

The Anti-Vaxx Playbook

WHO WE ARE - UK/ US non-profit that disrupts the spread of digital hate and misinformation.

OUR REPORT - Reveals the messages and strategies anti-vaxxers are using to exploit the Covid pandemic and disrupt the rollout of the Covid vaccine. We include detailed recommendations on how to counter anti-vaxxer narratives.

WHAT'S NEW? - In late October, the world's leading anti-vaxxers held a private three-day meeting in which they discussed how to destroy confidence in the Covid vaccine. Our research team was present to record, transcribe and analyse their candid discussions.

WHAT WE DISCOVERED

→ THERE IS AN ORGANISED AND DISCIPLINED ANTI-VAXX INDUSTRY:

- Anti-vaxxers see Covid as an opportunity to drive long-term vaccine hesitancy.
- The total English-language audience for anti-vaxxers online has grown significantly in the past year and now stands at 59 million followers.
- Some anti-vaxxers are economically-motivated hucksters, some are true believers.
- Either way, to win, they need to undermine confidence in the scientific establishment.

→ THIS IS AN ASYMMETRICAL CONFLICT:

- Health professionals need to persuade the public to take an action.
- Anti-vaxxers need only to create doubt as to its efficacy, safety or necessity.
- That's why anti-vaxxers operate by asking questions

→ FORGET INDIVIDUAL ANTI-VAXX MEMES. THEIR GARISH CONTENT IS DESIGNED TO DISTRACT AND SEEK TO CREATE DOUBT ABOUT:

1. The threat posed by Covid
2. The safety of vaccines
3. Whether we can trust experts

→ HERE'S OUR FIVE POINT PLAN FOR HEALTH PROFESSIONALS:

1. Focus your communications on our core messages:
 1. **Covid is deadly**
 2. **Vaccines are one of the safest, most effective, most consequential medical inventions. They have saved countless people from disease, disability and death.**
 3. **Doctors and scientists are motivated by wanting to help people.**
2. Do not share or engage with anti-vaxx misinformation online. This spreads it further. Instead, ask people to **share and engage with pro-vaccine messages**.
3. Meet people where they are online. Create "answering spaces" where the public can ask questions, e.g., doctors could join their local Facebook groups and offer to answer queries.
4. Empower, support and amplify a diverse range of expert message carriers on social media.
5. Expose the methods and motives of anti-vaxxers, not the content of their narratives.

To see the full report, go to www.counterhate.co.uk/playbook

For more information contact CCDH at info@counterhate.co.uk