

World Health Organization

BACKGROUND

The World Health Organization's Digital Channels team collaborates with the technology industry to help keep communities everywhere safe and informed during the COVID-19 pandemic and beyond.

PROBLEM

Misinformation about COVID-19 and vaccines proliferated throughout the pandemic. To inform targeted approaches to countering misinformation, platforms and policymakers needed accurate, timely insights on the false claims circulating and the bad actors spreading those claims.

NEWSGUARD'S SOLUTION

Throughout the pandemic, NewsGuard has provided the WHO with reports highlighting the top COVID and vaccine myths circulating across the major social platforms, the sources responsible for advancing those claims, and the groups on which those claims thrive. These reports are based on NewsGuard's health-focused Misinformation Fingerprints™ data and its Reliability Ratings of health misinformation websites. Using these insights, the WHO alerts the social media platforms of the hoaxes detected by NewsGuard, prompting them to take down posts or flag them as unreliable.



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“Though health misinformation circulates online, it causes real life consequences. We must put tools in the hands of people everywhere so they can better assess the credibility of health information online in order to make informed health choices in their life. NewsGuard has been instrumental in helping WHO and partners keep people safe by identifying and combating online COVID-19 and vaccine misinformation.”

- **Andy Pattison, Head of the World Health Organization's Digital Channels Team**

The New York Times

Mr. Pattison said he had a staff of only five, although the agency subscribes to [NewsGuard](#), a service that hunts for new rumors springing up on the internet. His staff examines NewsGuard alerts, consults medical experts, posts accurate information on the W.H.O. website and then calls its contacts at social media agencies and asks them to link to it.