



GETTING TO THE HEART AND MIND OF THE MATTER:

A Toolkit to Build Confidence as a
Trusted Messenger of Health Information



WASHINGTON STATE
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EXCITE
Extension Collaborative on
Immunization Teaching & Engagement

Toolkit Workshops & Learning Modules

Motivational Interviewing

What is motivational interviewing
Motivational interviewing strategies
Motivational interviewing in group settings

Science Media Literacy

What is science media literacy and why it matters
The science behind science media literacy
Applying the science media literacy infographic to real-world scenarios

Neuro-marketing

Introduction to neuromarketing: A tool for effective health communication
Applied neuromarketing: Understanding the human brain
Applied neuromarketing: Producing brain-friendly health communication



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You can view this series in any order

- Part 1: What is science media literacy and why it matters
- **Part 2: The science behind science media literacy**
- Part 3: Applying the science media literacy infographic to real-world scenarios

What is in the Toolkit?

- Brief Self-Guided Lessons
- Examples for Practicing Your Skills
- Handouts to Share With Others
- References and Sources for More Info

Science media literacy toolkit authors:

Erica Weintraub Austin, PhD

Director of the Edward R.
Murrow Center for Media &
Health Promotion Research



Shawn Domgaard, PhD

Researcher in:
Media Literacy
Health Communication
Misinformation



This session will help you to:

- 01. Understand how risky – and common – it is to have more media confidence than media literacy skills**
- 02. Understand the surprisingly informative role emotion plays in decision making about media**
- 03. Visualize how media literacy improves our decision-making processes**
- 04. Learn 4 steps that help unmask misinformation and promote healthy decisions right for you**

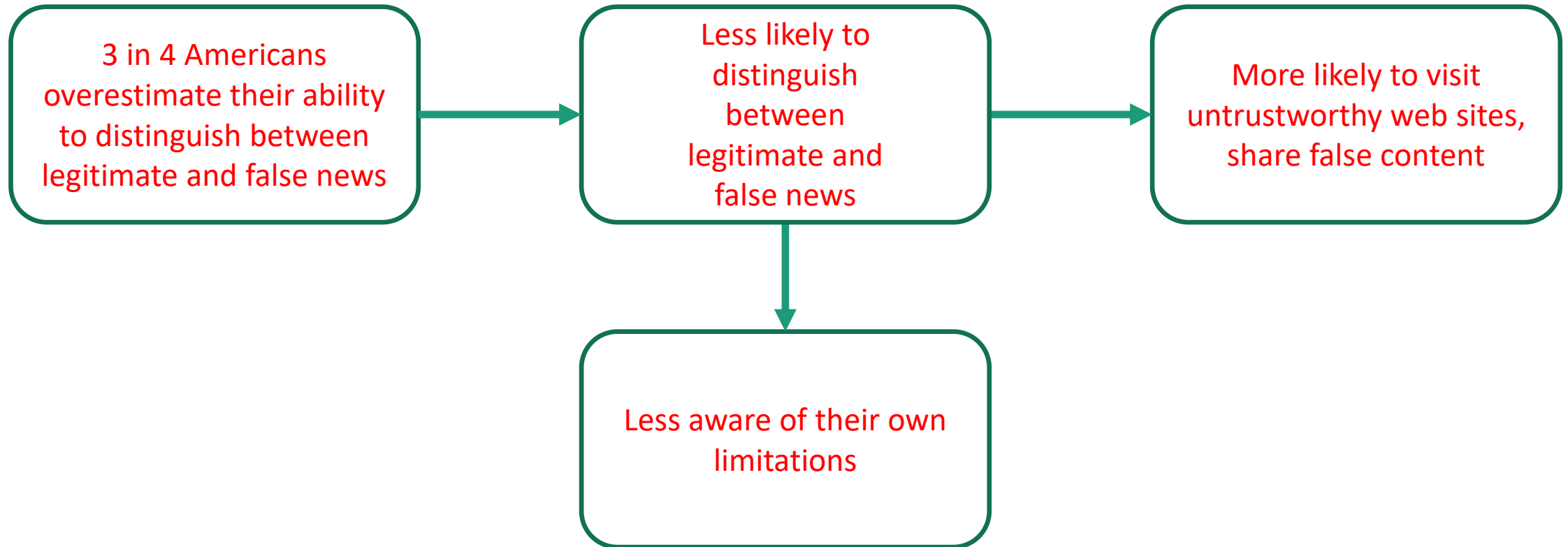
In our first session, we established that science media literacy is healthy skepticism



Science media literacy is the ability to access, analyze, evaluate, create, and act using media in a variety of forms for science information. Science media literacy principles can be summarized as follows:

- All media messages that contain science information are “constructed” by people and using medium/context-specific techniques.
- Media messages that contain science information are produced for particular purposes (have goals).
- All media messages that contain science information contain embedded values and points of view.
- People construct their own meanings from media messages that contain science information based on their skills and experiences.
- Media and media messages about science can influence beliefs, attitudes, values, behaviors, and society.

When we have more confidence than skill, we risk sharing misinformation



Trusted sources are key to misinformation prevention—and to public health promotion

How Misinformation Research Can Mask Relationship Gaps that Undermine Public Health Response

Alec J. Calac, BS¹ and Brian G. Southwell, PhD^{2,3}

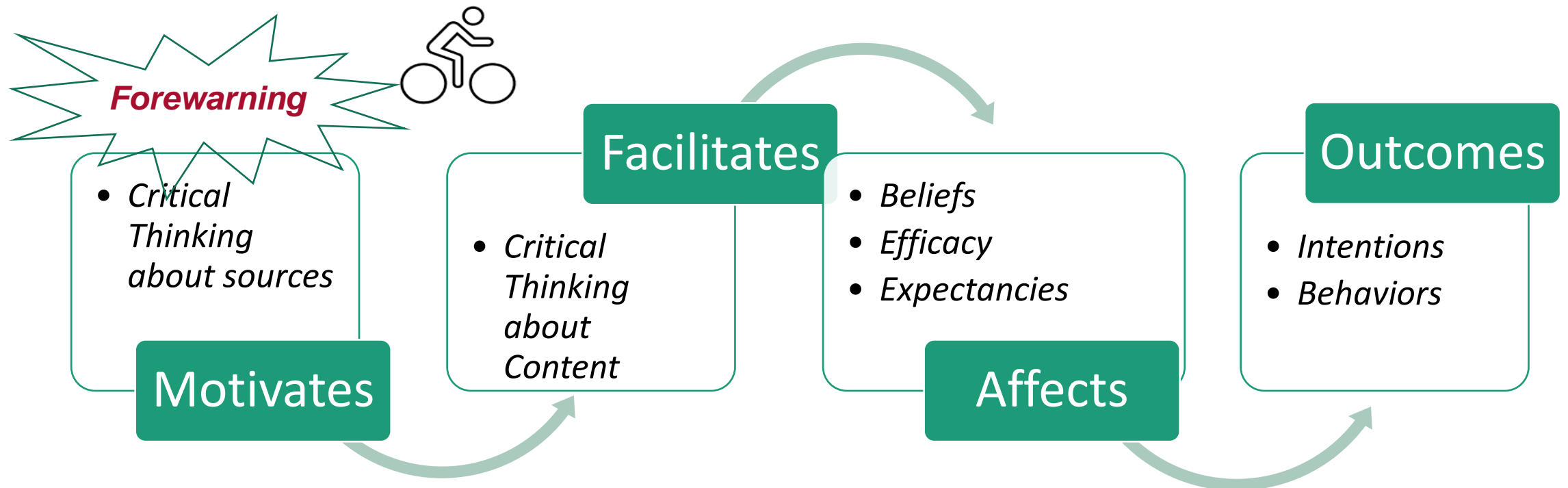
Public health journals such as the *American Journal of Health Promotion* have spotlighted health misinformation in recent years as a cause for concern.^{1,2} Researchers have noted the diffusion of health misinformation as well as its tendency to complicate

exposure to inaccurate claims and which settings are opportune for debunking misinformation.⁹

Some research has described potential demographic differences in health misinformation acceptance and tendency to share health

Media Literacy Theory of Change

Decision making is partly **logical**
and partly **emotional**

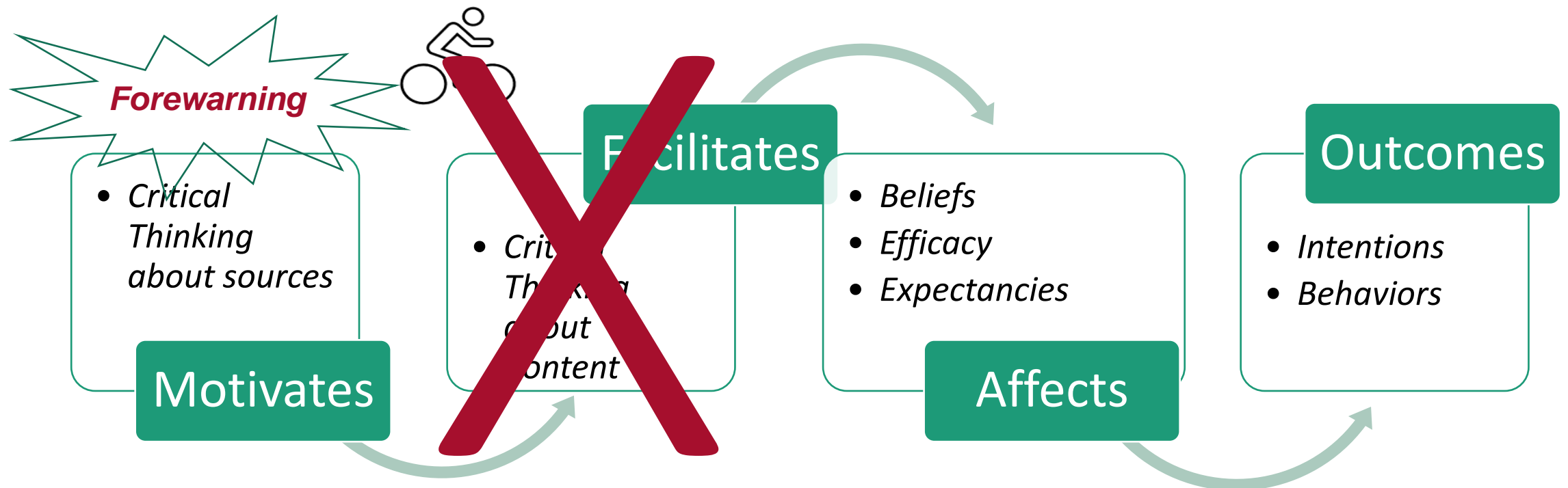


We need our emotions to work
for us instead of **against** us

Don't let sources disrupt your freedom of choice.

They can distract you from thinking critically, such as:

“Like me, trust me, do what I tell you (and don't trust *them*)”



We need our emotions to work
for us instead of **against** us

The Science Media Literacy Infographic

- Deploy the steps in any order.
- You might do a gut check of your emotions as step #1!
- Our next workshop helps you practice using the infographic.

HOW TO RECOGNIZE MISINFORMATION

This guide will help you find accurate and credible science information so you can make better health decisions

STEP 1. CONSIDER THE SOURCE

Think about the perspective of the source and if they check facts.
Do other reputable organizations say this source is credible?
Does the source have my best interests in mind?



STEP 2. EXAMINE THE CONTENT

Evaluate if other scientists have found similar conclusions.
Does the author cite their sources? Is the information out of date?
Check across multiple sources for consistency.



STEP 3. CHECK YOUR EMOTIONS

How does a message make you feel? Misinformation can trigger emotions like anger and fear.
Stop and think before sharing or believing an upsetting message.



STEP 4. ASK TRUSTED EXPERTS

Work with and ask experts when you are not sure about something.
It's always good to ask a trusted expert, like your doctor, any questions you have about you, or your child's health.



