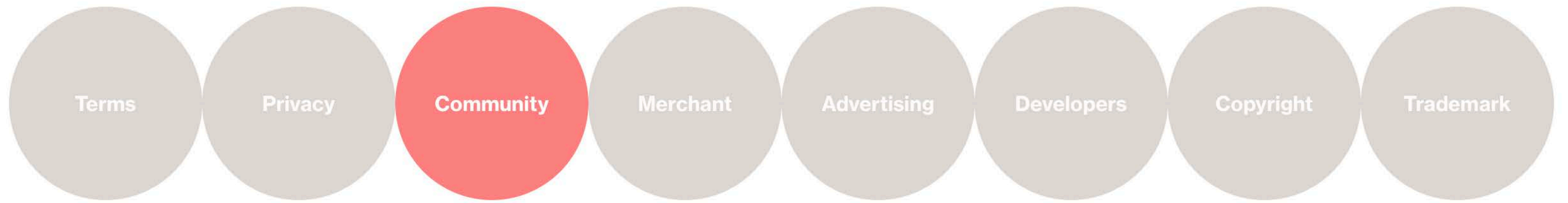






Unhesitant about vaccines





Community guidelines

Our mission

At Pinterest, our mission is to help you discover and do what you love. That means showing you ideas that are relevant, interesting and personal to you, and making sure you don't see anything that's inappropriate or spammy.

These guidelines are our acceptable use policy and clarify what we do and don't allow on Pinterest. If you come across a Pin, comment or

We remove harmful advice, content that targets individuals or protected groups and content created as part of disinformation campaigns.

Less

Don't put harmful misinformation on Pinterest.

- We don't allow advice when it has immediate and detrimental effects on a pinner's health or on public safety. This includes promotion of false cures for terminal or chronic illnesses and anti-vaccination advice.
- We don't allow misinformation about protected groups that promotes fear, hate and prejudice. This and other policies, including our hate speech guidelines, are designed to keep Pinterest a positive and welcoming environment for people of all backgrounds.
- We don't allow misinformation that attacks individuals and turns them, their families or their properties into targets of harassment or violence.
- We don't allow content that originates from disinformation campaigns targeted at Pinterest or other platforms.



Timeline

- May, 2019 Introduced expert vaccine results in search
- October 2018 Stopped serving results for certain vaccination and anti-vaccination terms in search
- September, 2018 Blocked certain health terms in search autocomplete
- August, 2018 Updated our enforcement guidelines to more aggressively remove health misinformation
- February, 2018 Stopped serving results for certain cancer searches
- October, 2017 Health misinformation policy
- 2013 Self-harm policy

Anti-vaxx propaganda has gone viral on Facebook. Pinterest has a cure

As pressure mounts on Facebook to explain its role in promoting anti-vaccine misinformation, Pinterest tries different approach



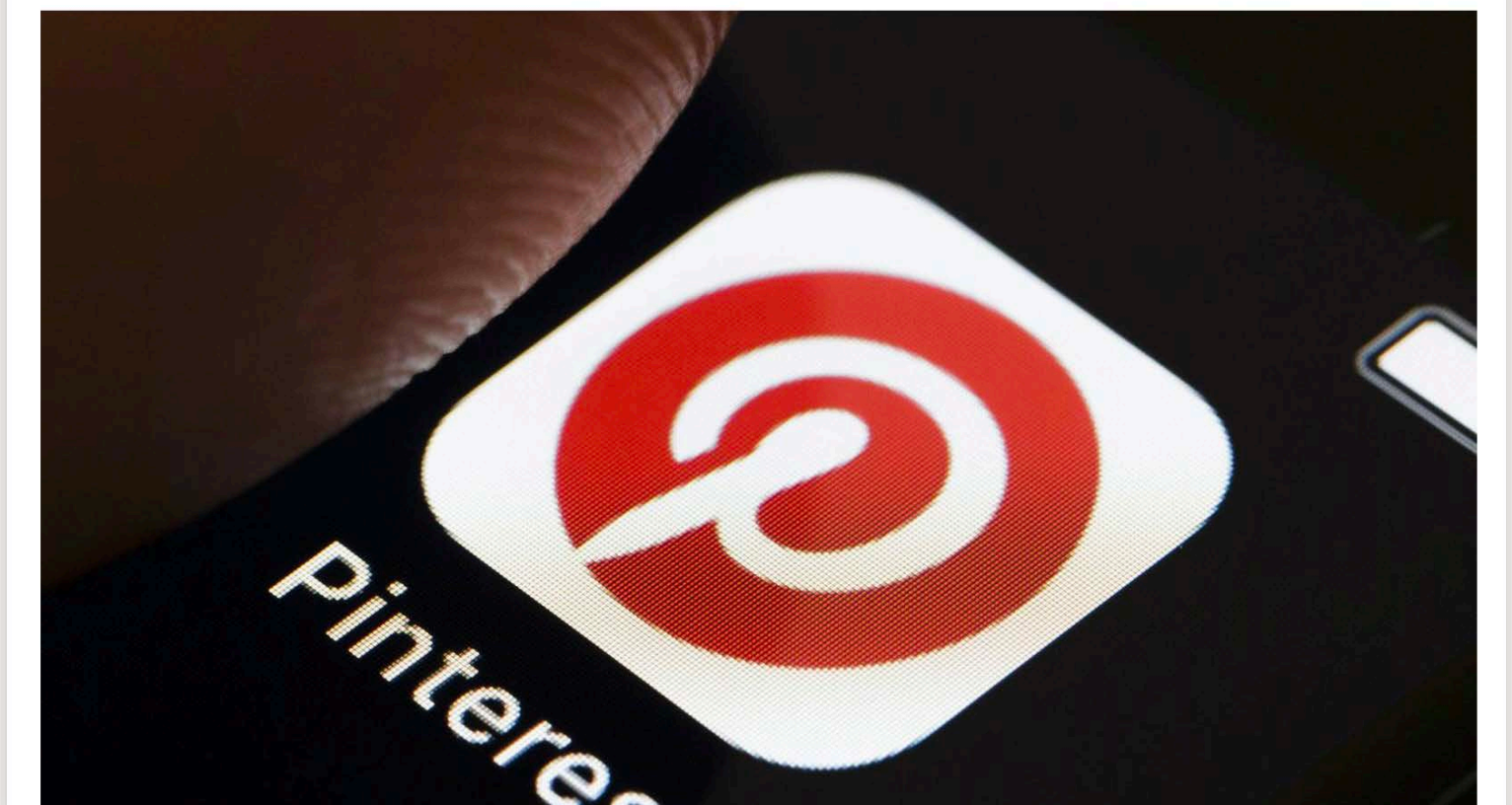
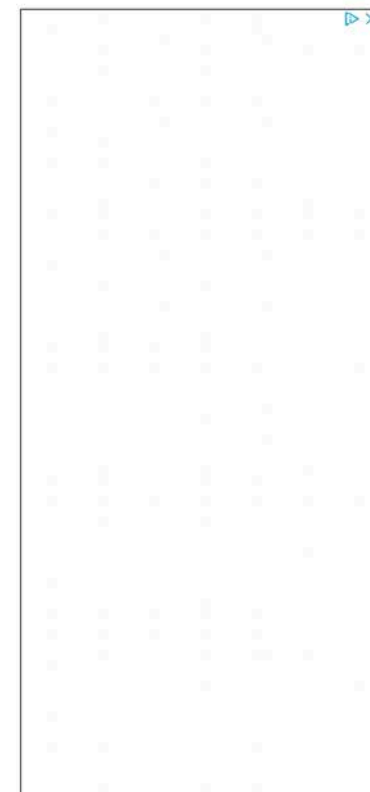
Business

Pinterest is blocking search results about vaccines to protect users from misinformation



(Francis R. Malasig/EPA-EFE) (Francis R Malasig/EPA-EFE/REX/Shutterstock)

By Taylor Telford





Pins about this topic often violate our Community Guidelines, which prohibit harmful medical misinformation. In some cases, we may choose not to show any search results for this topic at all.

If you see any content that you believe violates Pinterest's guidelines, please report it to us. When we get those reports, we rely on internationally recognized institutions, including the CDC, WHO, and AAP, to determine if that content meets our Guidelines.

If you're looking for medical advice, please contact a healthcare provider.

FOR KIDS BORN 1994-2018, vaccines will prevent an estimated **936,000** deaths in their lifetimes.

National Infant Immunization Week
IMMUNIZATION. POWER TO PROTECT.
#ivax2protect

Growing up with Vaccines:
Protection Begins During Pregnancy

MEASLES AROUND THE WORLD
Measles circulates in many parts of the world and cases can be brought into the U.S. at any time

Immunization. Power to Protect. Learn more at www.cdc.gov/vaccines/parents

Recommended vaccines
protect against serious diseases.

Flu
Human papillomavirus (HPV)
Tetanus, diphtheria, and pertussis
Meningococcal disease

CHICKENPOX
CHICKENPOX CAN BE **SERIOUS** IN HEALTHY BABIES, ADULTS, AND PEOPLE WITH WEAKENED IMMUNE SYSTEMS.
ABOUT **9 OUT OF 10** CHILDREN WHO GET 2 DOSES OF THE VACCINE WILL BE COMPLETELY **PROTECTED** FROM CHICKENPOX.

Protect your children by getting them vaccinated against chickenpox, by 2 years old.
www.cdc.gov/vaccines/parents

Growing up with Vaccines:
Give Kids a Healthy Start

1 OF THE 14 DISEASES YOU CAN PROTECT YOUR CHILD FROM

Hepatitis B

Talk with your child's doctor to make sure

1 OF THE 14 DISEASES YOU CAN PROTECT YOUR CHILD FROM

INFLUENZA (FLU)

Talk with your child's doctor to make sure

POLIO
POLIO IS A CRIPPLING VIRUS THAT CAN INVADE THE BRAIN AND SPINAL CORD, **PARALYZING** OR EVEN KILLING CHILDREN.
POLIO STILL EXISTS IN THE WORLD. IT MOST OFTEN **SICKENS CHILDREN** YOUNGER THAN 5 YEARS OLD.

Protect your children by getting them vaccinated against polio, by age 2 years old.
www.cdc.gov/vaccines/parents

Hib DISEASE
Hib MOST OFTEN SICKENS **BABIES AND CHILDREN UNDER 5 YEARS OLD.**
Hib IS A SERIOUS DISEASE CAUSED BY BACTERIA THAT CAN LEAD TO **MENINGITIS, PNEUMONIA, & SEVERE THROAT INFECTIONS.** IT CAN CAUSE **LIFELONG DISABILITY.**

Protect your children by getting them vaccinated against Hib disease, by 2 years old.
www.cdc.gov/vaccines/parents

TETANUS
TETANUS (LOCKJAW) IS A **SERIOUS DISEASE** THAT CAN CAUSE BREATHING PROBLEMS, MUSCLE SPASMS, AND PARALYSIS.
UNLIKE OTHER VACCINE-PREVENTABLE DISEASES, TETANUS DOES NOT SPREAD FROM PERSON TO PERSON. IT ENTERS THE BODY THROUGH **CUTS OR PUNCTURE WOUNDS.**

Protect your children by getting them vaccinated against tetanus, by 2 years old.
www.cdc.gov/vaccines/parents

HOW VACCINES STRENGTHEN YOUR BABY'S IMMUNE SYSTEM

1 OF THE 14 DISEASES YOU CAN PROTECT YOUR CHILD FROM

BE HAPPY & CALM



