Introduction
The increasing evidence of misinformation on health and pharmacy issues being circulated in Social Media (SM) may provide potential for pharmacist involvement\(^1\). Due to societal and technological changes, SM can become a new frontier for pharmacist in describing and debunking misinformation to individual patient and general public. However, such involvement is not without a risk\(^2\). This study, therefore, aims at exploring pharmacist experience and acceptance to use SM as a tool for debunking health and pharmacy misinformation.

Methods
1. A mixed methods study involving a small survey followed by Focus Group Discussions (FGDs) with pharmacist from a wide range of background as participant.
2. The study was conducted in four different cities in Indonesia attended by 41 selected pharmacists.
3. The survey asked participant’s past experience with misinformation circulated via SM and action taken with the information.
4. The results were brought into FGDs with participants discussed their acceptance for debunking misinformation. The FGDs were audio recorded, transcribed and thematically analyzed.

Results
Most misinformation mentioned by the respondents were related to the use of herbal medicines. The majority of pharmacists often clarified the misinformation, but they were unkeen to pledge a report to the authorities for preventing the misleading information recirculated.

Discussion
Pharmacists felt that SM could be used more often in the delivery of public health information, but this would need to be created and maintained regularly. This indicates that improving the digital literacy of pharmacist is important.

Conclusions
Pharmacist has the potentials to reduce and prevent misinformation about health and pharmacy issues in SM. However, more resources, time and efforts must be invested to play such role.

Contact
Andi Hermansyah
Faculty of Pharmacy Universitas Airlangga Surabaya Indonesia
Email: andi-h@ff.unair.ac.id
Website: surphace.ff.unair.ac.id
Phone: +6231 766 2117

References