

WEBVTT

1 00:00:01.840 --> 00:00:05.349 What if I told you one of the leading threats to public health is something you  
2 00:00:05.549 --> 00:00:06.386 encounter every day?  
3 00:00:07.000 --> 00:00:08.740 You might see it when you're watching TV,  
4 00:00:09.040 --> 00:00:10.959 scrolling through Instagram or catching up  
5 00:00:11.159 --> 00:00:12.280 with relatives on Facebook.  
6 00:00:13.090 --> 00:00:15.130 Misinformation lurks everywhere.  
7 00:00:15.550 --> 00:00:17.770 Federal law states that ads must be truthful,  
8 00:00:17.970 --> 00:00:19.960 not misleading and backed by science.  
9 00:00:20.190 --> 00:00:23.679 But lifestyle brands like Goop continue to peddle products like  
10 00:00:23.879 --> 00:00:24.950 bio frequency stickers.  
11 00:00:25.240 --> 00:00:29.229 And a 2014 study found that very few products promoted by televised  
12 00:00:29.429 --> 00:00:31.810 medical shows had any basis in science.  
13 00:00:32.380 --> 00:00:34.210 If wealthy people want to buy snake oil,  
14 00:00:34.420 --> 00:00:36.390 or today's equivalent flat tummy teeth,  
15 00:00:36.730 --> 00:00:38.410 that's their prerogative. However,  
16 00:00:38.610 --> 00:00:41.890 the consequences of getting health advice on Instagram can be dire.  
17 00:00:42.370 --> 00:00:44.950 Some fad cleanses can be directly detrimental to health,  
18 00:00:45.320 --> 00:00:49.120 like consuming activated charcoal which can render medications ineffective.  
19 00:00:49.480 --> 00:00:53.015 It can also get in the way of seeking actual health care while normalizing  
20 00:00:53.290 --> 00:00:57.010 the dangerous idea that scientific facts are mere suggestions.  
21 00:00:57.370 --> 00:00:59.200 Science is increasingly under attack,  
22 00:00:59.470 --> 00:01:03.220 and as a result, important public health advances have been called into question.  
23 00:01:03.610 --> 00:01:07.119 The most obvious example is the anti-vaccination movement which has

24 00:01:07.319 --> 00:01:08.710 already claimed innocent lives.

25 00:01:09.430 --> 00:01:12.520 You must be your own advocate when it comes to making health decisions

26 00:01:12.820 --> 00:01:16.449 and that includes getting information from reputable sources which will never try

27 00:01:16.649 --> 00:01:17.680 to sell you a magic pill,

28 00:01:17.950 --> 00:01:20.800 act as a stand in for advice from a licensed physician

29 00:01:21.160 --> 00:01:23.380 or have its basis in retracted science.

30 00:01:23.710 --> 00:01:27.430 Scientific research is our best tool to separate fact from fiction,

31 00:01:27.630 --> 00:01:29.170 and it is not a matter of opinion.