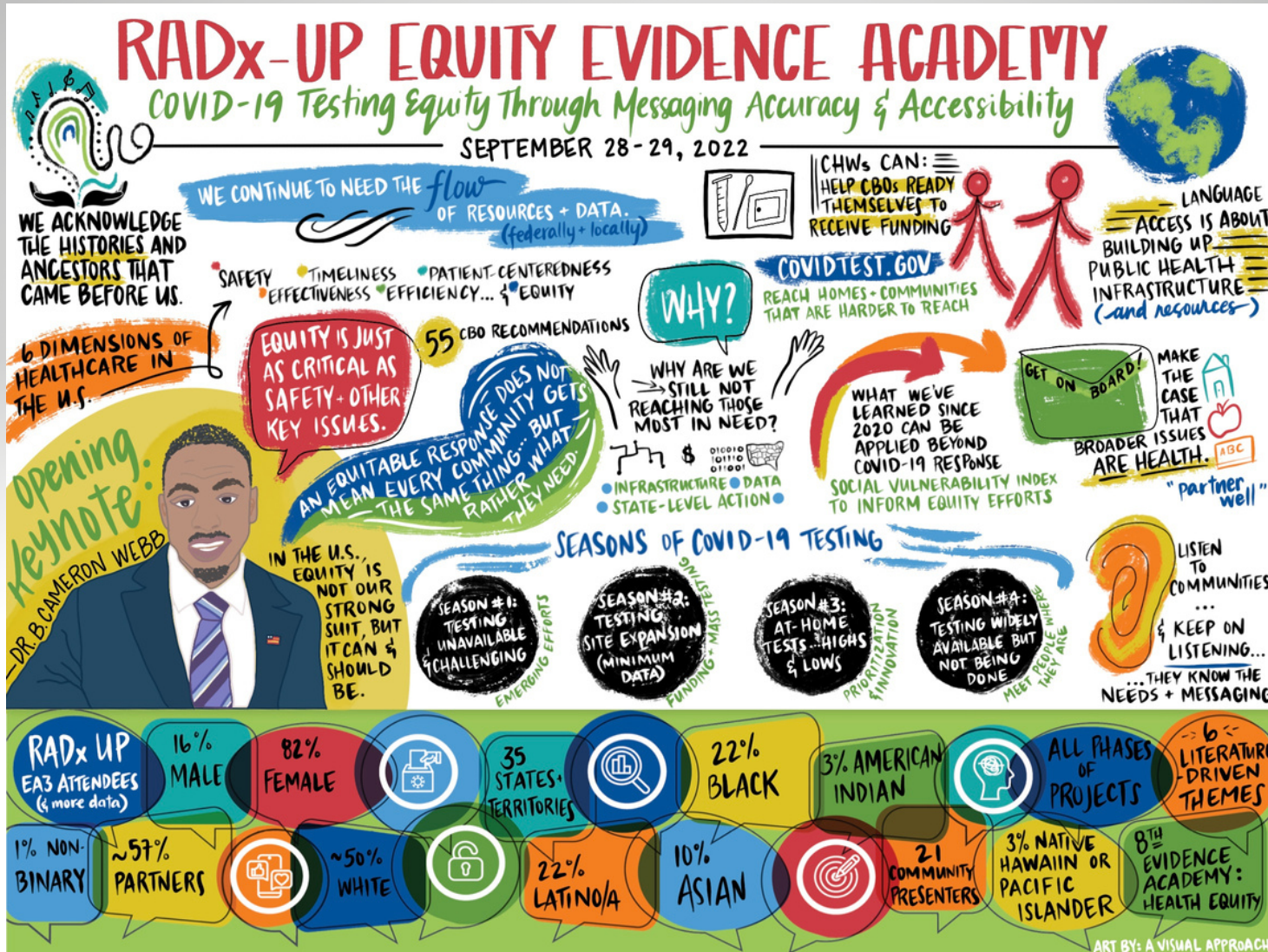
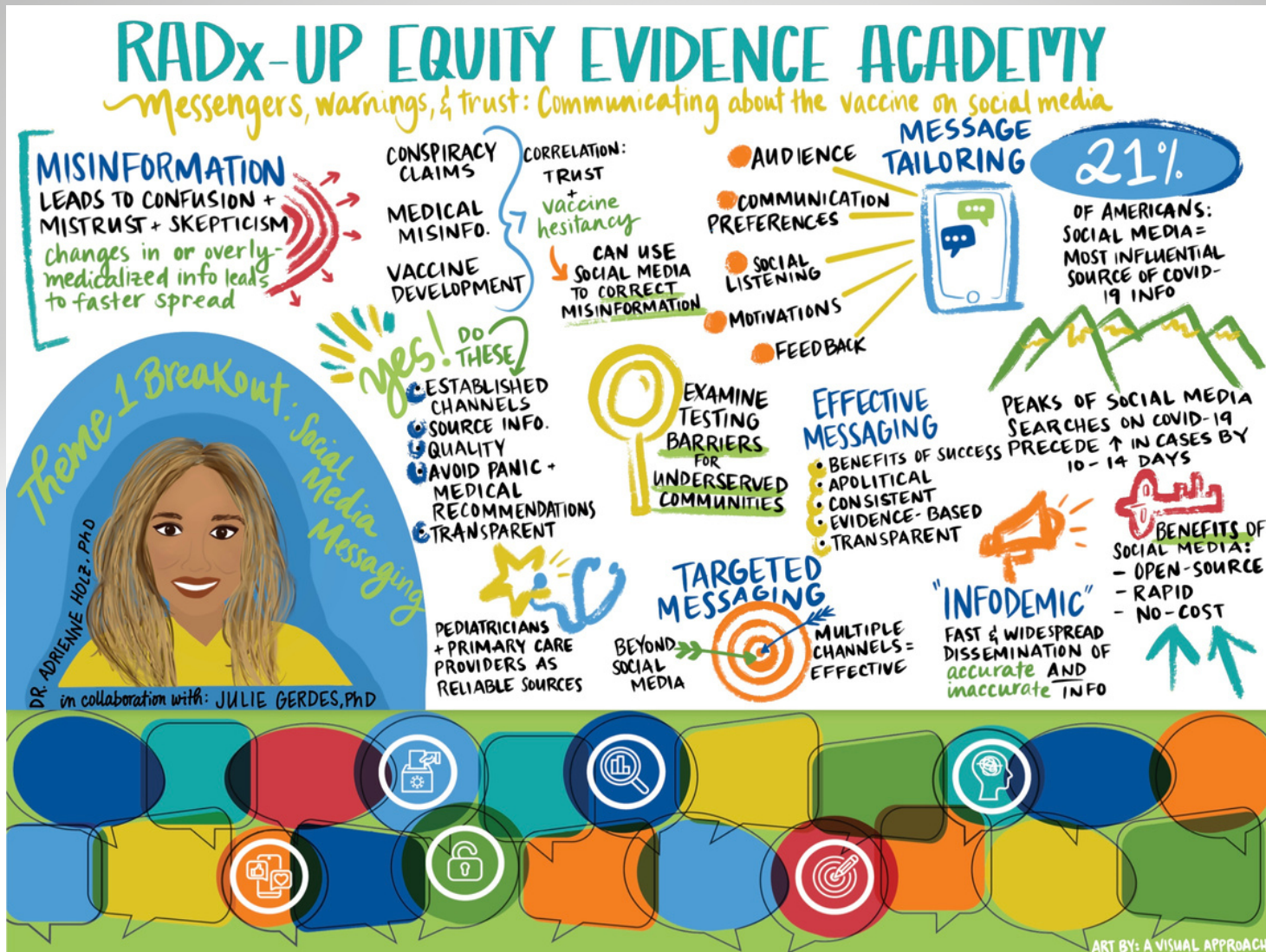


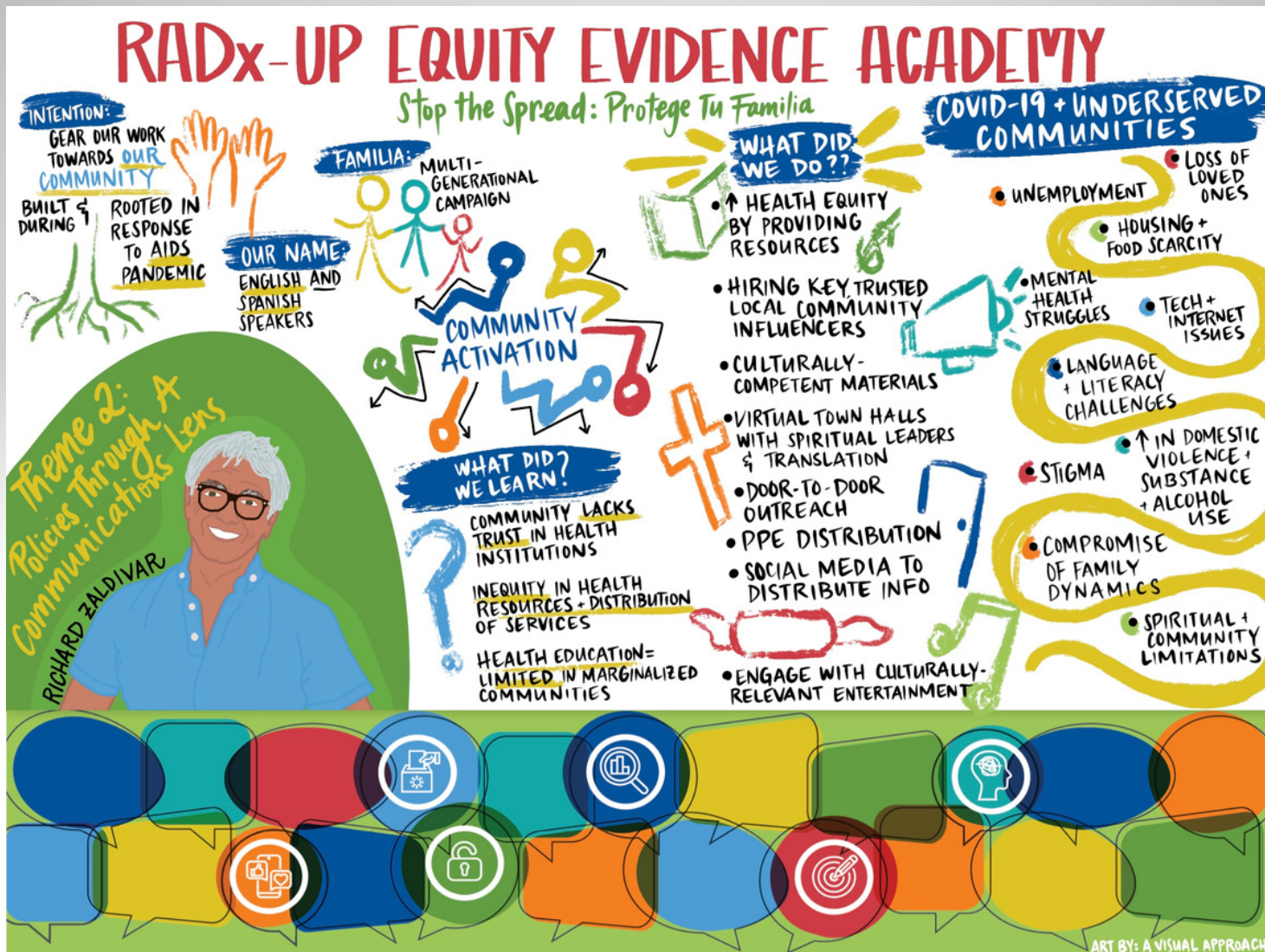
Opening Keynote Address



Social Media Messaging During the COVID-19 Pandemic

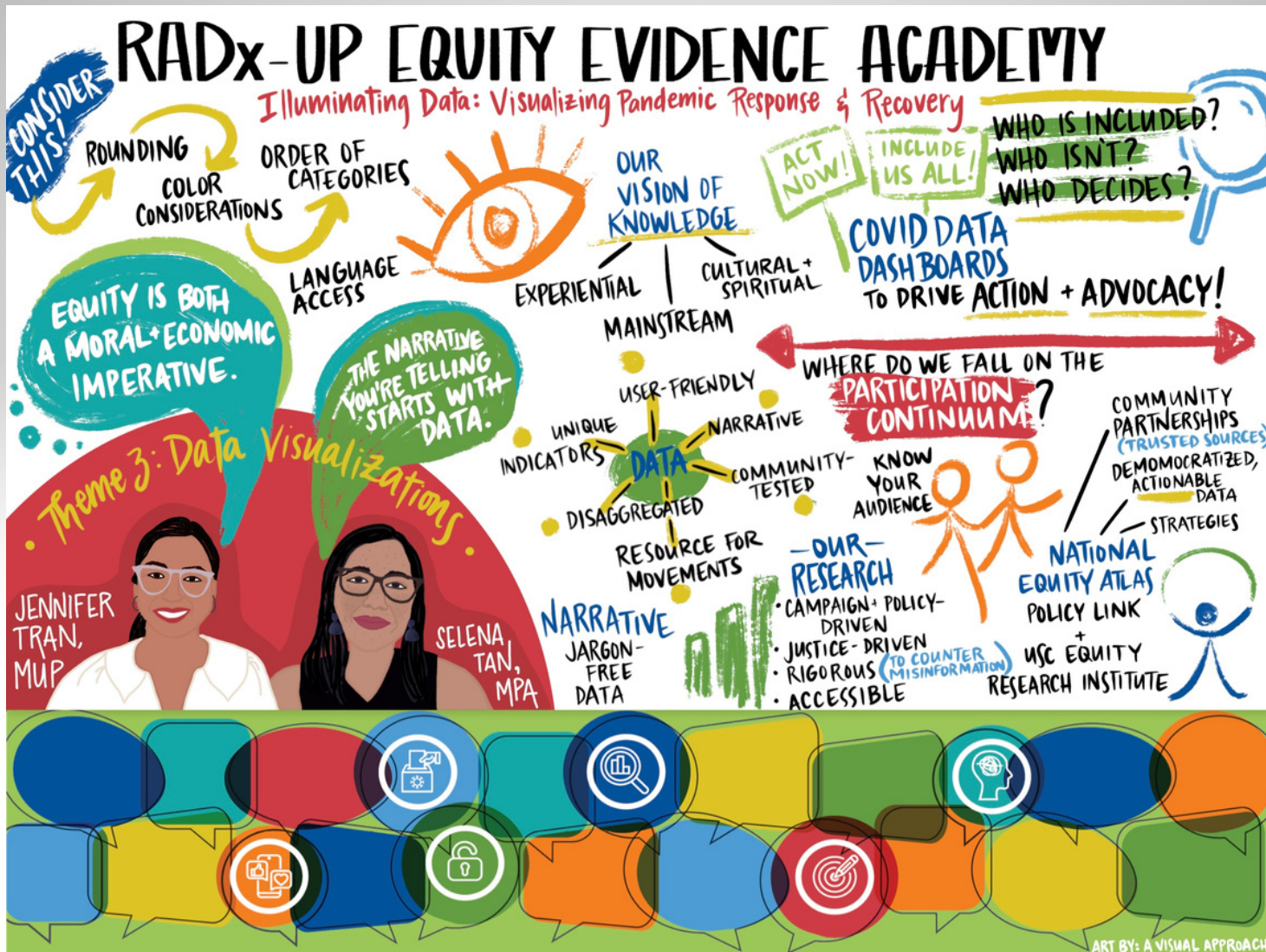


Policies Through a Communications Lens During the COVID-19 Pandemic

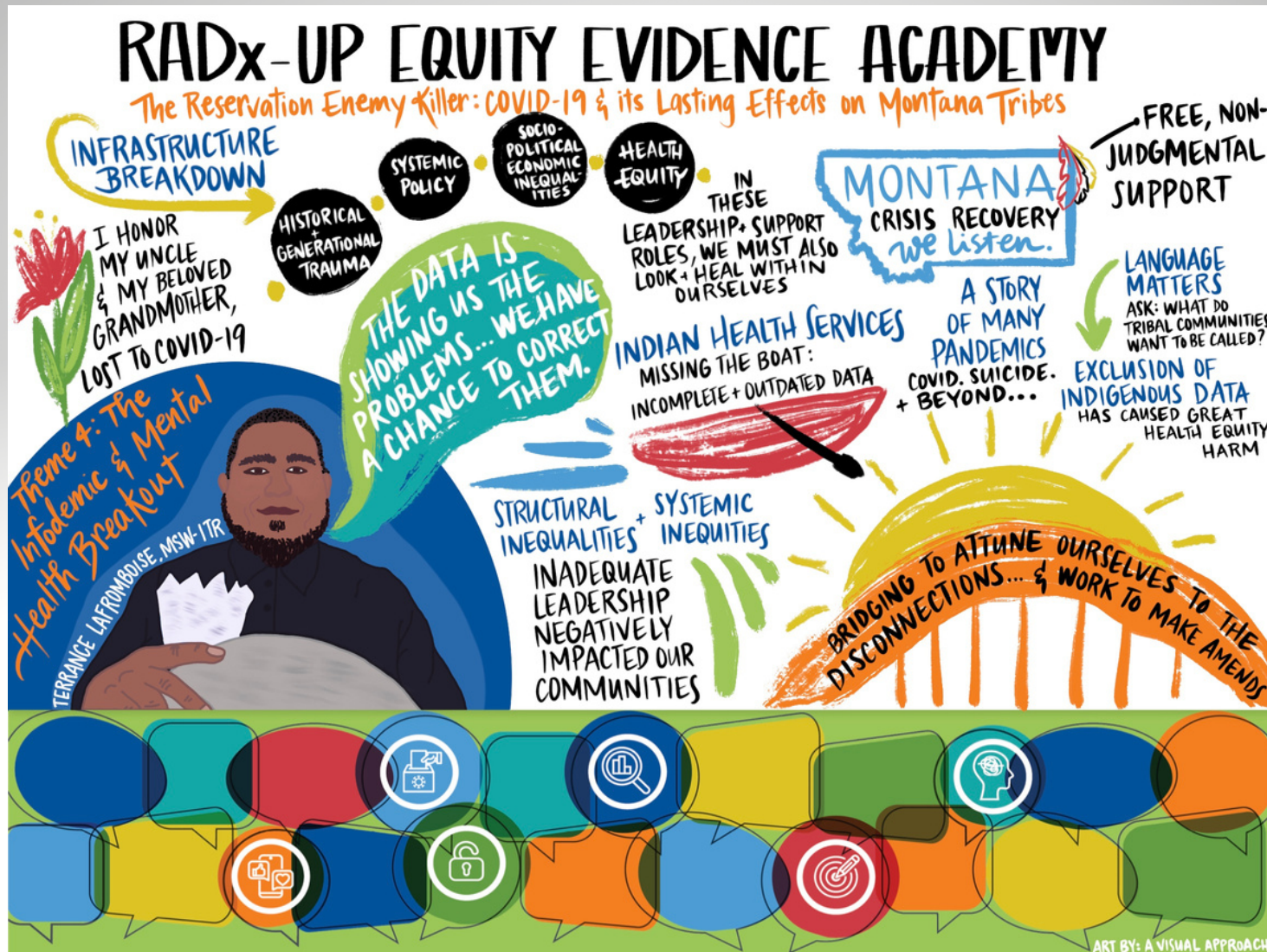


Data Visualizations

During the COVID-19 Pandemic



The Infodemic and Mental Health During the COVID-19 Pandemic



Health Literacy and Information Interpretation During the COVID-19 Pandemic

RADx-UP EQUITY EVIDENCE ACADEMY

Teaching Media Literacy Skills to Students for More Accurate Interpretation of Health Info.

INFORMATION DISORDER

MORE INCLINED TO BELIEVE SUBJECTIVE INFO THAN OBJECTIVE INFO

Types of Info: CREDIBLE, FACTUAL vs. PROPAGANDA vs. MIS, DIS, & MAL- INFORMATION (MDM)

FILTER IT OUT

- DISCUSS PRESSING ISSUES
- EXPLORE BIASES
- ACTIVE, OPEN-MINDED THINKING


TODAY'S ISSUES

- "DEEP FAKES"
- CONFIRMATION BIAS (RESULTS IN ECHO CHAMBERS THROUGH TARGETED ALGORITHMS)
- FAKE NEWS CONTENT CREATORS
- CLICKBAIT

THERE IS A NEED FOR MEDIA LITERACY NOW MORE THAN EVER.

WE MUST WORK TOGETHER TO COMBAT AND IDENTIFY MISINFORMATION

Theme 5: Health Literacy & the Interpretation of Information



DR. JIMMEKA ANDERSON, PHD

MEDIA LITERACY SKILL BUILDING

ACCESS → ANALYZE → EVALUATE → CREATE → ACT

"LATERAL READING"

- SHARE RESOURCES
- CENTER YOUTH INTEREST
- SAFE DIALOGIC SPACE

INTERVIEW: 5 TIPS TO SPOT MISINFORMATION

MEDIA LITERACY DOCUMENTARY: TRUST ME

FACT-CHECKING RESOURCES

NASED TOOL-KIT

POLITI-FACT

MEDIA LITERACY RESOURCES

POWER LINES (BOOK)

AD FONTES MEDIA BIAS CHART

SNOPES

"LATERAL READING"

CYBER CITIZENSHIP INITIATIVE

MULTIPLE SOURCES!

FIELD GUIDES

FACT CHECK .ORG

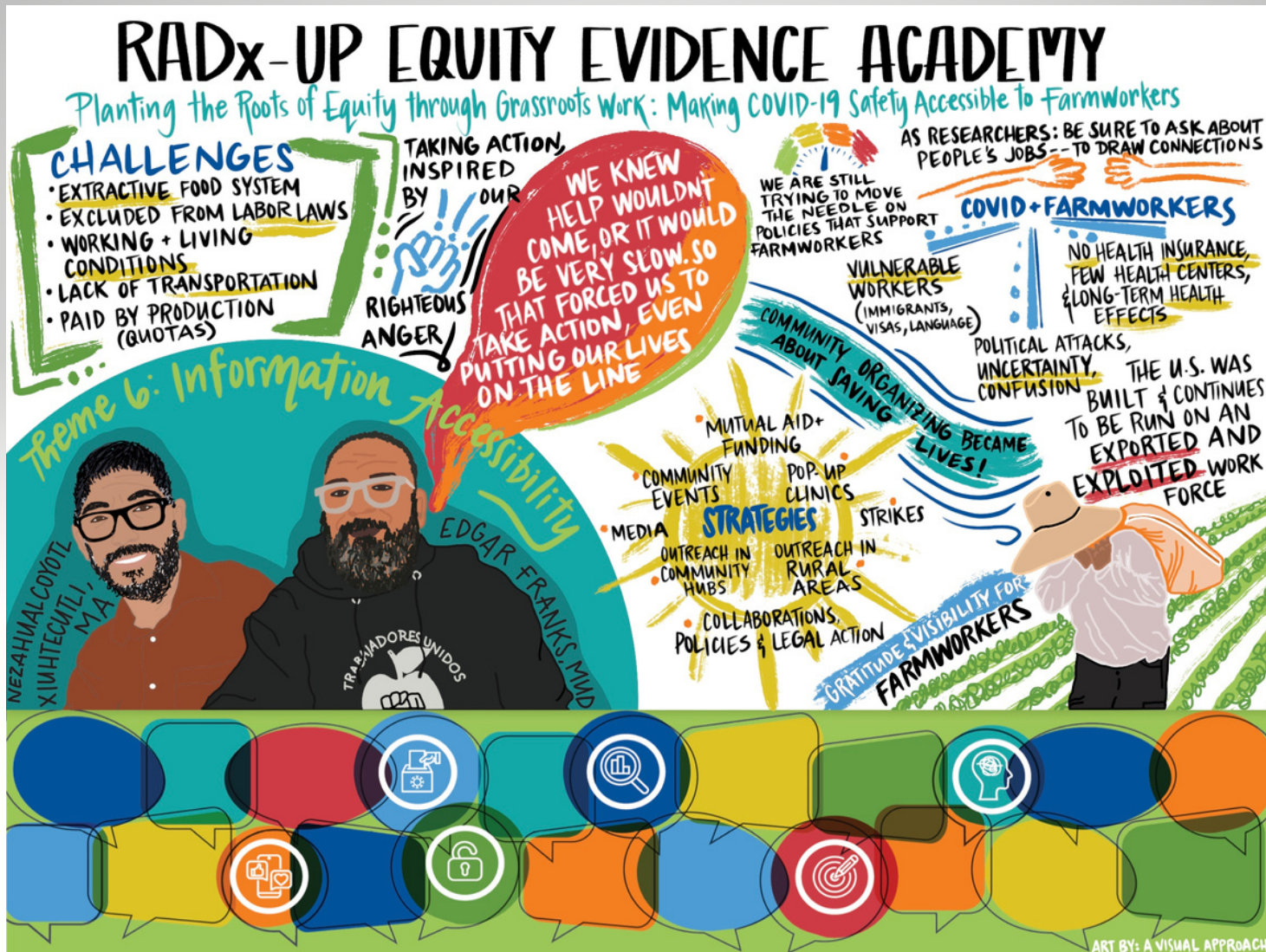
MEDIA LITERACY IN ACTION (BOOK)

TEACHING MEDIA LITERACY (BOOK)

LIBRARIES

ART BY: A VISUAL APPROACH

Information Accessibility During the COVID-19 Pandemic



Advancing Community-Academic Partnerships Series

RADx-UP EQUITY EVIDENCE ACADEMY

THESE EFFORTS ALSO BUILT LONG-TERM RELATIONSHIPS:

- HUMILITY IS A KEY
- PROMOTE UNDERSTANDING
- FAITH-BASED PARTNERSHIPS + AMBASSADORS
- ENSURE TRUST
- 360° SERVICES
- LISTEN + INFORM

TRUST = TRANSPARENCY + RECIPROCAL

FIGHT COVID MILWAUKEE: PARTNERSHIPS FOR TRUSTED MESSAGING & COMMUNITY-ENGAGED RESEARCH

BE CURIOUS???

WE PAY, PRAY, & PLAY IN THIS COMMUNITY. IT'S RELEVANT FOR US TO COME TOGETHER TO MITIGATE COVID.

ANTIBODY TEST SHOW VACCINE EFFICACY

COVID-19

OUTREACH PHOTOS THAT REPRESENT WHO WE WANT TO REACH

LOKAHI IS THE ESSENCE OF UNITY & HARMONY. THESE VALUES ALIGN TO PROMOTE 'OVERALL HEALTH + WELL BEING.'

55,000 PEOPLE

>16,000 TESTS

FQHC'S + RESEARCH ADVISORY GROUP + UNIVERSITY OF HAWAII RESEARCHERS

FUNDS SPLIT EVENLY

REVIEW + APPROVAL BY ALL

COMMUNITY-DRIVEN APPROACH TO MITIGATE COVID DISPARITIES HAWAII PACIFIC ALLIANCE AGAINST COVID-19

YOUTH-LED ENGAGEMENT

WHAT DO STUDENTS/SCHOOLS NEED?

TRAINING + WORK EXPERIENCE

LONG-TERM INFRASTRUCTURE STRENGTHENING

RESEARCH INFRASTRUCTURE EQUIPMENT AND TRAINING = CAPACITY AND TURNAROUND FOR TEST RESULTS

MULTI-GENERATIONAL

STRENGTH-BASED APPROACH:

- ASSET-DRIVEN
- SUPPORT SYSTEMS
- RACE-CULTURE LENS
- INTERSECTIONAL
- BI-DIRECTIONAL

INFORMED DECISIONS BASED ON FACTS

STUDENTS HEALTHY & IN SCHOOLS!

NO JUDGMENT

CULTURAL DEFICIT APPROACH

BY VICTIM BLAMING

WE THE LION MASCOT - ENGAGING & FAIR

TOWN HALLS

- PROACTIVE
- TRANSPARENT
- TRUSTED SOURCES

NO-COST TESTING AT SCHOOLS

WE HAD TO HONOR & HOLD THE HISTORICAL CONTEXT IN OUR COMMUNITY.

SAFE RETURNS TO SCHOOLS

MEET PEOPLE WHERE THEY ARE = CRUCIAL.

HIGHLIGHT *humanity* SHARED TRUST + RESPONSIBILITY.

MUTUAL RESPECT. COMMUNICATION.

EVEN THE BEST-LAID PLANS SOMETIMES FALL THROUGH WE OFTEN HAD TO PIVOT.

TAILORED EDUCATION SCALES = MORE EFFECTIVE

SSP-COVID TESTING

MOTIVATIONAL INTERVIEWING

HARM REDUCTION COALITION

- WRAP-AROUND HEALTH NEEDS

PEOPLE WHO INJECT DRUGS

- VULNERABLE TO SEVERE DISEASE
- LOW RATES OF TESTING + VACCINATION
- STIGMA + BARRIERS + DISTRUST
- SYRINGE SERVICE PROGRAMS = TRUSTED

LESSONS FROM THE LINK-UP COMMUNITY-ACADEMIC PARTNERSHIP TO INCREASE COVID TESTING AMONG PEOPLE WHO INJECT DRUGS IN SAN DIEGO, CA

ART BY: A VISUAL APPROACH

Closing Keynote Address

