

Statement EFPC regarding the use of Social Media of Meta and X

The EFPC Board and its' members have decided to cancel their accounts on X, Facebook and Instagram from tomorrow onwards, as the reliability of these channels is no longer guaranteed due to recent developments.

This causes much trouble on different societal aspects like social cohesion, safety for specific (mostly minority) groups, and poses therefor a threat to health in general and increases health disparities. A joint study by WHO/Europe and the London School of Economics has identified 127 health determinants that emerged or changed in the digital age, due to the moderation of harmful online content, lack of data accuracy and algorithmic transparency, and misinformation and disinformation policies. Such a diverse nature of health determinants in a digital context highlights the need for a comprehensive approach to digital health governance.

By continuing using these channels ourselves we disown our own core values like promoting health equity and sustainable healthcare services, providing person-centred, community-oriented care with special attention to the most vulnerable groups in society and empower and enable individuals and communities to navigate their way through the health care system.

This step to cancel our accounts at the Social Media channels of Meta and X will have its' consequences on our visibility in the digital world. We accept this drop back, searching in the meantime for reliable channels to convey our messages.

We call upon all linked networks in Europe and beyond including the mono-professional health care associations to follow us in abandoning these ill-making social media channels and join us in using channels that promote openness and inclusion. And we also would like to see further steps of official authorities like the European Commission and WHO Europe in putting a hold on the negative effects of X, Facebook and Instagram on health of the European population.

References:

- <https://www.who.int/europe/news-room/events/item/2025/01/29/default-calendar/understanding-and-addressing-digital-determinants-of-health>
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