

WE LOOK BOTH WAYS. WE CHECK EXPIRATION DATES. **WHY NOT DO THE SAME ONLINE?**



**MISINFORMATION IS A THREAT—  
DOUBLE-CHECK BEFORE YOU TRUST.**

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A person wearing an orange hoodie is shown in profile, looking down at a smartphone held in their hands. The scene is dimly lit, with the primary light source being the bright screen of the phone, which casts a glow on the person's face and hands. The background is dark and out of focus, suggesting an indoor setting at night.

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# Health Messaging For Justice: Combating Misinformation

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Posters can be found [here](#).

# Goal

The goal of our message is to remind others to think twice about the content they consume online.

## Misinformation often:

- Fuels hatred (e.g., racist dialogue)
- Deludes people on health issues (e.g., abortions, vaccines, climate change)
- Increases stigma around sensitive topics (e.g., mental health)

Our message targets **media literacy** - the starting point for many opinions that reflect unjust perspectives, often derived from **internet/social media use**.

# Target Population

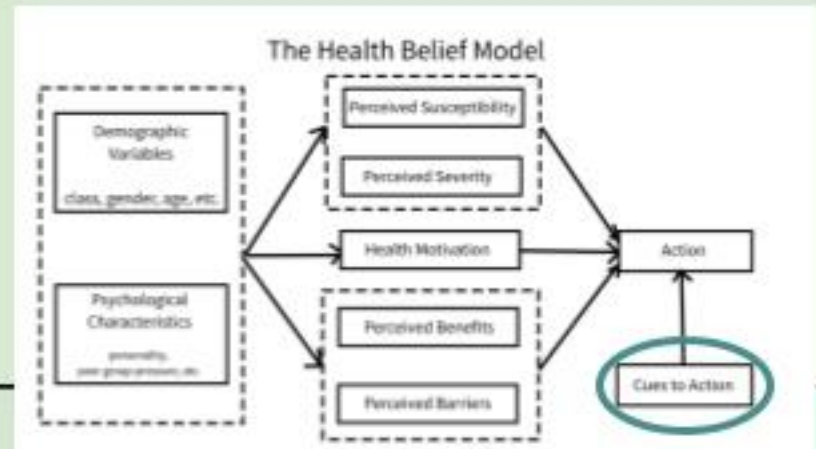
- **Location:** New York City, USA (with the ability to expand nationwide)
- **Demographics:** All Ages
  - Likely to impact young people the most (Roughly Ages 12-45).
- **Relevant Characteristics:** Transit Users, Internet/Social Media Users





# Justification

- **Misinformation has been on the rise with the onset of social media, especially spreading rapidly during global events.**
  - This was seen most recently through events like the COVID-19 pandemic, political elections, and disease outbreaks.
- **When applying the Health Belief Model, our posters act as a Cue to Action to motivate individuals to participate in preventative behaviours.**
  - In this case, the preventative behaviour would be fact-checking before believing or sharing misinformation seen online.



# Rationale

Rationale for using posters as our health communication channel:

- **Diverse distribution across multiple platforms.**
  - Can be used both in-person and digitally.
    - Transit platforms, trains, buses, billboards, etc.
    - Social media posts and ads (Instagram, Facebook, X, LinkedIn, etc.)
- **Simple & digestible.**
  - Memorable imagery and succinct text allows for ease of reading.
  - Takes seconds to review and digest in fast-paced environments.
- **Personable.**
  - Our messaging speaks to the viewer directly, creating an interpersonal relationship between us and them.



# Narrative

**Picture this:** You are heading downtown for work. You walk to the nearest MTA station. While waiting for the train, you scroll on your phone. You see multiple posts about various topics, from world news to DIY life hacks.

You glance up to check the ETA of your train. You notice one of our posters on the wall. You think about what it means. Have you seen anything on your phone today that was questionable?

Your train arrives. You sit down and, again, you see one of our posters. Was that tweet you saw on your phone really true? You decide to look it up. You realize what you had read was incorrect information.

**Our message is a simple reminder:** We habitually perform actions that are meant for our safety and wellbeing, so we should do the same with what we see online.

# Proposed Dissemination

- **Target Top 10 Busiest MTA Subway Stations for launch of posters.**
  - Prioritize platform posters and interior subway car cards.
  - Expand to other subway stations and modes of transportation (e.g., buses).
- **Post on social media via trusted accounts and/or paid ads.**
- **Taking it one step further:** Creating a social media campaign by adding an interactive component to the posters.
  - Examples:
    - Adding a QR code to scan and enter for a giveaway.
    - Encouraging viewers to post a picture of/repost our poster online, and use a hashtag to promote awareness.
    - Creating an online community (e.g., Facebook Group) that allows users to repost or tag posts with misinformation to inform others.



# Societal Impact

- **Misinformation has entered the public health sphere as an urgent issue in recent years; however, it is hard to tackle at the source.**
  - Social media is difficult to monitor due to the socio-political and capitalist interests present.
    - Content is also created at a much faster pace than can be screened/removed.
- **Therefore, improving media and health literacy is imperative in reducing the negative effects of consuming misinformation.**
  - While content with misinformation may continue to be created, users will be better equipped to critically analyze what they consume.
    - This could also potentially reduce viewers' own contributions to the spread of misinformation.



**Thank you!**

Posters can be found [here](#).