

RIPPING OFF THE DIGITAL BAND-AID: RETHINKING NONPROFIT COMMUNICATIONS

Misinformation Scenario 1: COVID-19

Family Care is a small nonprofit founded by a local community organizer, Khalid, that specializes in providing free, basic medical care and family planning for the local community.

With the outbreak of COVID-19, Khalid and his team were forced to close their offices. However, they have been working tirelessly for months to spread awareness of government health warnings, safety protocols, and other health tips to their community through their organization's online platforms.

As their city prepares to roll out the newly available COVID-19 vaccine, Family Care employees have noticed that key community figures are urging local families not to get vaccinated. While some claim that the vaccine does not work and it's pointless to get it, others are posting links to articles claiming the vaccine causes autism in children and/or can kill regardless of a person's age or state of health.

Alarmed by the growing distrust of the vaccine among their community, Khalid and his team are determined to use their platforms and trusted position to counter the spread of this misinformation.

Prompts:

1. If you were in Khalid's position, how would you respond to the misinformation surrounding the vaccine?
 - a. Do you think it is Family Care's job to help counter misinformation around the COVID-19 vaccine? What are the pros and cons of getting involved?
 - b. Who in your organization would you approach to discuss concerns around misinformation? Is there a chain of command in place that you trust to deal with such an issue?
 - c. What other non-profits, government agencies, or other external bodies would you approach, if any, to help counter misinformation?