Six Days in September . . . One Year Later

Dr. Todd Wolynn MD, MMM
“At Kids Plus, we’re thrilled to provide the HPV vaccine. In this video, our providers tell you why.”
September 15-20th, 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

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<th>Scientific Method</th>
<th>Anti-Scientific Method</th>
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<td>No Limitations</td>
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<td>Time-Intensive</td>
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<tr>
<td>Publication...maybe?</td>
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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

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
Evidence-based Communication

Teachable and Impactful

Pediatric-powered

Multiple Applications

Best Impact when Practiced
Vaccine Communication

Inside
Exam Room

~23% Hesitant

~75% Accepting

Announce-Inquire-Mirror-Secure

~2% Resistant

Care and Share
Not Facts & Scare

80%
Exam Room

OUTSIDE

THE

EXAM

ROOM

365 Days Per Year

1-3 Times Per Year

Educate  Engage

Entertain  Affect
Vaccine Acceptance Behavior

~75% Accepting

~23% Hesitant

~2% Resistant
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

kids+ pediatrics
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
Vaccine Communication Support:
A.I.M.S.
Social Media Toolkit
Team-based Approach
Other?