

OUR HOMES

OUR VOTES

BECAUSE HOUSING IS BUILT WITH BALLOTS



Voter Education: Combating Misinformation & Disinformation

September 30, 2024

Agenda

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- Jeanette Senecal, Senior Director of Mission Impact, League of Women Voters
- Justin Kwasa, Democracy Program Director, League of Conservation Voters Education Fund
- Q&A
- Closing announcements

Housekeeping Items

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- This webinar is being recorded.
- Recording, slides, and links will be distributed in our Friday email newsletter, “The Connection,” and recording will be posted on NLIHC YouTube channel by the end of the week
- Closed captioning is enabled
- Use the Q&A feature to ask questions throughout the webinar
- Ensure respectful dialogue in the chat
- *Our Homes, Our Votes* is 100% nonpartisan

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Jeanette Senecal

Senior Director of Mission Impact

League of Women Voters

Combatting Mis-and- Disinformation

Staying Aware & Activating Truth



Understanding the Landscape

- Mis-, dis- & mal-information spreading on social media has become a fact of life
- It drives cycles of fear and polarization
- There is no silver bullet

What is Mis/ Dis/ Mal-Information?

- Mis-information is defined as false or inaccurate information
- Dis-information is false information which is intended to mislead; malicious- intent
- Mal-information is based on fact but used out of context to mislead, harm, or manipulate
- Pervasive disinformation aims to deliberately disrupt and amplify mistrust, often exaggerated or misleading, layered with distortions, sows doubt and confusion
- Presents a significant threat to the security and well-being of U.S. citizens, as people are spending more time online than ever before



Why is Dis & Mal-info Spread

- Political, ideological or financial motivators
- Amusement, revenge, extortion, and harassment are other reasons
- Producers hope to benefit from a poorly informed population and manipulate them to their advantage

Why Do People Believe Dis- & Mal-info

- It plays upon emotional and cognitive manipulation
 - As a way to calm fears, anxieties, and anger
 - It's often based in a kernel of truth, which makes it believable
 - People's tendency to process information by looking for, or interpreting info that is consistent with their beliefs- confirmation bias
-
- The most effective misleading campaigns combine these strategies!



Combating Misinformation Everyday

- SIFT: Stop, Investigate the source, find better coverage, trace the claims, quotes, and media back to their original context
- Cultivate meaningful dialogue among your networks
- Empower civic curiosity
- The more that we are aware of mis/dis info, the better prepared we are to call it out and share with others how to do so

Addressing Mis-and Dis-info

- Neutralize dis-info by upholding narratives that encourage people to use their power and agency to push back and take a stance
- Pay close attention to over-exaggerated language and sensationalism
- Flag suspicious content on social media platforms
- Act with intention!



The Do's and Don'ts of Mis-info

- Pause and reflect before crafting a response, reflect and don't react immediately
- Verify before you share- ensure your message is accurate, actionable, and aspirational
- Focus on solution building, no need to be defensive or respond angrily

Strategies to Employ

- We must tackle mis/dis/mal-info as a collective
- There isn't a one sized fits all approach, but understanding the nuance and complexities is important
- Everyone is susceptible to mis/dis/mal-info, yet many communities of color are direct targets
- Understanding how communities of color and underrepresented communities are affected is key in unraveling mis/dis/mal-info
- The more that we are aware of mis/dis/mal-info, the better prepared we are to call it out and share with others how to do so

The Do's and Don'ts of Mis-Info

- Read beyond the headline
- Conduct a speedy fact check
- Can the facts be verified
- Research the source
- Consider the source and the source's source
- Seek balance in the point of views you're consuming



Protect Yourself from Bad Actors

- Follow a diverse range of news sources and perspectives, don't limit yourself to a small number of like-minded sources
- Seek out well-balanced viewpoints, read broadly
- Keep your guard up when consuming your news
- Not everything you encounter or read is accurate
- Learn how to critically analyze news sites for truth and accuracy
- Promote timely, accurate, and civil discourse

Staying Active during Elections



Volunteer as a poll worker or poll observer



Keep lines of communication open with local election officials



Promote civic education

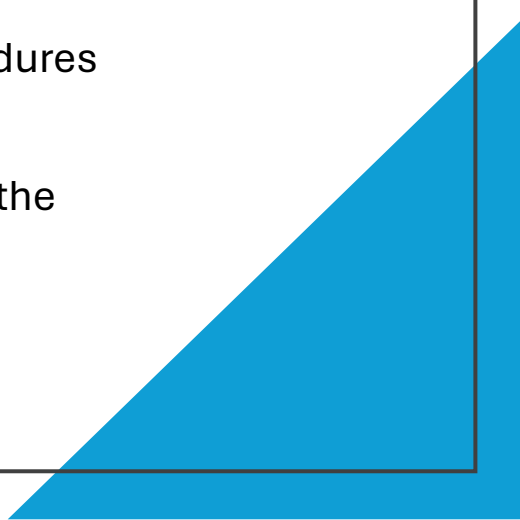


Stay connected to your local board of election

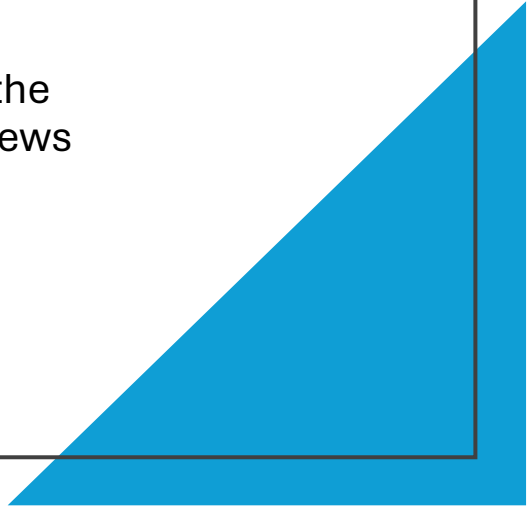


Host or attend candidate forums or debates

Combating Mis-info during Elections

- Avoid information gaps
 - Increase public knowledge on the voting process & procedures
 - Plan voter education opportunities
 - Develop partnerships with trusted messengers to ensure the amplification of community education
 - Provide tools and resources to identify misinformation to communities in an array of languages and formats
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Theory of Change

- Lived experience is a key disruptor to the spread of mis- and dis-information
 - Folks who are anchored in their communities know them the best. They are connected to local elected officials, local news outlets, and community events and activities
 - Trusted messengers in the community, build trust, foster conversation, and encourage their networks to push back against mis-info
- 

Building Community Connections & Coalitions

- Partner with organizations that hold similar values and work together at mission-based work
- Join forces with groups who are doing larger platform accountability campaigns across sectors
- Build authentic relationships that center issue-based community engagement and build up trusted messengers
- Activating a shared sense of purpose and resilience creates powerful communities that sustain local infrastructure



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Justin Kwasa

Democracy Program Director

**League of Conservation Voters Education
Fund**

HOW YOU CAN HELP TODAY

Justin Kwasa

Democracy Program Director at League of Conservation Voters (LCV)

EXPECTED AREAS OF MISINFORMATION

- **Voter Registration**

- Spreading incorrect voter registration deadlines
- Confusion around who can register to vote (formerly incarcerated citizens)
- Confusion around who has been purges from the voting rolls

- **Election Day Polling Sites**

- Late removal and/or relocation of polling sites
- Opening and closing times
- Right to stay in line after the polling site closes

EXPECTED AREAS OF MISINFORMATION

- **Mail-In voting**
 - When the ballot needs to be mailed
 - When the ballot need to arrive
 - The status of your ballot after you mail it
- **Post Election Vote Count**
 - The election count is not over on election day
 - Racist voter fraud claims

RESOURCES

- **Vote 411 webpage** - <https://www.vote411.org/>
- **Election Protection hotlines**
 - 866-OUR-VOTE (English)
 - 888-VE-Y-VOTA (Spanish)
 - 888-API-VOTE (Bengali, Chinese, Hindi, Punjabi, Korean, Vietnamese, Tagalog, Urdu)
 - 844-YALLA-US (Arabic)
- **The websites and verified social media account of local administrators**
 - Secretary of State, State/County Board of Elections, County/Township Clerk



UPCOMING CIVIC ENGAGEMENT HOLIDAYS

- **National Voter Education Week**
 - October 7 - 11
 - <https://nationalvotereducationweek.org/>
- **Vote Early Day**
 - Tuesday, October 29
 - <https://voteearlyday.org/>
- **Election Hero Day**
 - Monday, November 4
 - <https://www.electionheroday.org/>

YOU ARE VITALLY IMPORTANT IN HELPING PREVENT MISINFORMATION

- The voter suppression that comes with misinformation affects our communities the most
- In order to get our democracy to work for our communities, everyone need to participates and be properly informed
- Organizations like NLIHC and LCV are trusted sources in communities that can reach voters in ways that many democracy organizations / candidates can not.

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Questions?





National Voter Education Week

October 7th - 11th, 2024

NationalVoterEducationWeek.org

A horizontal banner consisting of five colored panels, each representing a day of the week. The panels are: 1. Purple: 'Day 1 Register to vote!' with a background image of hands holding a 'VOTER REGISTRATION' form. 2. Red: 'Day 2 Get to know your ballot!' with a background image of a man looking at a ballot. 3. Teal: 'Day 3 Make a plan to vote!' with a background image of a woman looking at a ballot. 4. Blue: 'Day 4 Understand the process!' with a background image of a person looking at a ballot. 5. Purple: 'Day 5 Share with friends & family!' with a background image of a group of people smiling. The word 'VOTE' is visible on the bottom of the teal and blue panels.

New Resource! Guide to Celebrating the Civic Holidays

- Overview of Civic Holidays, dates, and ideas for activations on each one—linked [here](https://www.ourhomes-ourvotes.org/resources)
- Comprehensive online resource library
 - Visit: <https://www.ourhomes-ourvotes.org/resources>

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CELEBRATING THE CIVIC HOLIDAYS

Introduction

Civic Holidays are nonpartisan days of mobilization leading up to Election Day (November 5, 2024). These holidays provide creative and engaging opportunities to ensure that every eligible voter is ready to vote in upcoming elections. Each of the four Civic Holidays—National Voter Registration Day, National Voter Education Week, Vote Early Day, and Election Hero Day—focuses on a different aspect of voting and elections.

Each Civic Holiday provides tools and messaging that all nonpartisan housing and homelessness organizations can use to help low-income people overcome barriers to voting and to build enthusiasm about elections. Celebrating the Civic Holidays will get your community members ready and excited to vote in every election. Conducting nonpartisan voter outreach activities as part of a coordinated national day of action can also increase public awareness and amplify the impact of your activities.

[Sign up here](#) to be a 2024 Civic Holidays partner!

This resource provides a snapshot of creative ways to celebrate each holiday and overview of tools available to support your nonpartisan activations.



[National Voter Registration Day \(NVRD\)- September 17th, 2024](#)

National Voter Registration Day is the largest single-day voter registration drive in the country. Since its kickoff in 2012, NVRD has mobilized more than five million Americans to register to vote.

HOW TO CELEBRATE:

- Become an [NVRD Community Partner](#). Community Partners get access to communication resources, event swag and materials, webinars, and other supportive resources.
- Host a voter registration drive in your community. NVRD offers [resources](#) to guide you through every stage of organizing an NVRD drive, including state-by-state requirements for registering voters.
- Send out a reminder about voter registration. NVRD is a perfect occasion to post on social media, send an email blast, or otherwise contact your community members with a reminder about registering to vote. Use NVRD's [Communications Resources](#) to help craft your message.

NATIONAL VOTER EDUCATION WEEK



[National Voter Education Week \(NVEW\)- October 7-11, 2024](#)

National Voter Education Week is a week dedicated to helping voters understand what to expect on their ballots, find their polling place or early voting site, and make a plan to vote so they can cast their ballots with confidence.

HOW TO CELEBRATE:

- Become an [NVEW Partner](#) and get access to social media graphics, emails, and scripts that you can customize to fit your community's needs. Organize a tweetstorm or other social media activation to help voters get ready to cast their ballots.

OurHomes.TurboVote.Org

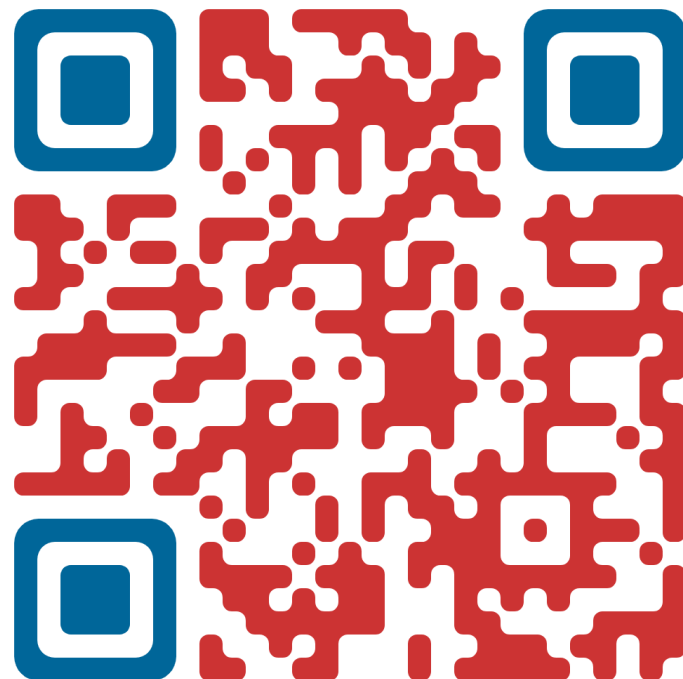
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Register to vote and update your voter registration, check your voter registration status, find election information for your community, and sign up for election reminders!



Next Webinar: Know Your Rights— Voter Protection During Election Season

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Housing and homelessness organizations have an important role to play in voter protection: ensuring that every voter's right to vote is respected and their ballot is counted. This webinar will share resources and strategies that nonprofits can employ to ensure that voters know their rights and participate in voter protection initiatives throughout election season.

Speakers:

- Kimiya Factory, Election Protection Coalition
- Nicole Burns, Patient Voting
- Amirah Noaman, Pizza to the Polls

Preview: Upcoming Webinars

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- **Monday, October 7** – Knowing Your Rights: Voter Protection During Election Season
- **Monday, October 21** – Countdown to Election Day: Getting Out the Vote!
- **Monday, November 4** – Overcoming Voter Suppression and Boosting Election Day Voter Turnout
- **Monday, November 18** – A Look Ahead: Next Steps for Civic Engagement and the Housing Justice Movement

Affiliates Network

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- Open to all nonpartisan organizations that share campaign's goals
- Regular office hours, email listserv, and post-election virtual gathering
- Enhanced access to *Our Homes*, *Our Votes* tools and resources
- Sign up: www.ourhomes-ourvotes.org/affiliates