

Kids+ Anti-Anti-Vaxx Toolkit

Created by Dr. Todd Wolynn
Excerpts by NAPNAP Immunization SIG



National Association of
Pediatric Nurse PractitionersSM
Immunization SIG

INTRODUCTION | The Wild, Wild West

To advocate for the health and wellness of children, you have to speak directly to parents and caregivers — to the people making the decisions about the health and wellness of the children in their charge. You need to advocate for a lot of things, but you especially need to advocate for vaccines. You need to do it in the office, of course. But in the age of social media, you also need to do it online. In your clinic, from the front office to the back office to the exam room, you control the message. But online, from Facebook to Twitter to YouTube, the message can control — and confound, and sometimes even undermine — both you and the important work that you do. It's the Wild (Wild) West out there, and Anti-Vaxxers are some of the loudest, most determined woo-slingers whose paths your patients will cross. To protect your patients and families, to lay the groundwork for their visits (and especially their vaccinations) in your office, you need to be posting and tweeting and sharing clear, concise, evidence-based information on the power and importance of vaccines. Regularly. And unreservedly.

Step 1: PREPARE | Batten the Hatches -This can happen to you. So be ready.

In the Office: If you're posting online, the attack will likely come from Facebook, and the battle will be waged almost entirely in the digital realm, but you'll still need to do a few things to prepare your office. Alert anyone who manages or monitors your social media; urge everyone to sound alarms, but stand down; alert anyone who Answers Phones: After a pro-vaccine post, Anti-vaxxers may contact your office.

We recommend a few simple principles:

- Do not engage or debate (no matter how much you might like to).
- Maintain a calm, professional demeanor (even in the face of obvious harassment). • Deflect by directing to a voicemail box you can use to record (in case of any threats or harassment) and delete (for all the rest of the calls) as appropriate.
- Deflect by taking a message and promising a call back (that will never come).
- If you have a phone system that displays and/or records the numbers of incoming calls, make liberal use of it. And feel free to tell callers that their numbers are being recorded.
- If all else fails, just hang up

*****If the attack is from a parent of a patient, you can provide the following resources if the parent is open to review: Vaccinate Your Family, Immunization Action Coalition*****

Facebook : Pick Your Posting Time Wisely: Choose times that align with your ability to monitor and counter misinformation and Anti-Vaxx attacks. Assume that any time you post or share pro-vaccine content, you have opened yourself to a possible Anti-Vaxx Attack. So you need to be prepared for at least 48 hours — but really, more like 72-96 hours — in the immediate aftermath of a post. Be sure all hands are on deck and ready to go, with no big deadlines or projects or vacations or holidays in the immediate future.

- **Practice Constant Vigilance:** Watch the page. Monitor it regularly. Refresh it (almost) obsessively; Disable Reviews & Recommendations; Disable Visitor Posts

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Yelp: Claim your business; Enable Email Notifications for Reviews

Google: Claim your Business Listings; Enable Email Notifications for Customer Reviews & Questions and Answers

Ready Your Reinforcements: Shots Heard Round the World is our social media rapid response network, created to aid in the defense of any pediatric practice or provider suffering an Anti-Vaxx attack.

To join: email join@shotsheard.com

To call for help or report an attack, email alert@shotsheard.com, or send a direct Facebook message to our Facebook page.

Step 2: DEFEND | Undo the Breach - This is happening to you. So saddle up.

You'll endure your own, visceral version of Elizabeth Kübler-Ross' five stages of grief: Denial, Anger, Bargaining, Depression and ACCEPTANCE. This is happening. These people are crazy. But I have right and might and science and sanity on my side. I'm going to keep fighting as long as it takes. I'm going to continue to stand up for health and wellness and evidence-based medicine that protects children and families from death and disease.

1. Do Not Engage- Don't engage. Don't debate. Don't respond at all.
2. Disable Your Facebook Reviews & Recommendations
3. Ban Facebook Attackers Without Hesitation, and Without Remorse
4. Batch-Ban Multiple Attackers at Once Using Comment Moderation
5. Disable Visitor Posts
6. Watch Your Facebook Page Notifications
7. Call For Reinforcements
8. Monitor Yelp Reviews & Immediately Report Any Attacks

Step 3: CLEAN UP | After the Fray -This happened to you. (And you survived.) So let's mop up.

1. Leftover Facebook Page Clean Up:
 - Delete Remaining Comments from banned attackers; delete orphaned responses
 - Wait at Least a Month Before Turning on Reviews & Recommendations
2. Report Fraudulent Yelp Reviews
3. Flag & Report Fraudulent Google Reviews
4. Reporting Fraudulent Facebook Reviews

Visit these Resources for Pediatric-focused Advanced Practice Registered Nurses

- napnap.org/news-resources/clinical-practice and click on the Immunization tab to access Provider Resources for Vaccine Conversations with Parents and Preparing for Questions Parents May Ask About Vaccines resources.
- napnap.org/special-interest-groups/immunization
- napnap.org/patient-family-information for access to family-friendly CDC resources and immunization schedules
- [Shots Heard Round the World](http://shotsheard.com), a rapid-response digital cavalry dedicated to protecting HCP social media pages
- stronger.org, stopping the spread of misinformation by advocating for facts, science, and vaccines
- [Children's Hospital of Philadelphia \(CHOP\) Vaccine Education Center](http://childrenshospital.org/vaccine-education-center)
- vaccinateyourfamily.org