



## Building Trust in Public Health: Addressing Misinformation

Unregulated supplements, unproven treatments, and viral falsehoods continue to challenge public health. This session equips participants with tools to recognize, analyze, and effectively respond to health mis-, mal-, and disinformation. Learn why misinformation spreads, how it impacts vulnerable populations, and how to counter it using trust-centered, evidence-informed communication strategies.

After this course, participants will be able to:

1. Define and distinguish misinformation, malinformation and disinformation.
2. Understand why health-related mis/mal/disinformation spreads so effectively, as explained through evidence-based terms and theories.
3. Know how culture relates to health misinformation, and how health misinformation is hurting vulnerable populations, in particular.
4. Apply evidence-informed techniques to counter misinformation while maintaining respectful and trust-building communication.

**Date:** 2/5/26

**Time:** 10:00AM-noon MT

**Cost:** No Cost

**Location:** Zoom



**Intended audience:** State, local, & tribal public health of all levels (frontline, supervisors, executives) and anyone interested in learning!

**Strategic Skills addressed:**  
Effective Communication

### Trainer: Heather L. Voorhees, Ph.D.

Dr. Heather Voorhees is an Associate Professor of Interpersonal Health Communication at the University of Montana, with 15 years of prior experience as a newspaper reporter and an internal communication manager for a large healthcare system. Heather understands and respects health communication on several levels and in myriad contexts. Her research and teaching focus on illness identity, health disclosures, and health misinformation.



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