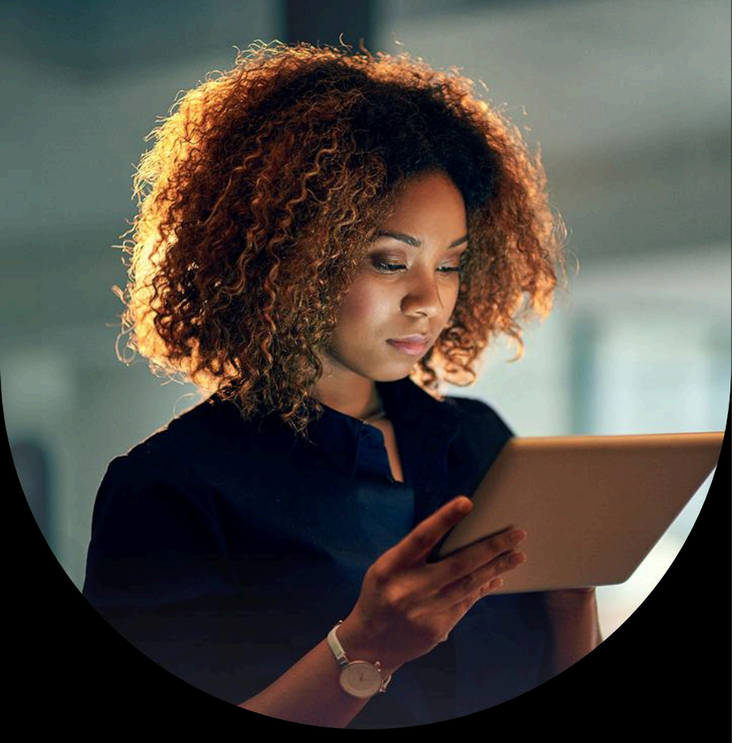


# Before you believe it

# S.T.O.P. & Check

The potential consequences of misinformation are real: delayed care, avoided treatment, and health decisions made without the facts.[i,ii,iii]

## Know your source

## Five questions to help you check health information online:

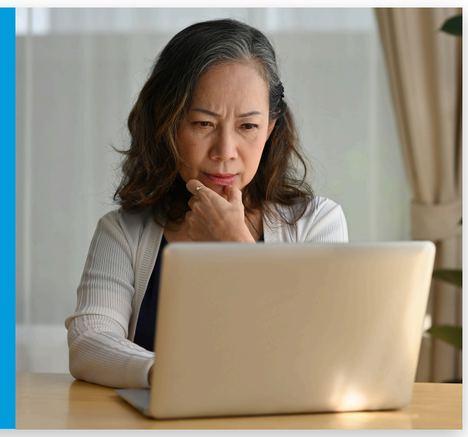
### S — SOURCE

**Where did this information come from?**
Look for a named author, credential, or organization you can verify.



### T — TRANSPARENT

**Is it clear who funded, published, or promoted this information?**
Reliable sources disclose funding, affiliations, sponsorships, and limitations.



### O — OBJECTIVE

**Is this content informing you, or trying to influence you?**
Be cautious of absolute language, miracle claims, fear tactics, or pressure to act immediately.



### P — PROFESSIONAL

**Is this person or organization qualified to represent this topic?**
Look beyond likes, views, and follower counts for qualifications, relevant training, and professional accountability.



### CHECK

**Have you checked another trusted source?**
Speak with a healthcare professional or compare information with credible, independent sources before acting.



The next time you seek out health information,
**S.T.O.P. & Check before you trust, share, or act.**
**Organon.com/knowyoursource**


i: Johnson SB, Parsons M, Dorff T, et al. Cancer misinformation and harmful information on Facebook and other social media: a brief report. J Natl Cancer Inst. 2022;114(7):1036-1039. doi:10.1093/jnci/djab141

ii: Monte LM. Who are the adults not vaccinated against COVID? US Census Bureau. December 28, 2021. Accessed October 16, 2026. https://www.census.gov/library/stories/2021/12/who-are-the-adults-not-vaccinated-against-covid.html

iii: Wang Y, McKee M, Torbica A, Stuckler D. Systematic Literature Review on the Spread of Health-related Misinformation on Social Media. Soc Sci Med. 2019;240:112552. doi:10.1016/j.socscimed.2019.112552


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