
THE TRUTH SANDWICH

A Telling Way to Dispute Myths

Follow these messaging tips in your “Truth Sandwich” to squash false claims about vaccines:

Lead with a truth

Start with a relevant fact.

Avoid opening with misinformation — the first frame gets the advantage.

Stating misinformation directly, even in a “fallacy vs. fact” format, can lead some people to remember the myth rather than the fact.

Reveal the lie

Debunk misinformation. Avoid amplifying the specific jargon, if possible.

Briefly mention the myth and why it’s false.

Return to the truth

Restate relevant facts in more detail. Offer reliable sources to back it up.

Consult credible sources to find reliable information around vaccine myths — and encourage your clients to fact-check the same.

