



Inter-Parliamentary Union
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Hosted by the
World Health Organization

Navigating health misinformation in the age of AI

8 December 2025, 13:30–14:30 CET (Geneva time)

Virtual, via Zoom

CONCEPT NOTE

Across diverse contexts, misinformation has become a major barrier to health equity. It not only changes beliefs but also impacts the demand for legitimate health services, fuels distrust in health institutions, prompts governments or providers to withdraw or delay services, and stigmatizes healthcare seekers. Moreover, misinformation can become institutionalized, woven into policies and laws that reinforce and legitimize these false narratives.

Artificial intelligence (AI) adds a new dimension to this challenge. Generative AI models, social media algorithms and recommender systems can amplify misinformation faster and make it more personalized than ever before. At the same time, AI offers opportunities to counter misinformation through tools that detect false information, strengthen early warning systems and promote accurate, culturally relevant communication. Ensuring AI's ethical and equitable governance is therefore both a governance and an equity challenge, rooted not in AI itself but in how it is embedded in society, shaping perceptions, trust, behaviour and the spread of misinformation.

Women, children and adolescents are rendered particularly vulnerable in this evolving landscape of misinformation, especially in the context of sexual and reproductive health and rights (SRHR) and immunization. Misleading narratives around contraception, fertility, vaccination safety and sexuality can severely restrict access to life-saving information and services. Spreading false claims – misinformation – about contraception, its unfounded side effects or links to infertility, can discourage women from accessing services. Stigma and fear driven by false claims can discourage adolescents to engage with sexual health education and care. Trust, empathy and open dialogue remain essential in taking health decisions, especially for women and adolescents navigating sensitive topics like contraception or sexuality education.

By bringing together parliamentarians, experts and civil society representatives, this webinar will explore the intersection of misinformation, AI and health. It will highlight that countering health misinformation requires both facts and emotion: factual accuracy but also empathy, storytelling and cultural relevance that speak to people's real concerns. The webinar will also explore how AI can be used responsibly to counter health misinformation and protect the right to health and the right to accurate and verified information, which requires addressing AI through both the technical lens and the broader democracy, equity and human rights perspective.

The IPU is actively engaging with the opportunities and challenges posed by AI, helping parliaments understand its implications, develop appropriate legislative frameworks and promote the ethical and inclusive use of AI for the public good.

Key discussion questions:

- How is misinformation affecting access to health services for women, children and adolescents across different contexts?
- In what ways is AI exacerbating – or mitigating – challenges to access to health posed by misinformation?
- How can collaboration between parliamentarians and civil society organizations strengthen community trust, promote accurate health information and protect the right to health?

- What role can storytelling, empathy and cultural resonance play in countering health misinformation alongside factual accuracy?

Objectives

The webinar aims to:

- Raise awareness on how misinformation shapes access to SRHR and other essential health services.
- Raise awareness on how AI, unchecked, can contribute to misinformation and how it can be leveraged to address misinformation.
- Foster dialogue between parliamentarians and civil society on best practices to address misinformation, including through better use and regulation of AI.

Practical information

This 60-minute webinar is open to parliamentarians, parliamentary staff and the Partnership for Maternal, Newborn and Child Health (PMNCH) civil society members from around the world.

The webinar will be in English with simultaneous interpretation provided in French, Spanish and Arabic.

Provisional programme	
13:30–13:35	Introduction by the moderator
13:35–13:50	Expert presentation on how misinformation shapes access to health for women, children and adolescents and the role AI can play to hurt or help Followed by Q&A
13:50–14:25	Misinformation and AI challenges for parliamentarians and civil society Followed by interactive discussion with the audience
14:25–14:30	Closing