



Facing Hereditary Cancer EMPOWERED

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### **FORCE Creates Online Tool to Combat Misleading Health News**

An interactive toolkit and quiz teach people how to spot unreliable health information

(TAMPA, FLORIDA) — [Facing Our Risk of Cancer Empowered \(FORCE\)](#) has created an interactive toolkit and quiz designed to help people distinguish misleading health information from reliable health information online.

Data [show](#) that false news stories are 70% more likely to be shared on Twitter than true stories. When misinformation about health is shared, it can lead to harmful outcomes, including the spread of unproven cancer preventions and treatments.

“The internet is full of information about health, but it’s not all reliable or useful—and some of it is downright dangerous,” says Sue Friedman, FORCE’s Executive Director. “We created this tool to help people spot health news that may be inaccurate or misleading, and to hopefully stop them from sharing it with others.”

FORCE’s new tool provides three key questions and five red flags that people should look for when reading health information before forming an opinion or sharing the information, followed by an interactive quiz. The guide was designed with FORCE’s constituents—cancer patients, survivors, previvors and caregivers—in mind; however, its contents are useful for evaluating health information of any kind.

The initiative complements FORCE’s existing [XRAY program](#), which reviews cancer-related media articles and research to help people understand what health information is reliable and relevant to them. “As the only nonprofit working to improve the lives of people facing hereditary cancer, FORCE has long been committed to providing reliable information about cancer-related news and information,” says Friedman. “Creating this tool was a natural next step for us.”

The tool, which can be [found on FORCE's website](#), was created with support from the following healthcare industry sponsors: AstraZeneca, Clovis Oncology, Daiichi Sankyo, Eisai, Exact Sciences, Foundation Medicine, GSK, Janssen, Merck and Seagen.

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## **About FORCE**

FORCE improves the lives of the millions of individuals and families facing hereditary breast, ovarian, pancreatic, prostate, colorectal and endometrial cancers. Our community includes people with a BRCA, ATM, PALB2, CHEK2, PTEN or other inherited gene mutation and those diagnosed with Lynch syndrome. We are dedicated to providing up-to-date, expert-reviewed information and resources that help people make informed medical decisions. Our strong, supportive community of peers and professionals ensures no one must face hereditary cancer alone. FORCE serves as a champion, unifying the community and advocating for awareness, access to care and better treatment and prevention options.

For more information, visit FORCE's website at [www.FacingOurRisk.org](http://www.FacingOurRisk.org).