

#Vaccination #Communication

... when Anti-Vaxxers attacked the wrong practice

PCC Users' Virtual
Conference
6/10/21



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www.KidsPlusPgh.com



www.ShotsHeard.org

Disclosure

Merck	– Speaker, Advisor and Consultant
Sanofi Pasteur	– Speaker, Advisor and Consultant
Pfizer	– Speaker

People

BUSTING
MYTHS
ABOUT THE
COVID-19
VACCINE

Fact-Check
“It’s important
for health care
providers to fight
the anti-vaccine
movement,” says
Hermann (right,
with Wolynn).

June 4th 2021



Dr. Todd Wolynn

@DrToddWo



As a pediatrician I'm thrilled to work with kids to protect/improve their health.

As a new Doc ~25yrs ago, I was prepared and focused to combat viruses, bacteria and malignancies.

Little did I know the biggest threats would come from insurances, politics and pseudoscience.

7:50 AM - 4 Jan 2019

272 Retweets 1,545 Likes



22



272



1.5K



**Shade &
Sunblock**

**Routine
Well
Visits**

**Smoke, Vape, Juul
Hookah or Chew**

**Regular
Exercise**

**Plant-based
Foods**

Behavior Change

**Read
Books**

**Carseat &
Seatbelts**

**Consent
& Sexual
Safety**

**Firearm
Storage
Safety**

**Fluoride &
Dental Care**

Headache

Palpitations

Diaphoresis

Hypertension

Pheochromocytoma

Two Healthcare Communication Fallacies

#1 Health Communication
only occurs 1-to-1
(face-to-face in the exam room)

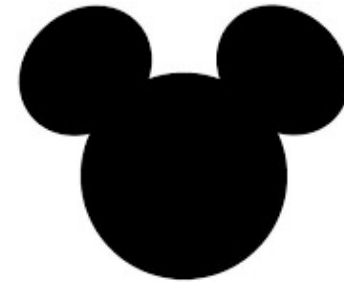
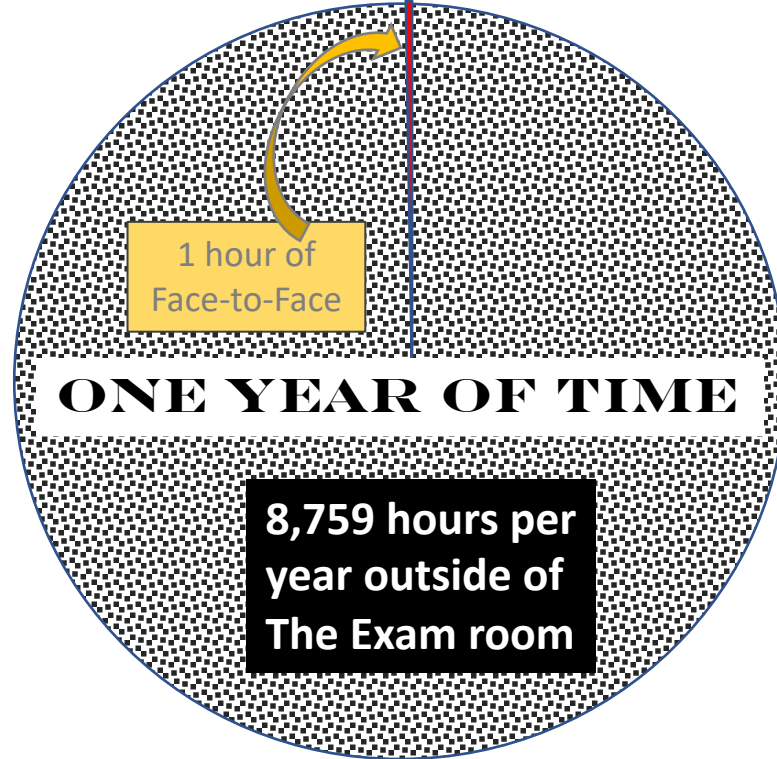


365
days

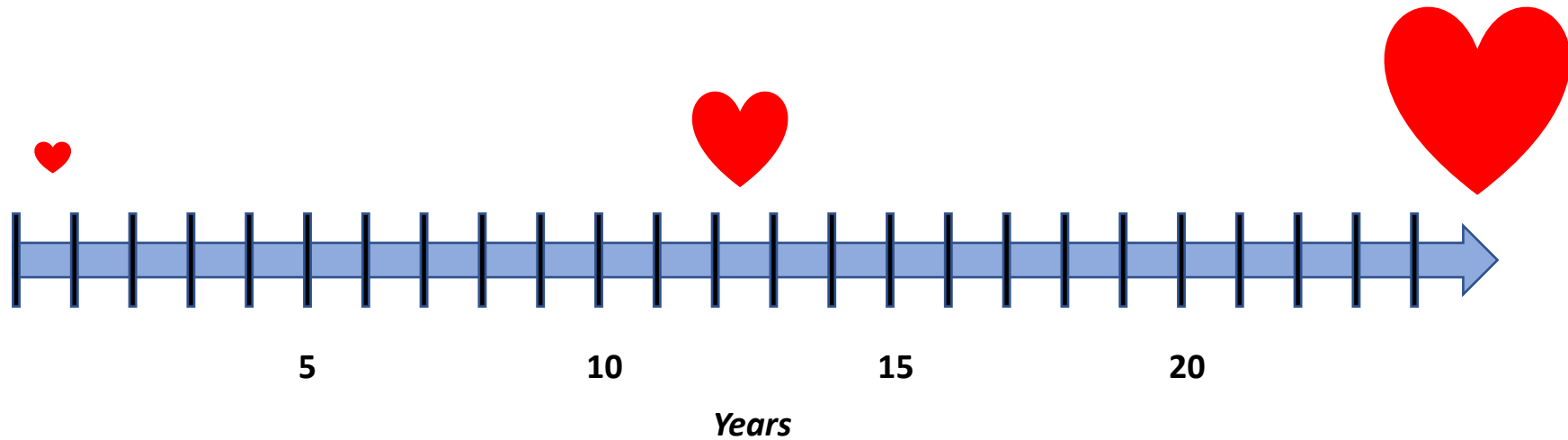
Doctor's
Office

#2 You will
be believed

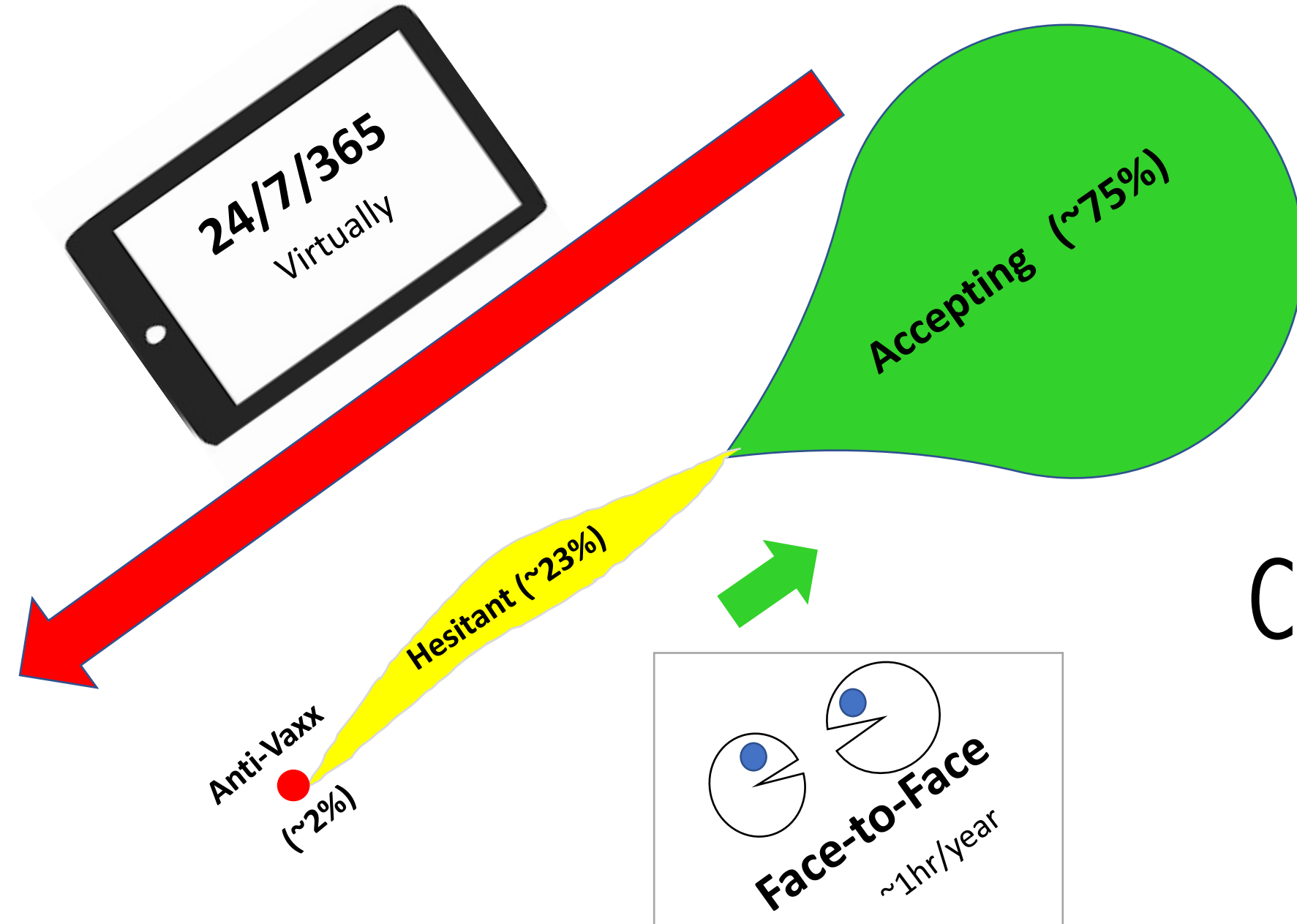




Longitudinal Relationship



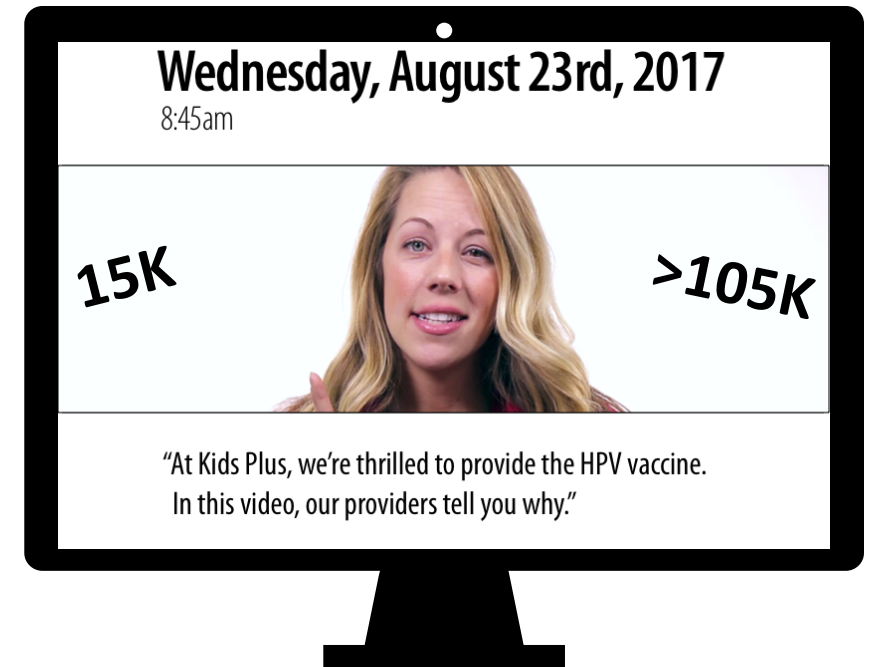
Trust



Vaccine
Confidence

Kids Plus Pediatrics

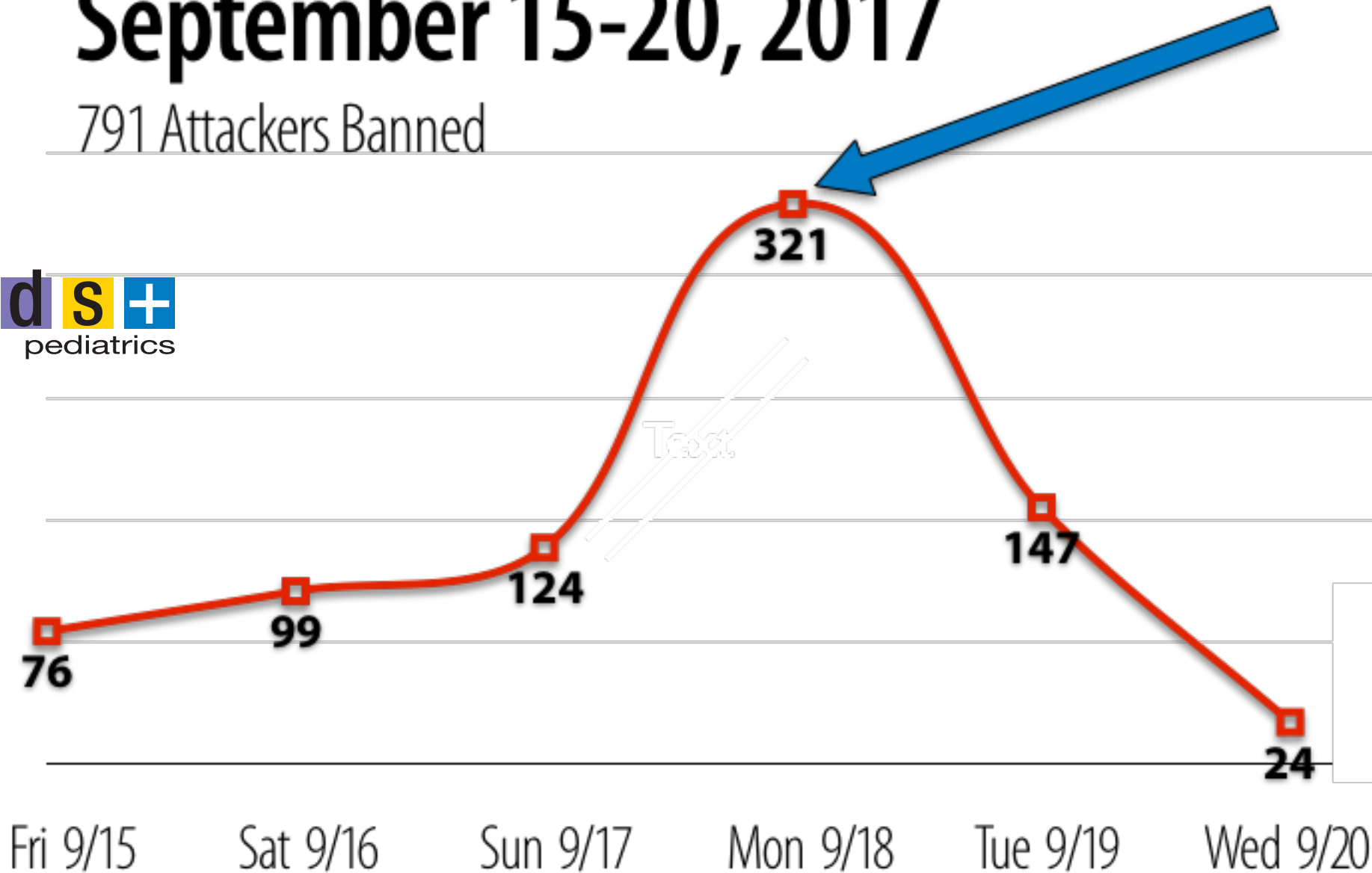
Evidence-based Studios



September 15-20, 2017

791 Attackers Banned

kids+
pediatrics



facebook
★★★★★

yelp
★★★★★

Google
Reviews ★★★★★

Anti-Vaxx Tactics

Disinformation Campaigns

- ▲ Sensational
- ▲ Voluminous
- ▲ Amplified

Attacking Resonating Vaccination Advocates

- ▲ Harass
- ▲ Threaten
- ▲ Harm

Anti-Vaxx Attacks



Tactic

Goal

Rapid Waves	→	Overwhelm	Connect & Unite
Organized Swarms	→	Isolate	Reinforce & Strengthen
Threats	→	Weaken	Reassure & Empower
Abusive Words	→	Frighten	Protect & Defend
Anonymity	→	Terrorize	Repair & Recover
Reputation Harm	→	Damage	Embolden & Galvanize



vs

Anti-Vaxx'ers

Being victimized was terrible

We weren't going to be the last victim

Better resources were necessary – Immediately!

HCP's/Practices/Health Systems Being Silenced

So we launched a 4-pronged counter-response

Research

Toolkit



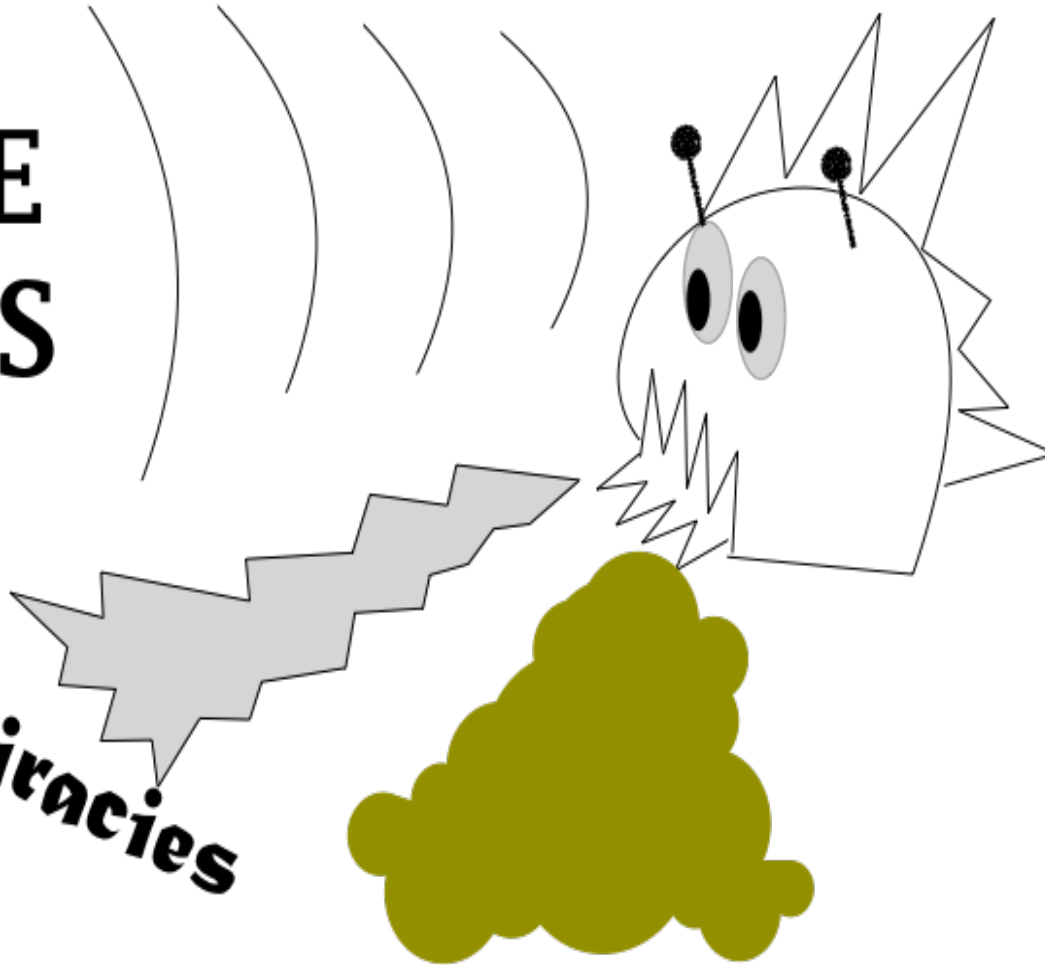
Cavalry

Awareness



**FAKE
NEWS**

Conspiracies



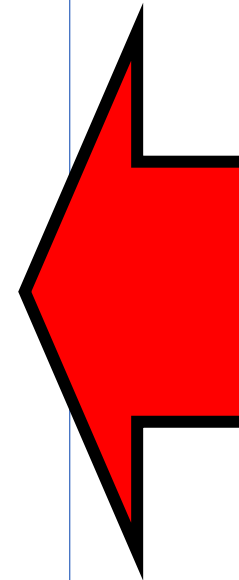
PSEUDOSCIENCE

Ulterior Motives

Profits

Politics

Power



The online competition between pro- and anti-vaccination views.

nature

May 13, 2020

Fig. 1: Online ecology of vaccine views.

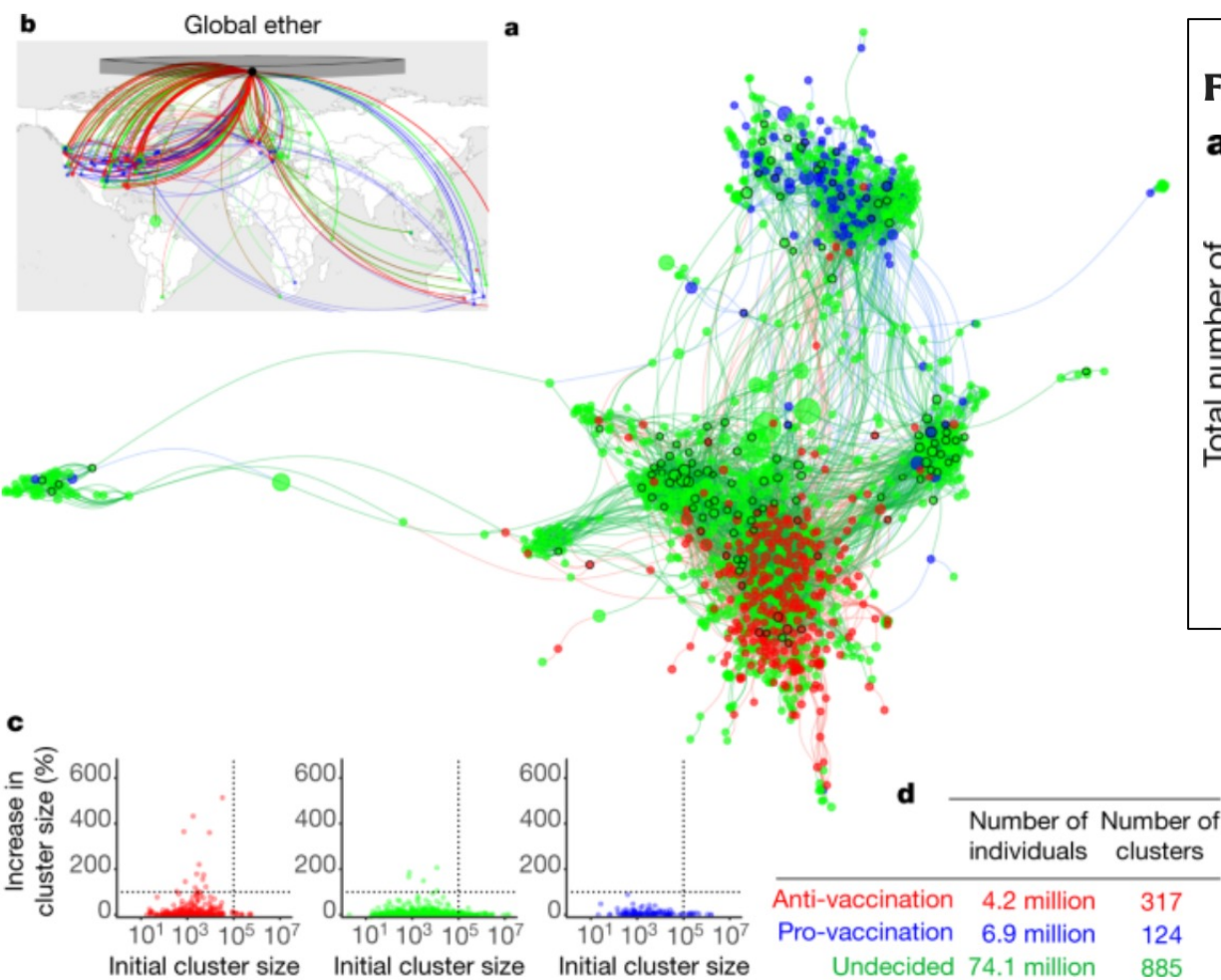
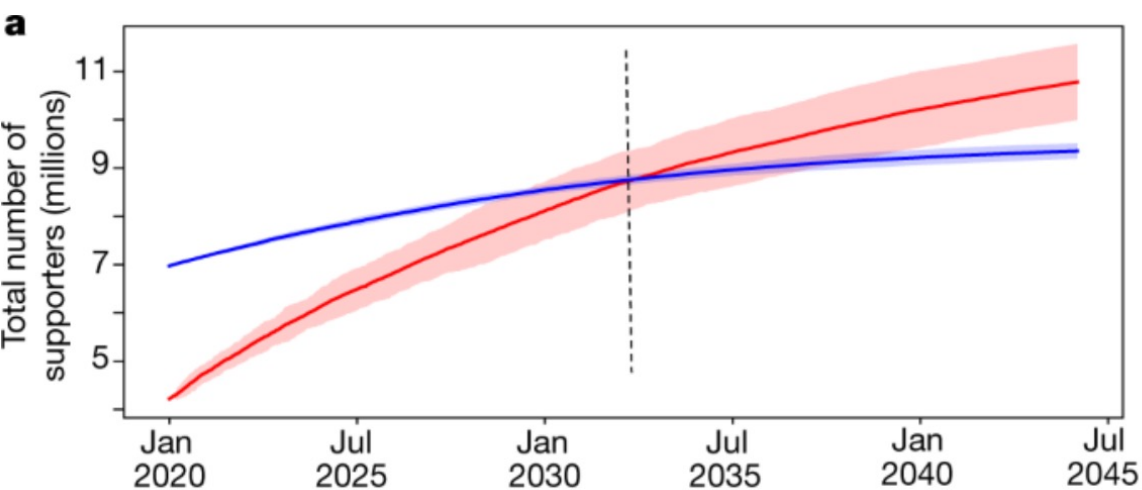


Fig. 3: Predictions and interventions.

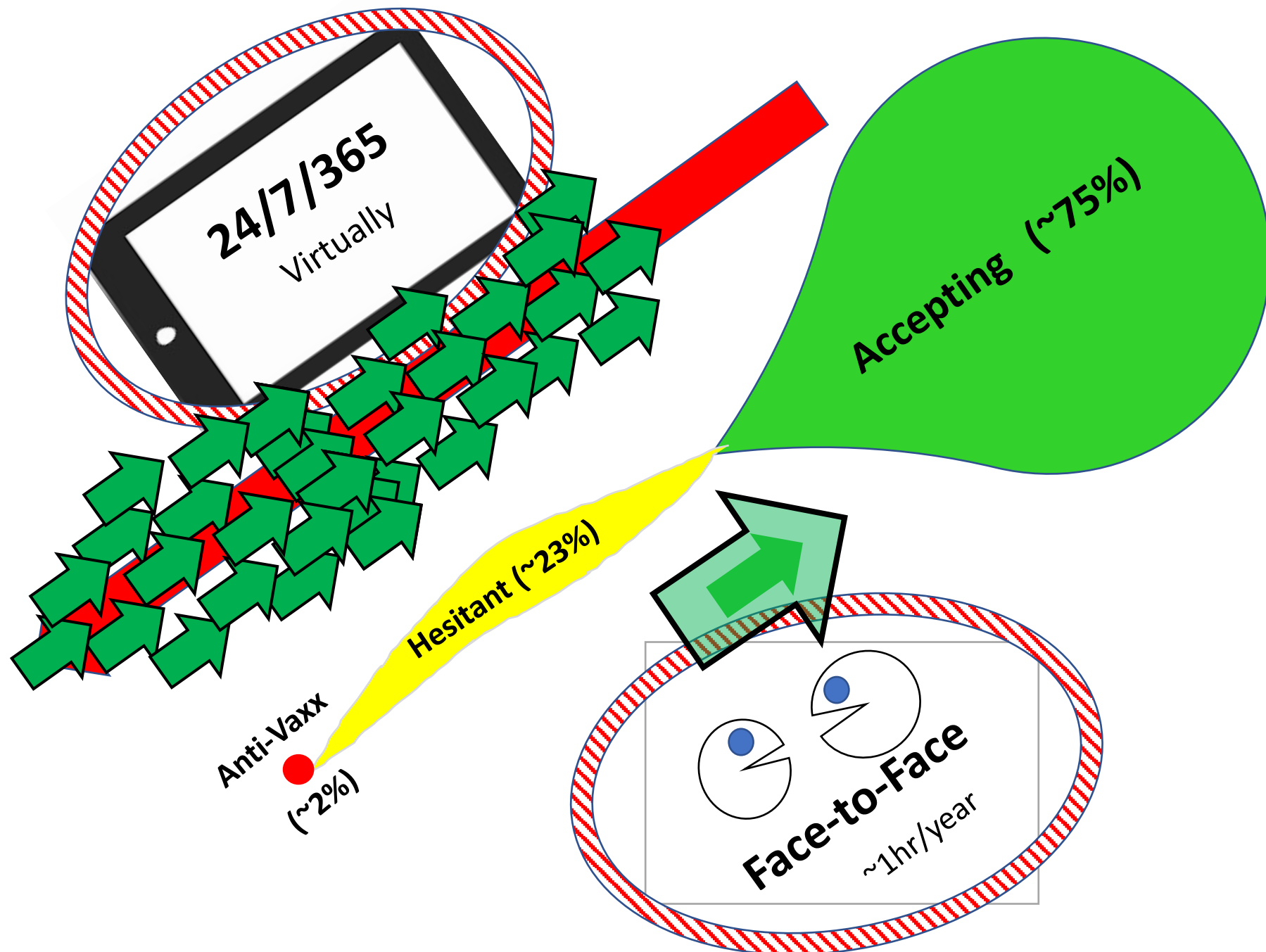


The online competition between pro- and anti-vaccination views.
Johnson, N.F., Velásquez, N., Restrepo, N.J. *et al.*
Nature **582**, 230–233 (2020).
Nature May 13, 2020

Inoculation Theory: the science of prebunking



Roozenbeek, J., van der Linden, S. Fake news game confers psychological resistance against online misinformation. *Palgrave Commun* **5**, 65 (2019).
<https://doi.org/10.1057/s41599-019-0279-9>



National Call To Action

Vaccination Advocate Growth

HCP's and other advocates
From trainee to professionals
Mobilize their **Trusted** Relationships

Vaccination Promotion

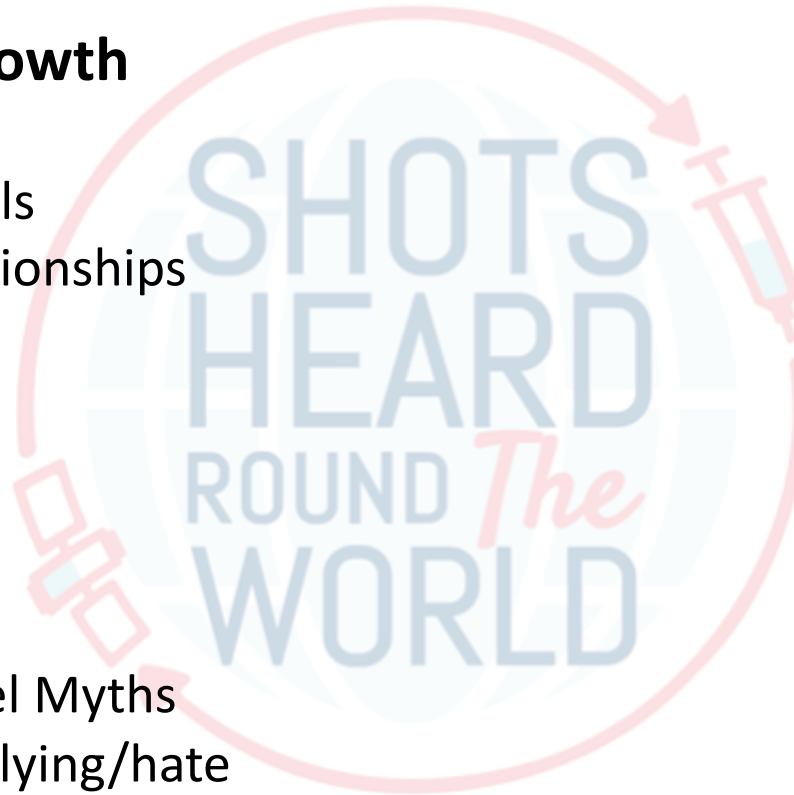
Inoculate with facts & Dispel Myths
Trust beats fear/threats/bullying/hate
Longitudinal Trusted Relationship

Communication Training

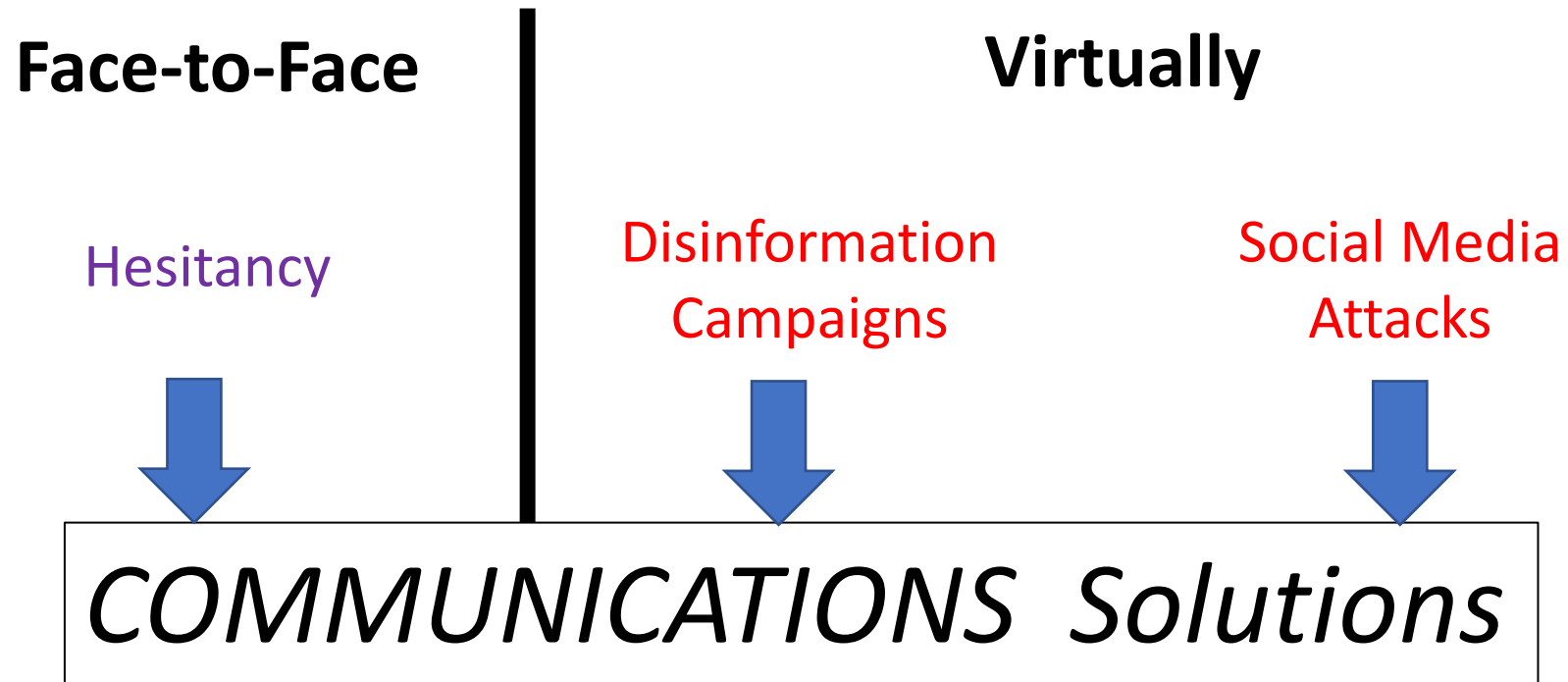
Face-to-Face & Social Media
Use of Narrative
Organized coordinated strategy

Social Media Accountability

Address, Stop or Restore re:
- Disinformation campaigns
- Weaponized attacks



Vaccination confidence challenges



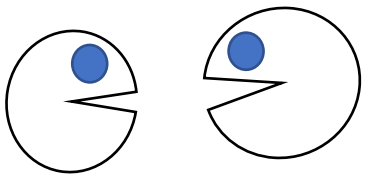
Practice Call To Action

1. Improve your Practice's Communication

Internally and Externally

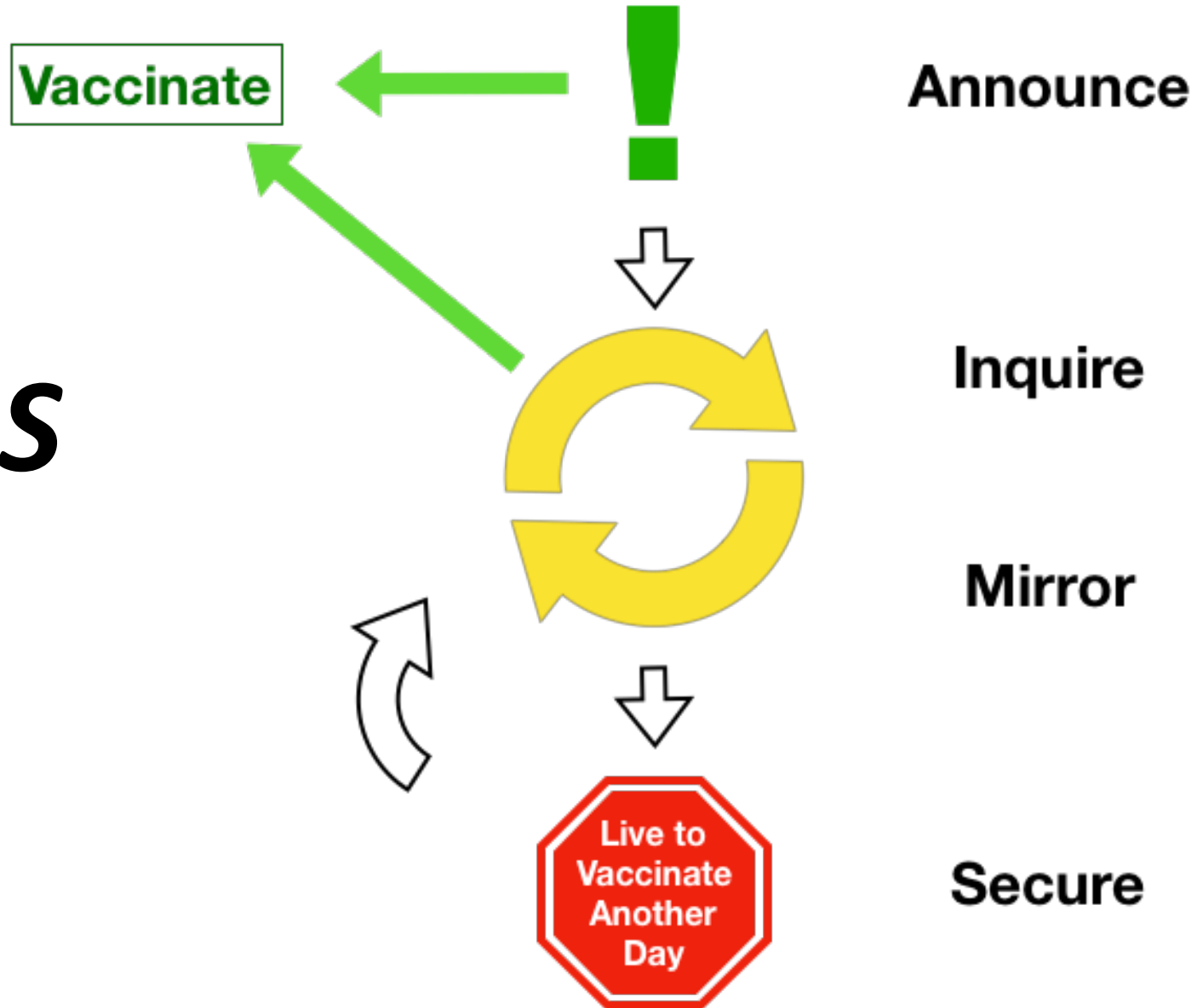
2. Improve your Practice's Digital Footprint

Website & Social Media

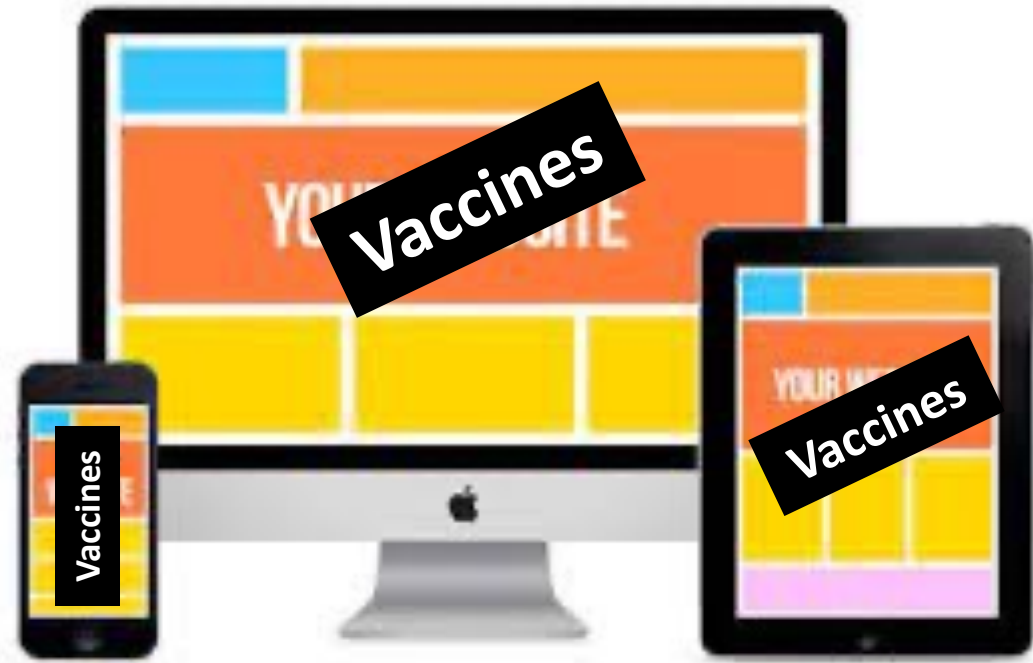


Face-to-Face Communication

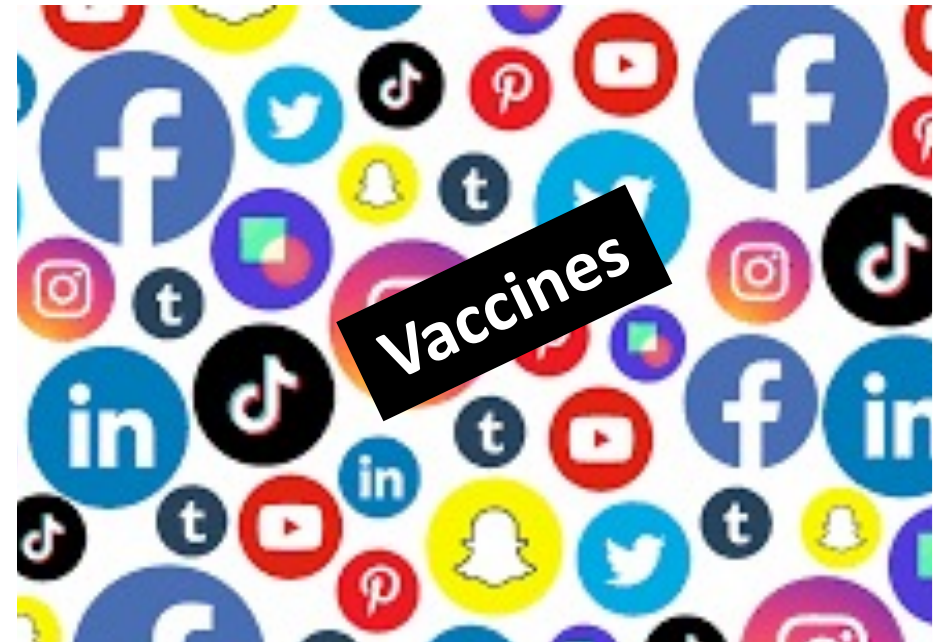
AIMS



Website



Social Media



...or other Topic

Your 3 H's

On why you must actively
combat health disinformation

HEDIS

Herd Immunity

Health

Thank You



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