

# Six Days in September...

One Year Later



Dr. Todd Wolynn MD, MMM



CNHN Business of Pediatrics Conference 12/13/18

# Wednesday, August 23rd

8:45am

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“At Kids Plus, we’re thrilled to provide the HPV vaccine.  
In this video, our providers tell you why.”

# September 15-20<sup>th</sup>, 2017

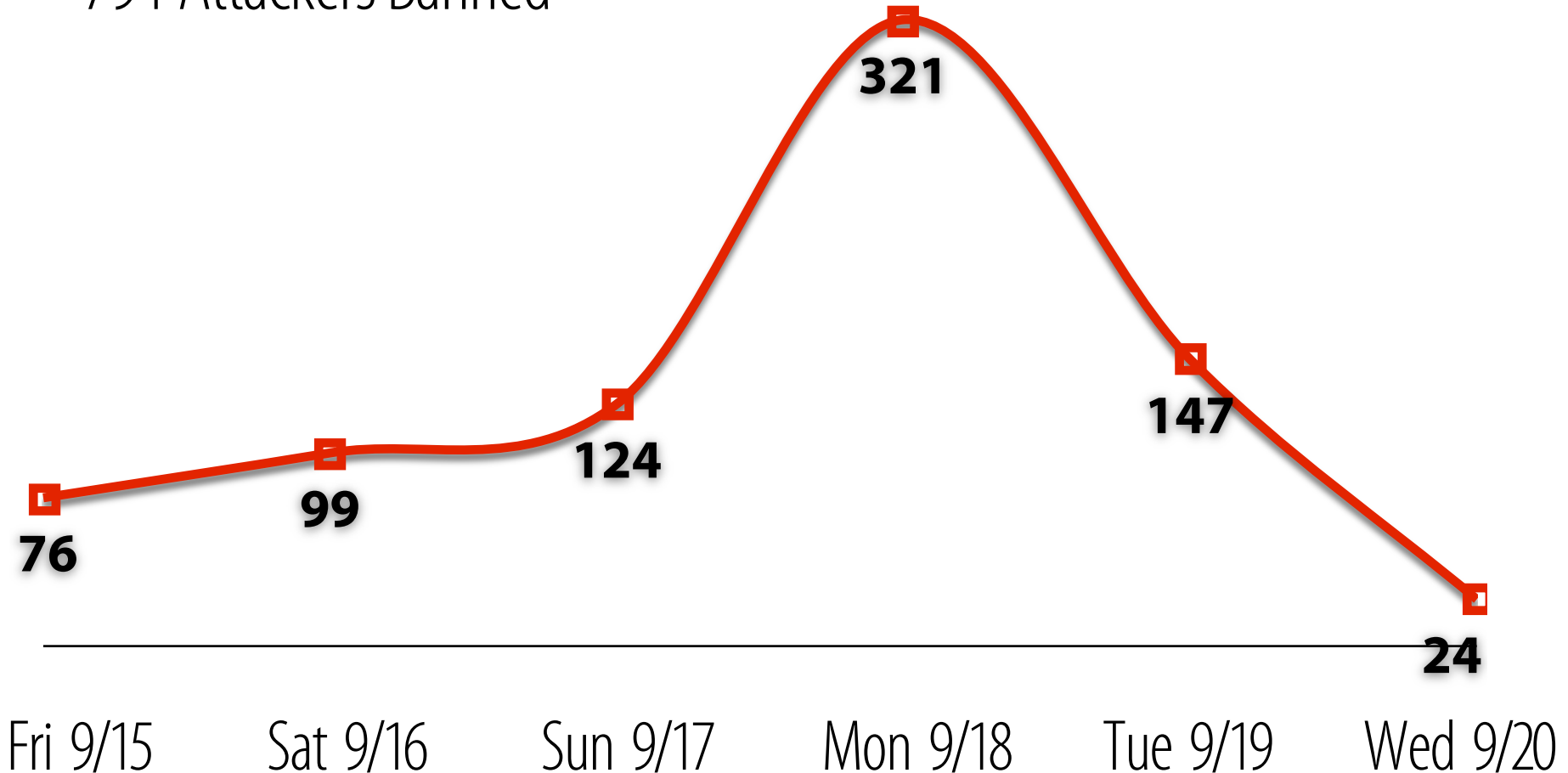


**Banned:** 808 attackers

**Deleted:** >10,000 comments

# Sept 15 - Sept 20, 2017

791 Attackers Banned



# Key Centers of Attack



# A Portrait of the 838



# Overwhelmingly Female



796 Women, 42 Men

# Bimodal Age Distribution



18-24 Years / 50+



# Un(der)-Educated/Employed



Dunning-Kruger Effect in full effect.

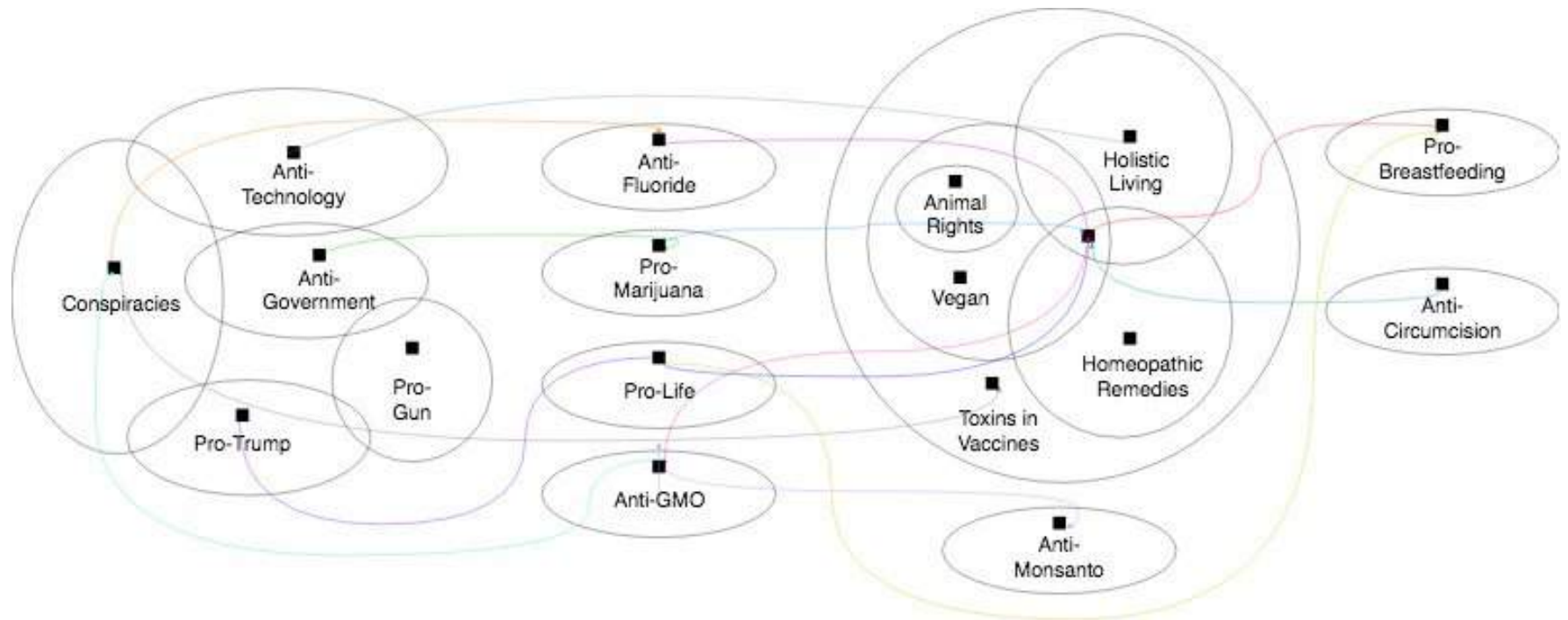
# Hard Left *and* Hard Right



Anonymous, Antifa, Sanderistas

Nationalists, 9/11 Truthers, Trumpers.

# Strange Bedfellows



# Anti-Vaccine Response Project



## Phase 1: Rising to the Challenge

Analyze, Connect, Interview, Present, Establish Goals, Prep Research

## Phase 2: Lead the Charge

Invest Time & Resources, Peer-to-Peer, Additional Connections

Further Develop Goals, Advance the Research

## Phase 3: Winning Back Science

Publish Research, Implement Goals, Effect Social Media Change

Empower Providers & Scientists, Safeguard & Improve Public Health

# Science/Medicine Advocacy Goals 2018



## Anti-Vaccine Social Media Toolkit

Preparedness, defense, and clean-up supported by academic rigor & peer-reviewed research

## Rapid-Response Social Media Resource

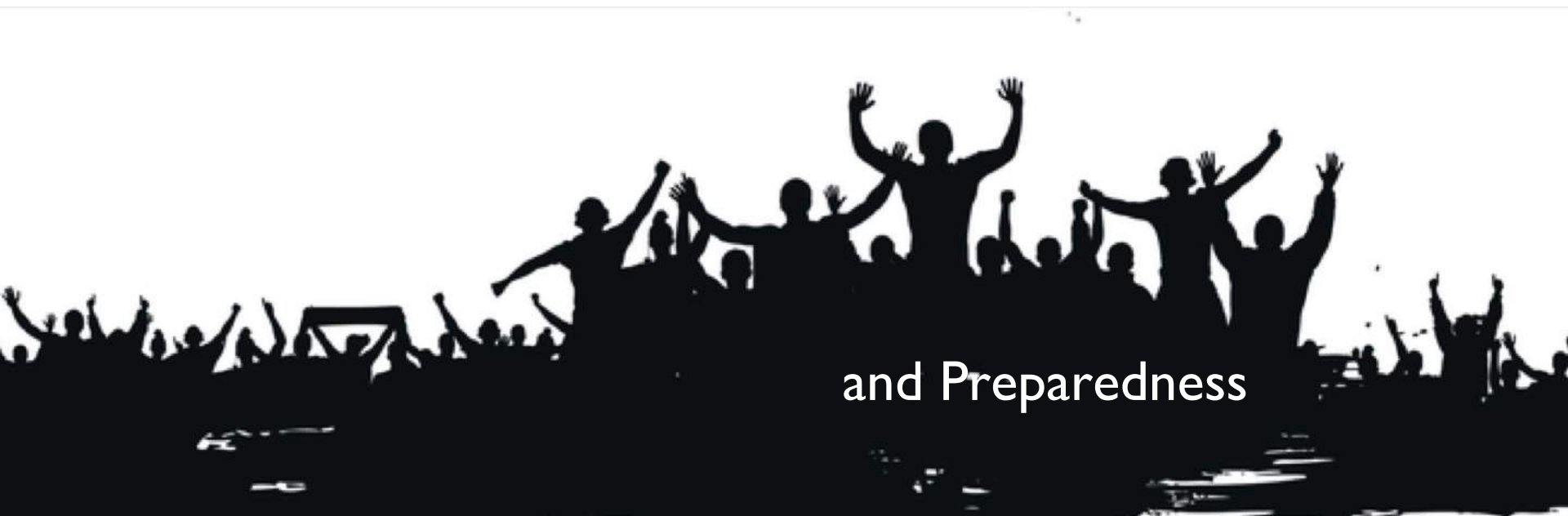
Powered by data, science, and evidence-based health care advocates

## Social Media Platform Acceptance of Responsibility

Self-monitoring and responsive action to fraudulent post/ratings

# Asymmetry of Passion

“They’re more willing to fight for their false claims than most of us are willing to fight for the facts.”



and Preparedness

# Science's Vulnerability

## Scientific Method

Resource-Intensive

Time-Intensive

Objective Measurement

Experimentation

Formulation

Testing & Retesting

Hypothesis Modification

Publication...maybe?

## Anti-Scientific Method

No Limitations

Rapid Creation

Subjective Opinion

Reaction

Dissemination

Entrenchment

Amplification

Social Media **Definitely!!!**

**Science vs Sensationalism (If it Scares, then Share)**

# Primary Care Pediatrics

Risk Averse

Conflict Avoidant

Publicly Scrutinized

Licensed & Regulated

Social Media-wary

Professional Decorum

Performance Evaluations



vs

# Social Media Disinformation



*Someone who doesn't  
agree with the science  
...and wants  
everyone to know*



# The Largest U.S. Generation



is plugged in and starting to have kids.

# **Anti-Vaccine Impact**

**Wasted Time, Effort and Resources**

**Affront to Trust and Our Relationship**

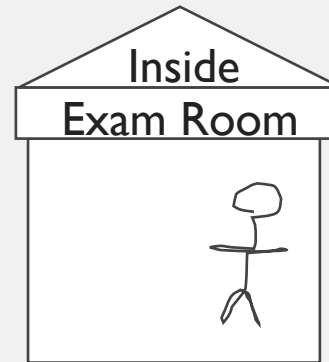
**Increased Disease, Death and Suffering**

**OUTSIDE**

**THE**

**EXAM**

**ROOM**



# Evidence-based Communication

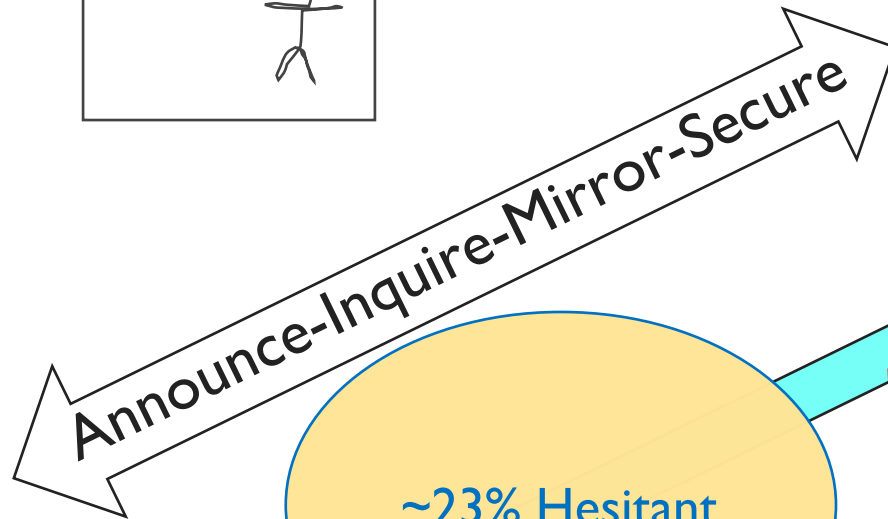
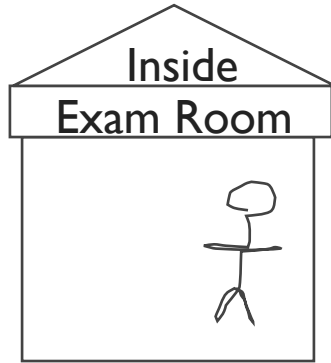
Teachable and Impactful

Pediatric-powered

Multiple Applications

Best Impact when Practiced

# Vaccine Communication



~23% Hesitant

~2% Resistant

Care and Share  
Not Facts & Scare

80%

~75% Accepting

Educate

Engage

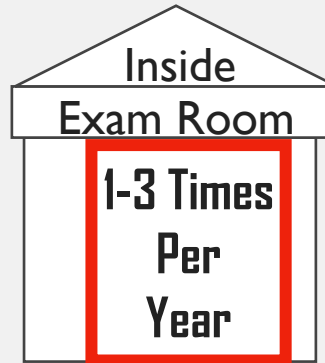
**OUTSIDE**

**THE**

**365 Days  
Per  
Year**

**EXAM**

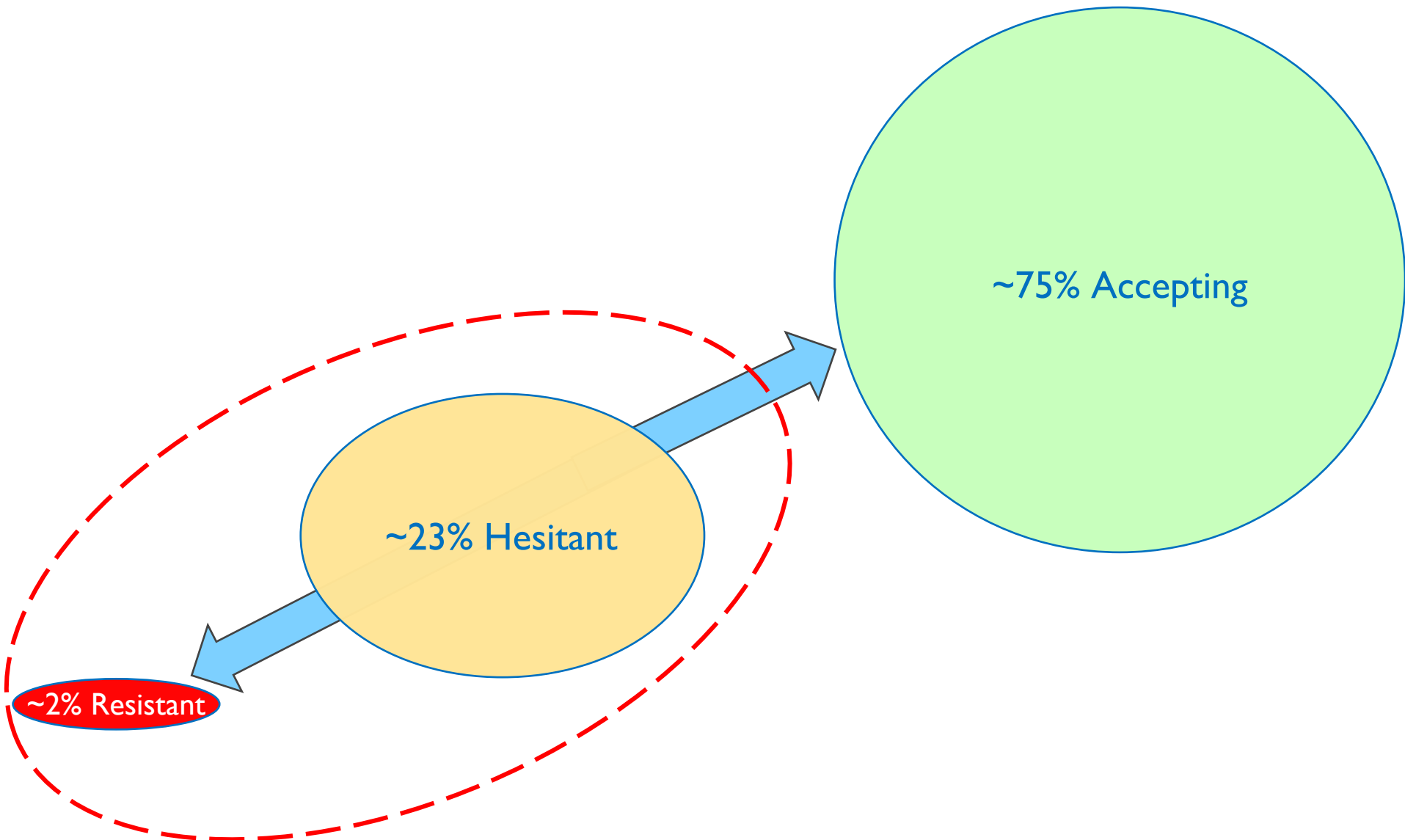
**ROOM**



Entertain

Affect

# Vaccine Acceptance Behavior



# Anti-Vaccine Social Media Toolkit

**Prepare**

**Defend**

**Clean-up**

Detailed 'How To' Manual  
Step-by-Step instructions  
Rapid Reference Modules  
Social Media Platform-specific  
Updated Living Document  
Battle-Tested, Combat-Proven



# Shots Heard Round the World

<https://shotsheard.com>

Powered by Science, Protecting Public Health

**Combating Anti-Vaccine Attacks with a  
Rapid-Response Social Media Network**

**DEFEND** Physicians & Practices

**DEFUSE** Anti-vaccine Attacks

**DEBUNK** Vaccine Disinformation



# **Shots Heard Round the World**

<https://shotsheard.com>

Powered by Science, Protecting Public Health

**Join the team!    Email us at:**

**Join@ShotsHeard.com**



# Engagement of Social Media Platforms

Educating Social Media Platforms on their Public Health impact  
working toward their acceptance of responsibility  
to become part of the solution to combat anti-vaccine efforts

Self-monitoring

Responsive action to fraudulent post/ratings

Open lines of communication with science-based vaccine authorities

**OUTSIDE**

**Team-based**

**Grow  
Trust**

**THE**

**Utilize**

**Communication**

**Physician  
Led**

**EXAM**

**Efficient**

**Effective**

**Build**

**Relationship**

**ROOM**

# **Vaccine Communication Support:**

**A.I.M.S.**

**Social Media Toolkit**

**Team-based Approach**

**Other?**

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# THANKS!

