

A large, faint, stylized graphic of a person with their arms raised in a 'V' shape, centered behind the text. The figure is composed of dark blue shapes against the background. The text is centered and reads:

Building Trust and Countering Health Misinformation: BC's Path Forward

Health Officers Council

May 20, 2026

A horizontal bar at the bottom of the slide, divided into four colored segments: dark blue, cyan, yellow, and orange.

Land Acknowledgement

Interior Health would like to recognize and acknowledge the traditional, ancestral, and unceded territories of the Dãkelh Dené, Ktunaxa, Nlaka'pamux, Secwépemc, St'át'imc, syilx, and T̓silhqot'in Nations where we live, learn, collaborate and work together.



Learning Objectives

1. Analyze the current state of misinformation/disinformation in BC and identify existing strategies to address these challenges.
2. Describe the BRAID project, including its goals, methods (e.g., community conversation circles), and evaluate its impact and scalability for other health topics.
3. Explain the TRUST in Action framework and assess its potential application within BC's public health context.
4. Prioritize next steps and recommend initiatives for collective action to strengthen trust and counter health rumors.



An infodemic makes it harder to manage the pandemic

- An infodemic is an overabundance of information – good and bad – that makes it difficult for people to make decisions for their health
- **Misinformation¹** and **disinformation²** can cause real harm to health, public trust, and social cohesion – undermining the emergency response and extending the pandemic

¹ inaccurate information

² false or inaccurate information intended to mislead

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We're not just fighting an epidemic; we're fighting an infodemic.

Tedros Adhanom Ghebreyesus
Director-General, World Health
Organization



Then and Now: The Evolution of Information



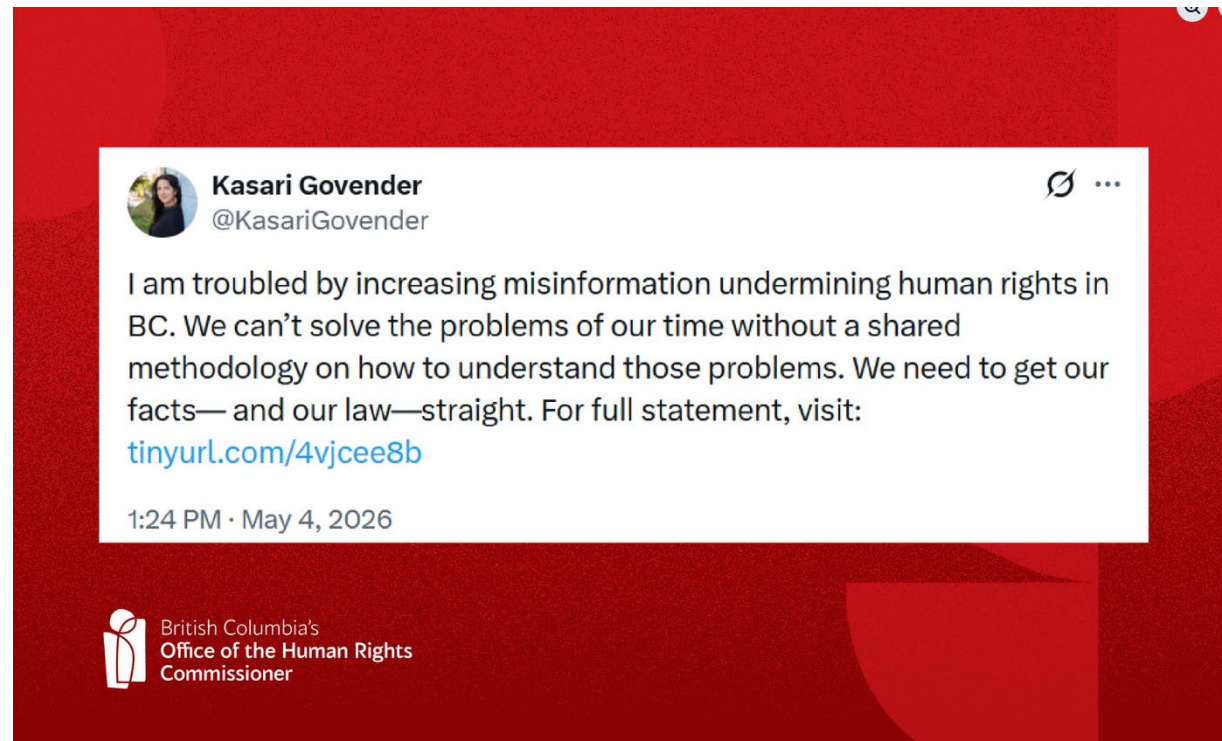
Infodemic management interventions aim to influence health behaviour during epidemics



Infodemic interventions

- 1 LISTEN TO CONCERNS
- 2 TRANSLATE SCIENCE & COMMUNICATE RISK
- 3 PROMOTE RESILIENCE TO MISINFORMATION
- 4 ENGAGE & EMPOWER COMMUNITIES

Misinformation is no longer just a public health issue—it is a societal and human rights issue



Turning the Tide

Combating Misinformation in
Public Health



