



COVID-19 Misinformation 101

Part 2

Bahby Banks, Ph.D., M.P.H.
Founder & CEO | Pillar Consulting
Adjunct Assistant Professor | UNC Gillings School of Global Health
Bull City Strong Community Health Promoters' Seminar
August 25, 2022



Gratitude

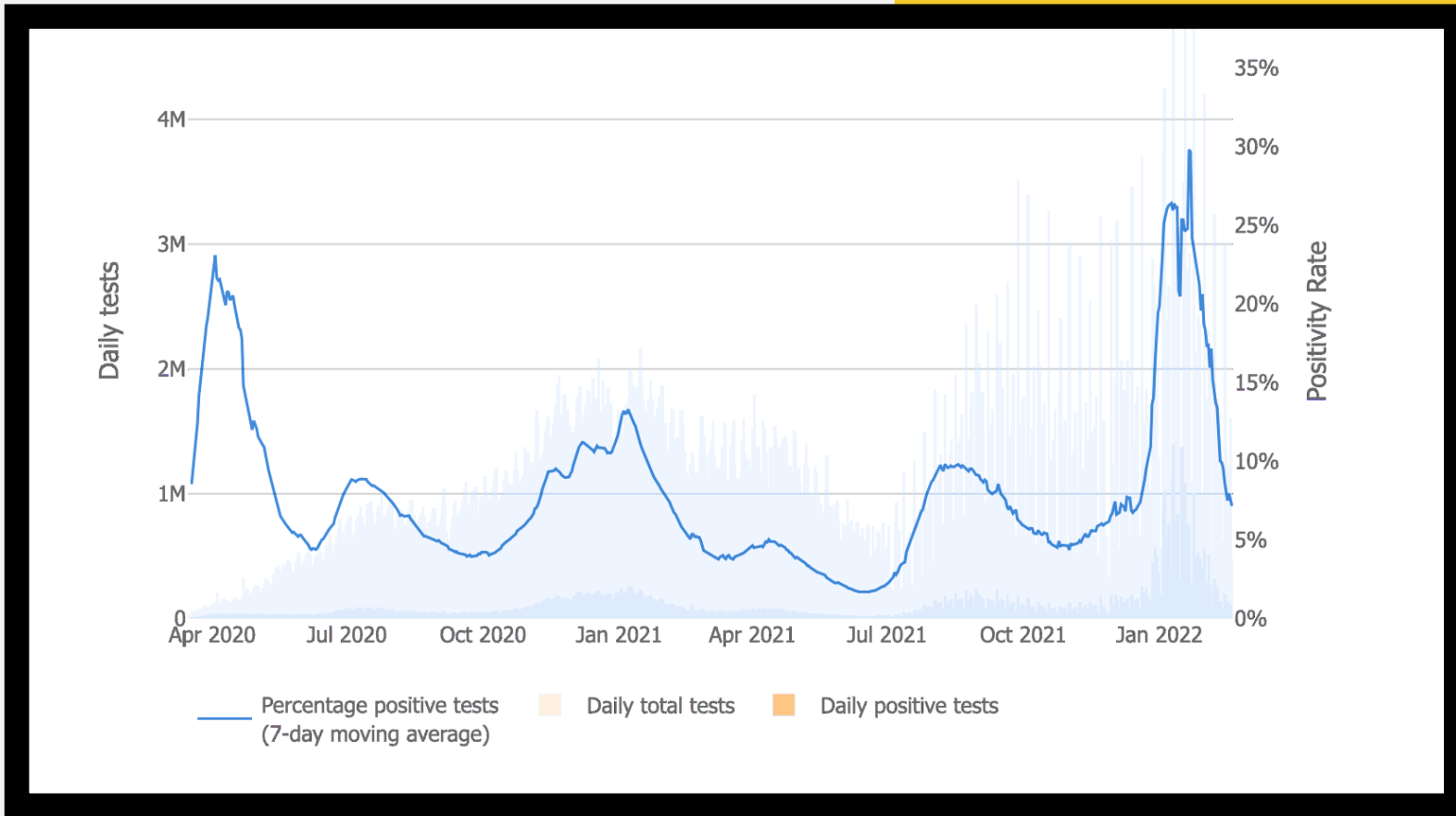


Copyright © 2022. All rights reserved. No part of the materials including content, graphics or logos, available in this presentation may be copied, photocopied, reproduced, translated or reduced to any electronic medium or machine-readable form, in whole or in part, without specific permission (to request permission to use materials, continue to our Permission Request Form). Distribution for commercial purposes is prohibited.



Copyright © 2022. All rights reserved. No part of the materials including content, graphics or logos, available in this presentation may be copied, photocopied, reproduced, translated or reduced to any electronic medium or machine-readable form, in whole or in part, without specific permission (to request permission to use materials, continue to our Permission Request Form). Distribution for commercial purposes is prohibited.

Clarity



clar·i·ty |
: the quality or
state of being clear

Copyright © 2022. All rights reserved. No part of the materials including content, graphics or logos, available in this presentation may be copied, photocopied, reproduced, translated or reduced to any electronic medium or machine-readable form, in whole or in part, without specific permission (to request permission to use materials, continue to our Permission Request Form). Distribution for commercial purposes is prohibited.

Misinformation

- false or **inaccurate** information, especially that which is deliberately intended to **deceive**.
- incorrect or **misleading** information
- **false** information, regardless of whether or not it's intended to mislead or deceive people

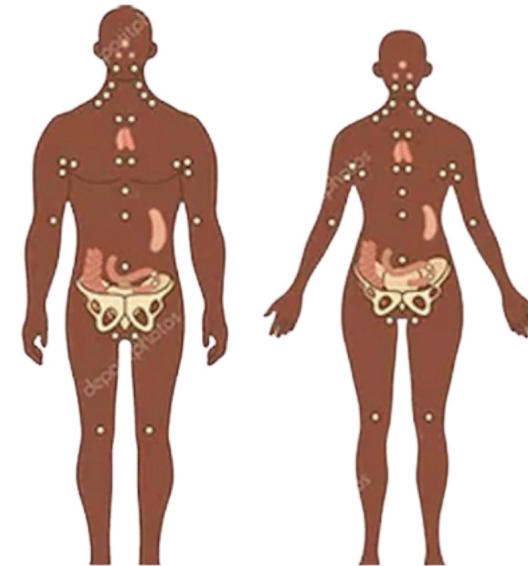


Not A Host?

The Host You Know

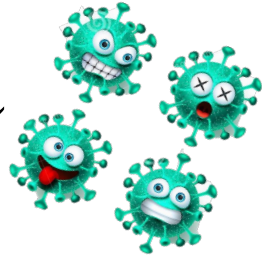


The Host You Might Know

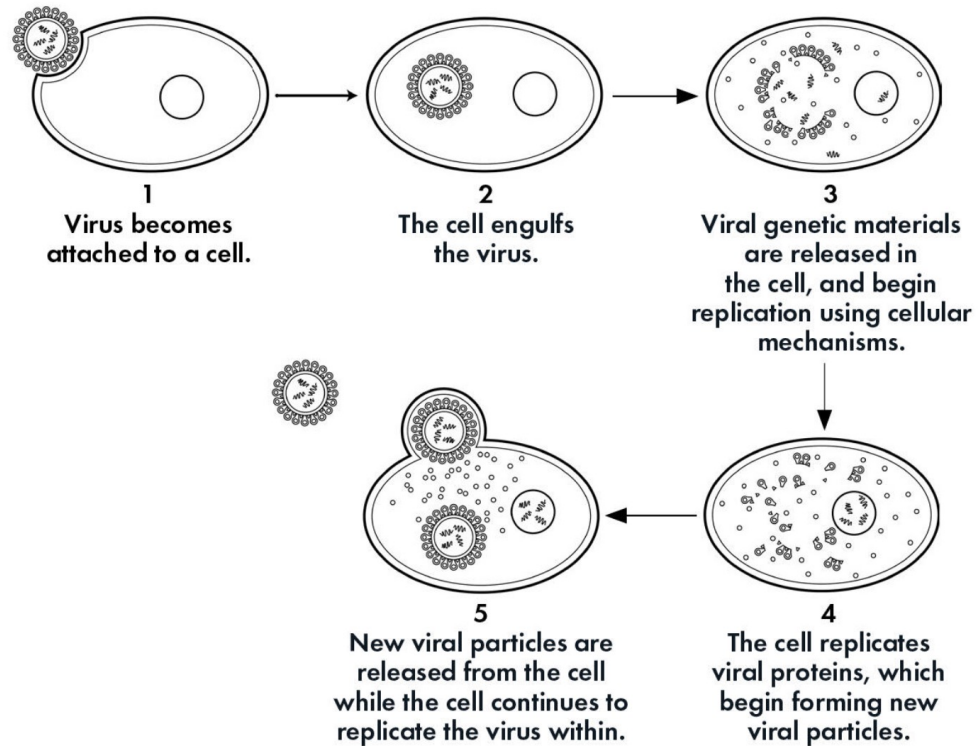


Copyright © 2022. All rights reserved. No part of the materials including content, graphics or logos, available in this presentation may be copied, photocopied, reproduced, translated or reduced to any electronic medium or machine-readable form, in whole or in part, without specific permission (to request permission to use materials, continue to our Permission Request Form). Distribution for commercial purposes is prohibited.

Viruses need a host.



...and your cells are what it's looking for.





*“What you got?”
“What you working with?”*

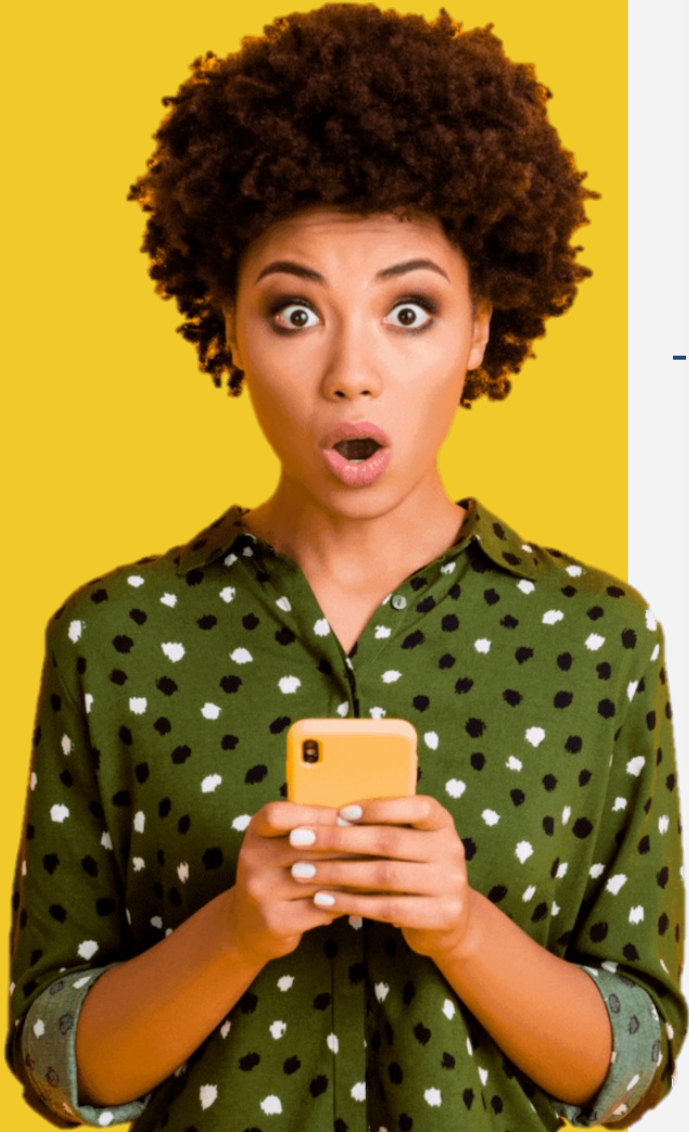


“How you moving?”

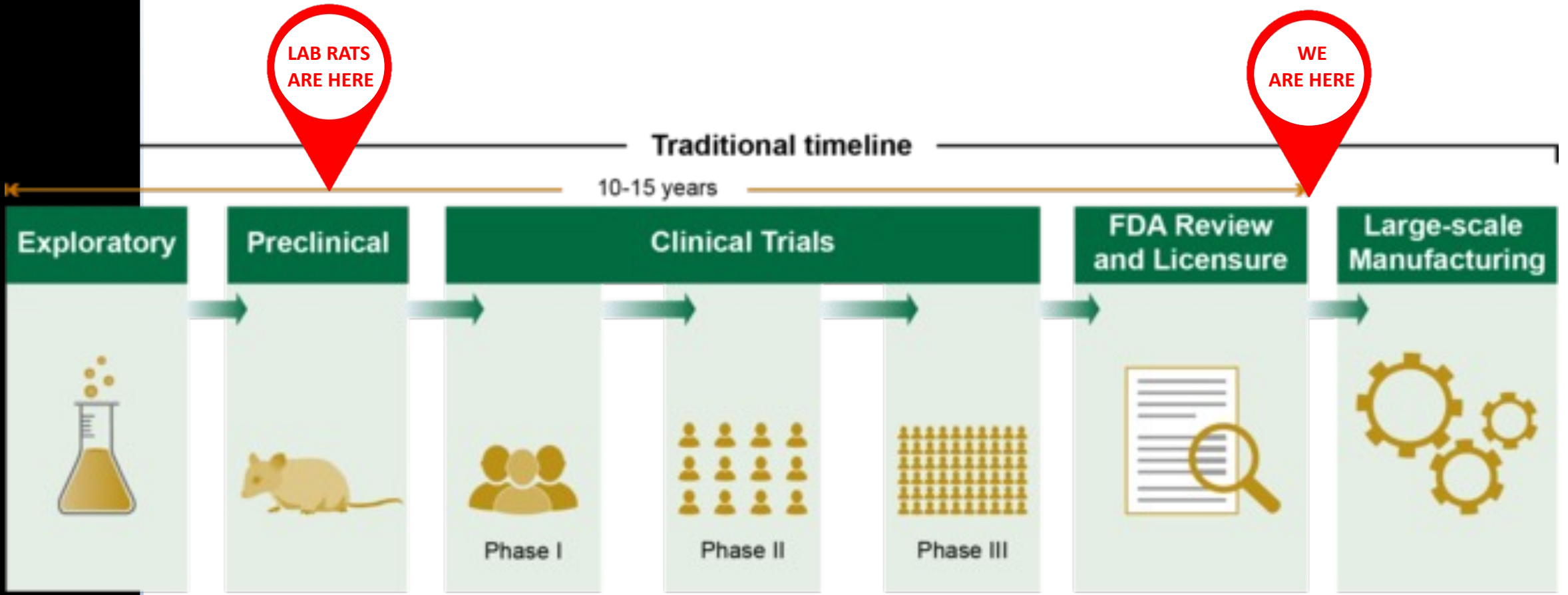
COVID Misinformation 101 Part 2!



Copyright © 2022. All rights reserved. No part of the materials including content, graphics or logos, available in this presentation may be copied, photocopied, reproduced, translated or reduced to any electronic medium or machine-readable form, in whole or in part, without specific permission (to request permission to use materials, continue to our Permission Request Form). Distribution for commercial purposes is prohibited.

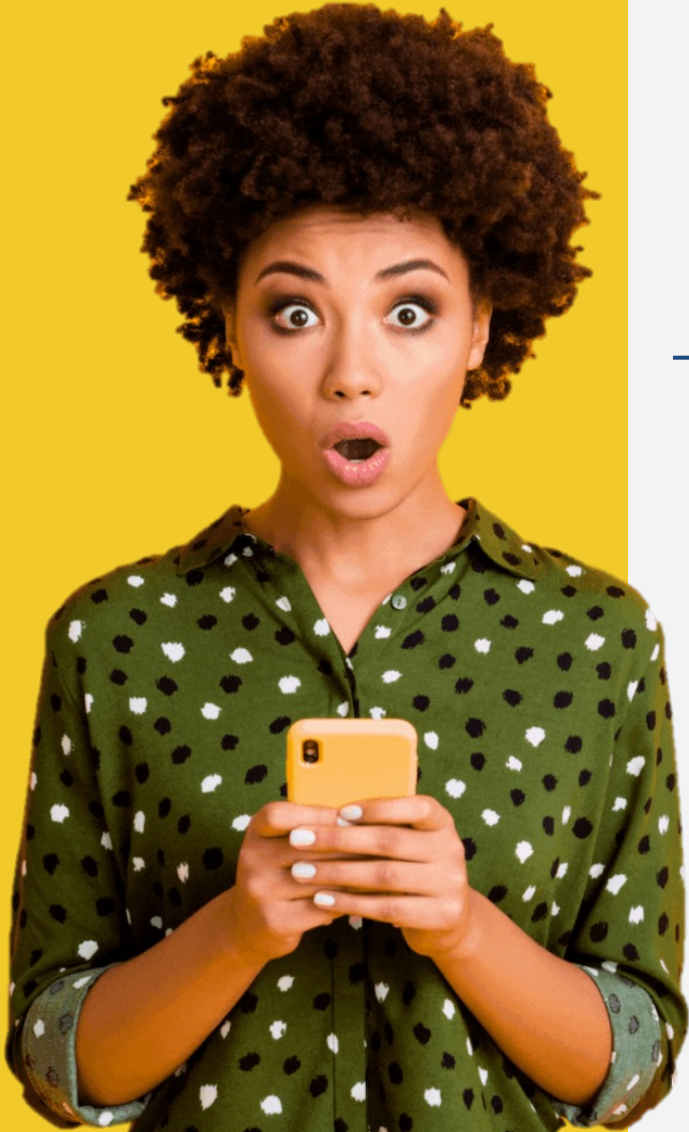


**“I’m not
about to be
a lab rat.”**



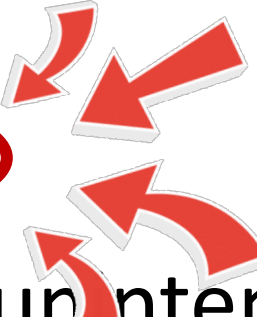
Analysis of Food and Drug Administration (FDA) and Pharmaceutical and Manufacturers of America information. | GAO-20-701

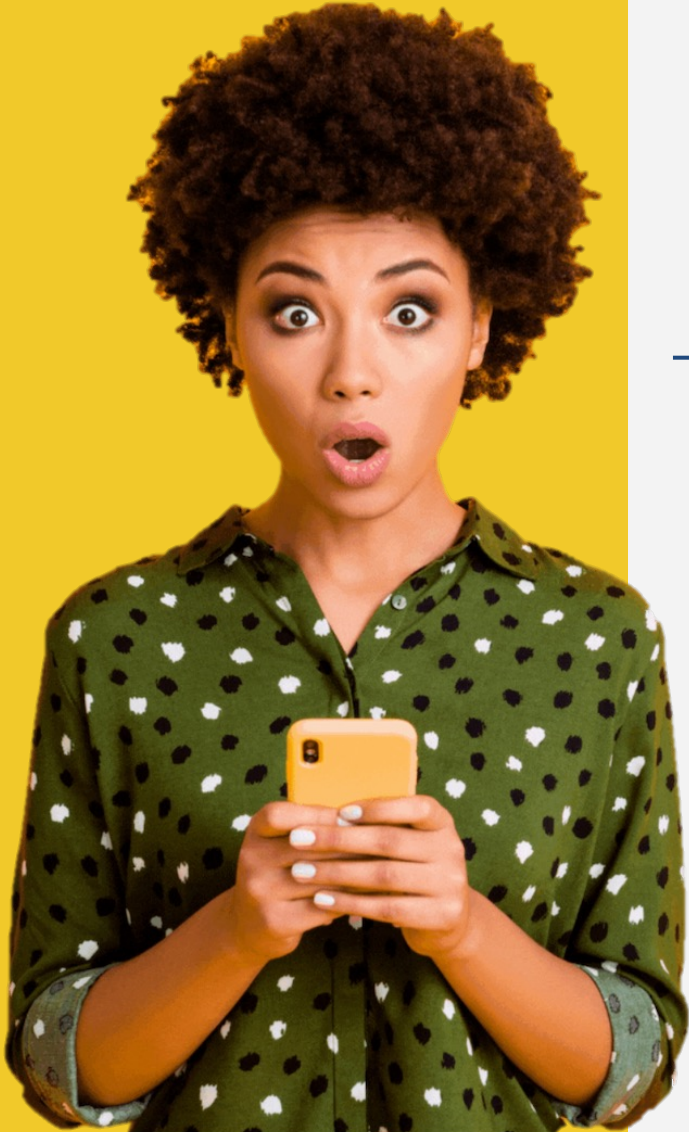
Copyright © 2022. All rights reserved. No part of the materials including content, graphics or logos, available in this presentation may be copied, photocopied, reproduced, translated or reduced to any electronic medium or machine-readable form, in whole or in part, without specific permission (to request permission to use materials, continue to our Permission Request Form). Distribution for commercial purposes is prohibited.



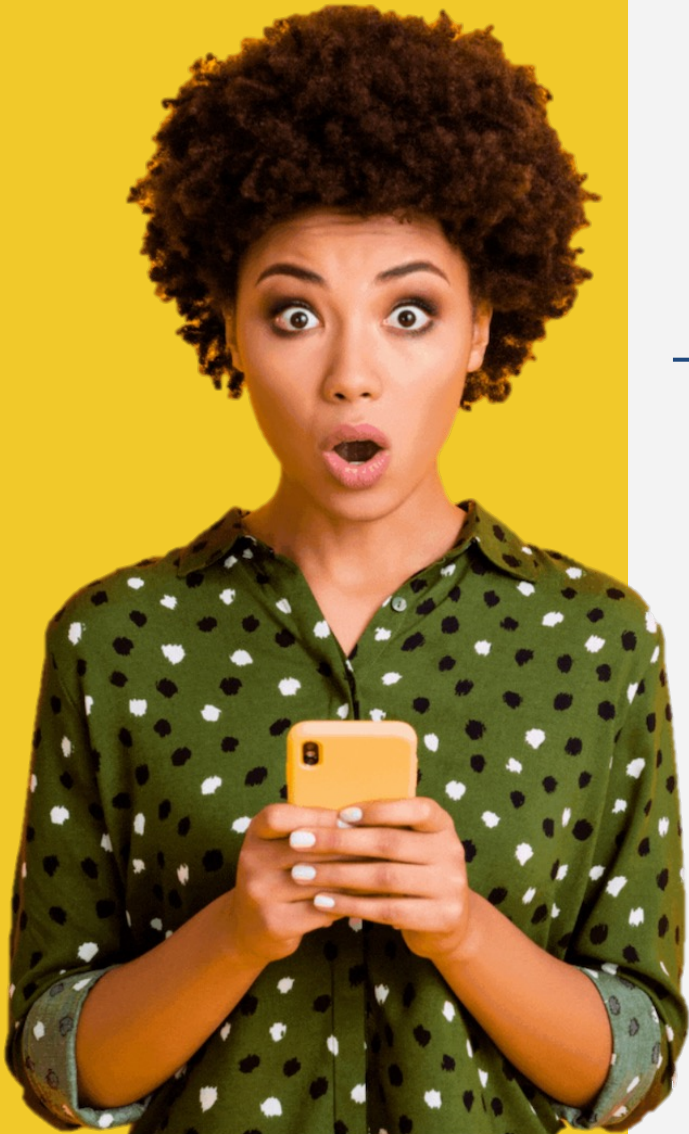
**“Vaccines
don’t
work.”**

Five leading causes of death - 2020

1. Heart disease
 2. Cancer
 3. COVID-19
 4. Accidents (unintentional injuries)
 5. Stroke
- 



**“I already
had the
virus.
I’m good!”**



**“Is the
booster the
same at the
initial
vaccine?”**



**“I heard
[*insert*
number of
people] died
from the
vaccine.”**

VAERS

Link → <https://vaers.hhs.gov/uploadFile/index.jsp>

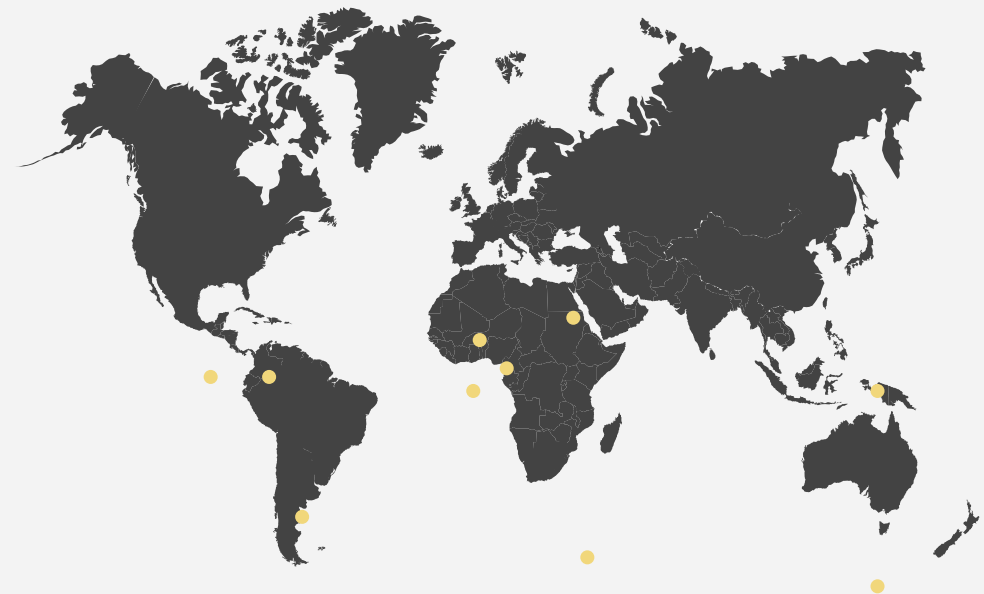


Questions?!



Thank You

f t in
/bahbybanks



Contact:
bahby@pillarconsultingrtp.com

