



OUR POLLUTED MEDIA LANDSCAPE: Sensemaking for Misinformation Management in Community Health

A web discussion hosted by



**POPULATION HEALTH
INNOVATION LAB**

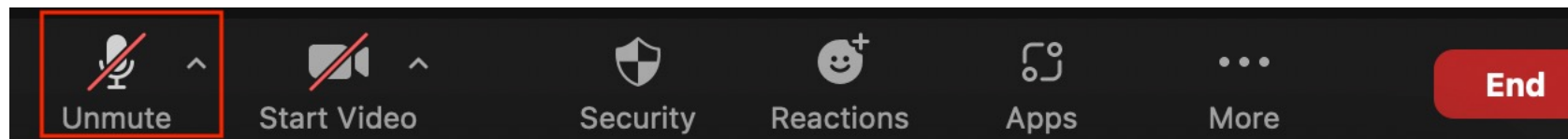
A Program of the PUBLIC HEALTH INSTITUTE



This event is being recorded.

The slides and recording will be available after the event at pophealthinnovationlab.org/events

Please mute your microphone and video during the presentation.



Welcome

Sue Grinnell, MPH

she/her/hers

Director and Principal Investigator,
Population Health Innovation Lab,
Public Health Institute



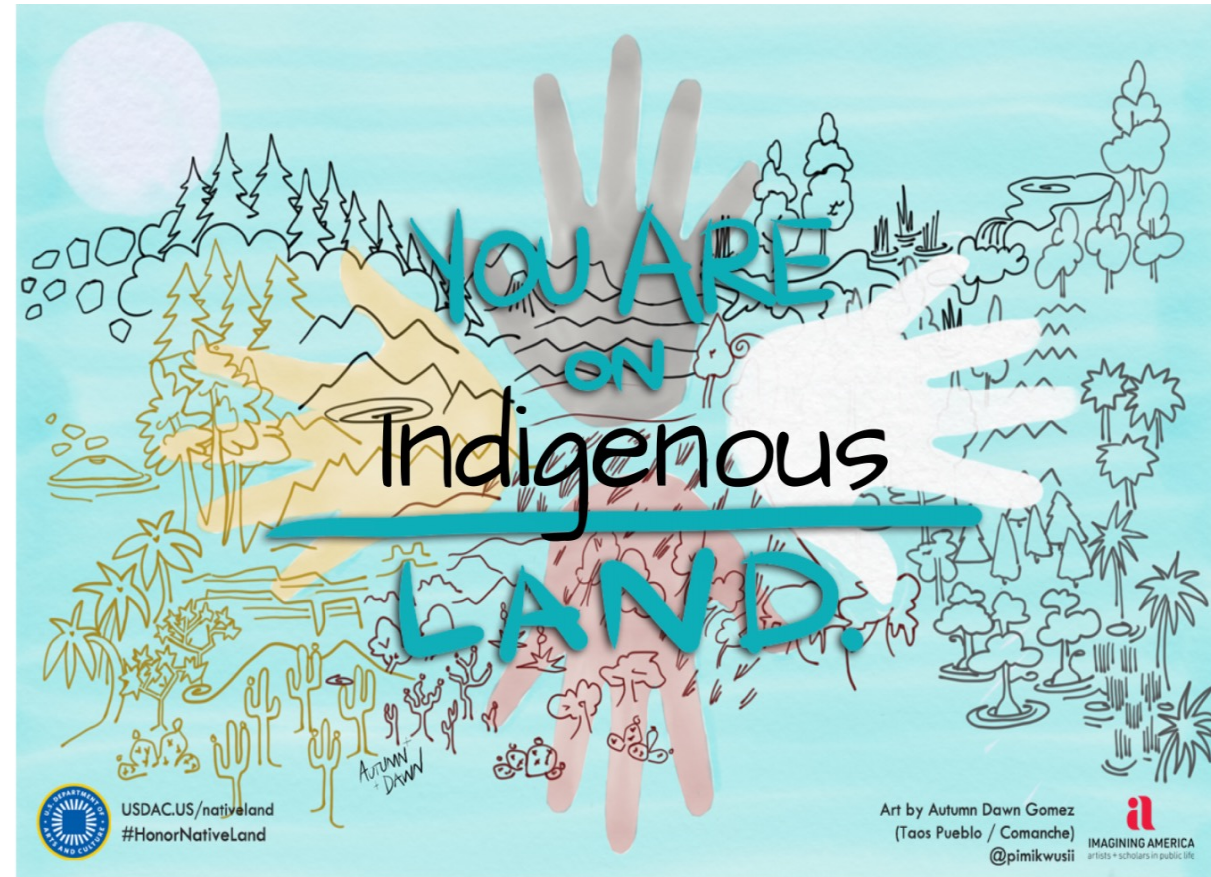
Land Acknowledgement



My place of residence is Olympia, Washington is on the traditional territories and ancestral homelands of the Nisqually, Coast Salish, Cowlitz, and Chehalis nations.

Let us acknowledge the painful history of forced removal from this territory and pay our respect to the diverse Indigenous peoples still connected to this land.

Let us also give thanks to all Tribal Nations and the ancestors of this place.



Learn what tribes resided in your current place of residence: Native-Land.ca



The Population Health Innovation Lab designs, catalyzes, and accelerates innovative approaches that advance health, well-being, and equity.

Focus on Supporting Success and Impact of Health Focused Multisector Collaboratives

Participatory
leadership
training & support

Facilitating
systems change
with multisector
collaboratives

Learning lab &
convening design

Social science
research

Network data
collection,
analysis, &
visualization

Participatory &
realist evaluation

Translating data
to practice

Systems change
frameworks
(Theory U)

Agenda

- Welcome
- Information on Misinformation
- Breaking it Down: Small Group Discussion
- Five Keys to Addressing Misinformation
- Closing



Josh Gryniewicz

Founder and Chief Narrative Strategist, Odd Duck



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www.OddDuck.io

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**Our Polluted Media Landscape:
Sensemaking for Misinformation
Management in Community
Health**

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We tend to see patterns where none exist when faced with contradicting opinions, uncertainty, or other people's ambiguity to embrace certainty when none is justified.

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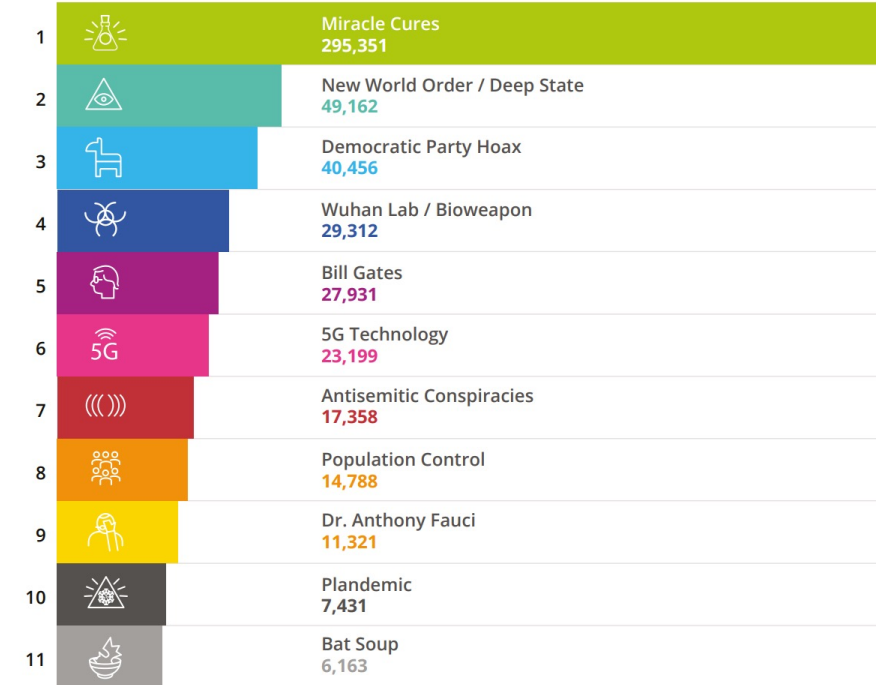
The bigger the event, the more we tend to embrace a conspiracy theory about it.



Conspiracy theories and misinformation about COVID — themes

The study identified 11 different **conspiracy theory themes or misinformation sub-topics** in the COVID-19 “infodemic” and quantified the frequency of their appearance between January 1 and May 26, 2020.

Most prevalent misinformation topics in the COVID ‘infodemic’



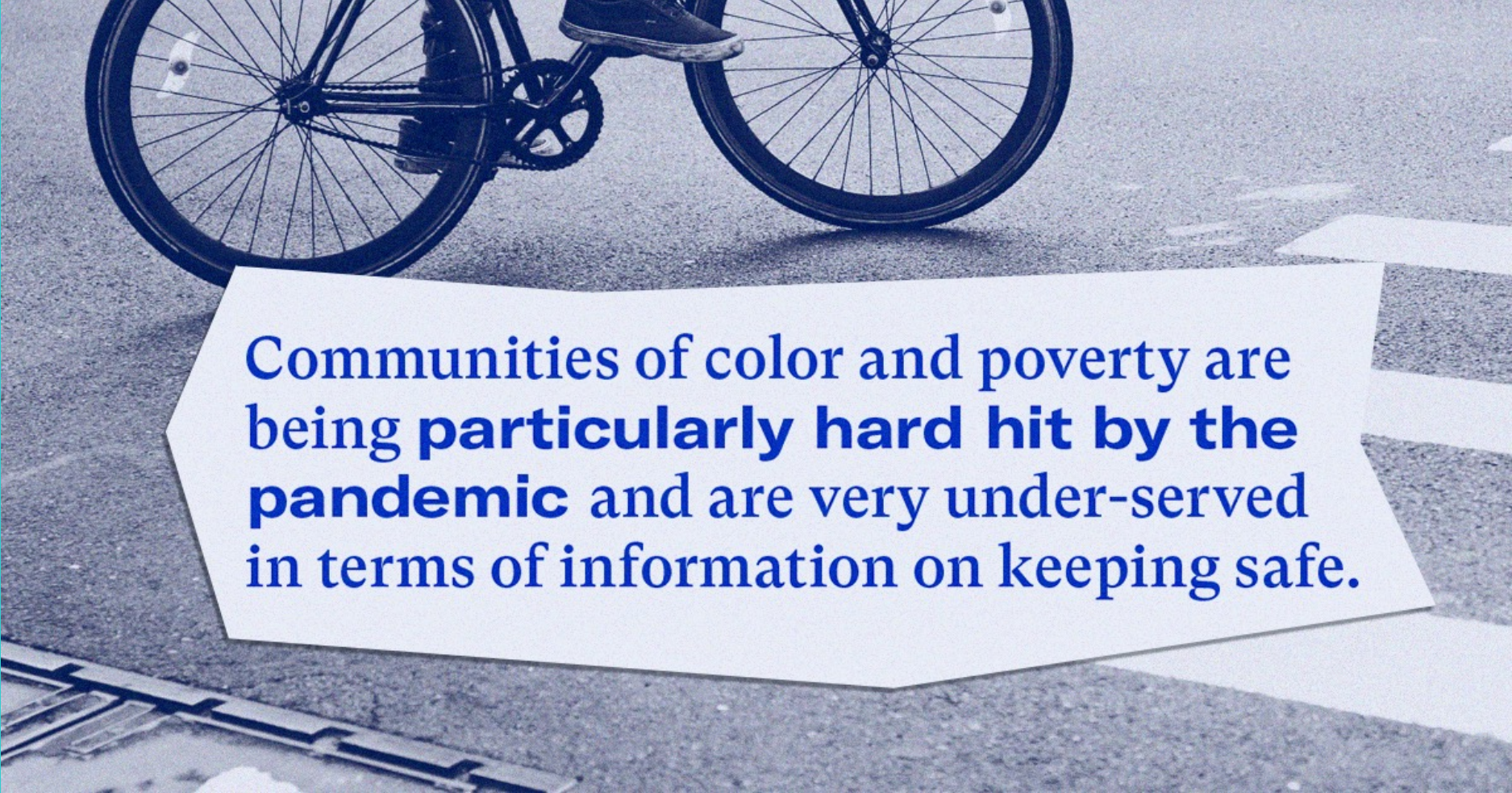
The New York Times

Police Face Backlash Over Virus Rules. Enter 'Violence Interrupters.'

Groups trained to prevent gun and gang violence are being tapped to persuade New York City residents to follow social-distancing rules.



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A photograph of a bicycle on a paved street. The bicycle is positioned in the upper half of the frame, showing the front wheel, handlebars, and a person's foot on the pedal. The street has white crosswalk markings. A white, irregularly shaped sign is placed over the lower half of the image, containing blue text. The background is a light blue sky.

Communities of color and poverty are being **particularly hard hit by the pandemic** and are very under-served in terms of information on keeping safe.

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WHAT THIS IS

- Difference in mis/disinfo
- Keys to navigate a polluted media landscape
- Importance of taking narrative/brand control
- Where we go from here

WHAT THIS ISN'T

- Media literacy
- No political agenda
- Academic research
- International focus

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MISINFORMATION

MISINFORMATION

- False or inaccurate info
- No agenda
- Missing facts
- Heightened by ambiguity

DISINFORMATION

- Misleading info
- Motivated by politics or profit
- Dark propaganda
- Confused with misinfo

PROPAGANDA

- Promotes ideological/political rhetoric
- Info with an agenda
- Biased to promote a cause
- Nationalistic

FAKE NEWS

- Demonstrably false news stories
- Sensationalist
- Highly sharable/promotable
- Aimed at discrediting

DISINFORMATION



DANGEROUS SPEECH

- Increases risk its audience will participate in violence against members of another group

WEAPONIZED NARRATIVE

- Weaponized narrative is an attack that seeks to undermine an opponent's civilization, identity, and will (i.e., Ukraine, Russia, BREXIT, the Baltics)

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Slow and unclear communication from health authorities revealed gaps in how authoritative information reaches people in crisis situations, both over social as well as broadcast media; when people are searching for answers and there is no reputable content to return, bad information may fill the void.

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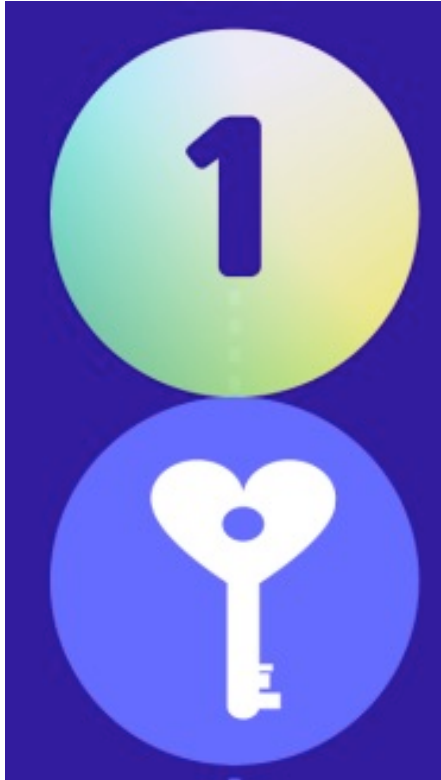




Breakout Discussion Questions

1. What experiences/issues have you had with mis/disinformation?
Examples:
 - School board hearings
 - City Council Meetings
 - Anti-vaxxer protests
2. What solutions or approaches have you tried?
3. Where are you stuck? What could you use help on?

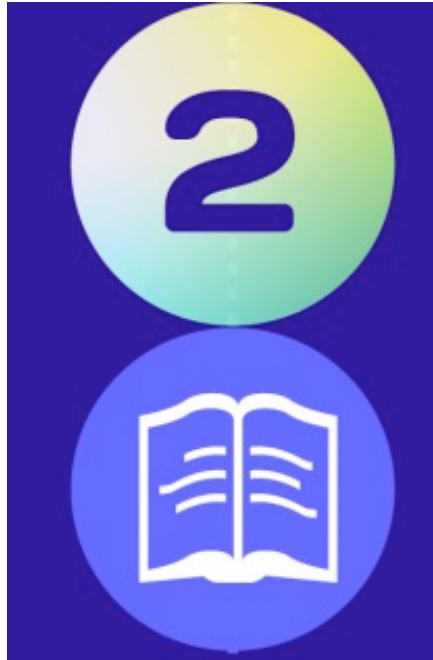
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Key 1: Validating Feelings, Addressing Concerns

- ✓ It is not so much about accepting these beliefs as it is accepting the people who believe them.
- ✓ Mockery shuts down the conversation.
- ✓ Look for common ground & kernels of truth.
- ✓ Questions are better than debunking.
- ✓ It is not about winning an argument.

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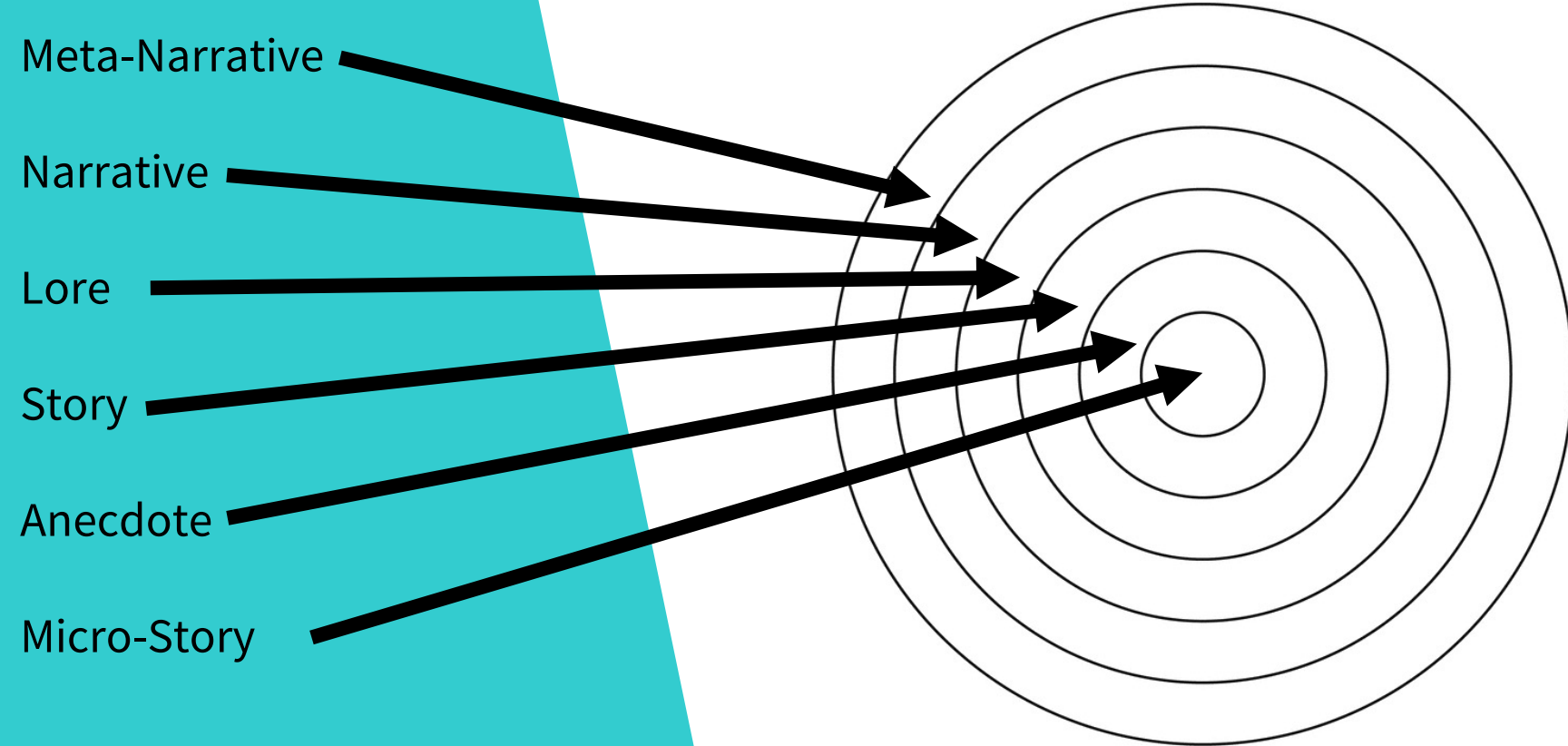


Key 2: Strategic Storytelling

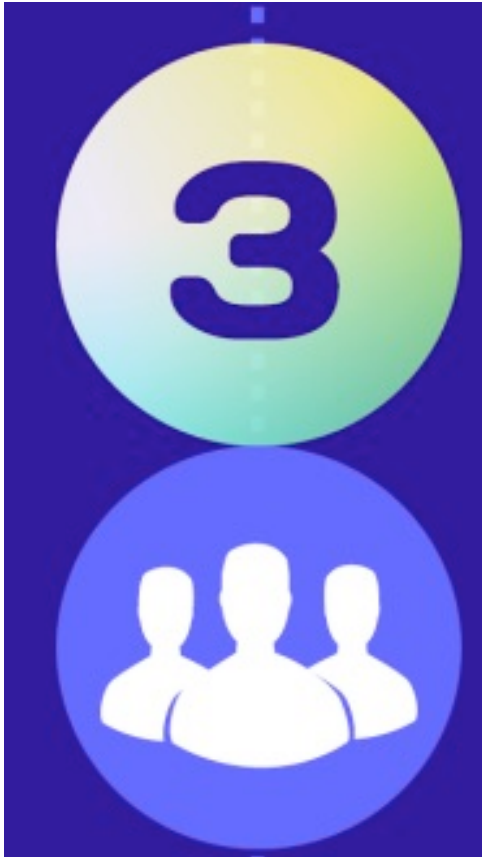
- ✓ Identify your objectives.
- ✓ Find the audience that can help you accomplish those objectives.
- ✓ Look for barriers to accomplishing objectives.
- ✓ Actions to circumvent barriers & accomplish objectives.
- ✓ Stories that are outcome oriented.

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UNITS OF NARRATIVITY



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Key 3: Being A Trusted Source

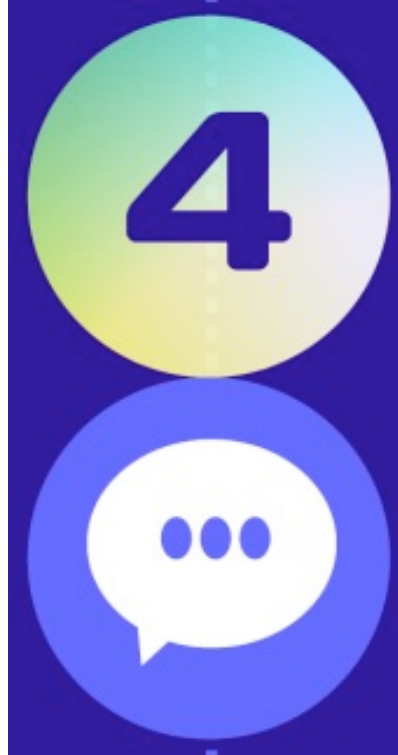
- ✓ Communicate authentically.
- ✓ Promote integrity & lead with values.
- ✓ Partner with community in a meaningful way.
- ✓ Promote avenues for real decision-making power.
- ✓ Acknowledge & own histories of institutional oppression.

What builds loyalty to a brand, organization or business?



Source: Gallup

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Key 4: Right Messenger, Right Message

- ✓ People “just like me.”
- ✓ Multiple channels.
- ✓ Authentic voices.
- ✓ Provide frames, but don’t over script or over produce.
- ✓ DIY is legit. Give structure & support.

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Key 5: Data Democratization

- ✓ Transparency & sovereignty are essential.
- ✓ Open up your dashboard.
- ✓ Remember the data is not unimpeachable.
- ✓ Trust allows you to say, “we don’t know yet.”
- ✓ A trustworthy brand supports trustworthy data

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THANK YOU

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