

SAFEGUARDING OUR FUTURE

Prevent Foreign Governments from Undermining Our Public Health through Disinformation

THREAT

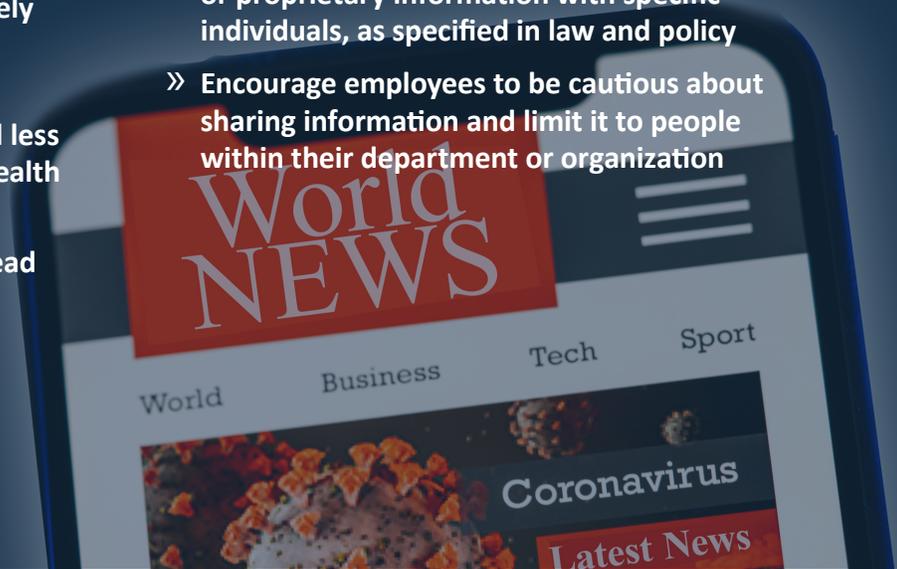
- » Foreign powers can use disinformation to erode trust in public health institutions, vaccines, and treatments

IMPACT

- » False information about pharmaceutical companies, labs, or local health departments could lead to public distrust
- » False information about the medical history of trial participants could undermine your results when publicly reported
- » Disinformation can be used to purposely mislead your medical research
- » Disinformation may facilitate COVID spread by causing reduced testing and less adherence to prevention and public health guidelines
- » Disinformation could lead to widespread doubt about vaccine efficacy

MITIGATION

- » Be prepared to respond to corporate or personal attacks on prominent figures in your community and your facilities
- » Insulate your hard work and public service from disinformation through transparent public engagement
- » Engage in an active public affairs campaign that aims for openness and clarity
- » Proactively assist your customers to find current, accurate and reliable information on public health institutions, vaccines, treatment and research
- » Ensure employees only share health-related or proprietary information with specific individuals, as specified in law and policy
- » Encourage employees to be cautious about sharing information and limit it to people within their department or organization



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