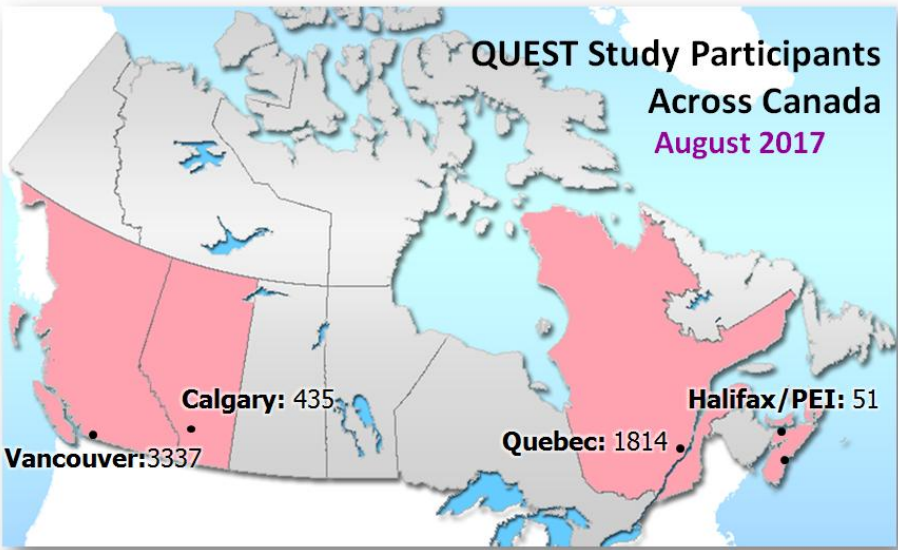




AUGUST NEWSLETTER



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Refer A Friend to our [website!](#) When **they** fill out the Contact Us form, **you** will be entered to win a gift card!

Nicole was last month's winner! To thank her for telling her friends about the study, we sent her an iTunes gift certificate!

Consuming Media with a Critical Eye

By Claire Pitcher, Registered Nurse

Have you ever seen something on social media and thought, "What?! That can't be true!" Unfortunately, in an age where anyone can post anything they want, misinformation can sometimes travel quite far before people realize it's false. Even major news outlets have gotten caught publishing stories that later turned out to be false. It is super important to consume any type of media – whether that's television, social media, radio, things we read on the Internet – with a critical eye. Or, in other words, to "think twice" about what we read. This can be especially true when it comes to making decisions about our health!

Any time a person does a general online search about a health issue, a whole range of results will pop up. Some will be from great, reputable resources like the Canadian Pediatric Association while others may be personal blogs or companies trying to sell products. It can be tough to weed

Currently enrolled:
5637 GIRLS

Our target:
8666 GIRLS

out fact from fiction when so much information pops up at once and you may even find yourself accidentally putting your health and safety at risk because of the false information.

There are a few key things you can keep in mind to help you decide if information you read or come across online is worthy of your attention and time. If you ever have questions about your safety or health – especially if it's related to media you've seen – we'd recommend speaking to someone you trust like a doctor, nurse or parent to help you make sense of what you've seen. But – for now – a few tips for making sense of information on the Internet:

WHO: It's always important to know WHO is publishing the information you're reading. Websites will often have an "About Us" section. Clicking on this can let you know who is behind the website and what their training is. It's always important to read these sections closely, as people will sometimes do things like list their title "Doctor" but with closer reading you find out their doctorate work and area of expertise has nothing to do with the topic they're writing about!

WHEN: Because research and new information is always evolving, it's important to note the date an article was published. Sometimes, people will reference outdated research from years or decades earlier to justify their current opinions. It can raise red flags if a piece of media is only referencing very old or obscure information.

WHY: It can also be helpful to ask yourself "Why is this person publishing this information?" Sometimes websites will have lots of seemingly interesting and relevant information – but then it becomes clear that the person publishing the information is trying to sell a product. If a person has a vested interest in selling you a product, sometimes it can mean that they will over- or under-state certain facts to help them make money.

This has just been a quick review of reading information and consuming media with a "critical eye". If you have any further questions, please don't hesitate to [e-mail us](mailto:questhpvstudy@bcchr.ubc.ca) at the Vaccine Evaluation Centre!

Contest of the Month

1) Only experts can post advice on the internet
True or False

2) Always think twice about the advice you read on social media
True or False

3) The "About Us" section of a website can be an important resource for determining the website's legitimacy.
True or False

[Email us](mailto:questhpvstudy@bcchr.ubc.ca) your answers for your chance to win a gift certificate!

Congratulations Shannon!

She was our July

Contest Winner!!

**We sent her a
Starbucks Gift card!**

**Thanks to everyone who entered!
We hope you all had a fantastic
summer!**

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