## Table of potential solutions for promoting healthier information environments

*Access full guide and tools at* [*communitystoriesguide.org*](http://www.communitystoriesguide.org/)

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| **Challenge** | **Potential Solutions** |
| Health misinformation circulating widely | * Promote health and digital literacy among individuals
* Promote fact checking partnerships
* Improve quality of health information available from credible information sources
* Update FAQs and health information available to address misinformation and concerns
* Make it easy for people to report and fact check misinformation, such as a messaging tipline or rumors webpage
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| Low awareness of health topic | * Promote awareness by improving the quality and quantity of health information available
* Make health information available in more languages and formats
* Work with community organizations to provide health information in trusted spaces (e.g. houses of worship) and disseminate via trusted messengers (e.g. nonprofit organizations or workplace health programs)
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| Stigma around health topic | * Double check that stigmatizing languages and images are not used in health messaging
* Work with community partners to address stigma
* Promote better understanding of awareness of and risk factors of health conditions
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| Information overload | * Provide information in “bite size” pieces that are written in simpler language
* Develop messages that are more targeted for specific groups of people
* Consider how to leverage intergenerational health information seeking behaviors within households for health guidance to reach the right person
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| Health worker capacity to address information challenges | * Work with health organization to identify ways health workers can be better supported to address common questions and concerns, such as hosting health education sessions by trained volunteers
* Promote training among health workers to address common questions and concerns
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| Low trust in health workers or health system | * Provide visible support to health workers and/or health system through public recognition of their efforts
* Develop recurring community engagement events such as monthly livestreams between health workers and community members
* Invite community members to participate and take part in community outreach and health education programs
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| Questions going unaddressed | * Identify how people are asking questions and seeking information, especially online, and develop digital content that answers these questions
* Host regular sessions where community members can get their questions answered (e.g. Reddit AMA, TikTok Ask a Doc livestream)
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| Digital or information access barriers | * Provide health information in multiple formats and offline (e.g. printed on receipts, billboards, radio PSAs)
* Test out digital health information channels and content with community members to improve acceptability and understandability
* Consider how to leverage intergenerational health information seeking behaviors within households for health guidance to reach the right person
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| Information is outdated | * Develop policies to timestamp and regularly update website and social media pages on specific topics
* Utilize “awareness days” and other recurring calendar dates to talk about health topics (e.g. heart health for Valentine’s Day)
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| Scientific evidence is difficult to understand or is conflicting | * Provide plain language messages that recap the latest scientific findings and what they mean for specific populations
* Provide pointers to audiences on how to critically assess scientific studies or health information they see
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| Low risk perception of health conditions | * Promote community champion and peer-to-peer approaches, especially online, to raise awareness of specific health conditions including signs and symptoms and preventative steps people can take to reduce their risk
* Provide alternate explanations of risk that may be more understandable by specific audiences
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