

Mitigating Monkeypox Misinformation

Session Resources:

- Post session resources (podcast of webinar, presentation slides, responses to unanswered questions) can be found on our website:
 - <https://med.emory.edu/departments/medicine/divisions/infectious-diseases/serious-communicable-diseases-program/covid-19-resources/access-past-echo-recordings.html>
- Region 4 Situation Report
 - <https://med.emory.edu/departments/medicine/divisions/infectious-diseases/serious-communicable-diseases-program/covid-19-resources/region-4-situation-reports1.html>
- Register for upcoming sessions on our website:
 - <https://med.emory.edu/departments/medicine/divisions/infectious-diseases/serious-communicable-diseases-program/covid-19-resources/echo-upcoming-session.html>
- HHS Region IV Emory University SCDP:
 - <https://med.emory.edu/departments/medicine/divisions/infectious-diseases/serious-communicable-diseases-program/covid-19-resources/index.html>
- NETEC:
 - <https://netec.org/>

How can Providers and Public Health entities address misinformation, disinformation, and gain community trust?

- Cultural humility is essential.
 - Be mindful of cultural norms and respect cultural differences.
- Be mindful of stigma and the negative effects it has on the community.
- Spend more time listening to questions and concerns from patients/the community.
 - This provides an opportunity to truly address their needs.
- Have consistent communication with the community, outside of pandemics.
 - This increases community trust in the public health system.
 - This minimizes the likeliness of the community trusting information from inaccurate sources.
- Address health inequities, across the population, such as structural racism, etc.
- When discussing vaccination, be honest regarding efficacy, utilizing study results to communicate effectively.
- When assessing and communicating risk, be humble, acknowledge the unknown, and discuss limitations.
 - It is critical to communicate information at the patient/community's level of understanding - presenting risks, transmission facts, etc. in a simplistic manner.
 - Avoid speaking in absolutes, when it does not apply.
 - It is ok to inform the community that additional information can be provided when future studies present additional results.