

WHAT SHOULD BE DONE TO COMBAT MISINFORMATION ABOUT HEALTH PRODUCTS ?



INTRODUCTION & AIMS

The Ateliers de Giens” organized a round table in 2023 to fight against misinformation about health products, driven by the growing importance of digital and social networks in the dissemination of information. The participants shared their experiences and initiatives, coming from various fields, and made nine recommendations during six interactive sessions and one meeting final in June 2023 in Paris. These recommendations aim to improve the communication on health products and countering misinformation.

METHODOLOGY

The participants of the round table, from various fields, shared their experiences and the materials and initiatives they were aware of about the issue of misinformation, particularly in health. The diversity of profiles and skills, the very essence of the Giens Workshops, was essential for this complex and transdisciplinary subject. This round table brought together pharmaceutical and medical device professionals from the academic, institutional and industrial fields, a representative of a start-up specialising in data from social media, journalists from the written and audiovisual press, a sociologist, a senior civil servant, representatives of caregivers, users, the Inter-ministerial mission for vigilance on and the fight against sectarian abuse (MIVILUDES). The five interactive sessions between participants, conducted remotely (May and June 2023), identified critical points and possible levers. During the sixth and last face-to-face working meeting in Paris (28 and 29 June 2023), they continued this collegial effort to discuss and agree on a common stance. They thereby identified the problems of misinformation on health products and the players involved, and came up with nine recommendations on actions to be put in place to combat misinformation on health products.

REFERENCES

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RESULTS

Recommendation 1 :

Creation of a collaborative “Information/training on health products” platform for French citizens.

Recommendation 2 :

Basic knowledge of health products: education/training.

Recommendation 3 :

Improving public communication: information is the main weapon against misinformation

Recommendation 4 :

Know how to communicate with the right codes and tools

Recommendation 5 :

Develop research on communication in the field of health products

Recommendation 6 :

Developing tools for early identification and regulation

Recommendation 7 :

Controlling content by developing critical thinking

Recommendation 8 :

Defining quality criteria for information sources

Recommendation 9 :

Identifying, evaluating and referencing public initiatives

CONCLUSION

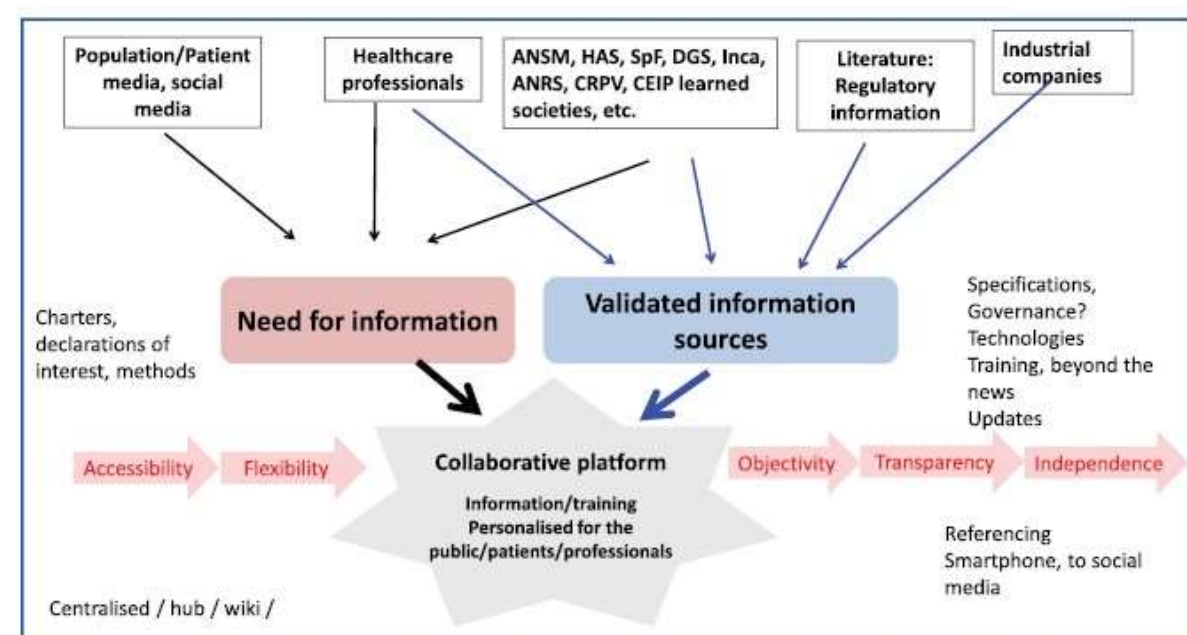


Figure 1. Proposal of a collaborative platform on information in the field of health products. ANRS: ANRS – *Maladies infectieuses émergentes, agence autonome de l'Inserm* (Emerging Infectious Diseases, an autonomous agency of Inserm); ANSM: *Agence française de sécurité du médicament et des produits de santé* (French Agency for the Safety of Medicines and Health Products); CEIP: *Centre d'évaluation et d'information sur la pharmacodépendance* (Drug Dependence Assessment and Information Centre); CRPV: *Centre régional de pharmacovigilance* (Regional Pharmacovigilance Centre); DGS: *Direction générale de la santé* (General Health Directorate); HAS: *Haute Autorité de santé* (High Authority for Health); INCA: *Institut national du cancer* (National Cancer Institute); Inserm: *Institut national de la santé et de la recherche médicale* (National Institute of Health and Medical Research); SpF: *Santé publique France* (Public Health France).