

**OVEREXPOSED TO CONFLICTING
OR FALSE INFORMATION –**

**WHAT HAVE WE LEARNED & HOW
DO WE PREPARE**



INTRODUCING RECKITT

At a glance

EMPLOYEES

40,000

HERITAGE

200+ yrs

COUNTRIES OVER
SIX CONTINENTS

60+

PRODUCTS SOLD DAILY

30m+

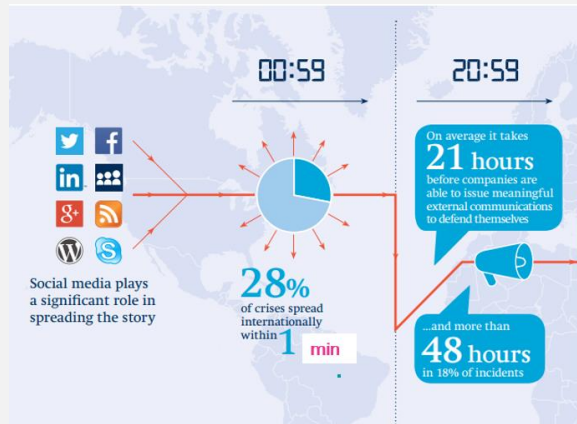
NET REVENUE

£14.5bn



Challenges

Speed



Source: Freshfields Bruckhaus Deringer,
November 2013

Empowerment

- Growing desire for self expression & individualism
- Anonymity
- Information Pollution
- Information Echo Chambers
- Low Information Hygiene

Complexity

- Siloed information
- Organisational readiness
 - Culture/ Language
 - Time zones
 - Roles & Responsibility
 - Organisational Maturity

Stine [redacted]
11 · Raudeberg, Sogn og Fjordane ·

No går vannkoppene for fullt igjen, og ein må huske og ikkje gje Nurofen eller Ibux (Nsaid). Dette fekk vi skrekkelig erfare med Isak når han var 11 mnd som nær fekk eit tragisk utfall. Heldigvis kan vi prise oss evig taknemlig for intensiv avdelinga på Haukeland som berga sonen vår. Nurofen, Ibux (nsaid) må ein ikkje gje ved vannkoppar (Varicella), og desverre er dette temaet lite belyst innan helsevesenet, både blant legar og anna helsepersonell (meg sjølv inkludert) Eg oppfordrar alle våre venner til å dele dette innlegget slik at vi når ut med advarsel til flest muleg. Det blir innan fagfeltet jobba med forskning på dette, men informasjonen må ut slik at vi kan sørge for at fleire unngår å oppleve det vi opplevde. ❤️ Isak ❤️ helten vår. Bildet beskriv utvikling med Nurofen over 24 timar. med Kenneth Øvreid



5 nye kommentarer

Skriv kommentar

Situation

- Norwegian mother alerting other parents not to give Ibuprofen containing products when child is suffering from chickenpox.
- Within hours her post gained 4.000 likes, 3.300 comments and 31.000 shares.
- Media becoming aware and covering the case

NRK Nyheter Sport TV Radio Distrikt Søk

Livsstil

Så dårlig ble Isak etter å ha fått ibuprofen da han hadde vannkopper

Isak (11 måneder) ble liggende i respirator etter å ha fått ibuprofen da han var syk med vannkopper. Ekspertene advarer nå mot å gi ibuprofen ved barnesykdommen.



Marit Aaby Vebestad
Journalist

Publisert 13. des. 2017 kl. 10:43



What has happened

- Isak suffered from chickenpox 2014 (3 years ago)
- The case was reflected in Nurofen's AE databank
- Already then Nurofen was counterindicated for treatment of chickenpox as in very rare cases it can lead to a super infection (product information leaflet)
- Motivation of mother was to remind others not to give ibuprofen to their children when treating chickenpox as there was a recent chickenpox outbreak in the area she lived

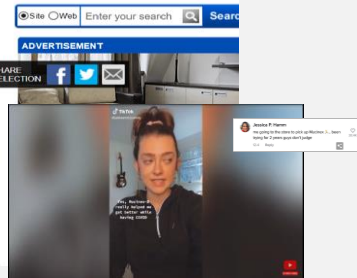


How to address the situation

- Contextulise the case
- Thank the mother for her alert
- Reinforce importance of usage instruction and PiL
- Train your medical salesforce to remind pharmacists and other HCPs

TikTok user claims Mucinex can help you get PREGNANT in viral video - leading stunned women to either swear off the cold medicine for good... or run out and buy it

- Julia Schuller, who is known as @juliasendojourney on the platform, shared that she saw an increase in her fertility after she took Mucinex to battle COVID-19
- The 25-year-old from Pennsylvania explained that regularly tracks her 'fertility signs' because she has endometriosis and polycystic ovarian syndrome (PCOS)
- The TikTok went viral and has been viewed more than 8.5 million times
- There is anecdotal evidence that guaifenesin, the active ingredient in Mucinex, may benefit women with fertility problems and help with sperm mobility



Mucinex AllInOne:

- Acetaminophen (Paracetamol) (325 mg)
- Dextromethorphan HBr (10 mg)
- Guaifenesin (200 mg)
- Phenylephrine HCl (5 mg)



Situation

- Julia Schuller (TikTok account / 120k followers) shared that she saw an increase in her fertility after she took Mucinex to battle COVID-19.
- Her post went viral, viewed more than 8.5 million times raising media interest.

Verifying facts:

- Guaifenesin helps clear phlegm from the upper respiratory tract by thinning mucus
- While studies have found no conclusive link, guaifenesin may change "the viscosity of the ejaculate and cervical mucus, thus making it easier for sperm to swim through"

MUCINEX TIKTOK STATEMENT

Mucinex TikTok Statement

[Our impact](#) [Brands](#)

18 Dec 2020

1 minute read

RB is aware of recent social media activity surrounding Mucinex and fertility. As a global leader in health and hygiene, we wish to clarify that Mucinex should only be used as intended and in line with usage instructions.



How to address the situation

- Become the source of truth
- Leverage media contacts to frame the information
- Cross reference corrections in your response going forward
- Be prepared to address this issue quickly

"Condom snorting challenge": Experts warn of dangerous trend among teens

BY ASHLEY WELCH
APRIL 2, 2018 / 2:48 PM / CBS NEWS



The 'condom snorting challenge' is every parent's worst nightmare

MARY BOWERMAN | USA TODAY



Dangerous trend: 'The condom snorting challenge' - YouTube

Situation:

Teenagers are recording themselves putting unwrapped condoms up their nostrils and inhaling them until the condom comes out of their mouth.

The "Challenge" is being covered widely by media outlets.

The "Challenge" is potentially life-threatening as it presents a choking hazard.

WIKIPEDIA The Free Encyclopedia

Search Wikipedia

Create account Log in

Condom challenge

1 language

Article Talk

From Wikipedia, the free encyclopedia

The **condom challenges** are two viral Internet challenges. The first is a challenge involving snorting a latex condom through one's nasal cavity and into the back of the throat; the second is a challenge where a water-filled condom is dropped onto a person's head, typically enveloping the head of the person taking part. Both variations carry a risk of choking and suffocating.

Nasal cavity [edit]

The earlier challenge consists of inserting a latex condom into a nostril and snorting it into the nasal cavity and back through the throat to be pulled out of the mouth. The challenge originated in May 2006, when a video was uploaded onto Break.com of a young man successfully completing the challenge.^[*citation needed*] The term "condom challenge" was coined in May 2012 following the widespread popularity of the cinnamon challenge, but the idea dates to the early 1990s when it was a staple of Matt "The Tube" Crowley's performances at the Jim Rose Circus Sideshow,^[1] and videos of challenge attempts date to at least 2007.^[2] The challenge went viral in 2013,^[3] when WorldStarHipHop posted a video of two young women attempting the challenge, and several

Become a Member

Snopes

Search Snopes...

CONTACT US LATEST TOP FACT CHECKS COLLECTIONS NEWS ARCHIVES RANDOMIZER

Fact Check

Is the 'Condom Snorting Challenge' a Real Teen Trend?

Despite the media's breathless coverage of this alleged social media "craze," most of the extant videos of teens snorting condoms are a year or more old.

By David Emery

Published Apr 2, 2018

How to address the situation

- Debunk that this is no "news" or a "trend"
- Use your communication channels and media contacts to dial down the awareness level and flag this as a serious health risks.
- Request the videos to be taken down
- Be prepared to address quickly and point media/ your consumer care line to publically available sites to provide context and help debunk the information

"Don't trust me, try it for yourself, guys. Then search what effect does graphene oxide have on the human body,"

"The black on Nurofen tablets that we think is ink is actually graphene oxide," she says.

"Can you imagine, this is just a week's worth, if you've been taking Nurofen for a year, how much of this stuff is in your system? We really need to start looking at things and not just trusting."

[Graphene Oxide In Nurofen - YouTube](#)

Situation

- The YouTube account by Anthony Truth with 144k followers uploads a video which quickly gets shared / commented and copied
- The video gains momentum to an extent that media starts to get aware and follows up

The screenshot shows the top portion of a web page. At the top left is a 'MENU' icon. In the center is the 'AFP Fact Check' logo. At the top right are an envelope icon and a magnifying glass icon. Below this is a blue navigation bar with three tabs: 'TOP NEWS', 'REGIONS', and 'TOPICS'. The main headline is 'Nurofen tablets do not contain graphene oxide' in a large, bold, black font. Below the headline, there is a row of social media icons (Facebook, Twitter, Email) and text indicating the article was published on Tuesday 29 March 2022 at 09:42 and updated at 10:15. The source is identified as 'AFP Australia'.

The screenshot shows the top portion of a Reuters web page. At the top left is the Reuters logo. In the center are navigation links: 'World', 'Business', 'Markets', 'Breakingviews', 'Video', and 'More'. At the top right are a globe icon and a magnifying glass icon. Below this is a section for 'REUTERS FACT CHECK' dated 'MARCH 11, 2022 / 5:08 PM / UPDATED A YEAR AGO'. The main headline is 'Fact Check-Nurofen ibuprofen tablets do not contain graphene oxide' in a bold, black font. Below the headline, it says 'By Reuters Fact Check' and '3 MIN READ' with social media icons for Facebook and Twitter. The first line of the article text reads: 'Nurofen ibuprofen tablets do not contain graphene oxide, contrary to claims on social media.'

How to address the situation

- Quickly clarify the facts
- Leverage media contacts to correct the information
- Cross reference corrections in your response going forward
- Be prepared to address this issue quickly

Think before you Link



Who is the Author /Source?

Media outlet or organization/ editorial or opinion piece/ trusted or not trusted/ does the source exist? Who owns/ runs the site/ outlet?



How does it make you feel?

Is your own belief affecting your judgement? Does the story trigger any emotions with you?



How current is the info?

Check the date/ misinformation often gets recirculated. If the account has been recently created and only has a few followers it may be bot.



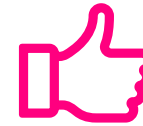
Content matches heading?

The more inflammatory the headline – the more you should pay attention.



Who shared the information?

What do you know about the person/ organization? What is their motivation for sharing?



Have I verified it?

What research /evidence supports the claims made? Are big media outlets covering the story? Do some fact checking.

1. Stay calm & get organised
2. Close social monitoring is key to decide when and how to engage
3. Drive clarity over the motivation behind a post/ tweet
4. If the post/tweet has the potential to lead to human harm or have a negative impact on your brand's/ companies reputation – act quickly
5. Make use of available tools to verify the information
6. Make use of your media contacts/ other communication channels to cut through the clutter
7. What made it into social media is there to stay / be prepared for issues to resurface
8. Fake news are mostly spread by us not by bots
9. If you spot fake information – help correct it
10. Always - Think before you Link to content, videos, jokes ..



List of fact-checking websites

- **BBC** Reality Check
- **Full Fact**: independent fact-checking organization based in the UK which aims to "promote accuracy in public debate", launched in 2009
- **Logically**: British startup company founded in 2017 and specialized in analysing and fighting disinformation
- **AFP Fact Check** from Agence France-Presse; originally launched in France in 2017, now global and available in multiple languages.
- **Snopes**: focuses on, but is not limited to, validating and debunking urban legends and other stories
- **Botometer® by OSoMe** (iu.edu): (formerly BotOrNot) checks the activity of a Twitter account and gives it a score. Higher scores mean more bot-like activity. is a joint project of the Observatory on Social Media (OSoMe) and the Network Science Institute (IUNI) at Indiana University.
- **Hoaxy2** - Visualize the spread of information on Twitter



Andrea Riepe
Global Issue & Crisis Management @ Reckitt
andrea.riepe@reckitt.com
+44 7747 5322 78