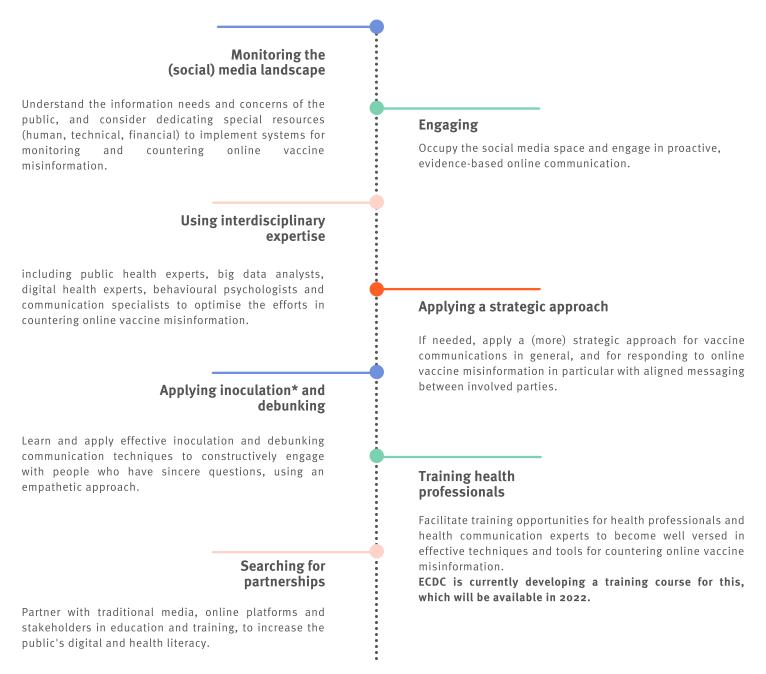


Considerations for national health authorities to counter Online vaccine misinformation

Vaccine misinformation can lead to increased vaccine hesitancy and reduced vaccination uptake. To counter vaccine misinformation, public health authorities need to focus on:



*'Inoculation' is a pre-emptive action that warns people in advance about how misinformation is used, thereby giving them the ability to 'resist' such information should they be exposed to it in the future.