

What in the Tik Tok!?

Addressing health information from social media

Jen Robinson, MS, WHNP-BC, CNM
(she/they)

Adolescent Health Clinical Consultant
NM Alliance for School Based Health
Care

Disclosure

- Jen Robinson, MS, WHNP-BC, CNM, RN is a Nexplanon trainer for Organon

Learning objectives

01

Review common claims adolescents may encounter online about sexual and reproductive health

02

Describe how to build trust while addressing adolescents' concerns based on online health misinformation

03

Share online resources that provide evidence based, trustworthy information about sexual and reproductive health for young people



What are young
people seeing on
social media
re:
sexual and
reproductive health
information?

Some ways misinformation misleads

- Claiming that evidence-based interventions were associated with unattributed risks. (33%)
- Make medical recommendations that do not align with professional guidelines. (23%)
- Smaller numbers of claims and narratives:
 - exaggerated risks of medical interventions
 - discouraged evidence-based interventions
 - directly undermined medical trust
 - proposed inaccurate biological mechanisms

Inflation of risks associated with medical interventions



Nicole Xu for NPR

- Side effects supported by the medical literature disproportionately emphasized relative to benefits
- Example!
 - Potential mental health harms of hormonal contraception frequently discussed
 - Minimal info about oral contraception as treatment for premenstrual dysphoric disorder

A call to action for health care workers: Build trust and exhibit trustworthiness

- "The medical field owns so much of why people are going to these forums and Reddit and Tik-Tok for information and are really buying it because...we have failed them."
- "We have either brushed off their concerns [and] oftentimes they might be met with, 'that's not a real side effect.' We have a huge role in this."

---Dr. Jennifer Lincoln



Image: <https://www.drjenniferlincoln.com/>

Quote: <https://www.npr.org/2025/10/27/nx-s1-5535839/population-shift-birth-rate-misinformation>



Emma, age 14

- “Can you reverse the depo shot you gave me last week?”
- I saw on Tik Tok that birth control makes it so you can never have a baby in the future.”

Which best builds trust when an adolescent brings up health-related misinformation?

- A. “I see Dr. TikTok has entered the chat”
- B. “Thank you so much for bringing this up today.”
- C. “That is just not evidence-based, let me tell you actually correct medical information.”
- D. All of the above



Taking concerns seriously

- 1) Express empathy / Normalize / Validate
- 2) Be curious: explore beliefs
 - Examples!
 - Safety concerns
 - Side effects
 - Impact on future fertility
- 3) Provide an individualized response



Taking concerns seriously

1) Express empathy /
Normalize / Validate

“I’m so glad you came in, I have heard this concern before!”

2) Be curious: explore beliefs

- Safety concerns
- Side effects
- Impact on future fertility

“Tell me more about your concern that the birth control could cause you to not be able to get pregnant in the future”

3) Provide an individualized response

...address the specific concerns directly (after learning more about what they are!)

Emma says...



“I’m just really freaked out because I don’t want something unnatural in my body making it so I can never be a mom!”

BIRTH CONTROL: WHAT'S IMPORTANT TO YOU?

Look inside to learn about your options.



Privacy

Start +
Stop

Side
Effects

Bleeding

Effectiveness

Fertility

EC

WHAT'S IMPORTANT TO ME ABOUT MY BIRTH CONTROL?

You might already know what's important right now, or not, and what's important to you may change over time. These common questions about birth control can help you find a method that works for you.



Go to [Bedsider.org](https://www.bedsider.org) for details on all the methods, how to get them, and how to use them.

PRIVACY

CAN ANYONE TELL IF I'M USING BIRTH CONTROL?

- Some birth control methods are easier to keep private than others.
- Think about who you want to keep your birth control private from and how they might discover it.

START + STOP

CAN I START & STOP BIRTH CONTROL ON MY OWN?

- Some birth control methods require a health care provider to start or stop, others don't.
- Think about how that would work for you.

SIDE EFFECTS

WHAT ARE THE SIDE EFFECTS OF BIRTH CONTROL?

- Many common side effects are from birth control hormones.
- Think about what side effects are okay for you.

BLEEDING

HOW WILL BIRTH CONTROL CHANGE MY PERIOD?

- Some birth control methods can change how much bleeding you have or how often. These changes are safe.
- Think about what bleeding changes would be okay for you.

EFFECTIVENESS

HOW WELL DOES BIRTH CONTROL WORK?

- Some birth control methods are better than others at preventing pregnancy.
- Think about how important it is to you to prevent pregnancy right now.

FERTILITY

HOW SOON CAN I GET PREGNANT AFTER STOPPING BIRTH CONTROL?

- After stopping birth control, your chance of getting pregnant returns to whatever is normal for you, but it's not immediate with all methods.
- Think about if you want to be pregnant and when that might be.

EC

WHAT IS EMERGENCY CONTRACEPTION (EC)?

- Emergency contraception (EC) pills and some IUDs can prevent pregnancy when used up to 5 days after sex.
- Think about if you need it now or in the future.

© 2024 UCSF School of Medicine and Power to Decide

Tools for Contraceptive Counseling

Source: UCSF Beyond the Pill

HOW SOON CAN I GET PREGNANT AFTER STOPPING BIRTH CONTROL?

Right
away



Condom



Internal Condom



Fertility Awareness



Pulling Out



Copper IUD

You could get pregnant anytime you have sex and don't use one of these methods (or another method).

Pretty
quickly



Pill



Patch



Ring



Implant



Hormonal IUD

You could get pregnant within a day to a few weeks after you stop using these methods.

Give it
some time



Shot

The shot may reduce your chances of getting pregnant for several months to a year.

You could get pregnant as soon as 3 months after getting the shot.

None of these birth control methods will affect your chances of getting pregnant in the future.

Your ability to get pregnant (a.k.a. fertility) will return to whatever is normal for you after stopping birth control.

How long it takes to get pregnant is different for everyone.

How could we support Emma?

Check in about how much she wants to chat further

When do you think you might like to get pregnant?

How important is it to prevent pregnancy right now?

How happy/upset would you feel if you got pregnant right now?

Person centered decision making tool

University of California San Francisco

 Person-Centered
Reproductive
Health Program

YOUR MYPATH JOURNEY

In 15 minutes or less, MyPath gives you information to help you make informed decisions about pregnancy and/or birth control. Tap on each menu item below to explore and learn more.

Thoughts about pregnancy and kids » ✓

Menstrual cycle and fertility FAQ » ▶

Health before pregnancy info » ▶

Birth control: Find your method » ▶

Show MyPath Summary » ▶

Your Summary Page ✕

Visit any time to review your questions/topics or to print/email.

Emma says

- “I don’t really want to be pregnant right now...
- But maybe next semester I might want to start trying to get pregnant...
- So I guess maybe I do want some kind of birth control that’s more natural”



Bedsider.org



Image: Bedsider.org

Emma



- “I’d feel more comfortable without hormones”
- Accepts bedside.org resource and condoms
- Offered follow up appointment



All members of the
SBHC team can
provide support

... even if you don't have the answer

#prebunking



Can people be immunized against disinformation?

Debunking lies about health and medicine is vital but often occurs too late to change the minds of those who get duped. An expanding strategy, prebunking, exposes people to disinformation tactics so they can recognize and resist false messages.

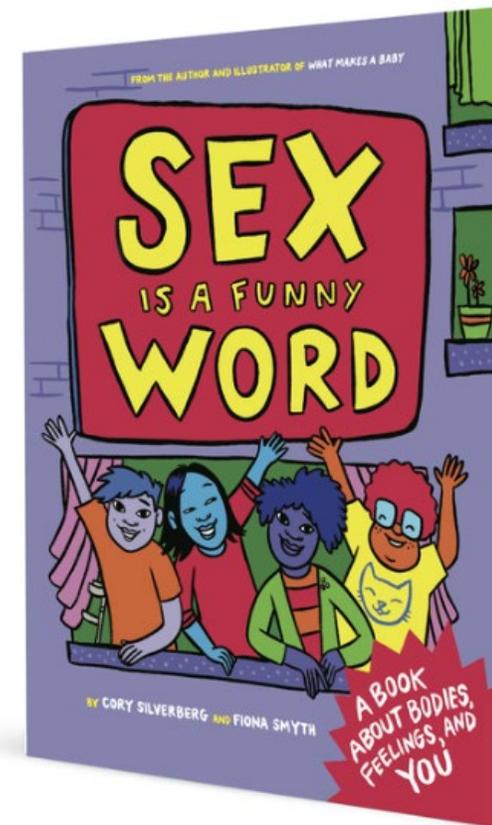
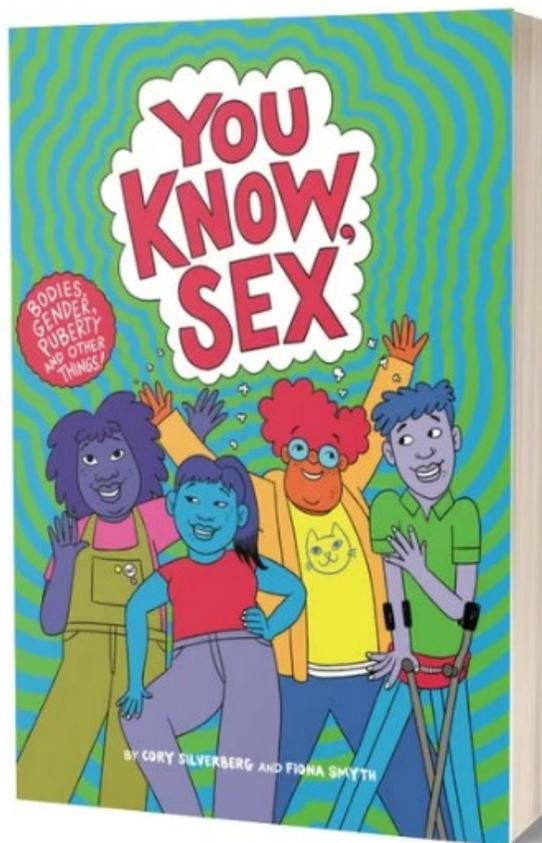
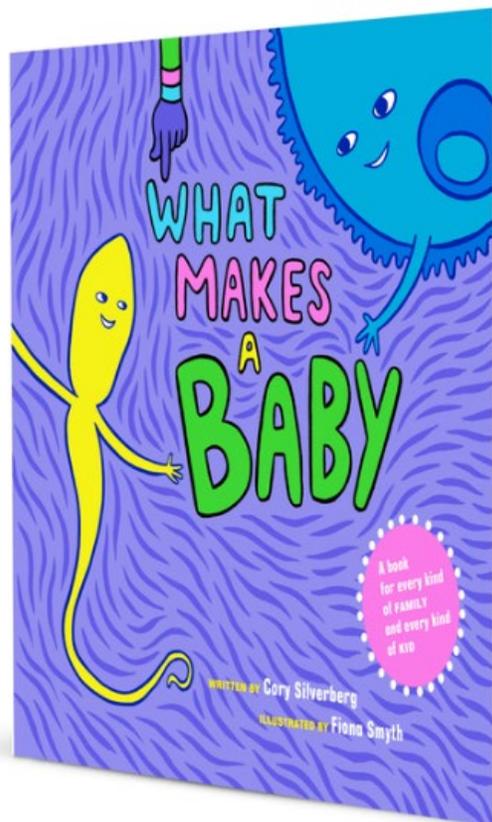


Create a welcoming space for questions that might feel embarrassing

Resources can be shared in/near:

- Bathrooms
- Waiting rooms
- Exam rooms
- Bags with condoms or menstrual products
- Take What You Need stations

Books by Cory Silverberg



"PRESCRIBE" A VIDEO



Pregnancy and
Reproduction

Choose



Puberty and
Menstruation

Choose



Healthy
Relationships

Choose

Top hits for answering common questions

[Bedsider.org](https://bedsider.org)

[Youngwomenshealth.org](https://youngwomenshealth.org)

[Period.org](https://period.org)

[Amaze.org](https://amaze.org)

[Joinonelove.org](https://joinonelove.org)



NEW MEXICO

ALLIANCE FOR
SCHOOL-BASED
HEALTH CARE

Combating Misinformation



Share     |  [Print](#)

Health care misinformation is growing increasingly pervasive online, posing real harm to patients seeking to educate themselves about their bodies, their health, and their options for care. Misinformation and myths

We have created and compiled the resources below to help people identify misinformation when they see it, combat myths, provide evidence-based information, and help clinicians talk with their patients about misinformation and communicate the facts.

JUMP TO:

[Issue Briefs](#) | [Facts Are Important](#) | [Misinformation Data](#) | [News and Media](#) | [For Patients](#) | [For Members](#)

<https://www.acog.org/contact/media-center/combating-misinformation>

Answer the call to action: Be a trustworthy, supportive adult

- Building trust with the young people we support is key to countering misinformation.
- Start with validation and clarifying questions
- Reach out to us at NMASBHC for more support!





Monthly Sexual & Reproductive Health Update

Sign up to receive That Time of the Month

<https://lp.constantcontactpages.com/sl/VfWCDd8>

//////////
Email our Adolescent Health Clinical Consultant, Jen Robinson, Jen@nmasbhc.org to setup additional trainings for your team or to schedule a 1:1 technical assistance call.