



Disinformation and its Impacts on Adherence to Immunization: Consequences for Public Health

Misinformation and its Impacts on Immunization Adherence: Consequences for Public Health

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SUMMARY

The decline in vaccination has been one of the current problems that health is currently facing, generating the increase in cases of controlled diseases and more mortality for the population. The purpose of this research is to describe the problem of misinformation and its impacts, adherence to Immunization and the consequences for public health. The methodology used was a literature review to review a summary of what has already been published and analyze the strategies used. The instruments for data collection were PubMed, Google Scholar, Web of Science and SciELO. This research hopes result in a contribution to public health strategies, helping to reduce resistance to vaccination and ensure that the population can enjoy the benefits that vaccines can offer without reservations.

KEYWORDS-Community;hesitation;outbreaks;beliefs;vaccine;communication.

ABSTRACT

The decline in vaccination rates has been one of the current problems facing health, leading to an increase in cases of controlled diseases and higher mortality rates for the population. The purpose of this research is to describe the problem of misinformation and its impacts on adherence to immunization and the consequences for public health. The methodology used was a literature review to review a summary of what has already been published and analyze the strategies used. The instruments for data collection were PubMed, Google Scholar, Web of

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1. INTRODUCTION

Currently, the topic of "health" has been widely sought after and discussed. The search for healthier habits healthy and better quality of life has been one of the main life goals of the new generation. However, vaccines have been excluded from this health proposal that people have created, often being left aside due to false ideologies created by fake news or own community neglect. The impact can be seen in epidemiological data and in newspaper reports, with the various outbreaks of flu, tuberculosis, measles and many others illnesses.

Vaccines are important for protection against the agent that can cause disease, not preventing the onset of diseases, but helping to create antibodies capable of fighting against pathogens and mitigate the individual's response to disease. The deconstruction of the word vaccine has led to what the World Health Organization considers one of the 10 health threats global.

2. THEORETICAL FRAMEWORK

2.1 Factors leading to non-adherence to vaccines

Social media can directly influence an individual's decision whether to get the vaccine or not. Most of the time, these news reports lack scientific sources that can guarantee that this information is true. Social media has been a channel where different groups use them, with the intention of manipulating other people's opinions (PENA, 2018). This situation, related to so much information without scientific basis, in most cases sometimes, it makes many people unable to differentiate what is true or false.

As Alves and Maciel (2020, p. 153) state:



The contemporary phenomenon of fake news is broader and, more than something that necessarily involves insincere and manipulative actions, it can be more appropriately understood as something that involves misinformation produced in the context of ideological conflict and dispute. As a rule, fake news is driven not by the desire to deny the truth, but rather by the desire to win the dispute at any cost, even if it means falsifying reality. People no longer ask whether the news is true or false. They are even less concerned with whether the facts are well-founded or the source is reliable. The only thing that matters is whether the news favors their position in a polarized context. Thus, we produce and circulate information in an entrenched manner, using news and headlines as weapons on the battlefield.

In this context, it is observed that, most of the time, this false information is from personal interest, in order to harm the collective, thereby bringing great harm to society in general. Serra (2018) notes that this news is shared on social media by users, journalists, groups that try to manipulate public opinion and through dissemination of fake news through bots, cyborgs, and political bots. Furthermore, Foster et al. (2021) highlight that disinformation can be sponsored by individuals with vested interests specific, such as governments, companies, parties and politicians.

The advancement of technologies becomes a great challenge when it comes to “fake news”, growth in technological dominance has been growing more and more. As stated by Foster et al. (2021, p.3):

In the technological realm, the internet, social media, and messaging apps have revolutionized the ways in which false or malicious material can spread. Content can be replicated quickly, in large volumes, and even anonymously, without intermediaries.

The low barriers to producing and sharing information and the capillarity of information technology resources have made the digital environment the center of the political arena in contemporary times.

Alencar et al. (2020) state that social networks are the main disseminators of



fake news today and, with the increase in the amount of information, they represent a challenge to filter this news.

2.2 The public health impacts of non-adherence to vaccines.

People's lack of information regarding vaccine adherence can offer great impacts on public health. The term "misinformation" can refer to a variety of formats, from manufactured journalistic content, including memes, videos, images, digital polls and online petitions (for a presentation of subtypes of disinformation and misinformation, see WARDLE (2019) and WARDLE and DERAKSHAN, (2018)).

According to Foster et al. (2021, p. 4), "The impacts of this circuit of false content and malicious are already widely documented: harm to public health, ethnic-political violence and disruption of electoral processes." Regarding public health, the data may affect several generations. Remembering that vaccines are considered safe immunization methods to the individual.

Currently, vaccination takes place through the National Immunization Program (PNI), which is part of the SUS and is responsible for distributing vaccines to all Brazilians. In addition, Furthermore, the PNI is one of the largest vaccination programs in the world (Butantan, 2021). Thus, with all the legality of the vaccination system in the world, there are still people who do not believe in its effectiveness of vaccines.

In Brazil, this phenomenon was also felt closely, as each day the number increases number of people who are rejecting the vaccines available at health centers (DE MENEZES SUCCI, 2018). As a consequence of this stance, diseases that were well controlled are returning to our daily lives, such as measles and yellow fever (DE MENEZES SUCCI, 2018).

There is also a risk of the country losing its disease-free certificate. After a year of failure to combat the increase in cases, the Ministry of Health was forced to communicate another case of measles to the Pan American Health Organization, and with that lost the certificate of a country free of the measles virus (RIBEIRO; PAULINI, 2019). The criterion



established for the loss of the eradication certificate is the appearance of new confirmed cases of same virus for a year (RIBEIRO; PAULINI, 2019).

3. Vaccine Hesitancy: One of the Top 10 Threats to Global Health

The WHO (World Health Organization) has declared vaccine hesitancy one of the main global health problems, much of which has been greatly aggravated by the pandemic thanks to the fear and misinformation of the time. We live in a world where human beings have the need to be connected, but this easy access to news also has a side negative. It is worth remembering that this hesitation is often not explicit, not refusing, but having doubts and "postponing," making excuses for not getting vaccinated. A recent example is the measles epidemic that has been hitting Bolivia and concerns about a new epidemic.

The lack of knowledge and the excess of information in the media make it difficult to distinguish reality from fantasy. false. For this reason, people are believing everything they see, this is generating fear and they began to question the safety and efficacy of vaccines. This resulted in decrease in the vaccination schedule.

THE ¹ Hesitation encompasses a broad spectrum of attitudes, from fear to refusal, with various gradations. It is a complex social phenomenon, as it concerns a collective ideal, of a group of people who express in their questions dimensions such as individual freedom, for example (Sobo, 2016).

Furthermore, the current generation has not had contact with many diseases thanks to vaccination, so Most people don't know how serious these diseases can be. Therefore, health professionals health professionals have an important role as educators and must teach and guide patients about the need for immunization and how it helps prevent millions of deaths every year and prevents spread of many diseases.



3. MATERIAL AND METHODS

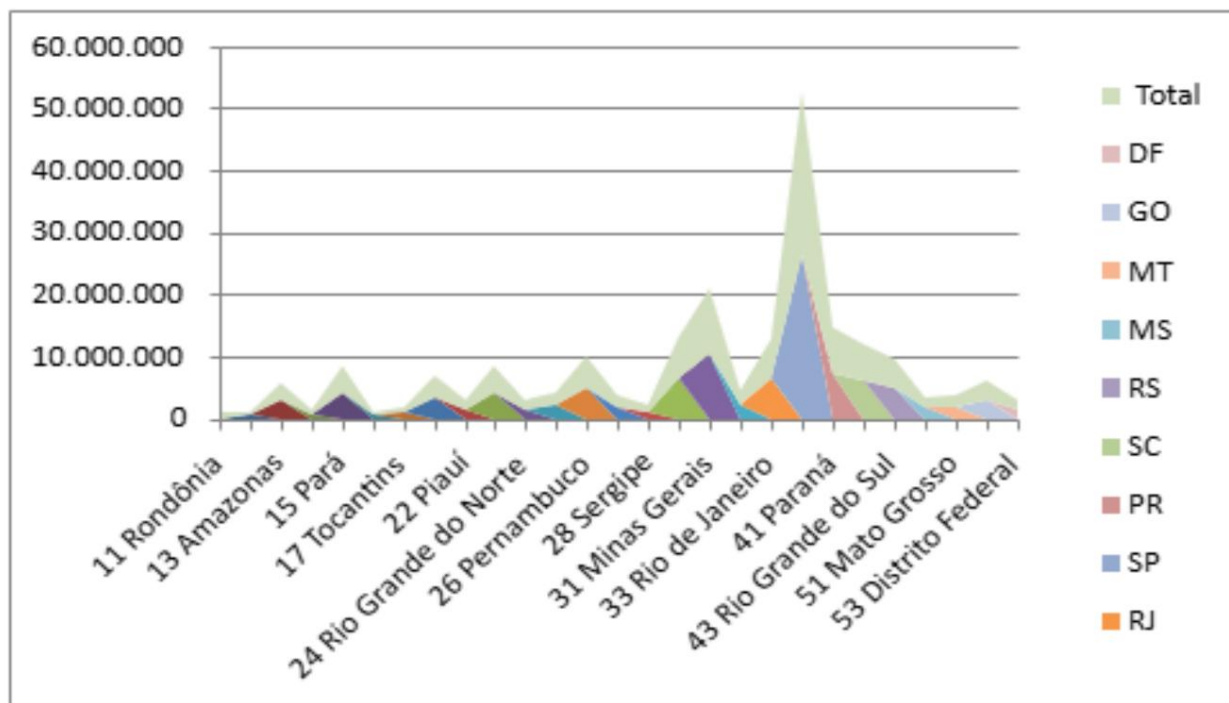
Through the PubMed, Google Scholar, Web of Science and SciELO system databases, periodical publications and articles indexed in the health area in the last 5 years will be searched years, in Portuguese and English. The bibliographic survey was carried out from literature review articles, review of original articles and data from government websites. Keywords such as vaccination, hesitation, fake news and immunity were used.

The study analyzes the relationship between disinformation and “fake news” and the impact it leads to decreased vaccination and a decreasing scope of vaccination coverage.

3. RESULTS AND DISCUSSION

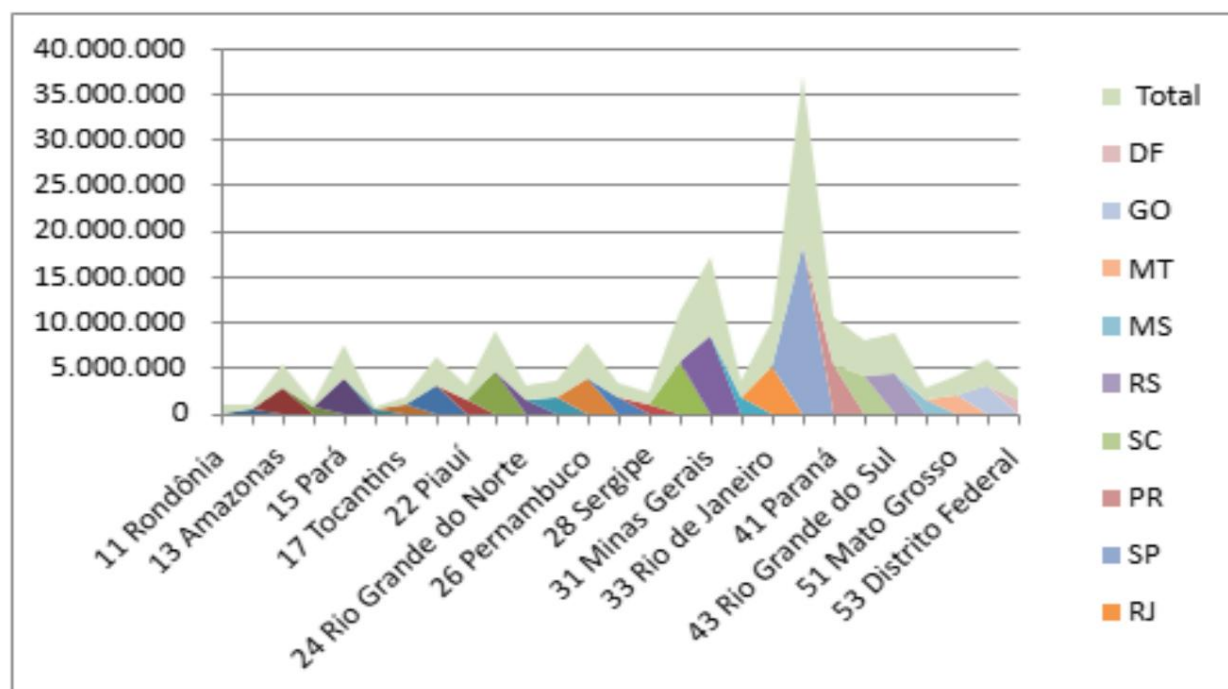
Based on the scientific articles reviewed, it is possible to state that the large percentage of The problem of vaccine hesitancy is due to the spread of false information with a purpose specific or [unfounded cause](#) . On a national level, it was possible to observe a greater decline in the period of Covid-19, which remained in the following years, this demonstrates the power that “Fake news” and misinformation can cause vaccine hesitancy. The graphs below were taken from DATASUS (Department of Information and Informatics of the SUS) to illustrate the impact of vaccination in a comparison of those vaccinated in 2019 and those vaccinated in 2022.

Vaccinated in 2019



Ministry of Health. _____. Ministry of Health. DATASUS: Department of Information Technology of the SUS. Brasília, Ministry of Health, 2019.

Vaccinated in 2022



Ministry of Health. _____. Ministry of Health. DATASUS: Department of Information Technology of the SUS. Brasília, Ministry of Health, 2022.

It is noticeable from the data the subtle drop in numbers in just two years of pandemic and the impact it had both in Brazil and around the world. The fear and anxiety of the “lockdown” down”, the loss of friends, family and acquaintances and the need for some information were factors that brought this consequence to global society and which is still struggling to recover.

FINAL CONSIDERATIONS

Vaccines have a lot to offer the population and, with developments and studies, become increasingly safer. Their goal is to promote collective health and help reduce



demands and ensure that the population suffers the least possible harm that diseases can cause.

From what was analyzed, social media has a great capacity to influence people's decisions. people when they are used to promote sensationalist stories and anti-vaccine speeches, then they should be used to raise awareness about the importance of vaccines. In addition, it is also it is necessary to carry out information campaigns in schools to combat false information, because misinformation causes a delay in ensuring prevention and health promotion.

Another important factor is the importance that health professionals have in overcoming this hesitation. vaccination decreases. Through conversations, campaigns, continuing education and health education, it is possible to combat some doubts and also "fake news".



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