

Navigating Infodemics and Building Trust during Public Health Emergencies: A Workshop

CDC and Navigating Infodemics

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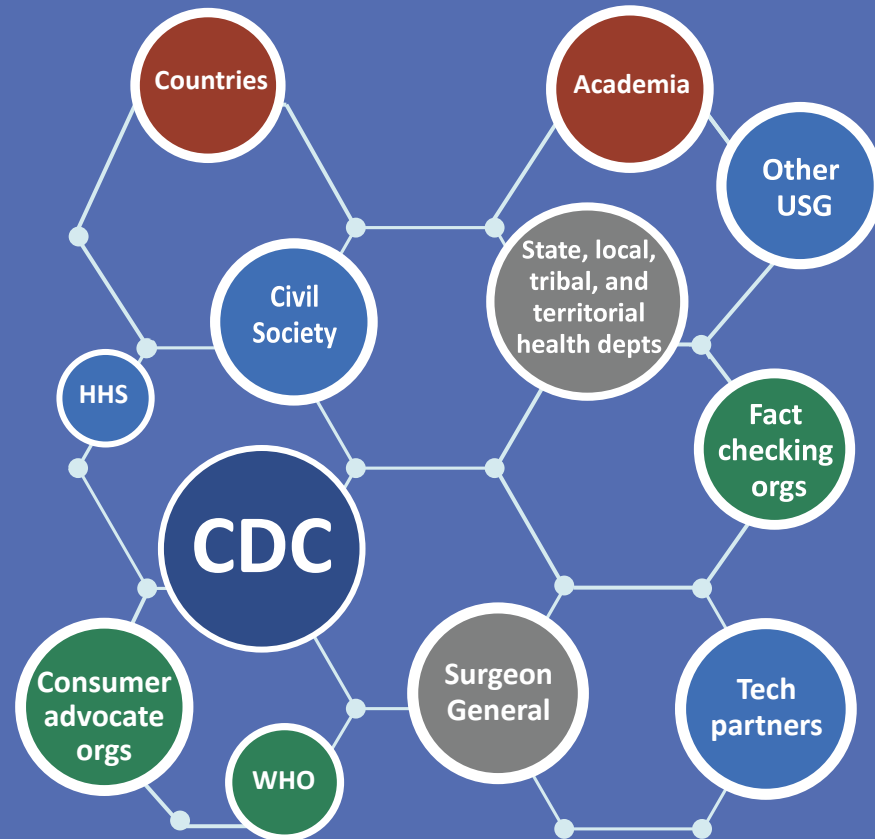


Addressing mis/disinformation is fairly new...



- USG developing coordinated approaches.
- Some evidence base for what works. A lot of research happening now around government and academia.
- AI systems and tools are being created. Human analysis needed for alerts and action determination.
- CDC setting up more robust systems, processes, research, trials and evaluation to move forward.

Current Overall Landscape



CDC's Approach

- **Creating systems and tools** - to monitor and alert to potential topics for misinformation
- **Increasing the capacity to monitor** - categorize, and respond in a timely manner
- **Responding** - through communication channels, work with others to respond (media, fact checkers, third-party validators, partners, and other influencers)
- **Encouraging trust** - in CDC's mission and its science to increase healthy behaviors and advance the public's health



What else is CDC doing?

- Office of Communications – building new alert system, coordinating enterprise wide, best practices.
- Office of Readiness and Response – JIC daily reports of media trends, sponsor of this workshop.
- National Center for Immunization and Respiratory Diseases - research work, social listening and community response systems, systems to map disinformation.



Anticipation for the Workshop

- Identify what roles we can/should be playing
- Best ways to do that
- Understand the formidable forces we are all up against and legal ramifications
- Offer real world actions that work
- Other considerations when agencies meet in subsequent National Academies meeting



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