



2023 Social Forum

The contribution of science, technology and innovation to the promotion of human rights, including in the context of post-pandemic recovery.

02 - 03 November 2023

Palais des Nations, Geneva, Switzerland

Concept Note - Side event title

The Right to Health and Disinformation: Leveraging Social Technologies in Healthcare Systems to Counter False Information

Organization

LAPPIS (Laboratório de Pesquisas sobre Práticas de Integralidade em Saúde/Research laboratory on integrality-comprehensive health practices) - Social Medicine Institute - Rio de Janeiro State University, Brazil. Website: <https://lappis.org.br/site/>.

Representative

Iago Marafina de Oliveira

Duration

The presentation will last approximately 20 minutes, followed by a 30-minute period for debate and questions. The total duration is planned to be 1 hour. Our representative will be present at the forum in person.

Introduction

In an era dominated by digital information, the proliferation of disinformation and fake news has emerged as a global challenge, casting a shadow of uncertainty and mistrust, particularly within the realm of healthcare. The repercussions of misinformation in this critical sector extend far and wide, encompassing detrimental health decisions, fostering vaccine hesitancy, and sowing the seeds of distrust in healthcare systems.



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This misinformation can erode public trust in healthcare providers and contribute to vaccine hesitancy. Additionally, marginalized communities are disproportionately affected by false health information, exacerbating health inequalities. To address these issues and protect the right to health, this presentation aims to leverage advanced social technologies to provide accurate health information, empower individuals to make informed decisions, and foster resilience against misleading narratives.

Through a comprehensive strategy encompassing information dissemination, community engagement, technology integration, and capacity building, the presentation seeks to discuss the impacts of misinformation on global health in line with the sustainable development goals of the 2030 agenda. This also extends to the well-being of communities around the world and the integrity of healthcare systems.

Objective

We aim to discuss disinformation, global health and sustainable development goals, reflecting how social technologies can promote accurate health information, combat fake news and guarantee the right to health for all individuals, specifically aligned with goals 1 (no poverty), 3 (good health and well-being), 4 (quality education), 16 (peace, justice and strong institutions) and 17 (partnerships for the goals).

Background

LAPPIS has more than 20 years of researches focused on the development and implementation of integrality-comprehensive strategies in Brazil's Unified Health System (SUS). We are involved in the creation of informative, evidence-based content to counter false health information through social technologies in SUS. To combat disinformation effectively, community engagement is very important and we established a strong presence in local communities, involving partnerships with primary healthcare providers, community leaders, and local organizations. These collaborations helped ensure that the information reaches the target audience and is culturally sensitive. Through collaboration with health professionals and local



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communities themselves, workshops on misinformation are being created. We are also creating participatory evaluation tools with communities.

Expected Outcomes

We aim to address the issue of disinformation by advancing the dissemination of precise health information using social technologies within primary healthcare environments. Simultaneously, this effort is anticipated to foster greater confidence in healthcare systems, which can, in turn, enhance health-seeking behaviors and overall outcomes. Furthermore, social technologies have the potential to fortify community networks and empower individuals with the knowledge and tools necessary to critically evaluate health-related information. Ultimately, this debate can contribute to the development of strategies to combat disinformation and promote global health.

Conclusion

Combating disinformation in healthcare systems is an urgent and multifaceted challenge that demands a strategic and innovative response. This presentation aims to harness the power of social technologies to protect the right to health for all and ensure that individuals receive accurate and trustworthy information to make informed health decisions. The successful implementation of strategies can have a lasting impact on healthcare outcomes and the overall well-being of communities around the world.

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