

# Health Communication Strategies to Overcome an Infodemic

---

- **Increase exposure** of medical personnel and scientists.
- **Verify social media accounts** of scientists, medical personnel, and public health officials.
- **Share scientific evidence** rapidly and widely.
- **Direct search engines** to promote websites of public health organizations.
- **Monitor engagement** on social media platforms.
- **Develop infographics** and educational material.
- **Address minorities** and racial and ethnic differences.
- **Adopt empathy** in communication on social media.
- **Promote dialogue** and sharing of personal experiences.
- **Improve coping skills** against mental health stressors.
- **Boost investments** in health communication research.