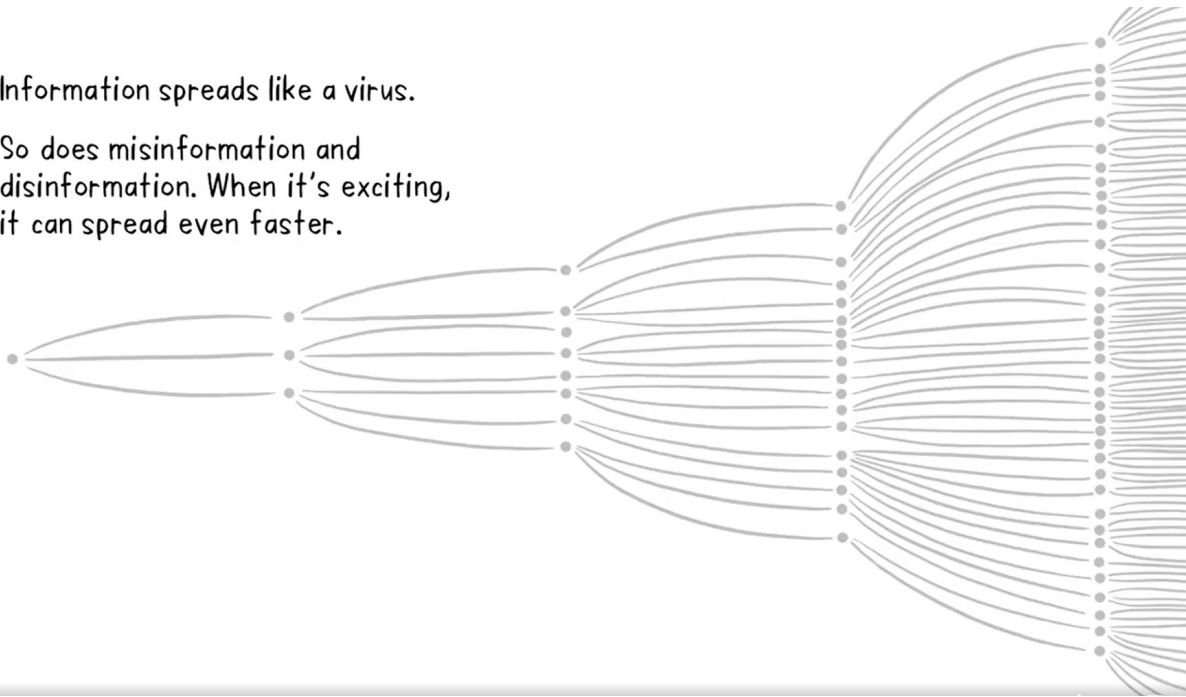
Misinformation spreads through a variety of channels, including word of mouth, online platforms, traditional media, etc.

Discussion: What other channels/places have you heard health-related misinformation in the community?

Screenshot 1: How health information starts

Information spreads like a virus.

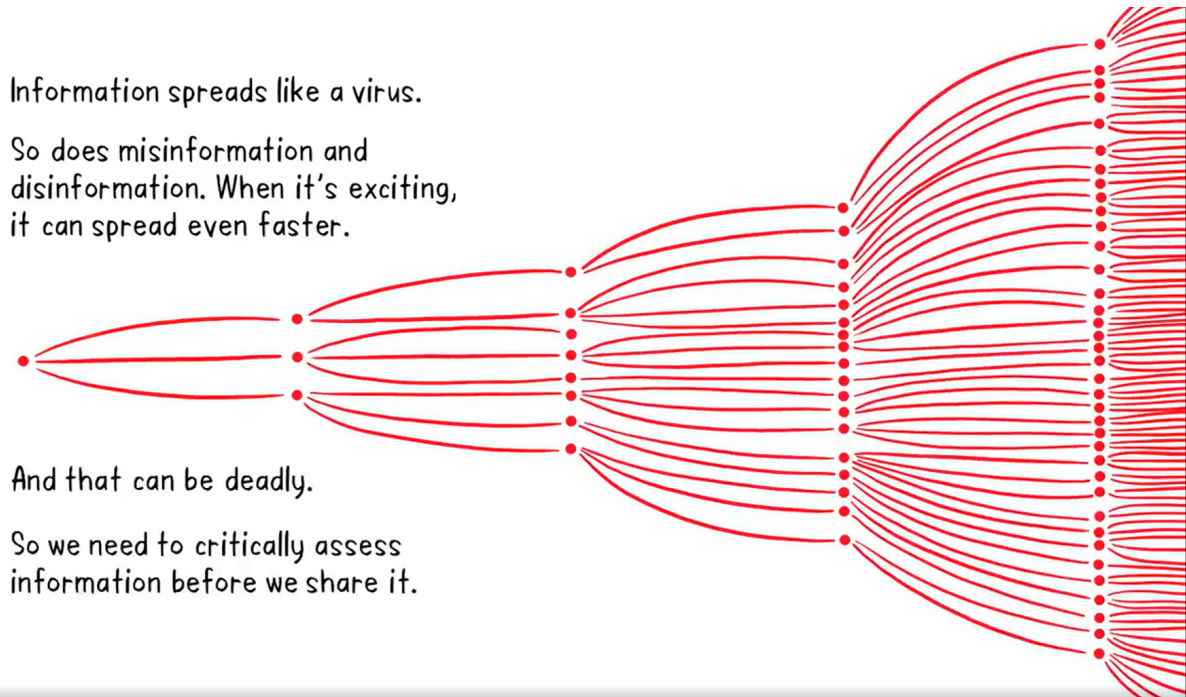
So does misinformation and disinformation. When it's exciting, it can spread even faster.



Screenshot 2: How misinformation spreads like virus when it is not addressed

Information spreads like a virus.

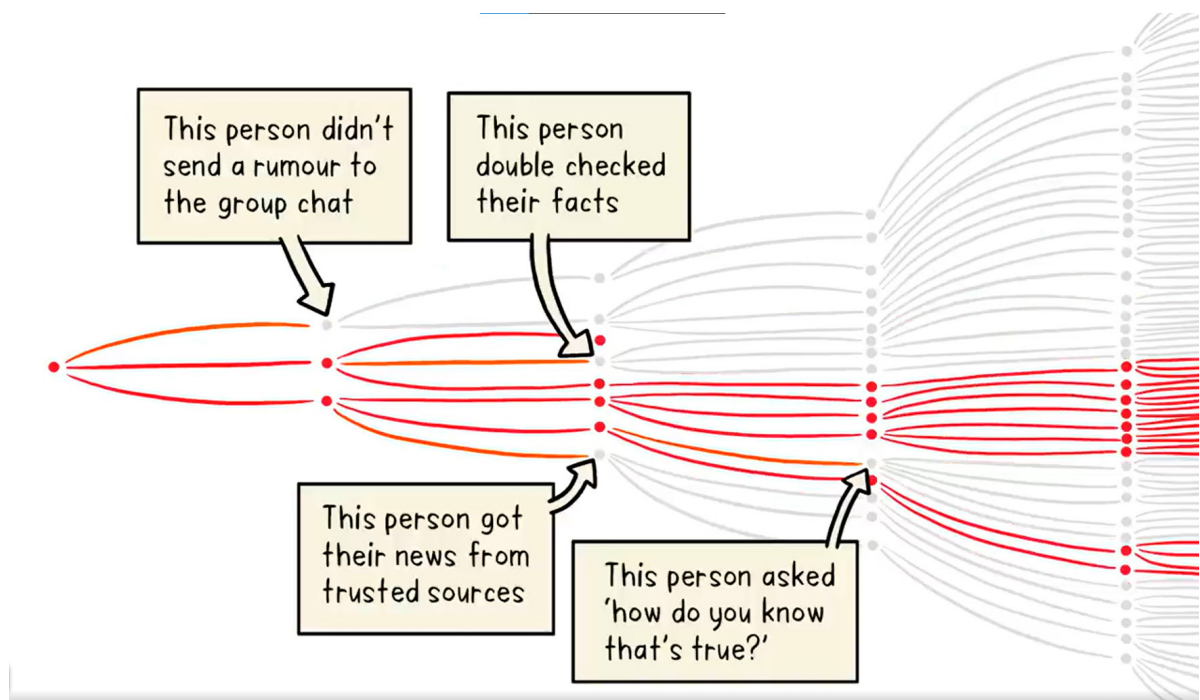
So does misinformation and disinformation. When it's exciting, it can spread even faster.



And that can be deadly.

So we need to critically assess information before we share it.

Screenshot 3: What happens when we begin to address misinformation.



Credit: Illustrations gotten from WHO 2020

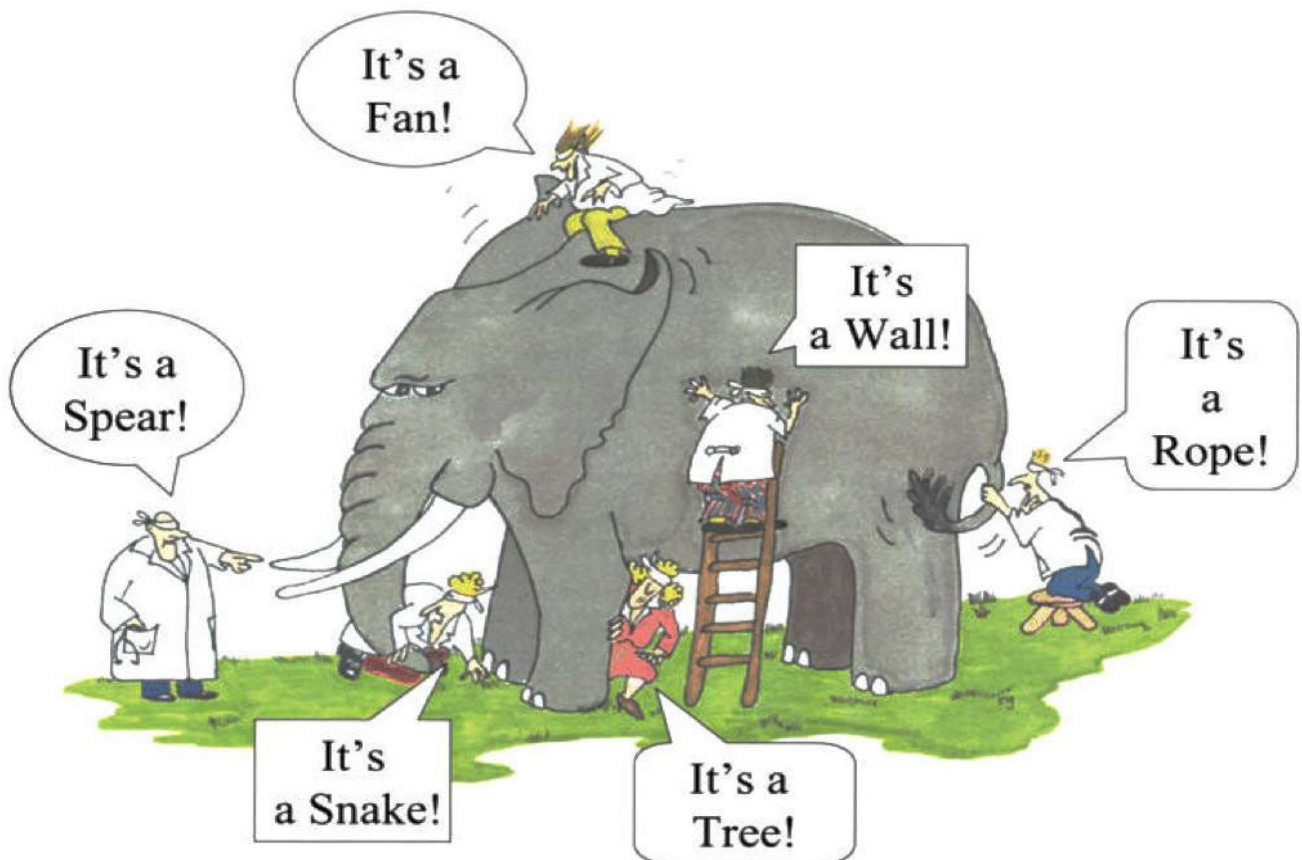


Image credit: https://medium.com/@brought_on/the-elephant-sized-assumption-1f8c4d7153b5

Discussion: From the picture above, why do you think health misinformation spreads in the community?

Several factors make health misinformation to spread in our community. In this module we'll consider how some of those factors including **emotional appeal**, **confirmation bias**, **knowledge gap**, **hidden agenda**, etc can contribute to the rapid dissemination of health misinformation.

- **Emotional Appeal:** Emotional appeal, in the context of spreading health misinformation, involves using emotionally charged language or content to provoke strong feelings in the audience. Misinformation spreaders may use emotional appeals to create fear, outrage, or sympathy, making their false claims more memorable and shareable. People often share emotionally appealing misinformation because it resonates with their feelings and instincts, even if it lacks factual basis.
- **Confirmation Bias:** Confirmation bias, as it relates to spreading health misinformation, occurs when individuals selectively share information that confirms their existing beliefs or biases. People tend to seek out and share misinformation that aligns with their preconceptions, reinforcing their viewpoints while ignoring contradictory evidence. This confirmation bias contributes to the echo chamber effect, where like-minded individuals reinforce each other's false beliefs.
- **Knowledge Gap:** A knowledge gap in the context of spreading health misinformation is the difference in information or understanding between those who possess accurate health knowledge and those who lack it. Misinformation tends to spread more rapidly among individuals with limited access to reliable health information or lower health literacy. People with greater knowledge gaps are more susceptible to believing and sharing misinformation because they lack the background knowledge to critically evaluate the claims.

- **Hidden Agenda:** A hidden agenda, when related to the spread of health misinformation, involves individuals or groups disseminating false information for undisclosed motives. Misinformation spreaders with hidden agendas may be driven by financial gain, political manipulation, or advancing a particular agenda. They intentionally conceal their true motives while exploiting the vulnerability of others' trust or lack of critical thinking. People may unknowingly share misinformation with hidden agendas, inadvertently advancing the goals of those with ulterior motives.
- **Cognitive Biases:** In addition to confirmation bias, other cognitive biases such as the availability heuristic (favouring readily available information), anchoring (relying heavily on the first piece of information encountered), and the illusion of truth effect (believing information simply because it's repeated often) can lead people to accept and spread misinformation.
- **Social Influence:** People often look to their social networks, including friends, family, and online communities, for information and validation. If misinformation is prevalent within their social circles, individuals may be more likely to accept and share it to fit in or gain social approval.
- **Information Overload:** In today's digital age, individuals are bombarded with an overwhelming amount of information daily. This information overload can lead to hasty sharing and acceptance of information without thorough fact-checking, increasing the likelihood of misinformation spreading.
- **Algorithmic Recommendation:** Social media platforms and search engines use algorithms to recommend content based on users' past behaviour and preferences. These algorithms can inadvertently promote misinformation by reinforcing users' existing beliefs and preferences, creating filter bubbles and echo chambers.
- **Sensationalism and Clickbait:** Misleading headlines and sensationalized content can attract attention and encourage users to click and share before critically evaluating the information. Misinformation spreaders often use sensationalism and clickbait techniques to maximize their reach.
- **Lack of Media Literacy:** Many individuals lack the skills needed to critically assess information sources and evaluate the credibility of content. Without media literacy education, people may struggle to discern reliable sources from unreliable ones, making them more susceptible to misinformation.
- **Influence from Authority Figures:** Individuals often trust and follow authoritative figures, including politicians, celebrities, and influencers. When such figures spread misinformation, it can carry significant weight and influence their followers to do the same.
- **Fear and Uncertainty:** During crises or times of uncertainty, people may be more susceptible to misinformation as they seek quick answers and reassurance. Misinformation can exploit these fears and provide false solutions or explanations.
- **Psychological Comfort:** Misinformation can offer psychological comfort by providing simple explanations for complex issues. People may share misinformation because it aligns with their desire for a straightforward, reassuring narrative.
- **Political and Ideological Polarisation:** In highly polarized environments, individuals may prioritize their political or ideological beliefs over factual accuracy. They may share misinformation that supports their views, reinforcing existing divisions.

Addressing the spread of misinformation requires a multifaceted approach that considers these various factors and employs strategies to promote media literacy, critical thinking, fact-checking, and responsible information sharing.

Discussion: What are other reasons you think are responsible for people sharing health misinformation in your community?

2.4 Social Media's Influence on Health Misinformation Spread



Image credit: <https://healthitanalytics.com/news/machine-learning-can-help-predict-severe-covid-19>

Social media platforms are commonly used for spreading health misinformation due to their extensive reach and user-generated content. Social media plays a significant role in influencing the spread of health misinformation in several ways:

- **Rapid Information Sharing:** Social media platforms make it easy for users to share information quickly and widely. While this can facilitate the dissemination of accurate health information, it also allows false or misleading content to spread rapidly without proper fact-checking.
- **Algorithmic Recommendations:** Social media algorithms analyse users' interests and behaviors to recommend content. These algorithms can unintentionally create filter bubbles, where users are exposed to information that aligns with their existing beliefs. Misinformation tailored to specific groups can thrive within these bubbles.
- **Echo Chambers:** Social media often fosters the formation of echo chambers (groups/pages), where like-minded individuals engage in discussions that reinforce their existing views. Within these echo chambers, health misinformation can spread and become ingrained as users validate each other's beliefs.
- **Viral Spread:** Compelling or sensationalised health misinformation has the potential to go viral on social media. People are more likely to share content that evokes strong emotions or confirms their preconceived notions, contributing to the rapid spread of misinformation.
- **Lack of Fact-Checking:** Social media encourages rapid content sharing, often without thorough fact-checking. Users may share health information without verifying its accuracy, contributing to the propagation of false claims.
- **Influence of Authority Figures:** Celebrities, influencers, and even political figures have significant followings on social media. When they endorse or share health misinformation, it can carry substantial weight and influence their followers to do the same.
- **Fear and Sensationalism:** During times of crises or uncertainty, people may be more susceptible to health misinformation as they seek quick answers and reassurance. Misinformation can exploit these fears by providing simplistic or sensationalised explanations.
- **Information Overload:** Social media users are exposed to a vast amount of information daily. This information overload can lead to hasty sharing and acceptance of information without thorough scrutiny.
- **Confirmation Bias:** People tend to seek and share information that confirms their existing beliefs. Social media allows users to find and share content that aligns with their opinions, even if it's inaccurate.

Addressing the influence of social media on health misinformation spread requires a combination of media literacy, critical thinking, fact-checking, and responsible information sharing practices to promote accurate and reliable health information.

As a rule of thumb, **care before you share** any health information on social media.



Care
before
you share

2.5 Consequences of health misinformation on individual behaviours

Discussion: How can health misinformation affect individuals and our communities?

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings present.

2.5.1 Impact of Health misinformation on Individual and communities

Health misinformation can significantly impact individual behaviours leading people to make choices that can negatively affect their health. Individuals who believe in and act upon health misinformation may:

- **Choose alternative treatments with no scientific basis:** Some individuals, when influenced by health misinformation, might opt for alternative treatments or therapies that lack scientific evidence or medical validation. These alternative treatments may not effectively address their health concerns.
- **Delay effective medical interventions:** Believing in misinformation can lead individuals to postpone or delay seeking conventional medical care that is proven to be effective. This delay can result in the worsening of their health conditions and complications.
- **Avoid evidence-based healthcare:** Health misinformation may lead people to distrust evidence-based healthcare practices, including vaccines, preventive screenings, or recommended treatments. This avoidance can put their health at risk.
- **Rely on unproven remedies:** Misinformation might convince individuals to rely on unproven remedies, such as herbal supplements, miracle cures, or unregulated products, instead of evidence-based medical treatments. These remedies may not provide the intended health benefits.
- **Experience unnecessary anxiety or stress:** Belief in health misinformation can cause unnecessary anxiety, stress, or fear. Individuals may worry about health conditions they don't have or fear side effects from treatments they don't need, leading to emotional distress.

It's crucial to combat health misinformation to prevent these potential negative consequences and promote evidence-based healthcare decisions and practices among your community members.

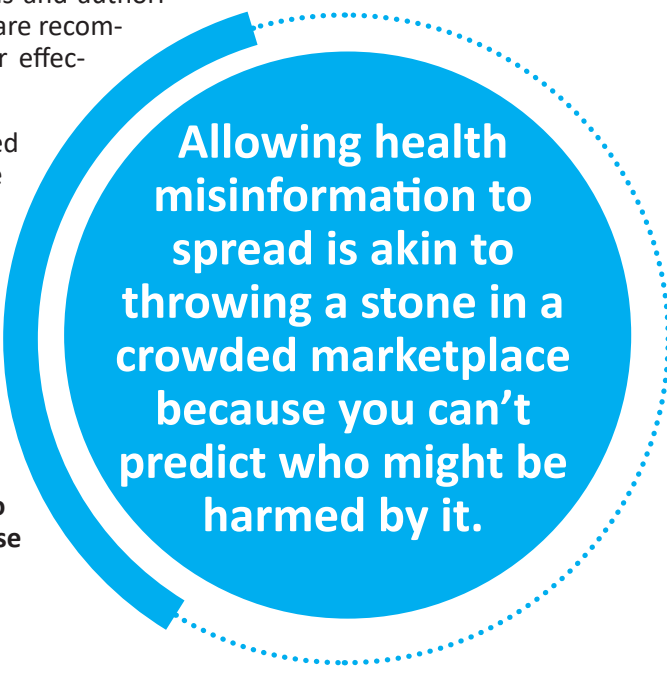
2.5.2 Public Health Consequences of Misinformation

Health misinformation has far-reaching consequences for public health, affecting not only individuals but entire communities. Some of the implications of misinformation on public health include:

- **Outbreaks of preventable diseases:** Misinformation can lead to a decline in vaccination rates and the spread of false beliefs about vaccine safety. This, in turn, can contribute to outbreaks of preventable diseases like measles, influenza, or COVID-19, which pose significant public health risks.
- **Reduced vaccination rates:** Misinformation often targets vaccines, causing some individuals to hesitate or refuse vaccination. Reduced vaccination rates can result in lower herd immunity, making it easier for diseases to spread within communities.
- **Erosion of trust in healthcare systems:** When misinformation spreads, it erodes trust in healthcare systems and authorities. People may become skeptical of healthcare recommendations and guidance, which can hinder effective public health measures and responses.
- **Strain on the health system:** Outbreaks fuelled by misinformation can overwhelm healthcare systems. Increased cases of preventable diseases necessitate more resources, healthcare personnel, and hospital beds, leading to a strain on the healthcare infrastructure.

Addressing health misinformation is crucial to mitigate these negative impacts and maintain public trust in healthcare systems, ultimately promoting the well-being of communities and individuals.

Allowing health misinformation to spread is akin to throwing a stone in a crowded marketplace because you can't predict who might be harmed by it.

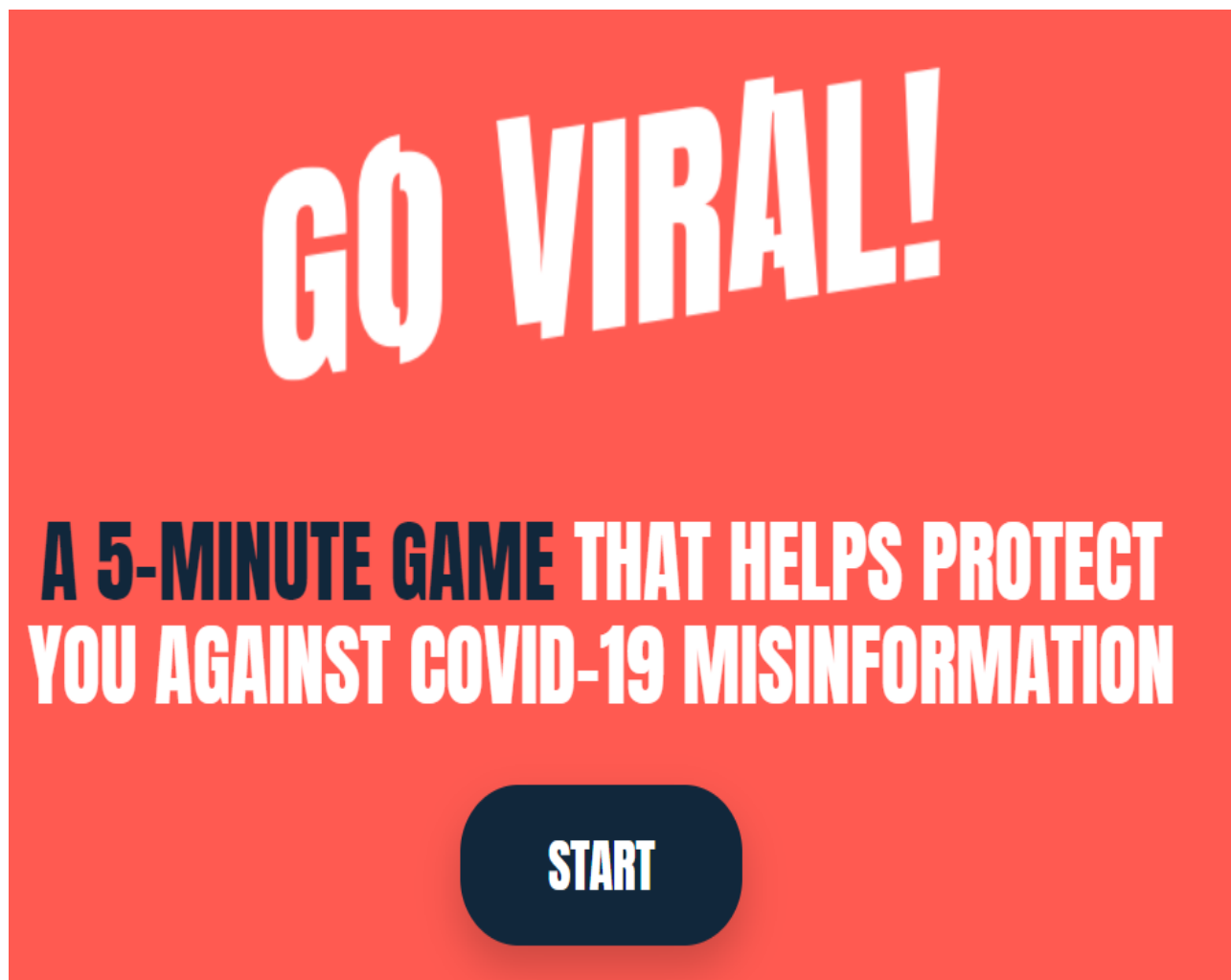


Allowing health misinformation to spread is akin to throwing a stone in a crowded marketplace because you can't predict who might be harmed by it.

3.1 IDENTIFYING HEALTH MISINFORMATION

In this era where information is abundant and access to it is nearly instantaneous, deciphering accurate health information from a sea of misinformation is becoming very challenging both online and offline. In this module, we'll look at some of the things to consider to help us identify misinformation from the correct information.

Let's start with a game:



[Go Viral!](#)

ABOUT THE GAME

WHAT IS GO VIRAL!

GO VIRAL! is a 5-minute game that helps protect you against misinformation. You'll learn about some of the most common strategies used to spread false and misleading information about the virus. Understanding these tricks allows you to resist them the next time you come across them online. Scientists who worked with us on the development of GO VIRAL! found that playing the game significantly improves people's ability to spot misinformation.

How to play the Go Viral! game:

1. Visit the game's website at <https://www.goviralgame.com/books/go-viral/>
2. Click on the "Play Go Viral!" button.
3. The game will start with a brief introduction to the rules and objectives.
4. You will be presented with a series of scenarios that involve false or misleading information about COVID-19.
5. For each scenario, you will be asked to choose the best response from a list of options.
6. After you select your response, you will receive feedback on whether your choice was correct or incorrect.
7. The game will continue with more scenarios until you reach the end.

Credit: Go Viral! Game was developed by the World Health Organization (WHO) in collaboration with the social decision-making laboratory at the University of Cambridge and the UK Cabinet Office.

Reflection from the game: What stood out for you from the game?

3.2 How to Identify Health Misinformation Online

Identifying health misinformation online can be challenging, but there are several strategies and red flags you can look for to help you discern reliable information from misinformation:

1. Check the Source:

- **Authoritative Sources:** Look for information from reputable sources such as government and non-governmental health agencies (e.g., NCDC, NPHCDA, WHO, UNICEF, Nigeria Health Watch, etc). These sources typically have rigorous review processes.
- **Credibility of the Website:** Examine the website's overall credibility. Reliable sources often have a professional design, clear citations, and contact information. Be cautious of websites with poor design, excessive ads, or no clear authorship.

2. Cross-Reference Information:

- **Verify Claims:** Don't rely on a single source. Cross-reference the information with multiple reputable sources to ensure consistency.
- **Expert Consensus:** Check if experts in the field support the information. Look for statements from medical associations, academic institutions, and healthcare professionals.

3. Be Wary of Red Flags:

- **Sensational Headlines:** Misleading or exaggerated headlines designed to grab attention are common in misinformation.
- **Lack of Citations:** Reliable sources provide citations to back up their claims. Be skeptical of information without proper references.
- **Too Good to Be True:** If a claim sounds too miraculous or too good to be true, it might be misinformation.
- **Emotional Language:** Misinformation often uses emotional language to invoke fear, anger, or excitement.

7. Investigate the Author:

- **Look into the author's qualifications and expertise.** Check if they have a background in the subject matter they are discussing.

8. Watch for Anonymity:

- **Be cautious of information provided by anonymous sources or sources that do not disclose their credentials.**

9. Look for Updates:

- **Information may change over time as new research emerges.** Check for the publication date on the page and prefer recent information when available.

10. Be Critical and Skeptical:

- Approach health information with a healthy dose of skepticism. Question claims that are not supported by evidence.

11. Consult Healthcare Professionals:

- When in doubt, consult healthcare professionals or experts in the field for guidance on specific health concerns.

12. Report Misinformation:

- When you encounter misinformation online or are unsure of the information, report the information using the Africa Misinformation Portal (AMP) site.
- **Remember, the first step in tackling misinformation is to first identify it.**

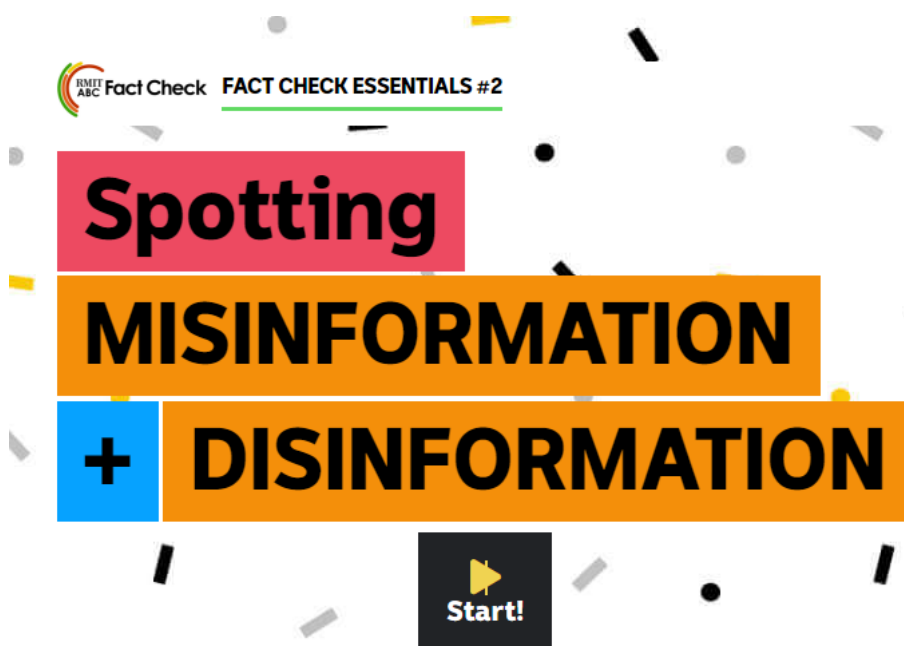


**The first step
in tackling
misinformation
is to first
identify it.**

Remember that misinformation can be harmful, so it's essential to be vigilant and critical when assessing health-related information online. Always prioritise information from trusted and credible sources for making health-related decisions.

3.3 How to identify health misinformation offline:

Game:



Game: **Spotting Misinformation + Disinformation**

Reflection from the game: What stood out for you from the game?

In this session, we will learn how to identify health misinformation in our communities. Identifying health misinformation offline can be just as important as recognising it online.

Here are some strategies to help you identify health misinformation in offline settings:

1. Be Critical of Word-of-Mouth Information:
 - Information passed through word-of-mouth can often be inaccurate or exaggerated. Treat such information with skepticism until you can verify it from credible sources.
2. Examine the Source:
 - Consider the credibility of the person or entity providing the information. Medical professionals, healthcare organisations, and reputable institutions are generally more reliable sources because they have some reputations/image to protect.
3. Question Unsubstantiated Claims:
 - Be cautious of individuals or groups making extraordinary health claims without supporting evidence. Ask for references to scientific studies or medical experts.
4. Consult Healthcare Professionals:
 - When you encounter health information that raises concerns, consult healthcare workers or experts in the field to verify its accuracy.

5. **Verify Information with Multiple Sources:**
 - Seek out multiple sources of information to cross-reference and verify health-related claims. Consistency across reputable sources is a sign of reliability.
6. **Check for Warning Signs:**
 - Be cautious of health information that promises miraculous cures, dramatic results, or secret remedies. Such claims are often indicative of misinformation.
7. **Be Wary of Commercial Interests:**
 - Be cautious of health information provided by individuals or organisations with a vested interest in selling products or services related to the information they are sharing.
8. **Review Government Health Guidelines:**
 - Government health agencies often provide guidelines and recommendations on various health topics. Refer to these official sources for reliable information.
9. **Engage in Informed Discussions:**
 - When discussing health topics with friends or family, encourage evidence-based discussions. Challenge or seek clarification on health claims that appear questionable.
10. **Consider Cultural and Community Beliefs:**
 - Be aware of the influence of cultural or community beliefs on health-related information. These beliefs can sometimes conflict with evidence-based healthcare.
11. **Report Misinformation:**
 - If you encounter health misinformation being disseminated in your community, report it to the health care worker.

Identifying health misinformation offline requires vigilance, critical thinking, and a commitment to seeking out accurate and evidence-based information. By applying these strategies, you can better protect yourself and your community from the potential harm of misinformation.

3.4 Group work: Case Studies and Instances of Health Misinformation

Let us examine some case studies to help us understand how health misinformation gains traction. These cases provide insights into the dynamics that allow misinformation to go viral.

Scenario 1: The Miracle Cure

In a town, a charismatic figure claims to have discovered a “miracle” cure for a vaccine preventable disease. They share their story through a persuasive online video, detailing how this unproven remedy miraculously cured them and hundreds of others. The video goes viral, and many people begin to follow the treatment regimen.

Discussion Points:

- Describe the type of health information challenge/phenomena present there.
- What are the factors that contributed to the spread of the misinformation?
- What are some of the impacts of the misinformation?

- How can you approach individuals who are enthusiastically sharing this “miracle cure” video with their friends and family?

Scenario 2: The Social Media Firestorm

A rumour starts circulating on a Facebook page and WhatsApp groups about a supposed link between a chloroquine and Coronavirus. The rumour spreads rapidly, and concerned individuals begin stockpiling the product, causing shortages in stores.

Discussion Points:

- Describe the type of health information challenge/phenomena present there.
- What are the factors that contributed to the spread of the misinformation?
- What are some of the impacts of the misinformation?
- What steps can be taken to prevent similar instances of misinformation-triggered panic in the future?

Scenario 3: Vaccine Hesitancy and Parental Concerns

A group of parents in a community express concern about the safety of the diphtheria vaccine on their children. They’ve been influenced by online articles and forums that highlight alleged risks. As a result, vaccination rates in the community drop, putting the children at risk of the vaccine-preventable disease.

Discussion Points:

- Describe the type of health information challenge/phenomena present there.
- What are the factors that contributed to the spread of the misinformation?
- What are some of the impacts of the misinformation?
- How can you engage with this group of concerned parents in a respectful and empathetic manner to address their fears and doubts?

Scenario 4: The Misleading Health Blog

An influential health blogger with a substantial online following publishes a series of articles promoting a diet plan that claims to cure a common chronic health condition. The blogger lacks medical expertise, but their content gains traction among readers seeking alternative health solutions.

Discussion Points:

- Describe the type of health information challenge/phenomena present there.
- What are the factors that contributed to the spread of the misinformation?
- What are some of the impacts of the misinformation?
- How will you encourage individuals to seek guidance from qualified healthcare professionals?

4.1 ADDRESSING HEALTH MISINFORMATION

In today's digital age, information flows rapidly and freely, making it easier than ever for individuals to access a wealth of knowledge on various topics, including health. However, this unprecedented access to information comes with a downside: the proliferation of health misinformation. Health misinformation refers to false or misleading information related to medical conditions, treatments, healthcare practices, and public health issues.

The spread of health misinformation has become a pressing global concern with far-reaching implications. Misinformation can originate from various sources, including social media platforms, websites, blogs, and even well-intentioned but ill-informed individuals. It often takes the form of inaccurate health claims, conspiracy theories, pseudoscientific remedies, and distorted statistics.

The consequences of health misinformation are profound and multifaceted. Individuals who encounter false health information may make decisions that affect their well-being, such as opting for unproven treatments, delaying necessary medical care, or refusing vaccinations. These choices can lead to serious health risks, exacerbate medical conditions, and contribute to the spread of preventable diseases.

Moreover, the impact of health misinformation extends beyond individuals to entire communities and healthcare systems. Reduced vaccination rates due to vaccine misinformation, for instance, can result in outbreaks of vaccine-preventable diseases, placing a strain on healthcare facilities and resources. Furthermore, the erosion of trust in healthcare systems and authorities can hinder effective public health responses.

Addressing health misinformation requires a multifaceted approach that combines education, media literacy, fact-checking, and responsible information dissemination. It involves empowering individuals to critically evaluate health information, promoting trustworthy sources, and debunking false claims. Healthcare professionals, researchers, policymakers, and technology companies all play essential roles in combating health misinformation and safeguarding public health.

As the information landscape continues to evolve, the challenge of tackling health misinformation persists. Understanding its origins, impact, and the strategies to counteract it is essential for creating a more informed and resilient communities where accurate health information prevails. This module will set the stage for exploring the various facets of addressing health misinformation and the vital role that informed individuals and organisations play in this ongoing endeavour.

4.2 How to address health misinformation in the community

Health misinformation is information that is false, inaccurate, or misleading according to the best available evidence at the time. Health misinformation can cause harm to individuals and communities, especially during a public health crisis. Therefore, it is important to address health misinformation in the community and prevent its spread. Here are some ways to do that:

- Engage with and listen to your community to identify misinformation.
- Share accurate, clear, and easy-to-find information that addresses their common questions.
- Use credible sources of information when providing health information. Avoid sources that are biased, unverified, or sensationalized.
- Correct misinformation when you encounter it but do it respectfully and empathetically. Understand why people may believe or share misinformation and acknowledge their concerns and emotions.
- Provide factual and relevant information that counters the misinformation and use simple and positive language.
- Avoid repeating or reinforcing the misinformation.

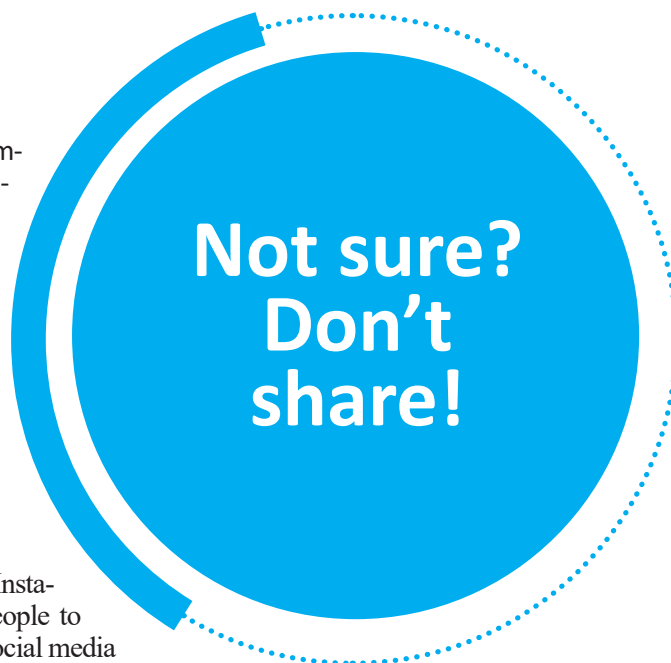
- do not shame or ridicule the person who shared it.
- Teach them how to spot common types of misinformation, such as false claims, misleading headlines, manipulated images, or fake experts.
- Promote a culture of trust and openness in your community.
- Build relationships with your community members and stakeholders.
- communicate with them regularly and transparently.
- Provide updates on the latest health information and guidance,
- Admit when you do not know something or when something changes.
- Invite feedback and questions from your community.

By following these steps, you can help your community to access and use accurate and reliable health information, and to protect themselves and others from the harmful effects of health misinformation. Remember that health misinformation is a complex and evolving problem that requires collective action and collaboration. You are not alone in this fight. Together, we can create a healthier and safer information environment for everyone.

Not sure? Don't share!

4.3: Amplifying Correct Health Information

In today's information age, it is crucial to effectively communicate accurate health messages to combat misinformation. Amplifying correct information means promoting and sharing accurate and reliable health information from trustworthy sources, using various platforms and tools. By amplifying correct information, we can help increase its visibility and accessibility among people, making it easier for them to find and use it. In this section, we will explore ways to amplify correct health information in our community.



4.4 Amplifying Correct Information on Social Media

Social media platforms, such as Facebook, Twitter, Instagram, WhatsApp, or YouTube, are widely used by people to communicate, connect, and share information online. Social media platforms can be powerful tools to amplify correct information in the community, as they can reach a large and diverse audience in a fast and convenient way. However, social media platforms can also be sources of health misinformation, as they can allow anyone to create and spread false or misleading claims without verification or accountability. Therefore, it is important to use social media platforms responsibly and ethically when amplifying correct information.

Some examples of ways to use social media platforms to amplify correct information are:

- **Follow credible sources:** One way to use social media platforms to amplify correct information is to follow credible sources that produce or provide health information. Examples of these sources include the state ministries social media handles, Nigeria Health Watch handles, NCDC, WHO, UNICEF, etc. By following these sources, you show your support and appreciation for their work and help them reach more people online. You can also learn from their updates and insights on health issues and stay informed about the latest developments and recommendations.

- **Share and recommend credible information:** Another way to use social media platforms to amplify correct information is to share and recommend it with your communities. You can use social media platforms to share correct health information posts as pictures, videos, texts, etc. In addition, you can also recommend health information that you find useful, relevant, or interesting to your followers and community members.
- **Engage and interact with credible information:** A third way to use social media platforms to amplify correct information is to engage and interact with it online. You can use comments sections, chats, reviews, feedback forms, surveys, quizzes, polls, etc to engage and interact with health information online. By engaging and interacting with credible health information, you can show your interest and involvement in health issues and help generate more discussion and engagement among other online users. You can also provide feedback or suggestions to the sources of the information or ask questions or clarifications if you have any doubts or concerns.

4.5 Amplifying Correct Information on Traditional Media

Traditional media platforms, such as newspapers, magazines, radio, television, or books, are also widely used by people to access and consume information. Traditional media platforms can be reliable sources of health information, as they often have professional standards and regulations that ensure the quality and accuracy of their content. However, traditional media platforms can also be influenced by various factors that may affect their objectivity or credibility. These platforms offer unique advantages for health communication:

Wide Reach:

- **Television:** Television remains a powerful medium for mass communication, reaching millions of households.
- **Radio:** Radio broadcasts can penetrate even remote areas, making it a valuable tool for health messaging.
- **Print Media:** Newspapers and magazines have a dedicated readership that trusts the information they provide.

Credibility and Trust:

- **Perceived Authority:** Traditional media outlets are often seen as authoritative sources, lending credibility to health messages.
- **Editorial Oversight:** These platforms typically have editorial standards that ensure the accuracy of information.

Multilingual and Multicultural Outreach:

- **Diverse Audiences:** Traditional media can deliver health information in various languages and cater to multicultural communities.
- **Targeted Programs:** Many television and radio stations offer programs that focus on health, allowing for targeted messaging.

The media remains a vital tool for health communication, providing wide reach, credibility, and the ability to tailor messages to diverse audiences. Crafting effective messages, collaborating with media outlets, monitoring impact, and engaging with communities are essential components of how to use media for health communication. Amplifying correct health information is a vital step in countering misinformation. By utilising social media, traditional media, and other community engagement interventions, we can ensure that accurate health messages reach the right audience at the right time through the right channel.

5.0 CASE STUDIES TO ADDRESS HEALTH MISINFORMATION

Instructions: Role play and plenary

Case Study 1: Influence on Individual Behaviours

Background: A young mother comes across a WhatsApp post claiming that the HPV vaccine causes infertility, and it is family planning tactics by the foreign Government. Despite previously following the recommended vaccination schedule for her other children, she decides to delay vaccinating her daughter until she can “research” the issue further. She shares the post with her friends, and some of them also express concerns about vaccinating their children.

Group Work Scenario: Approach this young mother and her friends to address their concerns and provide them with accurate information about vaccines.

Case Study 2: Public Health Consequences

Background: In the community, a traditional medicine vendor promotes the idea that traditional herbal remedies are more effective than modern medicine for treating common illnesses and many vaccines preventable diseases. As a result, many community members are turning to these remedies instead of seeking medical care. Recently, there has been an outbreak of a preventable disease in the community.

Group Work Scenario: Address this crisis and educate community members about the importance of evidence-based healthcare and the potential dangers of relying solely on traditional remedies.

Case Study 3: Mitigating Misinformation’s Impact

Background: A video promoting a “miracle” cure for an infectious disease goes viral on social media. Many individuals are sharing the video, believing that this “cure” will help them prevent the outbreak. Some have already purchased the product and started using it.

Group Work Scenario: Combat the misinformation spread by this viral video. Engage with those who have shared the video or purchased the product without causing defensiveness.

Case study 4: Alternative treatment

Background: During the meeting, one of your members, a 40-year-old market woman, tells you that she has been drinking bleach every day for a month. She says that she heard from a friend that drinking bleach can cure many diseases, including COVID-19, and that she found a link on the internet that confirms it. She shows you the link that she found on a website called HowStuffWorks, which claims that drinking bleach can have beneficial effects on the body.

Group Work Scenario: Address this misinformation and provide accurate and evidence-based information about the effects of drinking bleach on the body.

6.0 Health Misinformation Management Activity Reporting Tool

SECTION 1: Socio-Demographic Data

Name of Reporter:		Designation:	
Date of Report:		Phone No:	
State:		LGA:	
Ward:		Community:	

SECTION 2: Community Activities

Activity Type

Media Appearance	<input type="checkbox"/>	Town Announcements	<input type="checkbox"/>
Community Sensitization	<input type="checkbox"/>	Market/Parks/Schools Storms	<input type="checkbox"/>
WHDC Meetings	<input type="checkbox"/>	Key Life Events	<input type="checkbox"/>
Motorised Campaign	<input type="checkbox"/>	Targeted Sensitisation (specify)	<input type="checkbox"/>
Others (specify) _____			

Number of People Reached

Male:		Female:		Children:	
List the partners that supported the activities, if any:					

SECTION 3: Use of Visual, Audio, and Print Materials

Select the Audio, Visual and Print material(s) used during this activity

Loudspeakers,	<input type="checkbox"/>	Job aids	<input type="checkbox"/>
Jingles	<input type="checkbox"/>	Flip charts	<input type="checkbox"/>
Pre-recorded messages	<input type="checkbox"/>	Banners	<input type="checkbox"/>
N/A (Not applicable)	<input type="checkbox"/>	Posters	<input type="checkbox"/>
Others (specify) _____		Flyers	<input type="checkbox"/>

SECTION 4: Misinformation Management

How many rumours did you identify this week?
List the rumours you identified;

6.0 Health Misinformation Management Activity Report Tool

SECTION 1: Socio-Demographic Data

Name of Reporter:		Designation:	
Date of Report:		Phone No:	
State:		LGA:	
Ward:		Community:	

SECTION 2: Community Activities

Activity Type

Media Appearance	<input type="checkbox"/>	Town Announcements	<input type="checkbox"/>
Community Sensitization	<input type="checkbox"/>	Market/Parks/Schools Storms	<input type="checkbox"/>
WHDC Meetings	<input type="checkbox"/>	Key Life Events	<input type="checkbox"/>
Motorised Campaign	<input type="checkbox"/>	Targeted Sensitisation (specify)	<input type="checkbox"/>
Others (specify) _____			

Number of People Reached

Male:		Female:		Children:	
-------	--	---------	--	-----------	--

List the partners that supported the activities, if any:

--

SECTION 3: Use of Visual, Audio, and Print Materials

Select the Audio, Visual and Print material(s) used during this activity

Loudspeakers,	<input type="checkbox"/>	Job aids	<input type="checkbox"/>
Jingles	<input type="checkbox"/>	Flip charts	<input type="checkbox"/>
Pre-recorded messages	<input type="checkbox"/>	Banners	<input type="checkbox"/>
N/A (Not applicable)	<input type="checkbox"/>	Posters	<input type="checkbox"/>
Others (specify) _____		Flyers	<input type="checkbox"/>

SECTION 4: Misinformation Management

How many rumours did you identify this week?

List the rumours you identified;

6.0 Health Misinformation Management Activity Report Tool

SECTION 1: Socio-Demographic Data

Name of Reporter:		Designation:					
Date of Report:		Phone No:					
State:		LGA:		Ward:		Community:	

SECTION 2: Community Activities

Activity Type

Media Appearance	<input type="checkbox"/>	Town Announcements	<input type="checkbox"/>
Community Sensitization	<input type="checkbox"/>	Market/Parks/Schools Storms	<input type="checkbox"/>
WHDC Meetings	<input type="checkbox"/>	Key Life Events	<input type="checkbox"/>
Motorised Campaign	<input type="checkbox"/>	Targeted Sensitisation (specify)	<input type="checkbox"/>
Others (specify) _____			

Number of People Reached

Male:		Female:		Children:	
List the partners that supported the activities, if any:					

SECTION 3: Use of Visual, Audio, and Print Materials

Select the Audio, Visual and Print material(s) used during this activity

Loudspeakers,	<input type="checkbox"/>	Job aids	<input type="checkbox"/>
Jingles	<input type="checkbox"/>	Flip charts	<input type="checkbox"/>
Pre-recorded messages	<input type="checkbox"/>	Banners	<input type="checkbox"/>
N/A (Not applicable)	<input type="checkbox"/>	Posters	<input type="checkbox"/>
Others (specify) _____		Flyers	<input type="checkbox"/>

SECTION 4: Misinformation Management

How many rumours did you identify this week?	
List the rumours you identified;	

6.0 Health Misinformation Management Activity Report Tool

SECTION 1: Socio-Demographic Data

Name of Reporter:

Designation:

Date of Report:

Phone No:

State:

LGA:

Ward:

Community:

SECTION 2: Community Activities

Activity Type

Media Appearance	<input type="checkbox"/>	Town Announcements	<input type="checkbox"/>
Community Sensitization	<input type="checkbox"/>	Market/Parks/Schools Storms	<input type="checkbox"/>
WHDC Meetings	<input type="checkbox"/>	Key Life Events	<input type="checkbox"/>
Motorised Campaign	<input type="checkbox"/>	Targeted Sensitisation (specify)	<input type="checkbox"/>
Others (specify) _____			

Number of People Reached

Male:

Female:

Children:

List the partners that supported the activities, if any:

SECTION 3: Use of Visual, Audio, and Print Materials

Select the Audio, Visual and Print material(s) used during this activity

Loudspeakers,	<input type="checkbox"/>	Job aids	<input type="checkbox"/>
Jingles	<input type="checkbox"/>	Flip charts	<input type="checkbox"/>
Pre-recorded messages	<input type="checkbox"/>	Banners	<input type="checkbox"/>
N/A (Not applicable)	<input type="checkbox"/>	Posters	<input type="checkbox"/>
Others (specify) _____		Flyers	<input type="checkbox"/>

SECTION 4: Misinformation Management

How many rumours did you identify this week?

List the rumours you identified;

6.0 Health Misinformation Management Activity Report Tool

SECTION 1: Socio-Demographic Data

Name of Reporter:		Designation:	
Date of Report:		Phone No:	
State:		LGA:	
Ward:		Community:	

SECTION 2: Community Activities

Activity Type

Media Appearance	<input type="checkbox"/>	Town Announcements	<input type="checkbox"/>
Community Sensitization	<input type="checkbox"/>	Market/Parks/Schools Storms	<input type="checkbox"/>
WHDC Meetings	<input type="checkbox"/>	Key Life Events	<input type="checkbox"/>
Motorised Campaign	<input type="checkbox"/>	Targeted Sensitisation (specify)	<input type="checkbox"/>
Others (specify) _____			

Number of People Reached

Male:		Female:		Children:	
-------	--	---------	--	-----------	--

List the partners that supported the activities, if any:

--

SECTION 3: Use of Visual, Audio, and Print Materials

Select the Audio, Visual and Print material(s) used during this activity

Loudspeakers,	<input type="checkbox"/>	Job aids	<input type="checkbox"/>
Jingles	<input type="checkbox"/>	Flip charts	<input type="checkbox"/>
Pre-recorded messages	<input type="checkbox"/>	Banners	<input type="checkbox"/>
N/A (Not applicable)	<input type="checkbox"/>	Posters	<input type="checkbox"/>
Others (specify) _____		Flyers	<input type="checkbox"/>

SECTION 4: Misinformation Management

How many rumours did you identify this week?

List the rumours you identified;

6.0 Health Misinformation Management Activity Report Tool

SECTION 1: Socio-Demographic Data

Name of Reporter:

Designation:

Date of Report:

Phone No:

State:

LGA:

Ward:

Community:

SECTION 2: Community Activities

Activity Type

Media Appearance	<input type="checkbox"/>	Town Announcements	<input type="checkbox"/>
Community Sensitization	<input type="checkbox"/>	Market/Parks/Schools Storms	<input type="checkbox"/>
WHDC Meetings	<input type="checkbox"/>	Key Life Events	<input type="checkbox"/>
Motorised Campaign	<input type="checkbox"/>	Targeted Sensitisation (specify)	<input type="checkbox"/>
Others (specify) _____			

Number of People Reached

Male:

Female:

Children:

List the partners that supported the activities, if any:

SECTION 3: Use of Visual, Audio, and Print Materials

Select the Audio, Visual and Print material(s) used during this activity

Loudspeakers,	<input type="checkbox"/>	Job aids	<input type="checkbox"/>
Jingles	<input type="checkbox"/>	Flip charts	<input type="checkbox"/>
Pre-recorded messages	<input type="checkbox"/>	Banners	<input type="checkbox"/>
N/A (Not applicable)	<input type="checkbox"/>	Posters	<input type="checkbox"/>
Others (specify) _____		Flyers	<input type="checkbox"/>

SECTION 4: Misinformation Management

How many rumours did you identify this week?

List the rumours you identified;

6.0 Health Misinformation Management Activity Report Tool

SECTION 1: Socio-Demographic Data

Name of Reporter:

Designation:

Date of Report:

Phone No:

State:

LGA:

Ward:

Community:

SECTION 2: Community Activities

Activity Type

Media Appearance	<input type="checkbox"/>	Town Announcements	<input type="checkbox"/>
Community Sensitization	<input type="checkbox"/>	Market/Parks/Schools Storms	<input type="checkbox"/>
WHDC Meetings	<input type="checkbox"/>	Key Life Events	<input type="checkbox"/>
Motorised Campaign	<input type="checkbox"/>	Targeted Sensitisation (specify)	<input type="checkbox"/>
Others (specify) _____			

Number of People Reached

Male:

Female:

Children:

List the partners that supported the activities, if any:

SECTION 3: Use of Visual, Audio, and Print Materials

Select the Audio, Visual and Print material(s) used during this activity

Loudspeakers,	<input type="checkbox"/>	Job aids	<input type="checkbox"/>
Jingles	<input type="checkbox"/>	Flip charts	<input type="checkbox"/>
Pre-recorded messages	<input type="checkbox"/>	Banners	<input type="checkbox"/>
N/A (Not applicable)	<input type="checkbox"/>	Posters	<input type="checkbox"/>
Others (specify) _____		Flyers	<input type="checkbox"/>

SECTION 4: Misinformation Management

How many rumours did you identify this week?

List the rumours you identified;

6.0 Health Misinformation Management Activity Report Tool

SECTION 1: Socio-Demographic Data

Name of Reporter:		Designation:	
Date of Report:		Phone No:	
State:		LGA:	
Ward:		Community:	

SECTION 2: Community Activities

Activity Type

Media Appearance	<input type="checkbox"/>	Town Announcements	<input type="checkbox"/>
Community Sensitization	<input type="checkbox"/>	Market/Parks/Schools Storms	<input type="checkbox"/>
WHDC Meetings	<input type="checkbox"/>	Key Life Events	<input type="checkbox"/>
Motorised Campaign	<input type="checkbox"/>	Targeted Sensitisation (specify)	<input type="checkbox"/>
Others (specify) _____			

Number of People Reached

Male:		Female:		Children:	
List the partners that supported the activities, if any:					

SECTION 3: Use of Visual, Audio, and Print Materials

Select the Audio, Visual and Print material(s) used during this activity

Loudspeakers,	<input type="checkbox"/>	Job aids	<input type="checkbox"/>
Jingles	<input type="checkbox"/>	Flip charts	<input type="checkbox"/>
Pre-recorded messages	<input type="checkbox"/>	Banners	<input type="checkbox"/>
N/A (Not applicable)	<input type="checkbox"/>	Posters	<input type="checkbox"/>
Others (specify) _____		Flyers	<input type="checkbox"/>

SECTION 4: Misinformation Management

How many rumours did you identify this week?
List the rumours you identified;

6.0 Health Misinformation Management Activity Report Tool

SECTION 1: Socio-Demographic Data

Name of Reporter:		Designation:	
Date of Report:		Phone No:	
State:		LGA:	
Ward:		Community:	

SECTION 2: Community Activities

Activity Type

Media Appearance	<input type="checkbox"/>	Town Announcements	<input type="checkbox"/>
Community Sensitization	<input type="checkbox"/>	Market/Parks/Schools Storms	<input type="checkbox"/>
WHDC Meetings	<input type="checkbox"/>	Key Life Events	<input type="checkbox"/>
Motorised Campaign	<input type="checkbox"/>	Targeted Sensitisation (specify)	<input type="checkbox"/>
Others (specify) _____			

Number of People Reached

Male:		Female:		Children:	
List the partners that supported the activities, if any:					

SECTION 3: Use of Visual, Audio, and Print Materials

Select the Audio, Visual and Print material(s) used during this activity

Loudspeakers,	<input type="checkbox"/>	Job aids	<input type="checkbox"/>
Jingles	<input type="checkbox"/>	Flip charts	<input type="checkbox"/>
Pre-recorded messages	<input type="checkbox"/>	Banners	<input type="checkbox"/>
N/A (Not applicable)	<input type="checkbox"/>	Posters	<input type="checkbox"/>
Others (specify) _____		Flyers	<input type="checkbox"/>

SECTION 4: Misinformation Management

How many rumours did you identify this week?

List the rumours you identified;

6.0 Health Misinformation Management Activity Report Tool

SECTION 1: Socio-Demographic Data

Name of Reporter:		Designation:	
Date of Report:		Phone No:	
State:		LGA:	
Ward:		Community:	

SECTION 2: Community Activities

Activity Type

Media Appearance	<input type="checkbox"/>	Town Announcements	<input type="checkbox"/>
Community Sensitization	<input type="checkbox"/>	Market/Parks/Schools Storms	<input type="checkbox"/>
WHDC Meetings	<input type="checkbox"/>	Key Life Events	<input type="checkbox"/>
Motorised Campaign	<input type="checkbox"/>	Targeted Sensitisation (specify)	<input type="checkbox"/>
Others (specify) _____			

Number of People Reached

Male:		Female:		Children:	
-------	--	---------	--	-----------	--

List the partners that supported the activities, if any:

--

SECTION 3: Use of Visual, Audio, and Print Materials

Select the Audio, Visual and Print material(s) used during this activity

Loudspeakers,	<input type="checkbox"/>	Job aids	<input type="checkbox"/>
Jingles	<input type="checkbox"/>	Flip charts	<input type="checkbox"/>
Pre-recorded messages	<input type="checkbox"/>	Banners	<input type="checkbox"/>
N/A (Not applicable)	<input type="checkbox"/>	Posters	<input type="checkbox"/>
Others (specify) _____		Flyers	<input type="checkbox"/>

SECTION 4: Misinformation Management

How many rumours did you identify this week?

List the rumours you identified;

Contact Information for Support

Should you have any questions, require assistance, or need guidance throughout your fellowship, please feel free to reach out to the following contacts:

- **Programme Coordinator:** Abara Erim
 - Email: abara@nigeriahealthwatch.com
 - Phone: +2347062547112
- **General Inquiries:**
 - **Niger State Ministry of Primary Health Care**
 - **Niger State Ministry of Secondary and Tertiary Health Care**

REFERENCES

- ABC Education. (n.d.). Misinformation and disinformation: How to spot fake news [Interactive lesson]. ABC Australia. <https://games.abc.net.au/education/interactive-lessons/misinformation-disinformation/>
- Bad News. (n.d.). Get bad news. Retrieved October 1, 2023, from <https://www.getbadnews.com/en>
- Broughton, J. (2023, September 22). The elephant-sized assumption. Medium. https://medium.com/@brought_on/the-elephant-sized-assumption-1f8c4d7153b5
- Centers for Disease Control and Prevention. (2021). How to address COVID-19 vaccine misinformation in your community. <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/talk-about-vaccines.html>
- Go Viral! (n.d.). Go viral! Cambridge University Press. <https://www.goviralgame.com/books/go-viral/>
- Kelly, J. (2021, March 29). CNN poll: Americans trust health information from CDC, Fauci more than from Trump. CNN. <https://edition.cnn.com/2021/03/29/politics/cnn-poll-health-information-trust-cdc-fauci-trump/index.html>
- Kent, J. (2023, September 21). Machine learning can help predict severe COVID-19. HealthITAnalytics. <https://healthitanalytics.com/news/machine-learning-can-help-predict-severe-covid-19>
- Leonard, J. (2020, December 18). Why do people believe health misinformation? Medical News Today. <https://www.medicalnewstoday.com/articles/why-do-people-believe-health-misinformation>
- U.S. Department of Health and Human Services. (2021). Confronting health misinformation: The U.S. Surgeon General’s advisory on building a healthy information environment. <https://www.hhs.gov/sites/default/files/surgeon-general-misinformation-advisory.pdf>
- U.S. Department of Health and Human Services. (2021). A community toolkit for addressing health misinformation. <https://www.hhs.gov/sites/default/files/health-misinformation-toolkit-english.pdf>
- World Health Organization (WHO). (2020, September 23). Let’s flatten the infodemic curve. WHO. <https://www.who.int/news-room/spotlight/let-s-flatten-the-infodemic-curve>
- World Health Organization (WHO). (2023, September 28). The world is at a critical point in the COVID-19 pandemic and some countries are on a dangerous path, facing the prospect of health services collapsing under the strain. [Image attached] [Status update]. Facebook. <https://www.facebook.com/WHO/photos/a.167668209945031/3670465672998789/>
- • World Health Organization. (2021). Infodemic management 101. OpenWHO. <https://open-who.org/courses/infodemic-management-101>
- • World Health Organization. (2021). Infodemic management: A review of the evidence on the harms of health misinformation. <https://www.who.int/publications/i/item/9789240028070>



Informed commentary, intelligence and insights on the Nigerian health sector

- 📍 7th Floor, Plateau House, Plot 79 Ralph Shodeinde St, CBD, 900103, Abuja
- ✉ info@nigeriahealthwatch.com
- 🐦 @nighealthwatch
- 📘 Nigeria Health Watch
- 🌐 Nigeria Health Watch
- 🌐 <https://www.nigeriahealthwatch.com>