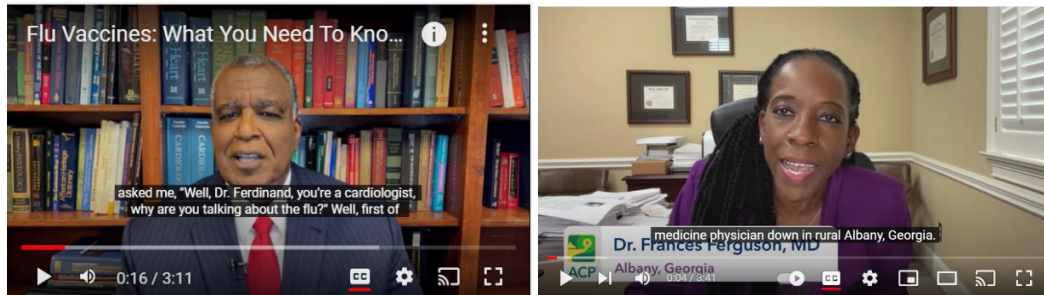


**ACP and YouTube have partnered to stop the spread of misinformation:
We need your help to amplify the word!**



Background: ACP has developed a series of videos on [ACP's YouTube Channel](#) to help combat misinformation about COVID-19, various vaccines, and related treatments. The video series – some of which are also available in Spanish -- features internists and includes:

- [Physician to Physician Conversations](#) – Practical communication strategies to help physicians and other healthcare professionals build vaccine confidence and address patient concerns that may be rooted in misinformation.
- [Ask Your Internist](#) – Helps answer vaccination-related patient questions using trusted, evidence-based information in the clinicians' voice.

Read our [press release](#) announcing the partnership

How You Can Help: Please help us spread the word through your own communications and social media efforts. Videos are currently posted on the channel and additional videos will be posted through the end of February. You can help by:

- Liking/Sharing/Retweeting posts from ACP national branded social media accounts:
 - ✓ Twitter: @ACPinternists
 - ✓ Facebook: <https://www.facebook.com/acpinternists>
 - ✓ Instagram: <https://www.instagram.com/acpinternists/>
- Using the hashtags – **#askyourinternist #acp #vaccine #misinformation** – in all social media posts.
- Tagging **@ACPinternists** as well as social media handles for the physicians featured in the videos in all social media posts.

And sharing other positive posts, including media coverage, about the videos.

Go Beyond The Like! Go beyond the "Like" and customize your own posts to optimize the promotion of the videos. Our target audience: ACP members, nonmember clinicians, and the public. Chapters should also share this information with their Health and Public Policy Committees.

Sample Post 1: *Have you watched the new ACP/YouTube series, “Physician to Physician Conversations”? It’s a series that supports physicians and other healthcare professionals with effective communication strategies to build vaccine confidence and address patient concerns that may be rooted in misinformation. Go to the ACP/YouTube Channel and check it out. @Acpinternists #askyourinternist #acp #vaccine #misinformation <http://ow.ly/AzJb50H8i7W>*

Sample Post 2: *Have you watched the new ACP/YouTube series, “Ask Your Internist”? It’s a series where physicians answer your top questions about vaccines. Go to the ACP/YouTube Channel and check it out. @Acpinternists #askyourinternist #acp #vaccine #misinformation <http://ow.ly/AzJb50H8i7W>*

Sample Post 3: **New video alert* Make sure you watch the latest episode of “Physician to Physician Conversations” or “Ask Your Internist”, videos that support physicians with practical information on how to address #vaccine #misinformation and promote trust in vaccines including those for #COVID-19. @Acpinternists #askyourinternist #acp #vaccine #misinformation <http://ow.ly/AzJb50H8i7W>*

Use Graphics Communications or Social Posts



Watch for Ongoing Video Content

New videos will be rolled on the following dates (*tentative and subject to change*):

Ask Your Internist: Dec. 20 (COVID-19 Vaccines Q&A), Jan. 3 (COVID-19 Vaccines Q&A Part II), Jan. 17 (Why Trust Vaccines? English and Spanish versions), Jan. 31 (How to Access Trusted, Accurate Health Information Online – English and Spanish versions)

Physician to Physician Conversations: Dec. 14 (Recommending flu vaccines – English and Spanish versions), Jan. 7 (Addressing misinformation), Jan. 21 (Team approaches to address

misinformation, Feb. 4 (Create space for conversation), Feb. 18 (Reinforce public health messages)

The ACP/YouTube Hot Topic will be updated with the latest videos and included in Thursday's LeaderNet Alerts.

With your help in spreading the word, together we can combat misinformation!