

## **1. Introduction**

1. **Problem:** The rise of anti-vaccine misinformation and disinformation online
2. Prevalence of anti-vaxx conspiracy theories and unsubstantiated claims
3. **Thesis:** Rather than relying solely on content moderation, an effective approach to combating anti-vaccine misinformation must emphasize improving health literacy through educational initiatives.

## **2. The problem of anti-vaccine misinformation**

1. **Definition:** False or misleading information about vaccine safety and efficacy
2. How it spreads virally online and its potential public health impacts

## **3. Health Literacy**

1. **Previous approaches:** Fact-checking, content labels/warnings on social media
2. **Critique:** This is reactive; the real solution is proactive health literacy education

## **4. Educating the Public**

1. Greater emphasis on health/science literacy in schools and public awareness
2. Empowering people to critically assess claims and identify misinformation

## **5. Conclusion**

1. This is a long-term preventative solution but could be highly effective
2. Requires coordination across education, public health, and media sectors
3. Rather than chasing misinformation, we must equip the public with skills to resist it