Identifying Misinformation and Trustworthy Sources

A key part of being a Vaccine Champion is
knowing how to look for trustworthy sources, and encouraging others
to look for credible vaccine-related information.

**This resource provides some steps on how to find
credible online health sources and avoid misinformation.**

Step	Explanation
Review a source's purpose and identify its sponsors	What is the purpose of the website? Can you see who owns or sponsors/pays for it? Look for websites that aim to provide accurate, current, and useful information instead of trying to sell you on a business or product.[1]
Identify the author	Who wrote the information? Are they a healthcare professional or scientific researcher? Treat blogs and discussion posts with some caution. Personal stories are important, but individual experiences do not tell the whole story. Researchers look at many people's experiences to determine facts. We should not assume that one person's experience applies to most people.[1]
Find the date of publication	When was the information written or updated? An older source may be outdated and contain information that is no longer accurate.[1]
Is it too good to be true?	Does the website promise a miracle cure or quick solution to a problem? Ask yourself if a claim seems too good to be true.[1]
Verify sources	Does the website share how or where it got its information? Checking whether the source is real and has a good reputation can help you decide if the website is credible.[2]
Check other sources	Can you find other credible sources that share similar information? It is important to look at many sources, as we should not assume that one website or personal experience tells the whole story.[2]

References

1. https://www.nia.nih.gov/health/healthy-aging/how-find-reliable-health-information-online
2. https://www.canada.ca/en/campaign/online-disinformation.html

You can access additional vaccine-related resources by visiting wellness-hub.ca