

# Mitigating Effects of Vaccine Misinformation on Social Media in Racial and Ethnic Minority Communities

## Social Media Partners Mitigate Misinformation and Build Vaccine Confidence

In the first two years of the *Partnering for Vaccine Equity* program, CDC awarded **\$21M** to the **CDC Foundation and UnidosUS** to partner with six organizations to lead social media campaigns that **address misinformation and build vaccine confidence and awareness for racial and ethnic communities experiencing vaccination disparities**. Through regular convening and resource-sharing, these organizations share insights and culturally relevant social media materials with community-based organizations and other partners. **These partnerships include:**

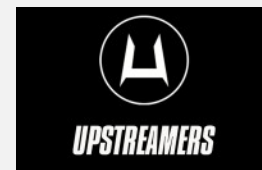
### CDC Foundation

*funds five organizations*

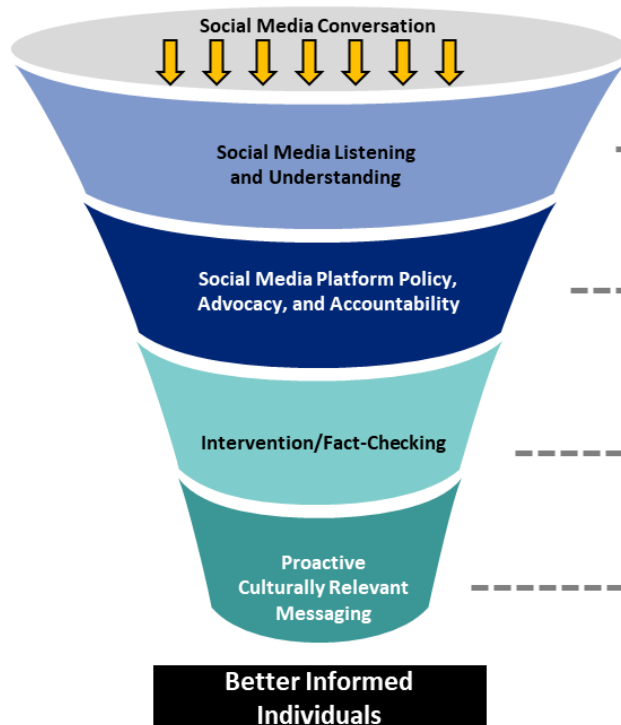


### UnidosUS

*funds one organization*



## Approach for Interventions to Better Inform Communities



### Interventions at Each Level

Partners monitor, identify, and assess information circulating online relating to vaccine hesitancy.

Media organizations (e.g., social media, tv, radio) and platforms develop grassroots advocacy campaigns to **avoid promoting the spread misinformation**.

Organizations intervene to **debunk misinformation in media** through fact-checking capabilities.

Media and advertising agencies can **provide affirmative messages and information to reach audiences through multiple channels** (e.g., content creation, campaigns, influencers) with culturally competent, relevant content.