THE ROLE OF THE NURSE IN MITIGATING THE EFFECTS OF FAKE NEWS ON VACCINE ADHERENCE: CHALLENGES AND STRATEGIES

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ABSTRACT

The role of nursing in the face of the impacts of fake news on vaccine adherence has become increasingly relevant. The internet has intensified the dissemination of false news, generating significant concerns for the health sector. Therefore, understanding the challenges and developing effective strategies to achieve adequate vaccine coverage has become essential, with the nurse being a key figure in creating resources and meeting goals in this area. **OBJECTIVE:** To conduct a bibliographic research to analyze the role of the nurse in mitigating the impacts of fake news on vaccine adherence. **METHOD:** The study was conducted through a bibliographic review of articles published between 2018 and 2023. **RESULTS:** The difficulties associated with effective vaccine adherence were identified, and the necessary strategies for broad and effective coverage were described, highlighting the importance of the nurse in this context. **CONCLUSION:** The research comprehensively achieved its objectives, allowing for a detailed analysis of the ways in which the nurse can positively influence vaccine adherence. However, the topic is still recent and requires further depth, especially considering the continuous innovations in communication and technologies related to vaccines.

Keywords: Vaccine Adherence; Vaccine Coverage; Nurse; Fake News.

INTRODUCTION

Currently, public health faces an alarming scenario with the reintroduction of previously controlled diseases, which raises a warning sign for the health system. The increase in the number of unvaccinated people is generating a more vulnerable population, which can intensify the impact of viruses that previously caused fewer problems. This phenomenon can reverse previous achievements, generating new challenges and, possibly, overloading health services in the future (NEVES et al., 2022).

The role of nurses in vaccination campaigns is crucial. They are responsible for the proper receipt and storage of vaccines in Basic Health Units (UBS) and for the safe administration of immunizations. Furthermore, nurses must ensure a welcoming and organized environment for the population (TEIXEIRA et al., 2020).

Therefore, it is essential to investigate how nurses can effectively confront and neutralize the impact of fake news on vaccine adherence. The objective of this study is to explore the most effective strategies to promote public trust in vaccines and strengthen educational approaches in vaccination campaigns. Through a literature review, we will seek to understand the best practices for nurses to deal with misinformation and improve vaccine adherence, thus contributing to the protection of public health.

METHODOLOGY

This study uses an integrative literature review to evaluate and synthesize evidence on the addressed topic. The integrative review is a method that provides a comprehensive and updated overview, facilitating the implementation of effective interventions and identifying gaps for future research (MENDES; SILVEIRA; GALVÃO, 2008).

After conducting the search in the databases, 27 articles were identified. Subsequently, after analyzing the titles and reading the abstracts of these articles, inclusion and exclusion criteria were applied, thus identifying 20 articles, of which 13 were excluded for not meeting the readability criteria. In the end, 7 articles were selected for this study.

The analyzed articles were distributed according to the indexed databases, as shown in Table 1.

Table 1 -- Distribution of selected articles according to indexed databases:

Bases de dados	Total
BDENF	02
LILACS	03
Medline	02
Total	**07**

Fonte: Elaboração própria, 2024.

RESULTS

The results of the study show that the adopted strategies were essential to achieve satisfactory vaccine adherence. The role of the nurse is fundamental in these actions, as demonstrated in the study through various didactics. The study confirms that the

nurse plays a crucial role in promoting vaccination in early childhood education environments, aiming to increase vaccine coverage and prevent health damage (COSTA et al., 2019).

Table 1. Distribution of articles on the role of the nurse and the impacts of fake news on vaccine adherence according to coding, author/year, and journal.

Código	Autor/ano	Autor/an o
A1	Belinda L. Tominc *et al.* /2023.	J Prim Care Community Health
A2	Teixeira Martins *et al.* /2019.	Rev. Av. enferm
A3	Saville, Alison W *et al.* /2018.	Revista Acad Pediatr
A4	Lubini, Vanusa Thaine *et al.* /2018.	Rev. enferm. UFPE on line
A5	Costa, Priscila *et al.* /2019.	Rev. enferm. UFPE on line
A6	Fujita, Dennis Minoru *et al.*/2022.	Rev. Saúde Soc
A7	Maciel, Ana Paula Ferreira *et al.* /2023.	Rev. Online braz. j. nurs. (Online)

Fonte: Elaboração própria, 2024.

1. Role of the nurse in mitigating the impacts of fake news on vaccine adherence

The conducted research highlights the importance of the nurse's role in combating the effects of false news on vaccine adherence. They emphasize the need for nurses to be alert to identify vaccination hesitancy among patients and its reasons, including the impact of fake news, in order to address them effectively.

The results strengthen the evidence base for nurse-led programs on the topic (TOMINC et al., 2023). In this context, methods aimed at improving vaccine adherence and, consequently, vaccine coverage are increasingly common in nursing practice. Given the complexity of the subject, there is no single and effective approach, but rather the need to consider all aspects related to this phenomenon to obtain the best results (MACIEL et al., 2023).

The analysis of the seven articles reveals that, despite the many challenges faced, the strategies are broad and can be improved and innovated. The nurse has full autonomy to manage these strategies and increase population awareness, confronting fake news and other false information, to achieve the desired goal of 100% vaccine coverage.

CONCLUSION

The analysis reveals that the identified difficulties are directly linked to low vaccination rates and increased exposure to controllable viruses. The lack of perception and knowledge about immunizers, as well as associated adverse events, affect public health at a national level.

The importance of the nurse in overcoming the barriers imposed by fake news is evident. To strengthen vaccine adherence and improve health security, it is essential that professionals continue to build a relationship of trust with the community. Furthermore, the need for more research on the interaction between media and public health needs to be deepened to become increasingly clear, as the media can influence public health both positively and negatively.

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