



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.

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PRESENTER:

Dr. Todd Wolynn, MD, MMM, IBCLC

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*.



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PA-AAP 2022

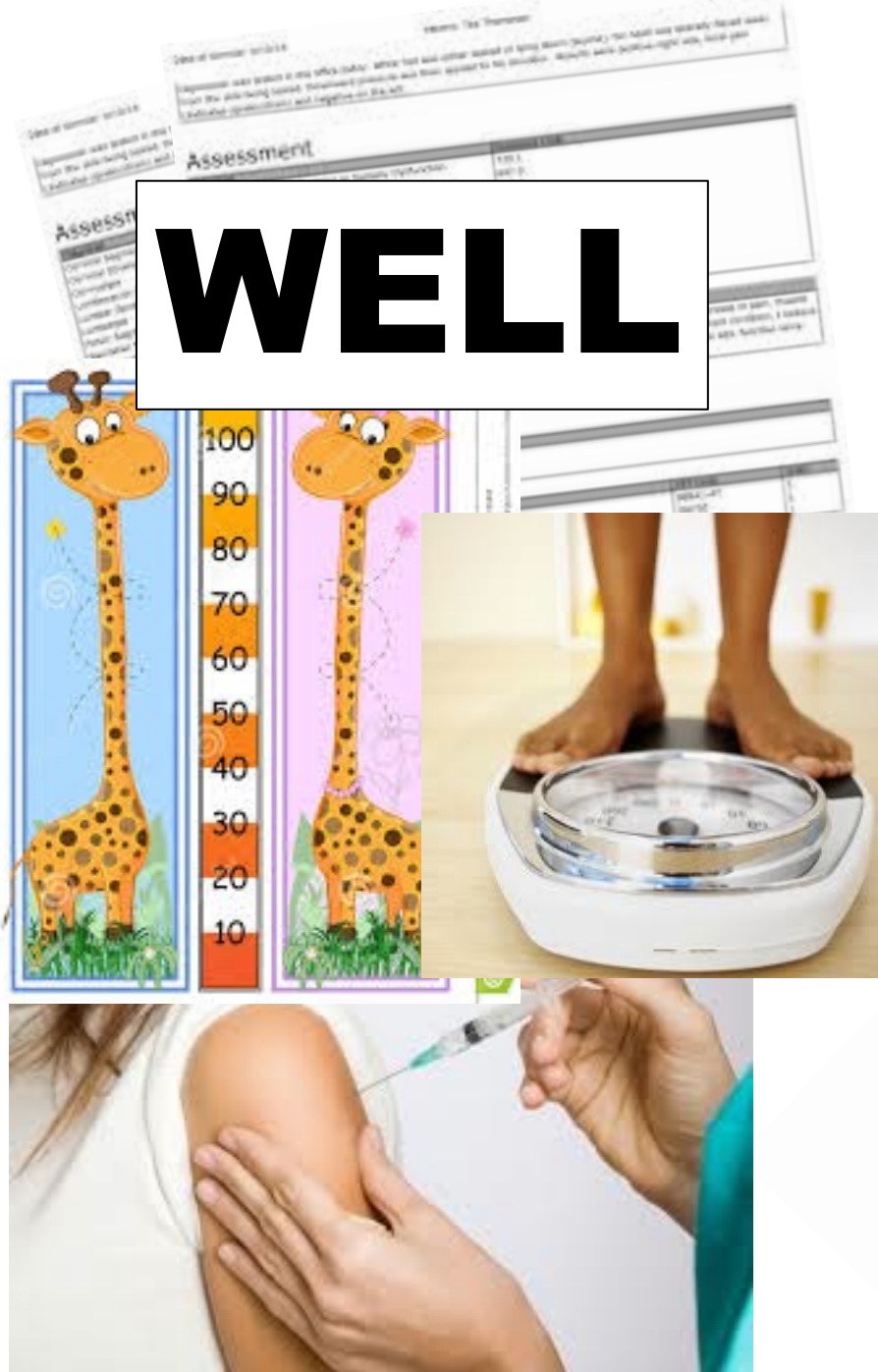
#VaccinationCommunication

Todd Wolynn MD, MMM

@DrToddWo   

Disclosure

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







**Level 3 PCMH
National Committee
Quality Assurance**

**Unparalleled
Regionally**

**<20 min
From
75% Pop.**



Dr. Todd Wolynn

@DrToddWo



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

272 Retweets 1,545 Likes



22



272

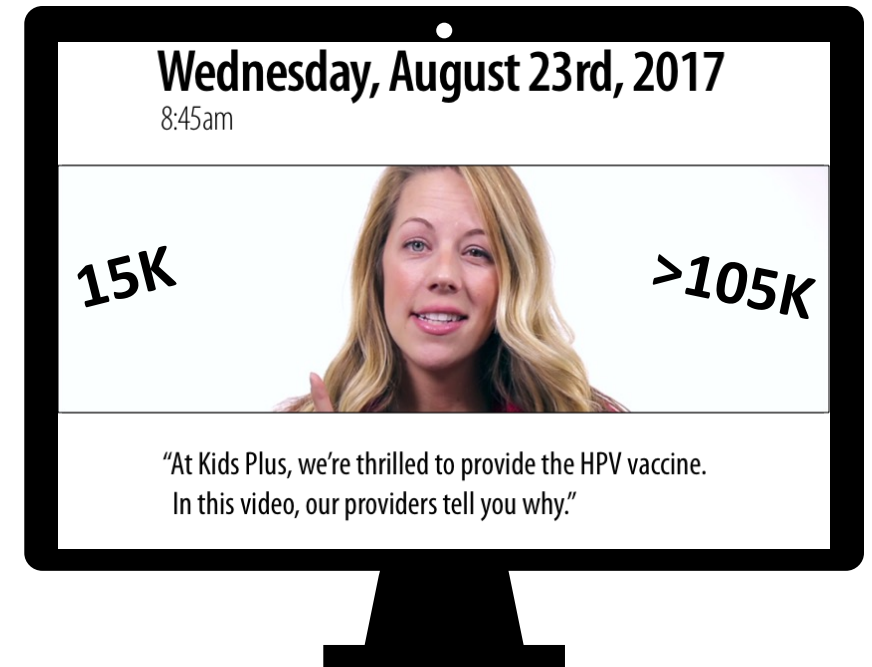


1.5K



Kids Plus Pediatrics

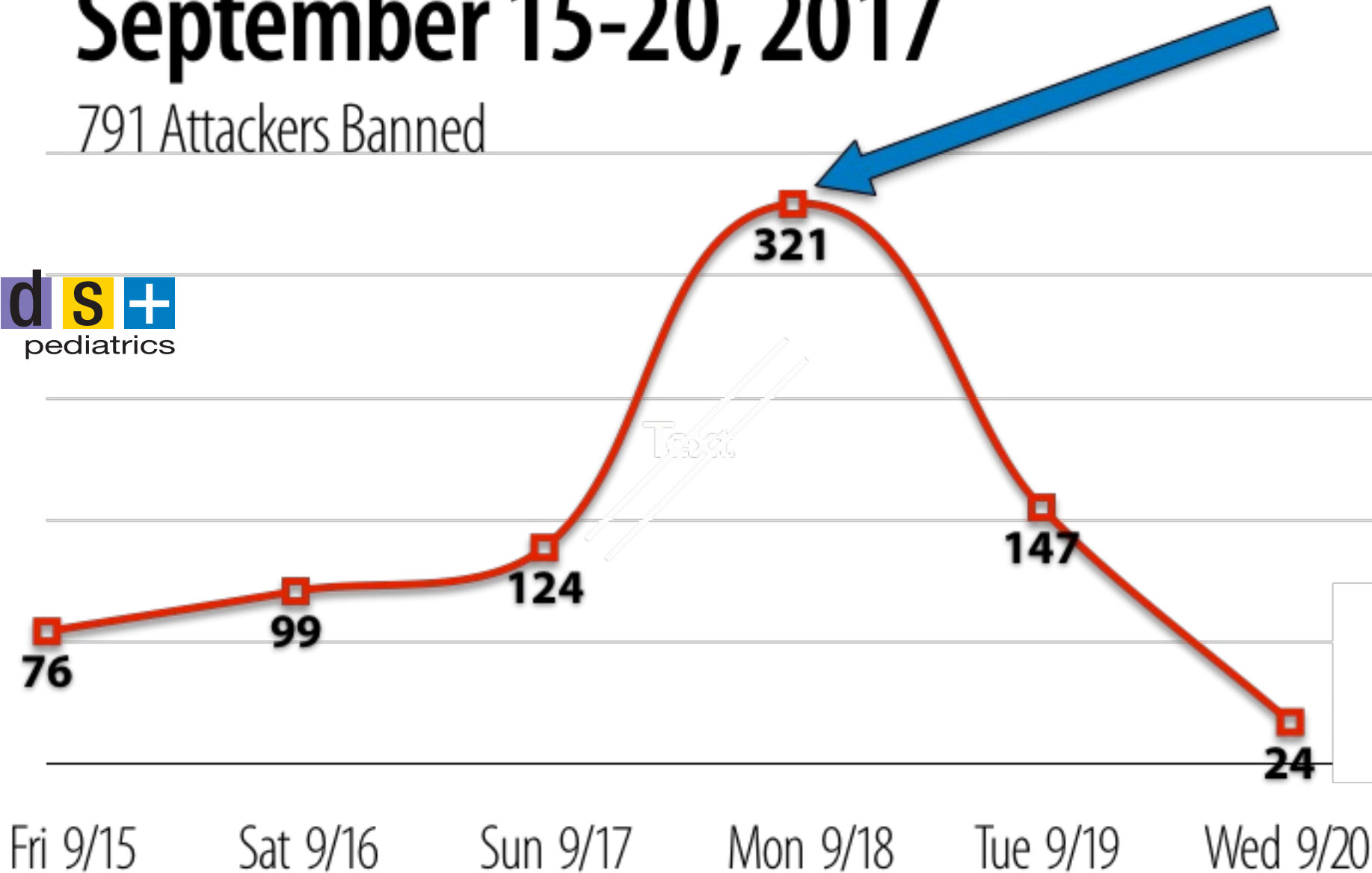
Evidence-based Studios



September 15-20, 2017

791 Attackers Banned

kids+
pediatrics



facebook
★★★★★

yelp
★★★★★

Google
Reviews ★★★★★

344

People

BUSTING
MYTHS
ABOUT THE
COVID-19
VACCINE

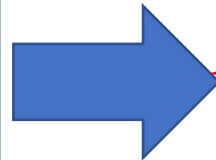
Fact-Check
“It’s important
for health care
providers to fight
the anti-vaccine
movement,” says
Hermann (right,
with Wolynn).



June 2021

Trust

Nurses
Physicians

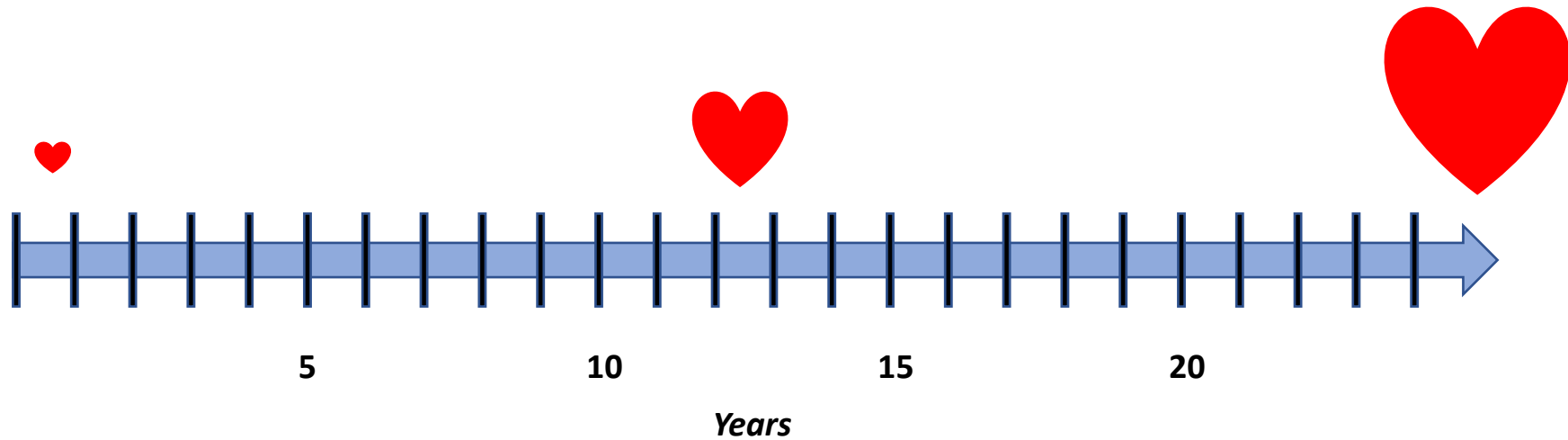


**Healthcare
Professionals**

Sith Lord

Member of Congress

Longitudinal Relationship



Trust

Headache

Palpitations

Diaphoresis

Hypertension

Pheochromocytoma

**Shade &
Sunblock**

**Routine
Well
Visits**

**Smoke, Vape, Juul
Hookah or Chew**

**Regular
Exercise**

**Plant-based
Foods**

Behavior Change

**Books vs
Screentime**

**Carseats &
Seatbelts**

**Consent
& Sexual
Safety**

**Firearm
Storage
Safety**

**Fluoride &
Dental Care**

Two Healthcare Communication Fallacies

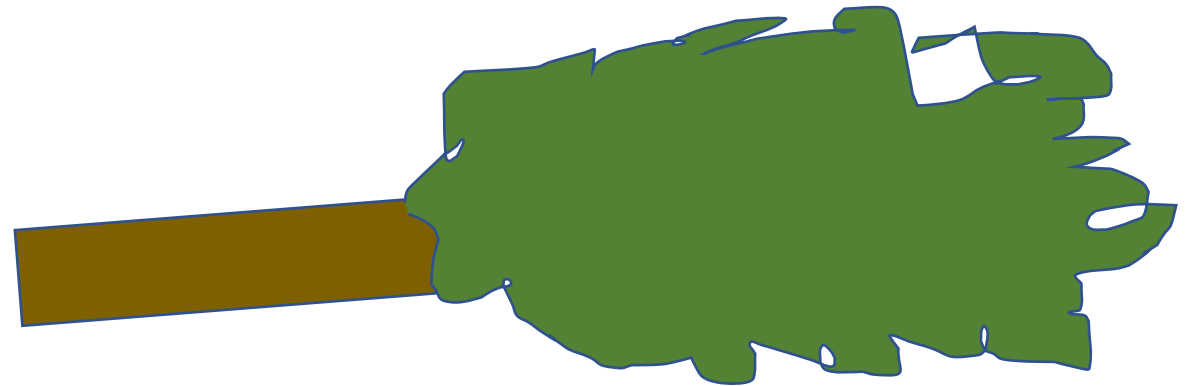
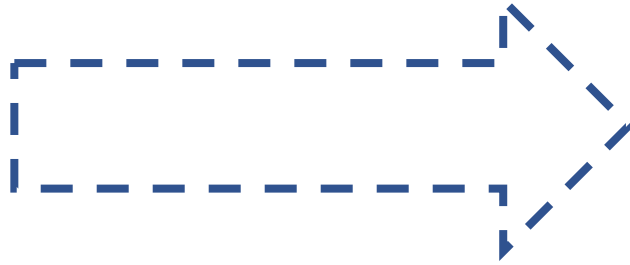
#1 Health Communication
only occurs 1-to-1
(face-to-face in the exam room)

365
days

Doctor's
Office

#2 You will
be believed

**If a tree falls in the woods
and nobody hears it...**



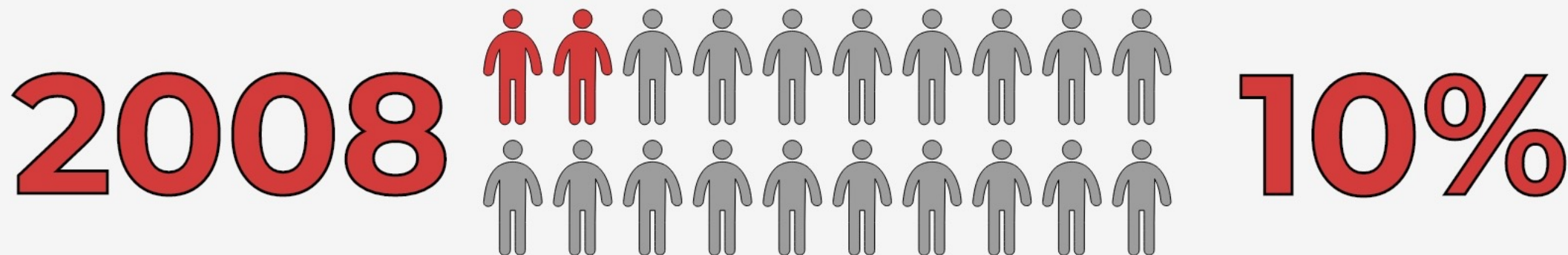
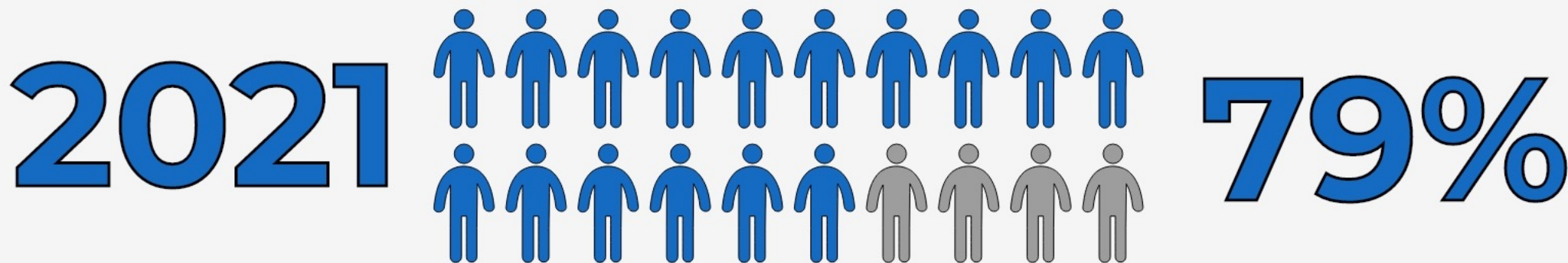
A central blue and white globe is surrounded by a circular ring of various social media icons. The icons include WhatsApp, Email, Telegram, Bē, SoundCloud, a phone icon, Tumblr, Twitter, G+, a magnifying glass, YouTube, Pinterest, a speech bubble, Y, a basketball, Facebook, and Vine.

Social Media

*...the most powerful
Communication tool
ever known*



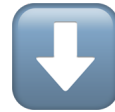
As of 2021, 79% of Americans have a social media profile.



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



COMMUNICATION



Behavior Change



Anti-Critical Thinking

Anti-Vaccine

Disinformation

Anti-Minority

Anti-Mask

Anti-Science

Hate

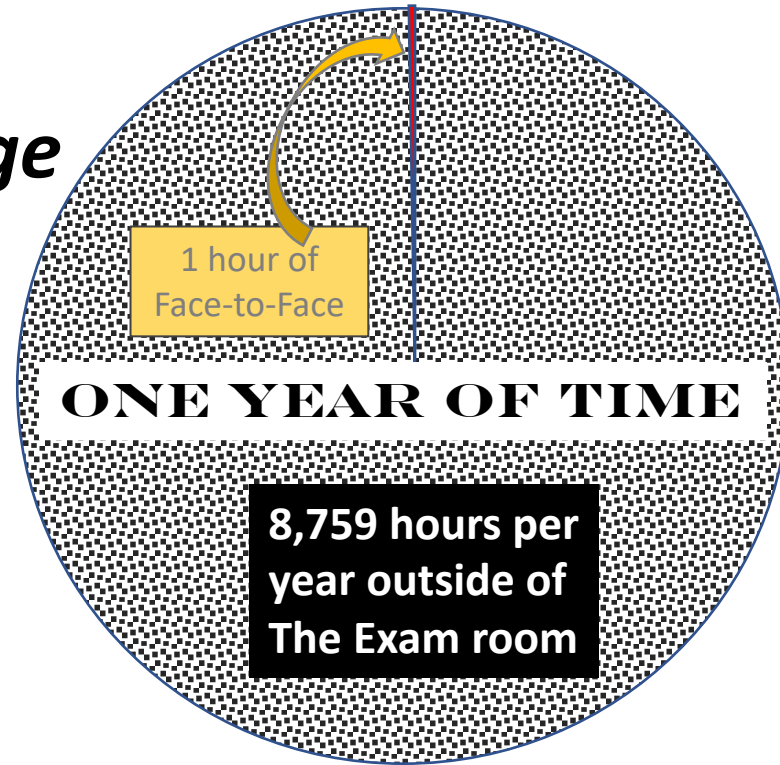
Anti-Fluoride

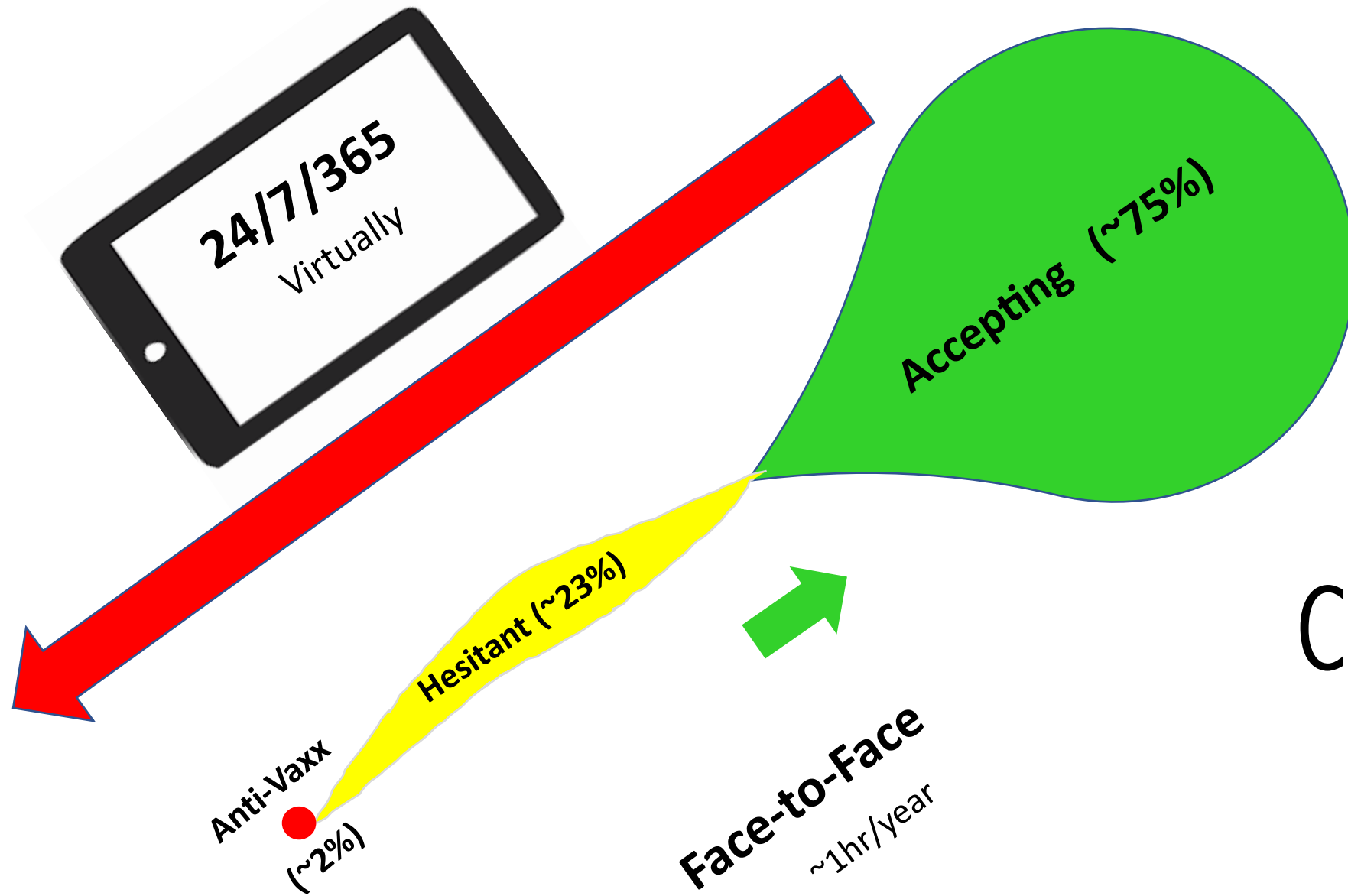
Anti-Climate Change

Anti-Vitamin K

Anti-Immigrant

Distrust





Vaccine
Confidence

Communication Keys

Aware

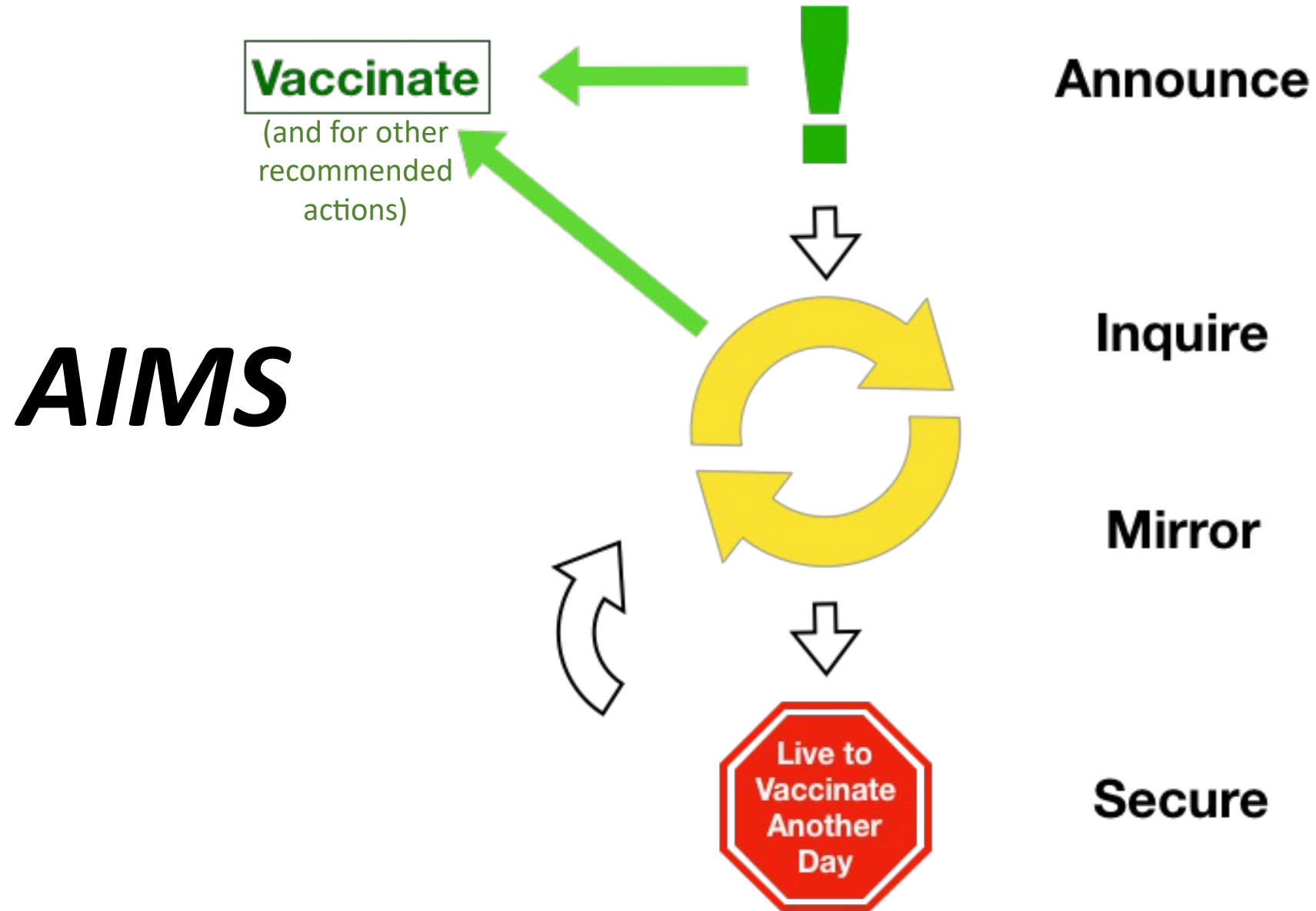
Awesome

Active

Accurate

Authentic

Face-to-Face Communication



Anti-Vaxx Tactics

& Anti-Science too

Disinformation Campaigns

- ▲ Sensational
- ▲ Voluminous
- ▲ Amplified

Attacking Resonating Vaccination Advocates

- ▲ Harass
- ▲ Threaten
- ▲ Harm



vs

Anti-Vaxx'ers

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-Vaxxx Attacks



Tactic

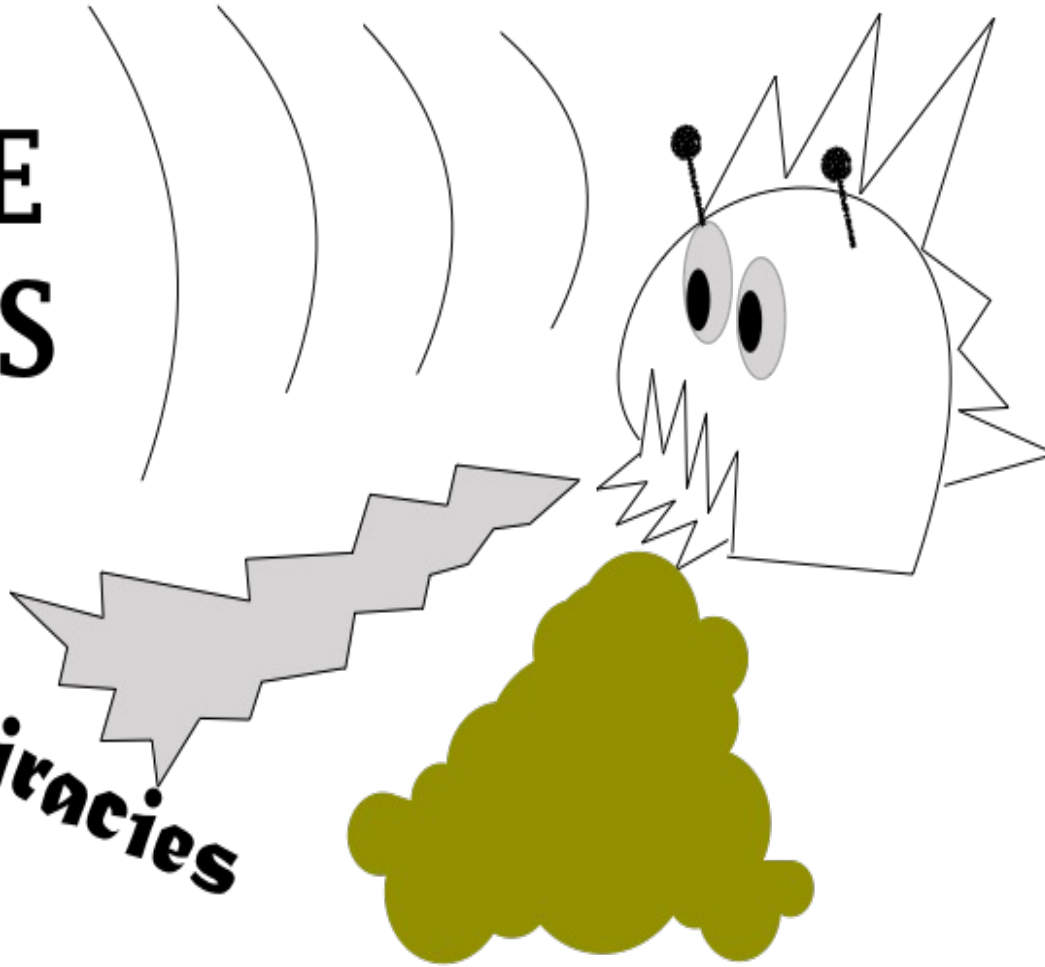
Goal

Rapid Waves	→	Overwhelm	Connect & Unite
Organized Swarms	→	Isolate	Reinforce & Strengthen
Threats	→	Weaken	Reassure & Empower
Abusive Words	→	Frighten	Protect & Defend
Anonymity	→	Terrorize	Repair & Recover
Reputation Harm	→	Damage	Embolden & Galvanize



**FAKE
NEWS**

Conspiracies



PSEUDOSCIENCE

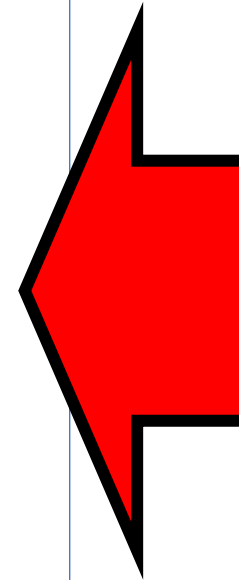
*We should be using
Narrative too!!!*

Ulterior Motives

Profits

Politics

Power



Inoculation Theory: the science of prebunking



Roozenbeek, J., van der Linden, S. Fake news game confers psychological resistance against online misinformation. *Palgrave Commun* **5**, 65 (2019).
<https://doi.org/10.1057/s41599-019-0279-9>

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

nature

May 13, 2020

Fig. 1: Online ecology of vaccine views.

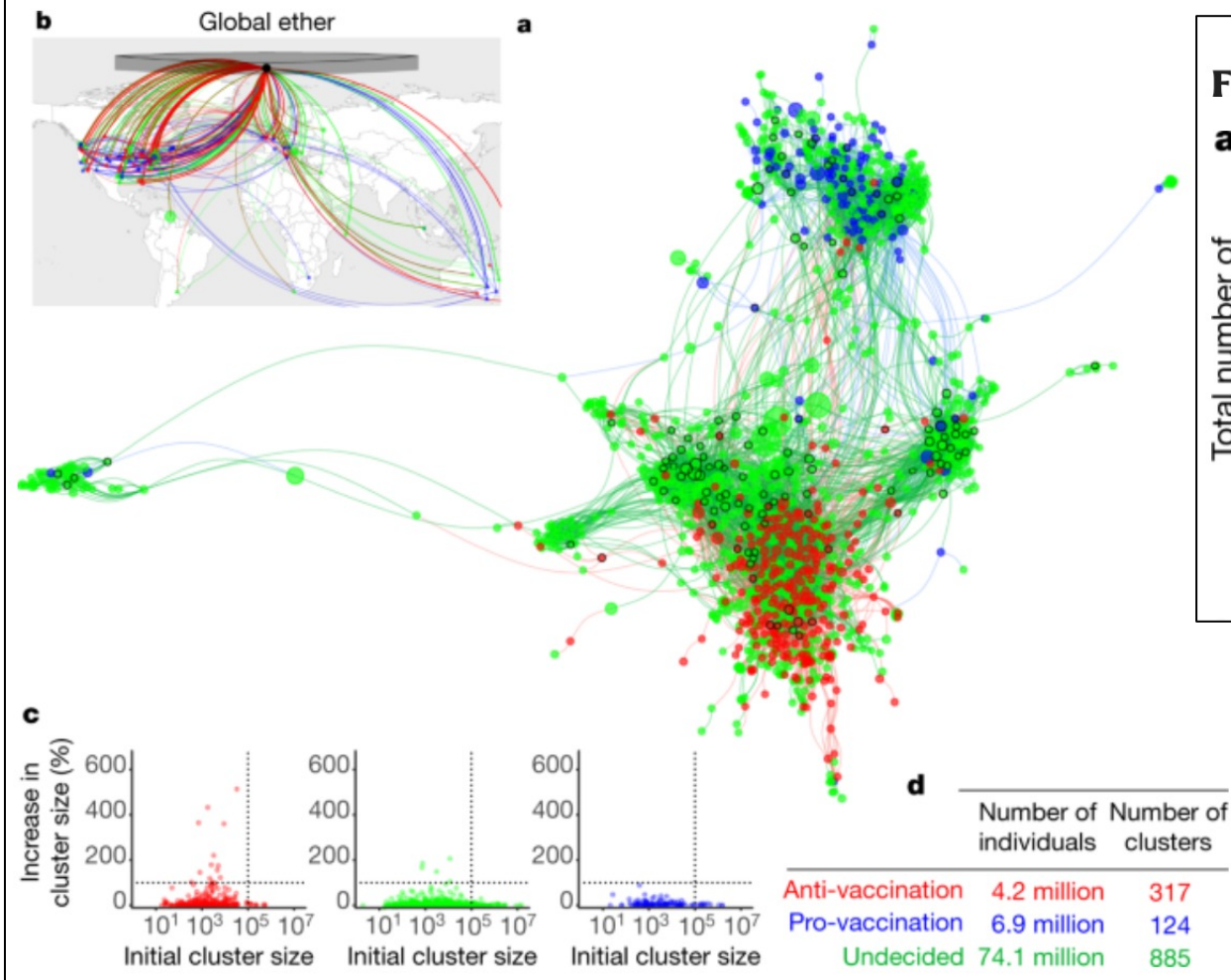
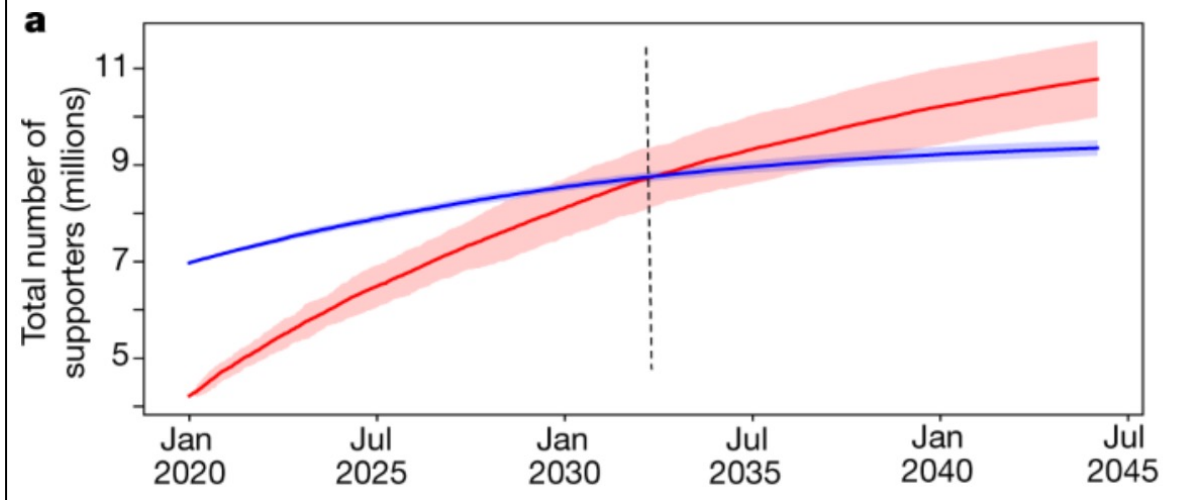


Fig. 3: Predictions and interventions.



The online competition between pro- and anti-vaccination views.
Johnson, N.F., Velásquez, N., Restrepo, N.J. *et al.*
Nature **582**, 230–233 (2020).
Nature May 13, 2020

IDEAS

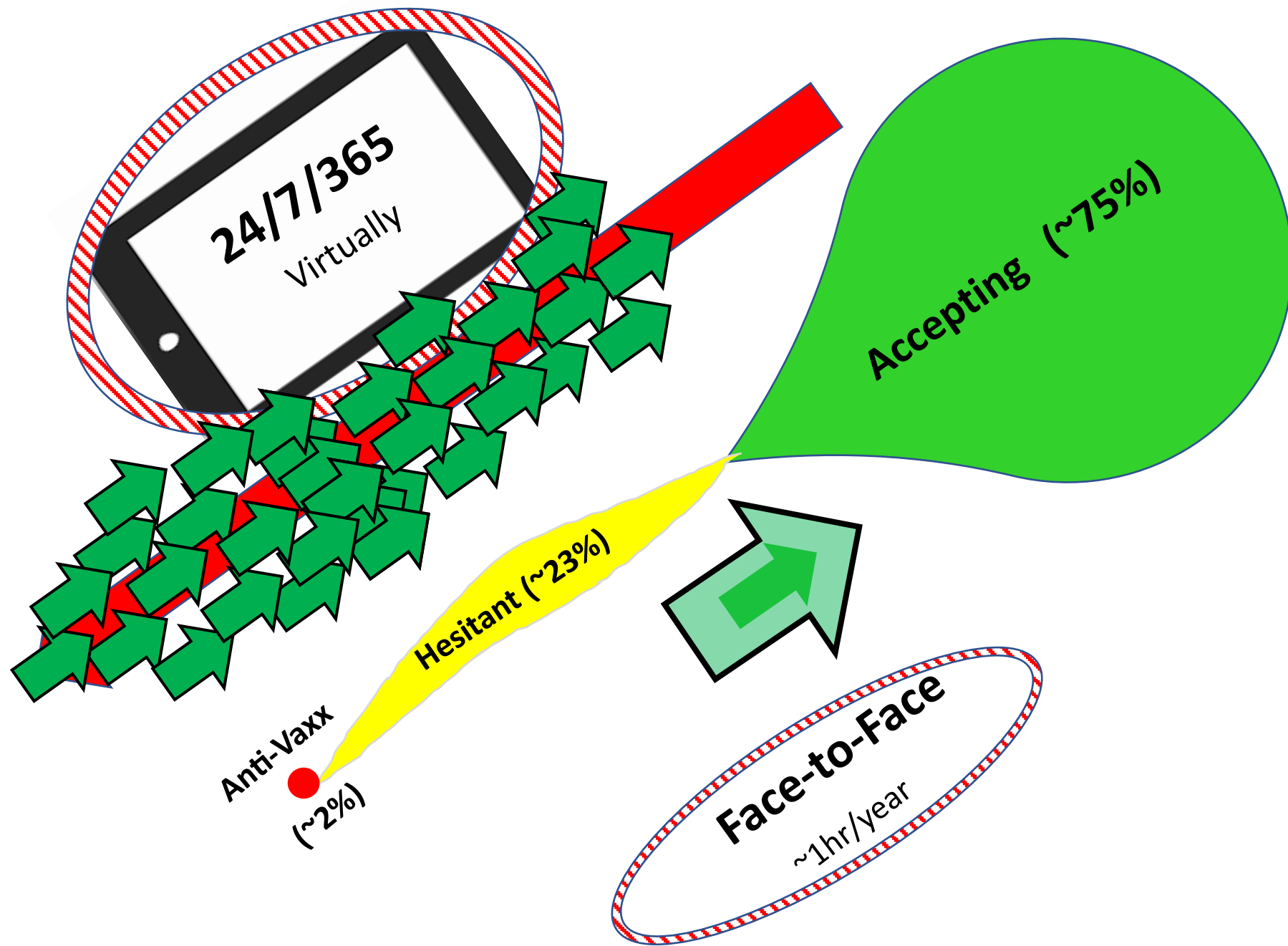
It's Not Misinformation. It's Amplified Propaganda.

October 2021

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

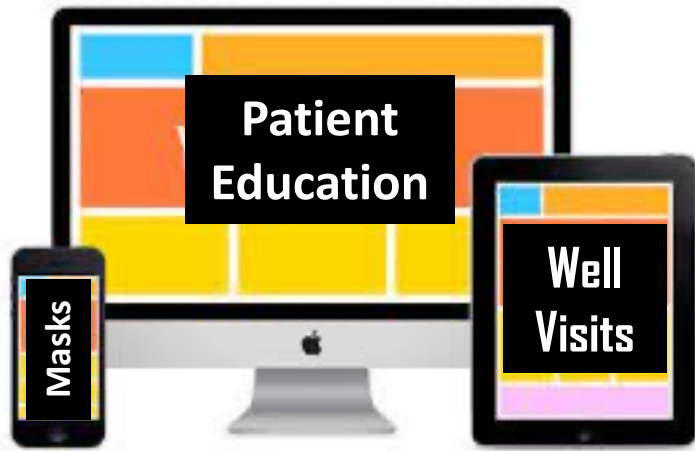
By Renée DiResta



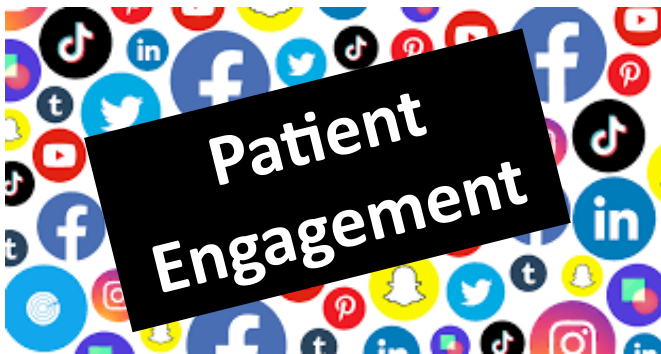


Digital Connectivity

Website



Social Media



to access and build upon
the **Trusted**
Longitudinal Relationship

**Behavior
Change**

COVID Deaths > 1,000,000

Are you: Doing No Harm?

Patient Abandonment



@DrToddWo

#PedsSquad

Thank You



Todd Wolynn MD, MMM, IBCLC





Q & A

Please submit your questions
through the Q&A box!

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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.

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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!](#)