



Health Communication in the Age of Misinformation

Getting from Online Influence to Offline Success — a Case Study on Community Water Fluoridation



Jointly provided by the Massachusetts Medical Society and its Committee on Oral Health and the Massachusetts Dental Society.

Description

This live virtual activity will focus on how the Internet and social media have shifted how we govern, gossip, communicate, select music and movies, and even find love. In this session, learn how the Internet and social networks are changing, and decentralizing, the ways information and misinformation spread, shaping public perspectives of important public health interventions. Through a successful case study of community water fluoridation, participants will discover how evidence from the fields of computer science and business marketing apply to public health communication and effective message delivery. Practical tools, techniques and strategies will be shared to guide participants on how they can adapt and adopt new approaches to enhance health communication success and achieve community trust in evidence-based public health measures.

Objectives

- Discuss the role that online social networks play in the dissemination of information (and misinformation)
- Utilize a step-by-step approach for addressing local and specific community and patient concerns arising from online misinformation
- Implement new strategies for making patient and community interactions more personal to shape health dialogues in productive ways
- Advocate for community water fluoridation with patients and the public using facts, science, and personalized persuasive conversations

Accreditation Statement

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the Massachusetts Medical Society and the Massachusetts Dental Society. The Massachusetts Medical Society is accredited by the ACCME to provide continuing medical education for physicians.

AMA Credit Designation Statement

The Massachusetts Medical Society designates this live activity for a maximum of 1 *AMA PRA Category 1 Credit™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Faculty



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Registration Fees

Massachusetts Medical Society (MMS)
Member Physician: \$50.00
MMS Resident/Student Member: Free
MDS Member Dentist: \$50.00
Non-Member Physician: \$125.00
Non-Member Resident/Student: \$25.00
Allied Health Professional/Other: \$40.00