

Responding To The COVID-19
Vaccine Infodemic:
Experiences from the
NYC Department of Health and
Mental Hygiene's Misinformation
Unit

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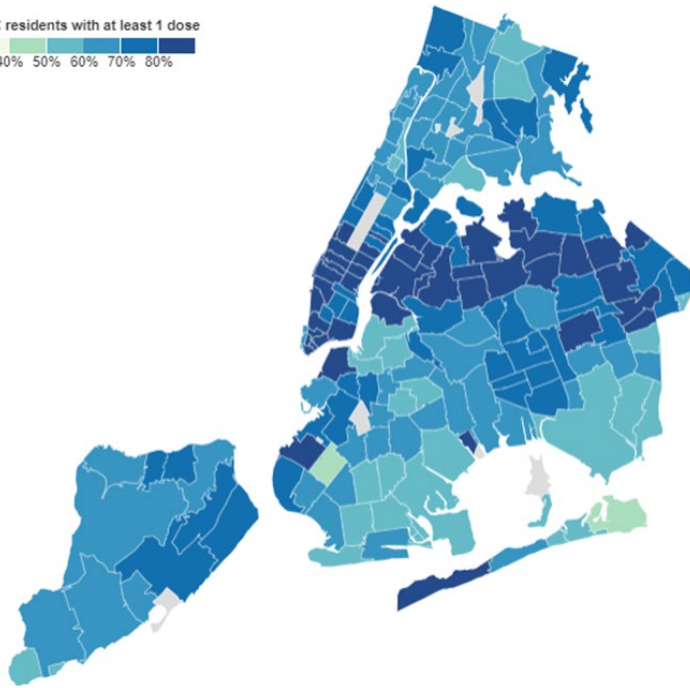
March 2023

Low Vaccine Uptake Driven By Variable Information Environments

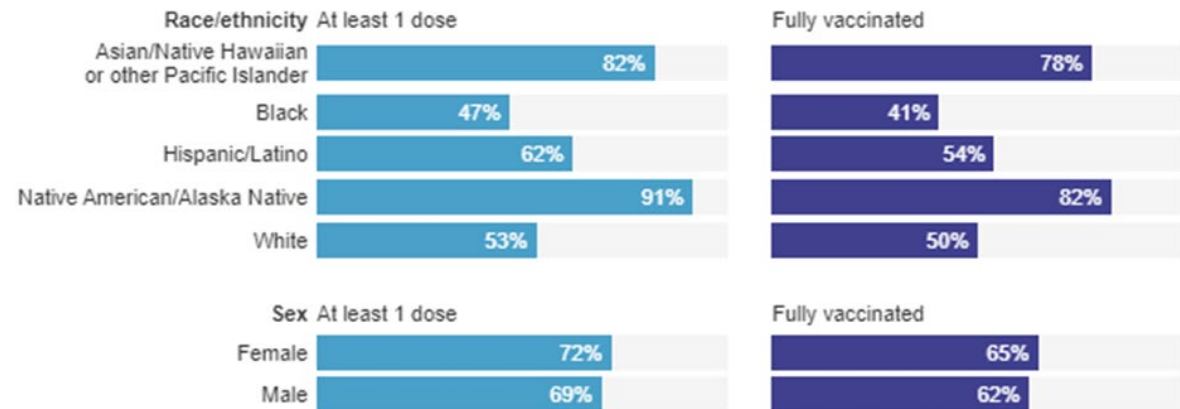
Percentage of NYC Residents that Received One or More Doses, by ZIP Code

NYC residents with at least 1 dose

40% 50% 60% 70% 80%



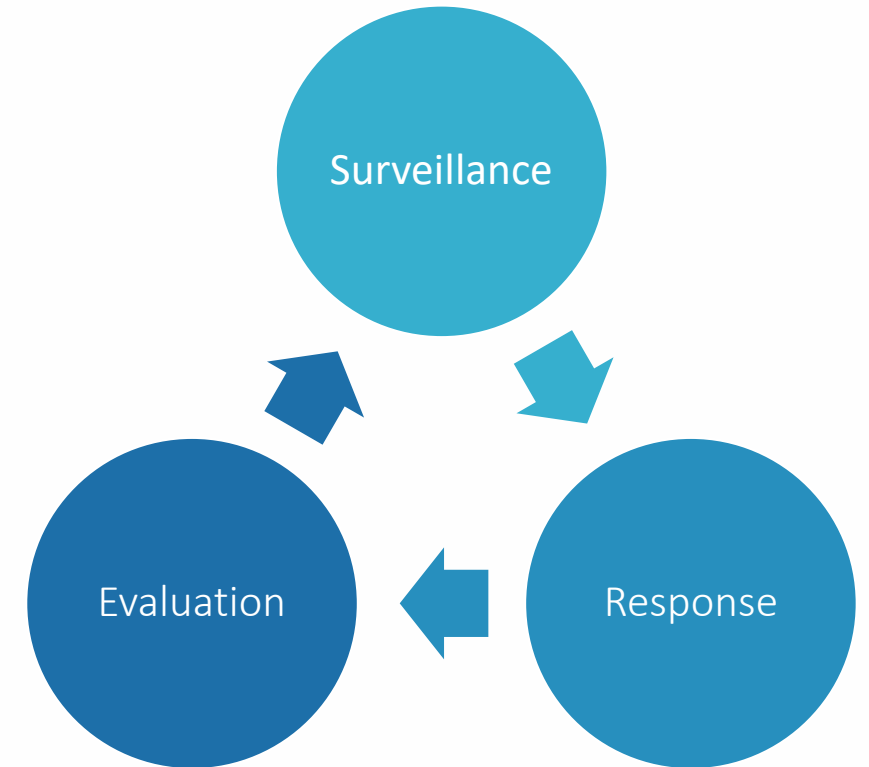
Vaccination of NYC Residents by Race/Ethnicity



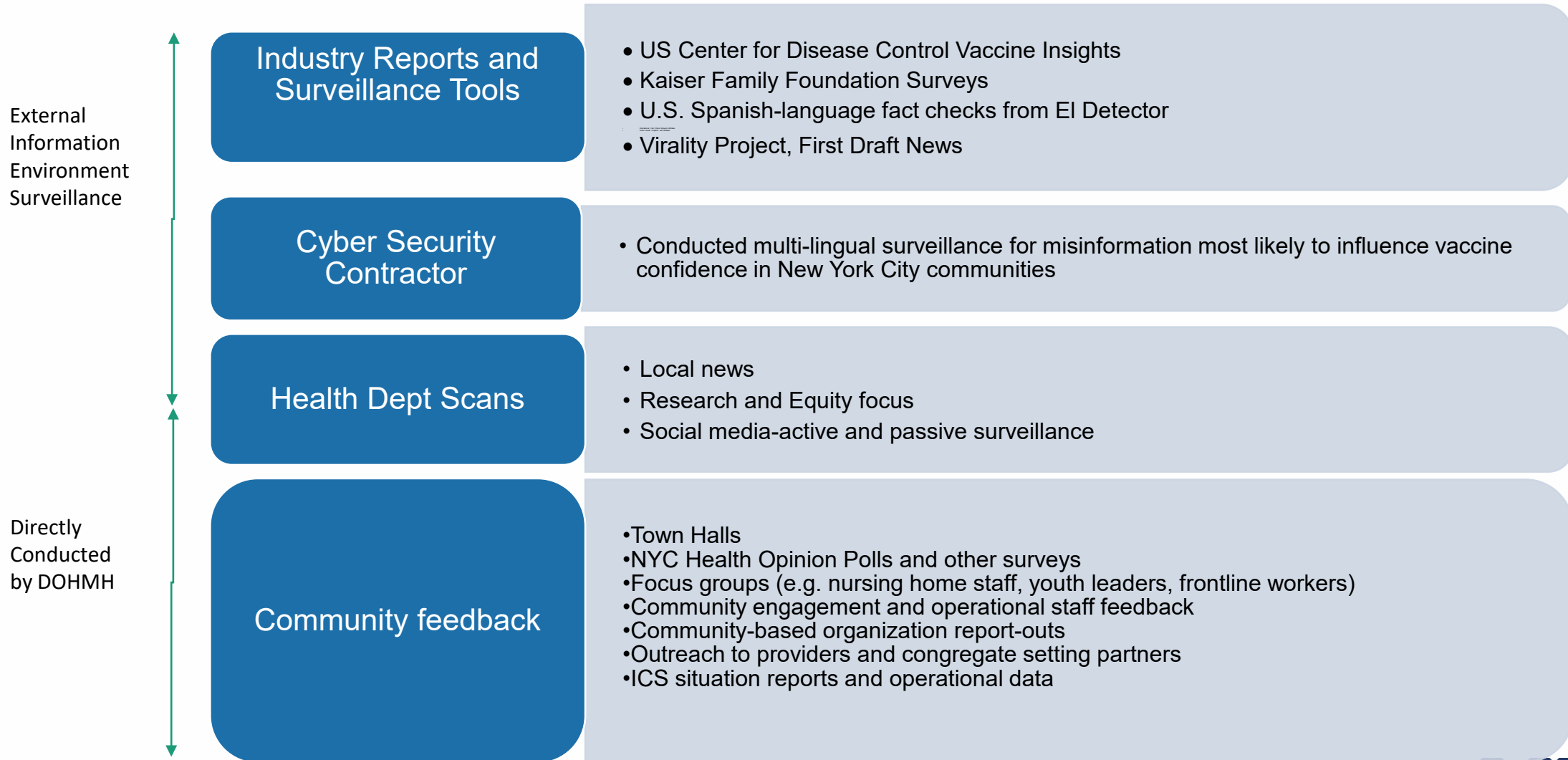
As of October 7, 2021. www1.nyc.gov/site/doh/covid/covid-19-data-vaccines.page

Vaccine Misinformation Unit

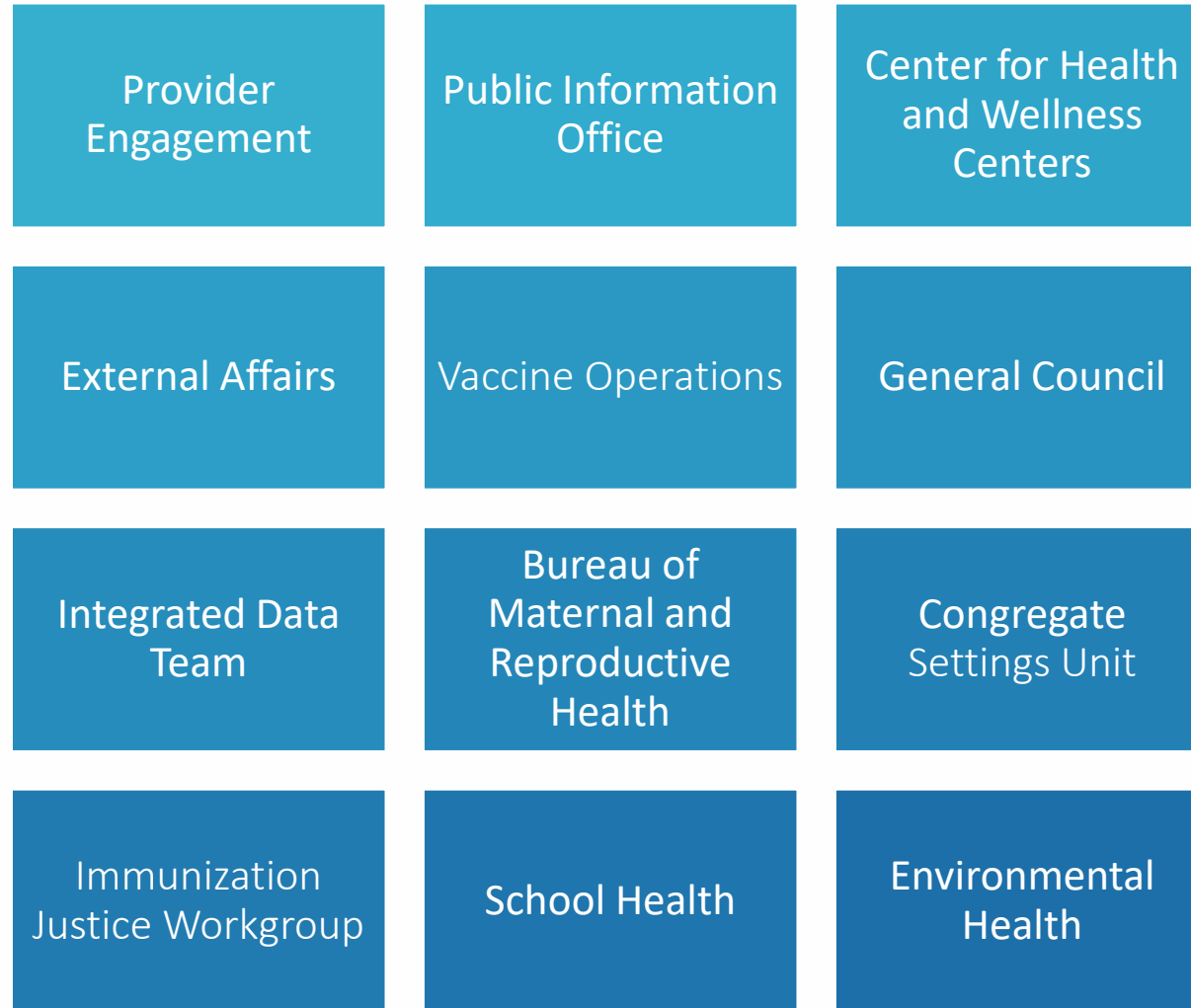
- Misinformation Unit was formed in 2021 as part of the Agency's Vaccine Equity Action Plan to address the unequal impacts of COVID-19
- The Unit was located within the agency's emergency response structure, initially it was in the Vaccine Operations ERG but it moved to the Integrated Data Team ERG
- The Unit used the framework of 'infodemic surveillance' to identify challenges to vaccine confidence
- The Misinformation Unit was responsible for leading weekly cross-agency discussions about prevalent vaccine hesitancy trends and supporting equitable misinformation response activities



Surveillance: Data Sources



Multi-Disciplinary Collaboration



Recommendations

Prioritize
Equity and
Accessibility

Think Globally,
Act Locally

Grow External
Relationships

Foster Internal
Collaboration

Build Capacity
for Monitoring
and Evaluation

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