

PUTTING OUR **H.E.A.D.S.** TOGETHER TO ASSESS VACCINE INFORMATION



HEADLINES

Read beyond the headlines.

Headlines never tell the full story. They are meant to grab the reader's attention, and may be intentionally sensational or misleading. Always read through the entire article.

EVIDENCE

Examine the supporting evidence.

Credible authors will support their claims with strong evidence and facts that can be verified. Be sure to ask for sources of evidence and be skeptical if none are provided.



AUTHOR

Look up the author's name to make sure they are real and credible.

Be skeptical of information if the author seems to have a financial conflict of interest or if the author is anonymous. Reputable authors don't try to hide their identity.



DATE

Check if the information is up-to-date and relevant to current events.

Guidelines and recommendations change as more evidence about COVID-19 is generated. Make sure that the material being presented, including statistics, links, images and claims, is up-to-date.



SOURCE

Evaluate the source of the information.

Even if the person sharing the information is someone you trust, like a friend or family member, you should check where they got this information to ensure the source is trustworthy.

LET'S PUT OUR **H.E.A.D.S.** TOGETHER TO ADDRESS VACCINE MISINFORMATION!

Remember that anyone can create an article that looks convincing, so we should all follow these simple tips and use our **H.E.A.D.S.** before we believe and share new information about vaccines.

Visit the World Health Organization for more useful tips on how to navigate vaccine information, such as using fact-checker websites, and to learn how you can report misinformation online.

VISIT OUR WEBSITE AT
COVID19.TRACKVACCINES.ORG
FOR MORE VACCINE INFORMATION,
INCLUDING INFORMATION ON
COVID-19 VACCINE CLINICAL
TRIALS AND APPROVALS

