



COMMUNICATION DURING HEALTH CRISES

TRANSLATING SCIENCE TO POLICY AND MANAGING THE INFODEMIC

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IMPORTANT LESSONS LEARNED

- **New approaches for an old phenomenon – Infodemic management**
 - We live in 2 worlds : online - off line
 - Science evolves faster than ever. It is a challenge for evidence based interventions
- **Infodemic has significant impacts**
 - on the efforts to respond, prevent and control COVID-19
 - beyond health: it undermines trust in government, institutions, science and fosters stigma and social divides
- **Everyone has a role to play : Infodemic management requires a multisectoral and whole-of-society approach:** government, academia, journalism, community, individuals
- **We are facing a new era which brings new opportunities, but also new risks and demands new skills.**

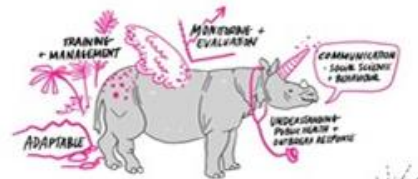
RECOMMENDATIONS FOR BETTER PREPAREDNESS AND RESPONSE

- **Communities must be engaged and empowered.** Community is the key to stop pandemic through knowledge (science and media literacy), behavior, and solidarity
- **Improve science communication in time of crisis:** establish trust; respect others; maintain professionalism; recognize social responsibility; and engage a two-way conversation.
- **Protect health and societies by improving resilience to mis and dis-information** (e.g. increase health and media literacy)
- **From ad-hoc interventions to systemic approaches:** comprehensive plan, workforce, legal framework, partnerships, tools such as fact-checkers, media literacy index monitoring, and an assessment of risk communication systems

CONCRETE ACTIONS: WHAT IS NEEDED



WANTED: INFODEMIC MANAGER UNICORNS



Call for applicants for 1st WHO training in infodemic management

DEADLINE: OCT 18

- Science
- Workforce
- Innovative tools: social media listening, population sentiment analysis
- Stakeholders engagement : call to action <https://www.who.int/news/item/11-12-2020-call-for-action-managing-the-infodemic>
- Infodemic research agenda

Thank you

