PA-AAP and PAIC Let's Talk: Building a Pro-Vaccine Presence on Social Media

This webinar will begin at 1:00PM EST

PRESENTER:
Dr. Todd Wolynn, MD, MMM, IBCLC, a Board-Certified Pediatrician and is co-founder and advisory board president of Shots Heard Round the World, a non-profit organization dedicated to supporting, defending, empowering, and galvanizing vaccine advocates.

LEARNING OBJECTIVES
As a result of participation in this activity, participants will be able to:

➢ Strategies for medical professionals and local immunization coalition partners to expand a pro-vaccine online and social media presence
➢ Approaches on how to engage with parents and build a network of "Immunization Champions" that will promote science-based pro-vaccine information online
➢ Developing a plan of action when vaccine misinformation is seen online and how to manage online attacks by anti-science accounts

CME/CEU is available for this webinar. Information on how to obtain credit will be emailed to all participants following the webinar.
Dr. Todd Wolynn has been a pediatrician and lactation consultant for over 25 years.

He is CEO of Kids Plus Pediatrics (KPP), a nationally recognized independent pediatric practice in Pittsburgh, PA. KPP’s work in Practice Management, Healthcare Communication, Breastfeeding Medicine and Immunization Advocacy have earned the practice repeated national coverage.

Dr. Wolynn is the cofounder of Shots Heard Round the World and a Senior Advisor to The Public Good Projects.

He has been deeply involved with immunizations for over two decades as a clinical vaccine researcher, immunizing pediatrician, disinformation researcher, advisor, speaker and advocate.

During the Pandemic, his efforts to combat medical, science, and vaccine disinformation have been significantly amplified via his work on TikTok @DrToddWo.
#VaccinationCommunication

Todd Wolynn  MD, MMM

@DrToddWo
Disclosure

Merck – Speaker & Consultant
Sanofi Pasteur – Speaker & Consultant
Novavax – Consultant
WELL

SICK
Level 3 PCMH
National Committee
Quality Assurance
Unparalleled
Regionally

<20 min
From
75% Pop.
As a pediatrician I’m thrilled to work with kids to protect/improve their health.

As a new Doc ~25yrs ago, I was prepared and focused to combat viruses, bacteria and malignancies.

Little did I know the biggest threats would come from insurances, politics and pseudoscience.

7:50 AM - 4 Jan 2019
Kids Plus Pediatrics
Evidence-based Studios

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

Wednesday, August 23rd, 2017
8:46am

15K
>105K
September 15-20, 2017
791 Attackers Banned

Fri 9/15  Sat 9/16  Sun 9/17  Mon 9/18  Tue 9/19  Wed 9/20
76       99       124       321 147       24

344
BUSTING MYTHS ABOUT THE COVID-19 VACCINE

Fact-Check “It’s important for health care providers to fight the anti-vaccine movement,” says Hermann (right, with Wolynn).
Longitudinal Relationship

Years

5  10  15  20

Trust
Pheochromocytoma

- Headache
- Palpitations
- Diaphoresis
- Hypertension
Behavior Change

- Regular Exercise
- Routine Well Visits
- Smoke, Vape, Juul Hookah or Chew
- Plant-based Foods
- Carseats & Seatbelts
- Fluoride & Dental Care
- Firearm Storage Safety
- Shade & Sunblock
- Books vs Screentime
- Consent & Sexual Safety
Two Healthcare Communication Fallacies

#1 Health Communication only occurs 1-to-1
(face-to-face in the exam room)

#2 You will be believed
If a tree falls in the woods and nobody hears it...
Social Media

...the most powerful Communication tool ever known
As of 2021, 79% of Americans have a social media profile.

This number is up from 10% in 2008 and from around 50% in 2011.

https://www.broadbandsearch.net/blog/social-media-facts-statistics
1 hour of Face-to-Face
8,759 hours per year outside of The Exam room

COMMUNICATION

Behavior Change
1 hour of Face-to-Face

8,759 hours per year outside of The Exam room

ONE YEAR OF TIME

Anti-Vaccine

Anti-Critical Thinking

Anti-Climate Change

Anti-Vitamin K

Anti-Immigrant

Anti-Fluoride

Anti-Mask

Anti-Science

Anti-Minority

Disinformation

Fear

Distrust

Hate
Anti-Vaxx (~2%)

Hesitant (~23%)

Face-to-Face (~1hr/year)

Accepting (~75%)

24/7/365 Virtually

Vaccine Confidence
Communication Keys

Aware
Awesome
Active
Accurate
Authentic
Face-to-Face Communication

AIMS

Vaccinate
(and for other recommended actions)

Announce
Inquire
Mirror
Secure

Live to Vaccinate Another Day
Anti-Vaxx Tactics
& Anti-Science too

Disinformation Campaigns
- Sensational
- Voluminous
- Amplified

Attacking Resonating Vaccination Advocates
- Harass
- Threaten
- Harm
Being victimized was terrible
We weren’t going to be the last victim
Better resources were necessary – Immediately!
HCP’s/Practices/Health Systems Being Silenced

So we launched a 4-pronged counter-response
Research, Toolkit, Cavalry & Awareness
# Anti-Vaxx Attacks

<table>
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<tr>
<th>Tactic</th>
<th>Goal</th>
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<tr>
<td>Rapid Waves</td>
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<td>Organized Swarms</td>
<td>Isolate</td>
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<td>Reputation Harm</td>
<td>Damage</td>
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- Connect & Unite
- Reinforce & Strengthen
- Reassure & Empower
- Protect & Defend
- Repair & Recover
- Embolden & Galvanize
We should be using Narrative too!!!
Inoculation Theory: the science of prebunking

The online competition between pro- and anti-vaccination views.

Fig. 1: Online ecology of vaccine views.

Fig. 3: Predictions and interventions.

The online competition between pro- and anti-vaccination views.
Nature May 13, 2020
It’s Not Misinformation. It’s Amplified Propaganda.

You don't need fake accounts to spread ampliganda online. Real people will happily do it.

By Renée DiResta
Face-to-Face

24/7/365
Virtually

Accepting (~75%)

Hesitant (~23%)

Anti-Vaxx (~2%)

Face-to-Face

~1hr/year
Digital Connectivity

Website
- Patient Education
- Well Visits

Social Media
- Patient Engagement
- Masks

Behavior Change
to access and build upon the Trusted Longitudinal Relationship
COVID Deaths > 1,000,000

Are you: Doing No Harm?

Patient Abandonment
@DrToddWo
#PedsSquad
Thank You

Todd Wolynn MD, MMM, IBCLC

@DrToddWo

www.KidsPlusPgh.com

www.ShotsHeard.org
Q & A

Please submit your questions through the Q&A box!
Thank You!

• Instructions on how to claim credit for your participation in today’s Let’s Talk webinar “Building a Pro-Vaccine Presence on Social Media” will be emailed to all of today’s participants, along with a recording of the session.

• If you have any additional questions or issues, please email info@paaap.org.

• Join us at the Hershey Lodge for the 2022 Pennsylvania Immunization Coalition Annual General Membership Meeting on Monday, June 13th! To register for the Pennsylvania Immunization Conference the following day, June 14th, 2022, follow this link.
PA-AAP & PAIC Updates

• Pennsylvania Immunization Coalition General Membership Meeting - Join us at the Hershey Lodge for the 2022 Pennsylvania Immunization Coalition Annual General Membership Meeting. Register here! To register for the Pennsylvania Immunization Conference the following day, June 14th, 2022, follow this link.

• New PAIC Immunization Champions Back-to-School Toolkit - To increase routine childhood and adolescent vaccination rates in Pennsylvania and protect against vaccine preventable diseases, we created this toolkit for your use! Please click here.

• NEW PAIC-PAAAP Digital Resources and Social Media Assets! PAIC creates and shares social media posts weekly on our channels including the latest COVID-19 information, routine immunization data and reminders, quick facts. See our PAIC Google Drive folder to share on your own channels!

• NEW PAIC May Blog Post! Read our latest blog post, “Pennsylvania Routine Immunization Rates: Pre-Pandemic and Now (2018-2020)” written by PAIC/PA-AAP intern Cait McCrory, MPH on our website here!

• PAIC Media Campaign Billboards - see locations here!