



The COVID-19 vaccine is safe, free & effective

How to address vaccination dis-and-misinformation in your community

How to use this information guide:

Use this messaging to create your own infographics, brochures, flyers or door knockers.

You can also create your own social media posts to show people how to identify and avoid sharing dis-and-misinformation on social media. Copy and paste the information that is most useful to your community. You may also use the sample social media posts below.

What is disinformation?

Disinformation is shared information known to be false but shared anyway.

What is misinformation?

Misinformation is shared information believed to be true but is actually false.

COVID-19 vaccination disinformation and misinformation generates confusion and fear. Whether it's through social media, text messages, television, podcasts, mail, or through conversations in the community, **we must be proactive in learning how to spot and fight disinformation before it spreads.**

How to spot dis-and-misinformation:

- If you can't verify it, don't share it!
- Be skeptical! It could be disinformation if...
 - someone claims to have "insider knowledge" or information.

- the original post has been removed.
- Consider the source. Ask yourself:
 - Does the information have a verifiable source?
 - Does the information exist on more than one news outlet or information platform?
 - If someone is referenced as an “expert”, Google them to confirm.
- Beware of the “copy and paste and pass it on” social posts!
 - This is a red flag that the post’s origin is being deliberately obscured.
 - Try looking up keywords or terms to confirm its accuracy

Prevent COVID-19 vaccine dis-and-misinformation using facts

While there is a lack of data concerning how Indigenous youth and families feel about COVID-19 vaccines, we can help ease worries and protect from dis-and-misinformation with the following facts:

- Vaccination offers strong protection against COVID-19 infection, serious illness and hospitalization. The incidence of COVID-19 infection, hospitalization, and death is significantly higher in unvaccinated than vaccinated persons.
 - Unvaccinated people are¹:
 - 5x more likely to be infected
 - More than 10x likely to be hospitalized
 - More than 10x likely to die.
- Vaccines passed thorough testing protocols before being deemed safe and made available to the public; especially vaccines for children.
- Receiving the COVID-19 vaccine is an act of cultural preservation and survival for Native people. Our family systems have survived for generations because we love, care for, and protect our communities.
- Children must get vaccinated for multiple illnesses before starting school and COVID-19 vaccines are no different.
- Healthy people can get sick with COVID-19. That’s why Native people, including children 5 and older, need to get vaccinated to prevent spread of COVID-19 and protect others.
- Traditional medicines have not proven to protect against COVID-19. Novel or new viruses, like the coronavirus, require vaccinations to avoid serious illness or hospitalization even for healthy adults and children five and older.

Evidence-based Data (via Urban Indian Health Institute, as of October 12, 2021²)

- 2 out of 3 participants willing to get vaccinated were confident that COVID-19 vaccines were adequately tested for safety and effectiveness among Native people.
- During clinical trials, over 70,000 people participated in testing the vaccines,

¹ <https://www.cdc.gov/mmwr/volumes/70/wr/mm7037e1.htm>

² https://forourpeople.uihi.org/wp-content/uploads/Information-About-the-mRNA-Vaccines_FINAL1.pdf

including a small number of Native people.

- According to CDC, over 172 million people have been fully vaccinated with either the Moderna or Pfizer COVID-19 vaccine.

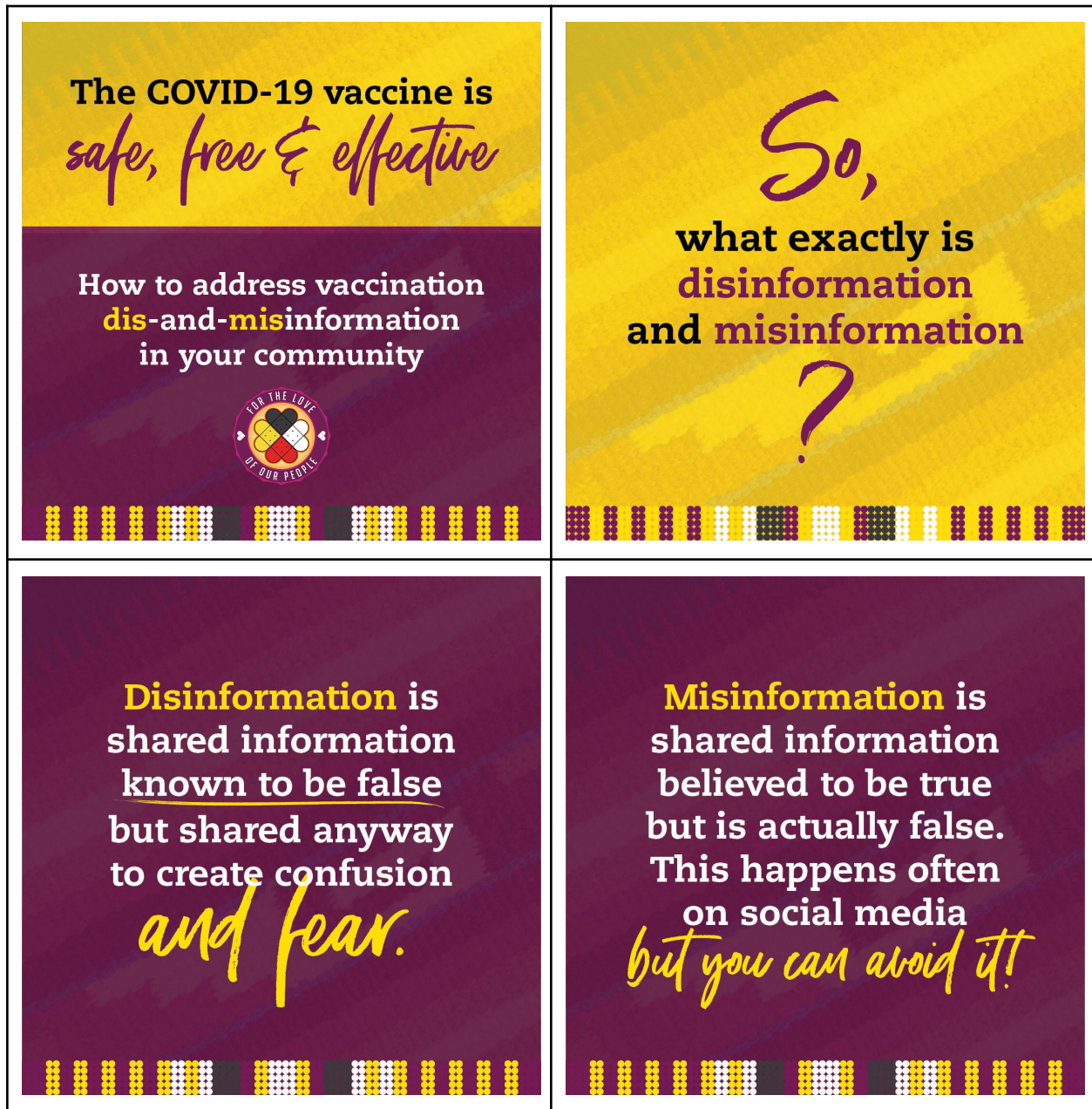
Sample Social Media Posts

<i>Encourage Native people to spot dis-and-misinformation</i>	<ul style="list-style-type: none">● Watch out for disinformation or misinformation. If you can't verify it, don't share it!● Be skeptical! It could be disinformation if someone claims to have "insider knowledge/info" or if the original post has been removed. Be diligent, for the love of our people!● Always consider the source. Ask yourself, does the information have a verifiable source? Is the "expert" verifiably trusted? Does the information exist on more than one news outlet or information platform? Be proactive for the love of our people!● Beware of the "copy and paste and pass it on" social posts! This is a red flag that the post's origin is being deliberately obscured. Look up keywords or terms to confirm its accuracy.
<i>Evidence-based content for your community.</i>	<ul style="list-style-type: none">● Vaccination offers strong protection against COVID-19 infection, serious illness and hospitalization. The incidence of COVID-19 infection, hospitalization, and death is significantly higher in unvaccinated than vaccinated persons. Visit https://www.cdc.gov/mmwr/volumes/70/wr/mm7037e1.htm for more information.● Unvaccinated people are 5x more likely to be infected with COVID-19, and more than 10x likely to be hospitalized or face death. Protect yourself and your family for the love of our people. Visit https://www.cdc.gov/mmwr/volumes/70/wr/mm7037e1.htm for more information.

Hashtag #ForTheLoveOfOurPeople

Social Media Carousel Graphics

[Download the social media carousel graphics](#)



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Get Vaccinated
For the Love of
Our People!

#ForTheLoveOfOurPeople

