


ACP's New Vaccine Education Video Series

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Misinformation and COVID-19

67% of unvaccinated adults believe at least one COVID-19 myth [\(KFF, May 2021\)](#)

False news stories are **70%** more likely to be shared on social media [\(Vosoughi et al, 2018\)](#)


Exposure to misinformation **decreases intent to vaccinate** against COVID-19 [\(Loomba et al, 2021\)](#)




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US Surgeon General Issued Confronting Health Misinformation Report in July 2021

I am urging all Americans to help slow the spread of health misinformation during the COVID-19 pandemic and beyond. Health misinformation is a serious threat to public health. It can cause confusion, sow mistrust, harm people's health, and undermine public health efforts. Limiting the spread of health misinformation is a moral and civic imperative that will require a whole-of-society effort.





CONFRONTING HEALTH MISINFORMATION

*The U.S. Surgeon General's Advisory on
Building a Healthy Information Environment*

2021

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American College of Physicians partnering with YouTube on educational content to counter misinformation around COVID-19 treatment and vaccines

PHILADELPHIA, October 13, 2021 – The American College of Physicians (ACP) is partnering with YouTube to create new educational content to help combat health misinformation about the COVID-19 virus, vaccination and treatments. The videos will focus on communication strategies for clinicians as well as providing proactive, trusted information in the clinicians' voice.

ACP has expressed its concern about the spread of misinformation about the COVID-19 virus, vaccination and treatments, and its detrimental impact on public health. ACP strongly supports the use of science and scientific expertise, based on the best available evidence, in the fight against COVID-19. The spread of inaccurate and incorrect information about COVID-19 hinders our ability to mitigate the spread of the virus and combat the global public health crisis.

"The spread of health misinformation continues to be a serious threat to the public health. The best tool to stop the spread of the COVID-19 virus and its variants is to build trust in the use of science, based on the best available evidence," said George M. Abraham, MD, MPH, MACP, President, ACP. "We look forward to working with YouTube to develop resources and educational content to address this important issue."

ACP will provide resources in English and Spanish for physicians on how to assess and address medical misinformation through a series of videos to pro-actively share evidence-based strategies to offer credible information about vaccines for



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Goals for the new video series



Ask Your Internist: Provide credible, accurate information to the public from trusted physician messengers



Physician-to-Physician Conversations: Provide practical strategies for clinicians on how to address medical misinformation

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Ask Your Internist – new patient-facing series

Ask Your Internist

ACP's "Ask Your Internist" is a series where physicians answer the public's top questions about vaccines, including COVID-19.



Why Trust COVID-19 Vaccines? | Ask Your Internist | American College of Physicians

American College of Physicians 10K views · 13 days ago

Welcome to the first episode of ACP's "Ask Your Internist", a series where physicians answer the public's top questions about vaccines. In this video, Dr. Frances Ferguson, a practicing...

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Flu Vaccines: What You Need To Know (Q&A) | Ask Your...

American College of Physi... 8 views · 5 minutes ago

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Respondiendo a tus preguntas sobre la vacuna...

American College of Physi... 10 views · 5 minutes ago

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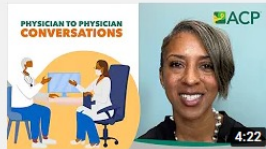


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Physician to Physician Conversations

Physician to Physician Conversations

ACP's Physician to Physician Conversations series shares practical strategies for physicians and other members of the health care team to address vaccine misinformation and build trust in...



Uncover the Root of COVID-19 Vaccine Concerns | Physician to Physician Conversations | ACP

American College of Physicians 174 views · 2 days ago

Welcome to the first episode of ACP's "Physician to Physician Conversations," a series that supports physicians and other healthcare professionals with effective communication strategies...

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Upcoming Videos (through February 2022)

- Ask Your Internist: Every other Monday at 3pm ET
 - COVID-19 Q&A
 - Why trust vaccines? (English and Spanish)
 - How to access trusted, accurate health information online (English and Spanish)
- Physician to Physician Conversations: Every other Friday at 3pm ET
 - Recommending flu vaccine
 - Addressing misinformation with patients
 - Team approaches to addressing misinformation
 - Creating space for conversation
 - Reinforcing public health messages

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Help Us Combat Misinformation!

- Subscribe to ACP's YouTube Channel:
<https://www.youtube.com/americancollegeofphysicians>
- Share videos on your social media
- Stay tuned for the next videos:
 - **Physician to Physician Conversations: Flu Vaccine Recommendations** (December 17, 2021 at 3pm ET)
 - **Ask Your Internist: Q&A on COVID-19 vaccines** (December 20, 2021 at 3pm ET)

