



National and collaborative efforts to counter Health Disinformation in Norway

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Overview

HEALTH
DISINFORMATION
IN NORWAY



NATIONAL
CAMPAIGNS AND
STRATEGIES



COLLABORATION
AND LESSONS
LEARNED



RESEARCH-BASED
PROJECTS:
UNIVERSE, URØYK
AND ESCAPE ROOM

When you are trying to eat healthy in 2025

according to social media



**Når man prøver at
spise sundt i 2025**

Ifølge sociale medier 📱

Health Disinformation in Norway



Increasing spread of misleading health content online



Challenges to trust in health institutions, authorities and science



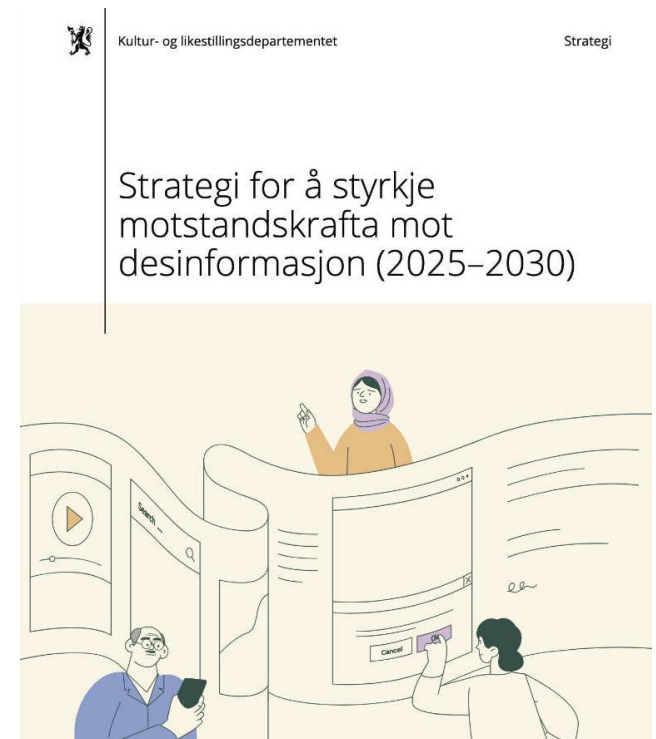
Need for cross-sector collaboration and evidence-based communication



Nasjonal strategi for å styrkje motstandskrafta mot desinformasjon

(National Strategy to Strengthen Resilience Against Disinformation, 2025–2030)

- Launched June 2025
- Focus on media literacy and digital security
- Implements EU Digital Services Act and AI Act
- Supports research, journalism, and coordination
- Health measures: National Health Exercise 2025 and Digital Security Act





(Choosing Wisely, Norway)

- **Message:** “More is not always better”
- **Aim:** Reduce overtreatment and myths
- **Clinicians:** Evidence-based **recommendations**
- **Patients:** **4 key questions**
- Promote **dialogue** and shared decisions





National Campaign:

Faktisk.

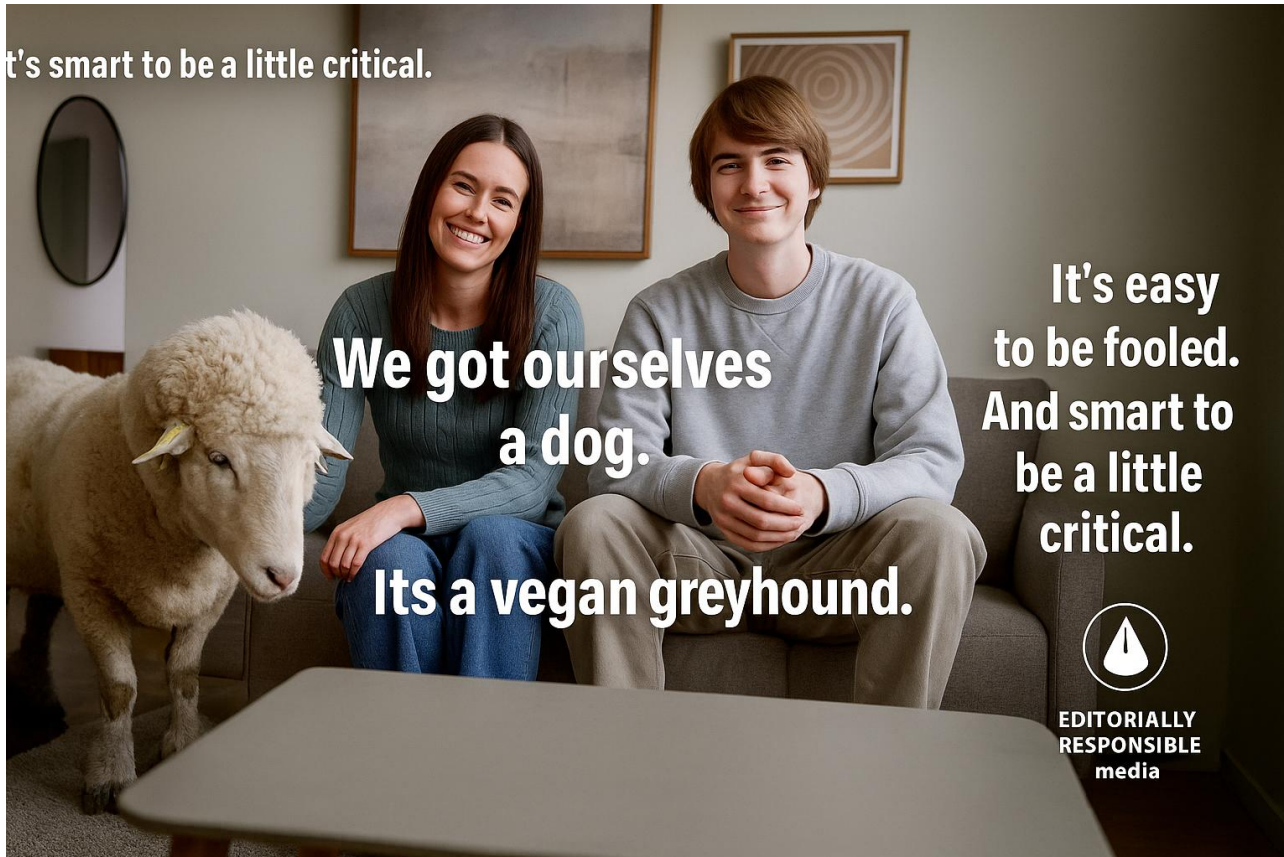


National Campaign:

- **Independent, non-profit newsroom** founded in 2017 by major Norwegian media houses
- **Verifies public claims** and exposes misinformation with full transparency
- **Educational branch “Tenk”** («Think») strengthens media literacy and critical thinking in schools
- **Goal:** Build public trust and resilience against manipulation and false information



«Det er lett å bli lurt. Og lurt å være litt kritisk.»
“It’s easy to be fooled. And smart to be a little critical.”





National Campaign:

“It`s easy
to be
fooled”-
campaign

Created by Editorially
Responsible Media

Promotes critical
thinking and fact-
based journalism

Targets young people
aged 18–30

Raises awareness
about
misinformation and
AI-generated content

Encourages use of
trusted, editor-
controlled media

Uses humor and
relatable stories to
engage



Local Research Campaign:

UiT: URØYK

("No smoke")

- Research on **health communication** about vaping among youth
- Designs and tests youth-tailored, evidence-based messages
- Addresses misinformation and social media narratives
- Promotes trust-based, dialogue-driven communication
- Collaboration between researchers, schools, and health authorities





Local Pilot Campaign:

UiT: Univers – a space to think

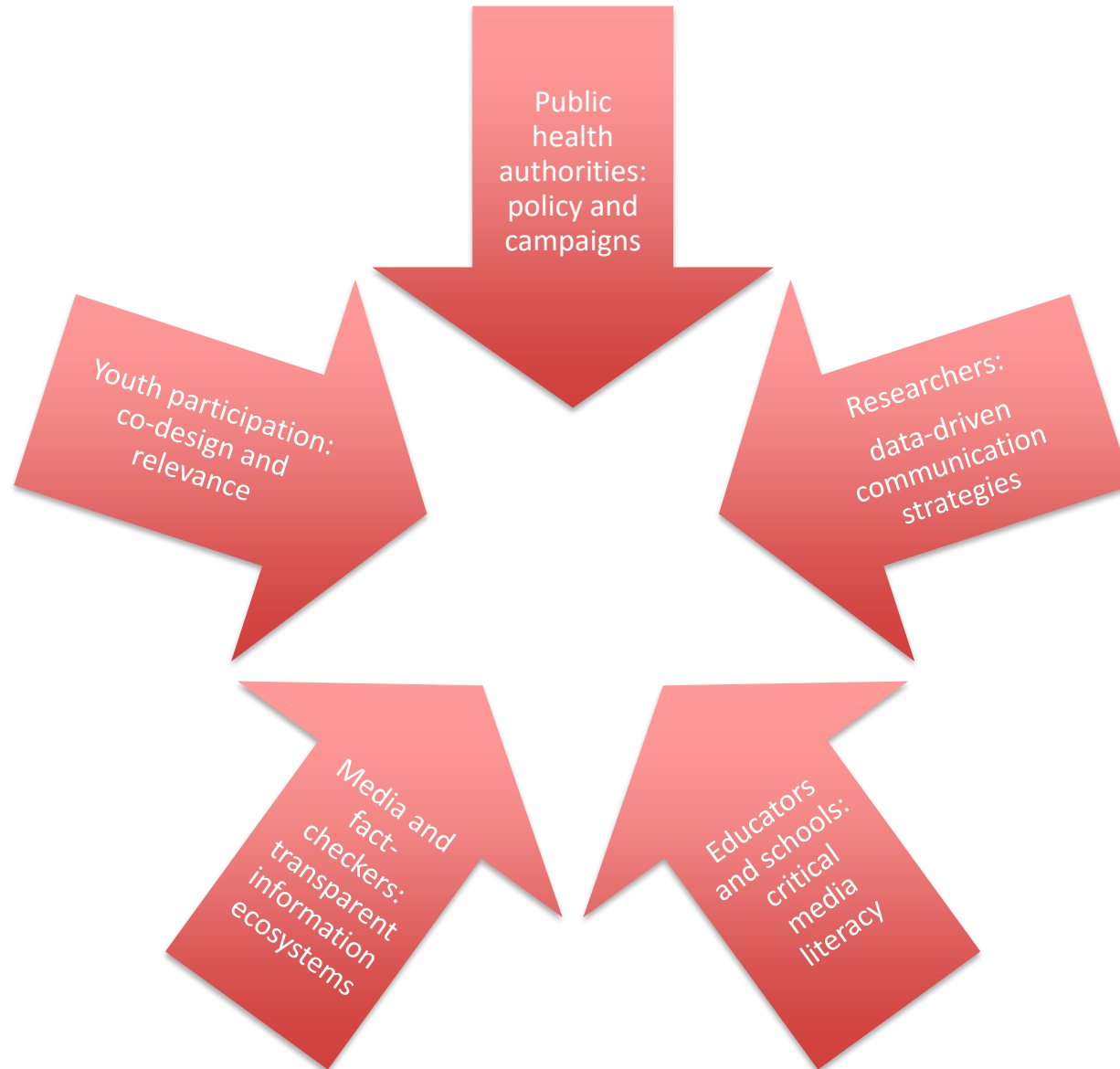
- **Collaboration** between health researchers, artists, and students
- **UniVerse 1.0:** Focus on physical activity, mental health, and wellbeing
- Uses **co-creation and performance** to explore health topics
- Builds **critical and media health** literacy among youth
- **Encourages reflection** on how health information is produced



UiT:
Improving
Health
Literacy: A
Escape Room
Experience



Collaboration across sectors



Lessons Learned

Interdisciplinary collaboration
strengthens credibility

Creative and participatory
methods increase engagement

Youth voices make messages
more relevant and trusted

Continuous evaluation and
adaptation are essential

Conclusion



Health disinformation is a shared societal challenge



Norway demonstrates effective cross-sector collaboration



Research-based, participatory, and transparent approaches build trust



Continued international exchange is vital for progress



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