

# Media monitoring monthly report

## Report summary

The following report includes information associated with PGP's media monitoring activities for PHCC from April 6 - May 5, 2024.

During this time, we published 14 misinformation alerts to the library of existing alerts on <https://publichealthcollaborative.org/misinformation-alerts/>, which collectively were viewed over 5,861 times.

Trending misinformation narratives included stories that fell into three major themes:

- Misinformation on Vaccine Ingredients and Effects
- Conspiracy Theories
- Misleading Information on Vaccine Development

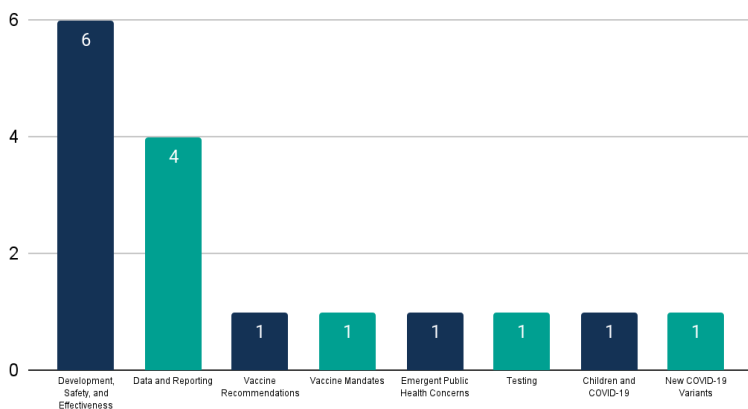
## Media monitoring and alerts summary

From April 6 - May 5, PGP posted 14 misinformation alerts on the PHCC website. The alerts were created from collecting and analyzing 6.1 million individual posts captured by our social listening platforms during this time.

The alerts were selected and categorized according to PGP's risk matrix, with 1 low risk, 10 medium risk, and 3 high risk.

Each week, analysts also tag misinformation into themes to understand repeating trends, shown at right.

Misinformation Tags



## Trending narratives

We conducted a qualitative analysis of the misinformation alerts featured on the PHCC website to understand top narratives during the date range of this report.

### **Misinformation on vaccine ingredients and effects**

A discredited cardiologist made false claims that COVID-19 vaccines lead to severe health problems, while simultaneously selling "vaccine detox" products. In another incident, a conspiracy news site accused the CDC of hiding vaccine-related deaths based on unfounded allegations and misinterpretations of CDC statements.

### **Conspiracy theories**

Misinformation and conspiracy theories have increased during the recent US measles outbreaks. Several accounts discussed a New York hospital's advertisement for treatments related to myocarditis, with suggestions of a conspiracy to normalize the condition due to the impacts of mRNA vaccines. Reports also allege that there were protests against the World Health Organization's international pandemic agreement in Japan, falsely claiming it would grant WHO authority to mandate national pandemic responses.

### **Misleading information on vaccine development**

Social media users revived a false three-year-old claim about Pfizer's COVID-19 vaccines having a higher death rate than placebo in trials to falsely suggest that the vaccine was ineffective and caused death. Additionally, a New York Times article detailing challenges faced by individuals who believe they have COVID-19 vaccine-related injuries was met with accusations of backtracking on vaccine safety and claims about underestimating vaccine injuries.

## Recommendations

### **Targeted messaging**

Tailor communication strategies to address specific narratives. Provide clear and accessible information prebunking or debunking false claims, such as highlighting the lack of evidence behind detox products and the CDC's transparent reporting on vaccine-related adverse events.

### **Transparency and fact-checking**

Promote transparency about the vaccine development and distribution processes, including openly addressing concerns and providing accessible information. Implement robust fact-checking mechanisms to quickly refute false claims and prevent the further spread of misinformation.

### **Proactively combat misinformation**

Monitor for misinformation trends and address them promptly with accurate information. Utilize all relevant communication channels, such as press releases, social media updates, website updates and informational toolkits to correct false narratives and prevent their proliferation.