

LEARNING OBJECTIVES

11-18-21

PERFORMANCE GAP/ ACTIVITY NEED: One of the most effective means of correcting belief in medical misinformation involves "inoculation strategies" that provide accurate information and warn people of misinformation before they're exposed to it.

However, healthcare providers often lack knowledge about the misinformation "out there" in the world. In addition, they often lack knowledge about the "mechanics" of why people believe in misinformation. [J. Pierre, personal communication, 10/26/21].

DESIRED OUTCOMES: At the end of the activity, attendees will be able to:

- describe the prevalence of belief in medical conspiracy theories.
- describe key factors associated with belief in medical conspiracy theories and misinformation.
- implement strategies to reduce belief in medical misinformation.

LEARNERS: all clinicians

DESIRABLE PHYSICIAN ATTRIBUTES: apply evidence-based practice, physician-patient communication