Bull City Strong
Community Health Promoters Training
COVID-19 Misinformation 101
At-A-Glance

Clarity
- The COVID-19 pandemic continues to impact historically marginalized communities
- In December 2020, the Federal Drug Administration (FDA) approved emergency use of the COVID-19
  - We should not continue to see COVID-19 waves repeatedly when there are clear preventive measures to lower risk of severe illness and death
    - 2 Ws (wash, wait, wear)
    - Vaccines
    - Boosters
- Prevention is driven by individual behavior. It is KEY that we help our communities make decisions based on facts—not misinformation!

Misinformation (Defined)
- 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™
- Equity-focused effort to address COVID-19 misinformation and advance health literacy
- "Host" has two meanings
  - Social: a person who receives or entertains other people as guests.
  - Biological: an animal or plant on or in which a germ (virus) lives.
- Viruses cannot survive without a host.
- NAH offers unique ways to help communities understand risk and informed-decision making.

Risk and Informed Decision-Making
- COVID-19 risk is like "I-95" → runs both ways!
  - Risk of catching COVID ←→ Risk of spreading COVID
    Risk of severe illness or death

#1 "We are post-pandemic!"
- **As of August 22, 2022 (daily average)**
  - **88,063** new cases
  - **390** new deaths
  - **5,047** new hospital admissions
- These numbers don't include people who might test positive at home (rapid test)!

#2 "Coronavirus isn't new. I saw it listed on the back of my can of Lysol!"
- Fun fact: Did you know "corona" means crown?
- Coronaviruses have been around for a few decades.
  - This is why you would see it listed as one of the viruses that your Lysol can kill.
- THIS version of coronavirus was discovered in 2019 (hence the name COVID-19) and it was quickly determined that it was going to cause severe problems.

#3 The vaccine is too new.
- The technology used to create the COVID-19 vaccine (mRNA) was discovered in the 1970s.

#4 "My friend got sick after she got the vaccine."
- It is very important to know the side effects of any medication or treatment you take. This is part of your informed-decision making.
  - It is also important to note that the vaccine jump starts an immune response in your body. It gives your body a cheat sheet (or playbook) so your body knows what to do if you come in contact with the actual virus—which might include symptoms.
  - Feeling "sick" might be an effect of your immune response—which is how you know the vaccine in working!
  - It's important to following your health care provider's advice and to report any side effects.

#5 "Listen! I'm telling you I don't have the virus."
- Testing is a very, very important step in understanding whether you have COVID-19.
- Just because someone does not have (or has not had) COVID-19 symptoms does NOT mean they are COVID-19 negative.
  - Asymptomatic transmission has accounted for up to 60% of COVID spread in communities!

BONUS: "[Insert name of person] was vaccinated and STILL got the virus."
- When someone is vaccinated and later gets COVID-19, this is called a breakthrough infection.
  - It is important to STILL practice prevention measures—even after being vaccinated.
  - Viruses are very smart and will continue to multiply and mutate as long as they have time and opportunity.
  - These mutations (variants) could affect how well vaccinated people are protected against the virus
- As the vaccine is not a force field –it's a cheat sheet to help prevent severe illness and death!