



# Media monitoring monthly report May 6 - July 7, 2024

# PHCC misinformation alerts overview

PGP provides media monitoring and health communications support to PHCC, which includes:

- Daily monitoring of COVID-19 and vaccine-related conversations.
- Creating and adding weekly PHCC alerts to the PHCC website.
- Creating in-depth “high priority” reports on an as-needed basis when additional communication by PHCC may be required.

# Media monitoring methods

PGP's insights are based on a combination of automated media monitoring and manual review by public health data analysts. Media data are publicly available data from many sources, such as social media, broadcast television, newspapers and magazines, news websites, online video, blogs, and more. Our analysis triangulates this data along with other data from fact checking organizations and investigative sources to provide an accurate, but not exhaustive, list of currently circulating narratives.

## LOW RISK

Narratives that are limited in reach, don't impact your community, or lack the qualities necessary for future spread. May indicate information gaps, confusion, or concerns.

## MED RISK

Narratives that are circulating in priority populations and pose some threat to health. Potential for further spread due to the tactics used or because of predicted velocity. Often highlights the questions and concerns of people.

## HIGH RISK

Narratives with widespread circulation across communities, high engagement, exponential velocity, and a high potential to impact health decisions. Are often more memorable than accurate information.

# Report summary

The following report includes information associated with PGP's media monitoring activities for PHCC from May 6 - July 7, 2024.

During this time, we published 21 alerts to the library of existing alerts on <https://publichealthcollaborative.org/misinformation-alerts/>, which collectively were viewed over 4,902 times.

Trending narratives included stories that fell into three major themes:

- False claims about health risks
- Policy and legal issues
- Conspiracy theories

# PHCC misinformation alerts website metrics

The misinformation alerts section of the PHCC website is one of the most popular resources on the site. From May 6 - July 7 the alerts content had **4,902** from **3,575 total users**.

PGP posted 21 alerts on the PHCC website. The alerts were created from collecting and analyzing 21.5 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 **3 low risk**, **14 medium risk**, and **4 high risk**.

## Misinformation Alerts

**Knowing what misinformation is being shared can help you generate effective messaging.**

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# Trending narratives

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

## False claims about health risks

False posts spread misleading information about various health risks related to vaccines. Examples include images of alleged vaccine-related blood clots and posts about heart inflammation, infertility, and miscarriages. Posts also cited a discredited study linking COVID-19 vaccines to deaths and falsely claimed that vaccines cause deaths.

## Policy and legal issues

Trending narratives included false claims about court decisions, legislative bans, and government regulations related to public health. This included posts misinterpreting an appeals court ruling on vaccine mandates, a Kansas lawsuit against Pfizer for allegedly “misleading” the public about COVID-19 vaccine information, and viral videos supporting bills that ban discrimination based on vaccination status.

## Conspiracy theories

Conspiracy theories spread on social media suggested that COVID-19 is a bioweapon or that vaccines contain harmful substances deliberately included for nefarious purposes. They also shared supplements and preprint studies that claim, without evidence, to have found a way to “switch off” mRNA vaccines.

# Recommendations

Counteract common types of false information

To counteract false information about vaccine-related health risks (like blood clots, heart inflammation, and reproductive health issues), develop content that debunks false claims using credible sources of information.

Stay informed about policy issues

Monitor false claims about policy decisions and stay informed about changes in guidance, policy, or legislation related to vaccines.

Address conspiracy theories

Prebunking educational materials that explain the scientific process behind vaccine development, including rigorous safety testing and approval procedures, can enhance public understanding about vaccines.

Thank you

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