# **Mis/Disinformation Video Script/Draft Storyboard**

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| During a scary time like this--it’s important to stay connected, and make sure our families, friends, and community members are safe and healthy. | Images of families together  Images of news coverage about covid |
| To help, many of us try to share up-to-date, accurate information. However, sometimes the sources we or our family or friends use aren’t the best.  People get a lot of their information from social media, on WhatsApp, through media personalities, or through conversations with friends or family. | Match images with each piece of the second paragraph, I.e., someone sharing a social media post, sending a message on WhatsApp, watching TV, talking to friends and family. |
| Unfortunately, a lot of information out there is misleading or incorrect  **Disinformation** is information that is wrong and shared with the purpose of misleading  Some people post or share information that is wrong in the hopes that people will not get vaccinated. | A person posting something online with an anti-vax poster in the background or something that indicates they don’t believe in vaccines.  Show the post saying, “Microchips are in the vaccines to track you.” |
| **Misinformation** is information that is wrong but is shared regardless of an intent to mislead  Family members and friends may share information that is wrong, but the intent in sharing that information is good | Family member sees the post from the misinformation guy and shares out, “Watch out: I guess the vaccines have microchips in them!” |
| But, if you look closer at information, you can see where it came from and how it changed over time.  For example a news story like: “We might someday have a digital passport for our health records”  Became: “Microchip implants will be used to fight the coronavirus”  Became: “Microchips are in the vaccines to track you.”  The vaccines don’t contain tracking devices or microchips, but if we look we can see how that disinformation got started and used make people fearful of the vaccine. | Magnifying glass to a social media post  Show news story headline “We might someday have a digital passport for our health records”  Then, an online messaging board or a personal blog with “Microchip implants will be used to fight the coronavirus” as a title  Then, back to the guy with the anti-vax poster that sees that last post and posts “Microchips are in the vaccines to track you.”  Image of a microchip with an x over it. |
| Another way that misinformation is spread is by family members who live in other countries who may experience the COVID-19 vaccine differently or have different issues that don’t impact us here.  For example, some countries require people to wait longer between doses than we do in U.S. | Message on WhatsApp from a relative: When are you getting your next shot?  Person in US: “In three weeks.”  Relative: “Oh! You’re not supposed to go for another 3 months. It’s better that way.” |
| So what can you do when you hear a new piece of information?   * Don’t share information that you can’t confirm with others online, even to ask if it’s correct (this might lead to others sharing the misinformation) * Before you share or believe information until you can:   + Ask open-ended questions, like…     - Where did you hear that?     - What was the original source of this information?     - How does this apply to me?   + Look up the information on the CDC or your health department website or ask a doctor, pharmacist, community health worker, or nurse you trust | For the first dot point, show a post online, and the mouse hovering over the submit button and a stop sign or an X through it.  Second dot point: A conversation between two people either in person or over WhatsApp with one person asking the questions. Could show each question in a different environment (like Social media—WhatsApp—In person) Then an image of someone going to CDC’s website or talking to a doctor |
| It’s normal for people to feel like they don’t know what’s going on. Information is changing all the time. We hope this video provided you with helpful tools to make informed decisions the next time you come across information for the first time. |  |
| For more the most up-to-date accurate information, please visit: doh.wa.gov/Coronavirus, [vaccine facts page](https://www.doh.wa.gov/Emergencies/COVID19/VaccineInformation/VaccineFacts#heading91582), and for materials in a variety of languages, see our Resources and Recommendations page. |  |