

Making Trustworthy Health Information Land



Diagnose Before Responding

Determine if this is a false fact (misinformation), a fake debate (manufactured controversy), or a fear campaign (moral panic). Consider how your response will be interpreted.



Strategically & Selectively Respond

Directly refuting a false claim repeats it, and repetition builds familiarity that may be mistaken for truth. Lead with what's accurate and useful.



Challenge the idea, not the person

Ridiculing an individual triggers defensiveness. People stop processing facts and start protecting identity.



Science as discovery, not authority

People trust science as a process, not a directive. Avoid language that signals “just trust us”.



Show the process, not just the conclusion

When people can follow the logic themselves, they don't need to rely on trust alone.

See the full guidance at:

Source: Sweetland, J. (2026). *Disrupting Deception: 5 Ways to Elevate Evidence and Trustworthy Voices*. FrameWorks Institute.

