

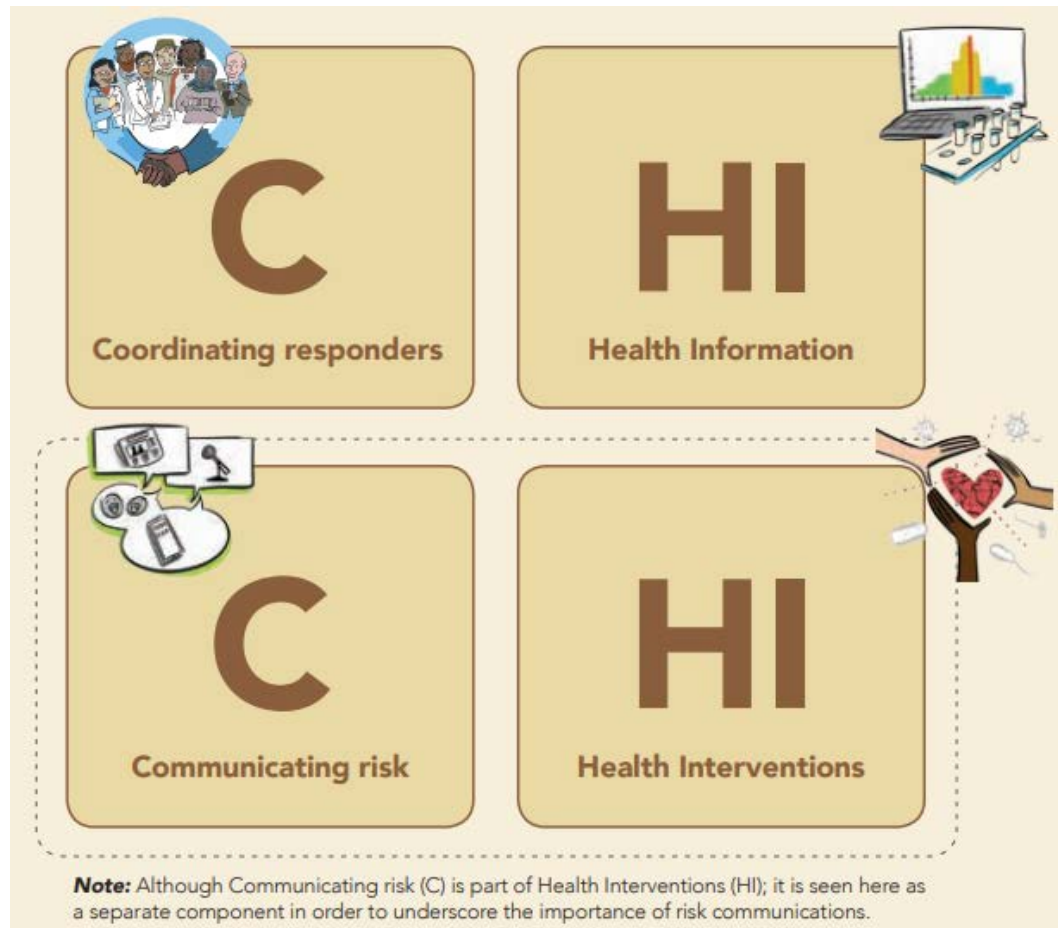
OPPORTUNITY IN CRISES: THE ROLE OF TECHNOLOGY IN FORGING THE PATH AHEAD

Dr Sylvie C. Briand
Director, Global Infectious Hazards Preparedness Department
World Health Emergencies Programme, WHO, Switzerland

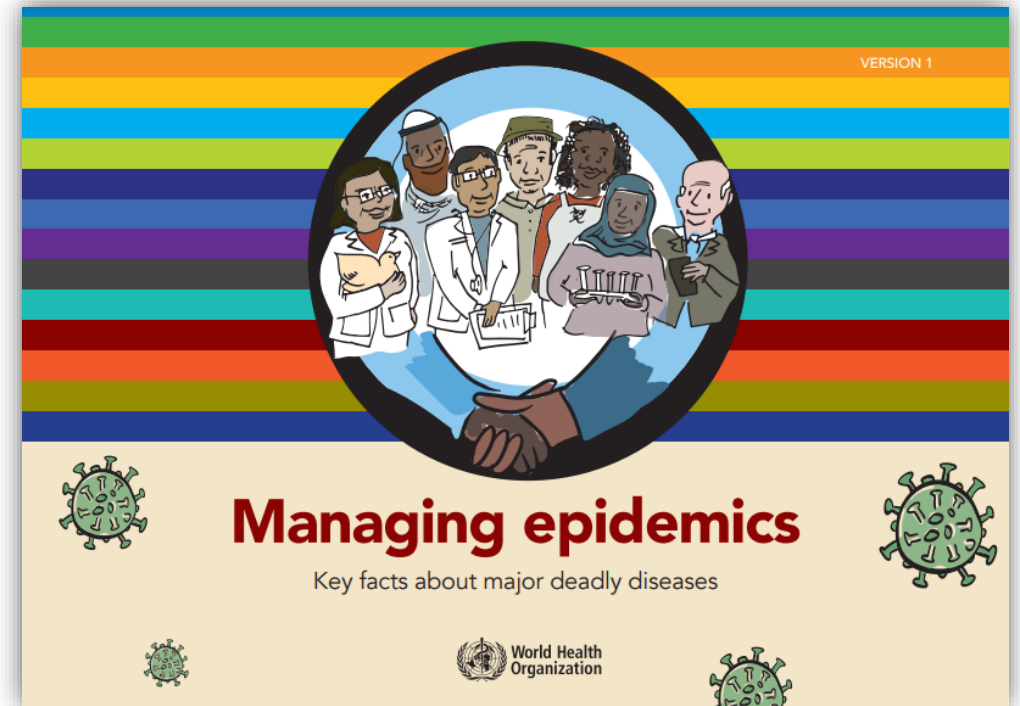


17 November 2020 – PMAC 2021 – WS 301

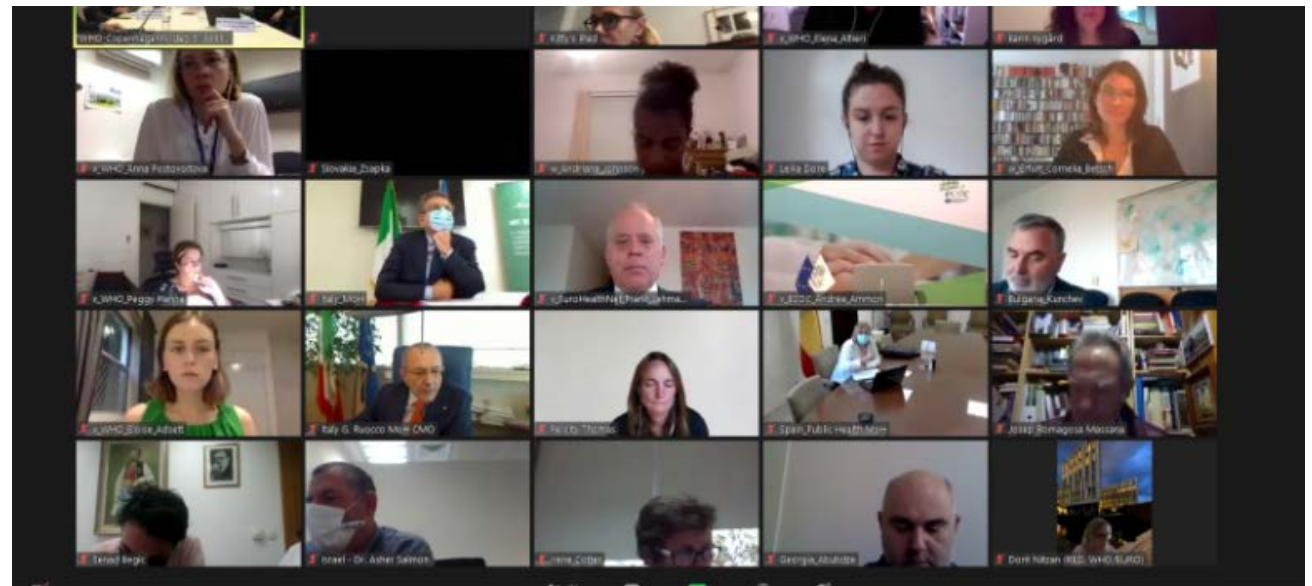
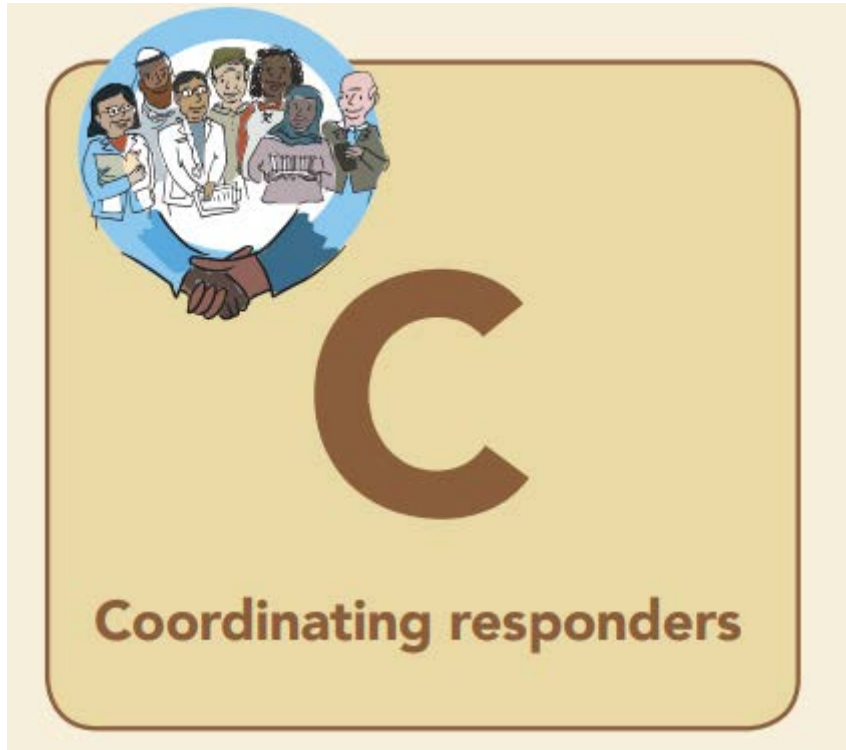
MANAGING EPIDEMICS OF THE 21ST CENTURY



[Link](#)

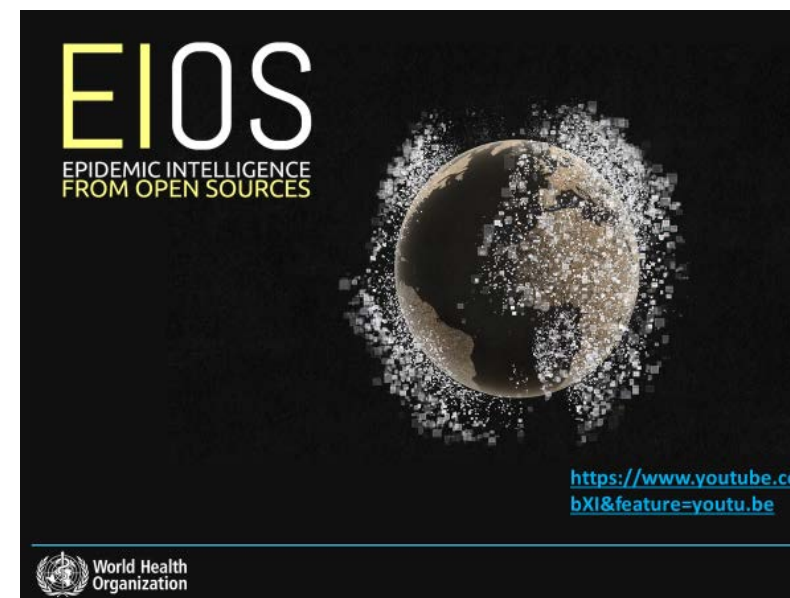


COORDINATION

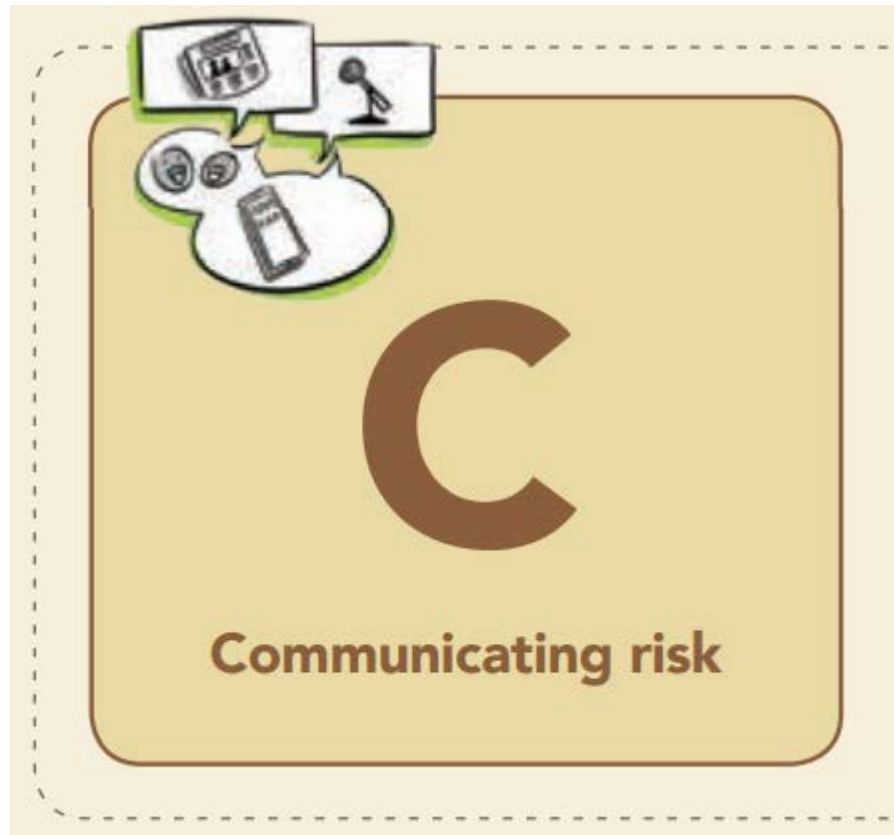


HEALTH INFORMATION

- Health information includes
 - surveillance data (number of cases and deaths , R_0) - laboratory confirmation (RDT)
 - Interventions' indicators (e.g. number of occupied beds, numbers of mask distributed...)
 - Response indicators (number of responders, distributions of cars, ...)
 - Specific analytics to support decision making (now casting, forecasting)
- New technologies revolutionize field epidemiology
 - New sources of data: e.g. early warning systems (EIOS)
 - New platforms: e.g. Visualization of spread in real time by geographies, forecast
 - New linkages between data bases: laboratory / epidemiology
 - New types of data : e.g. gene sequencing
- New perspective on data ownership, privacy and confidentiality
- Importance of analysis and insights



COMMUNICATION



Infodemic:
tsunami of information,
some accurate some not,
that spreads alongside a disease outbreak

INFODEMIC

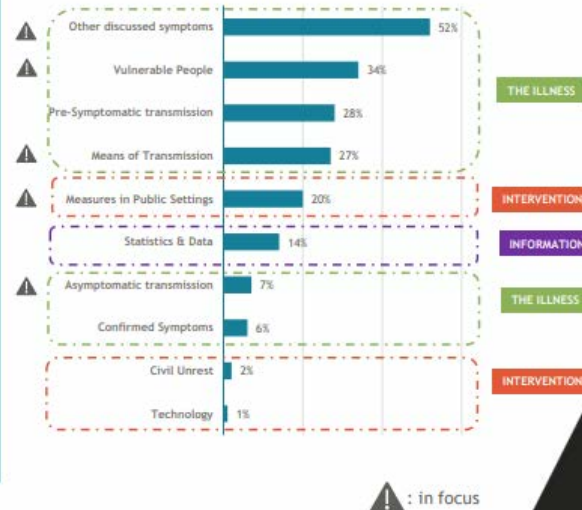
COMMUNICATION – LISTENING, UNDERSTANDING CONCERNS ON LINE AND OFFLINE

Rising Topics

Top topics by volume (29 Oct - 4 Nov)
Social media mentions of selected categories per taxonomy



Top rising topics (29 Oct - 4 Nov)
Based on % change of conversation volume from the previous week

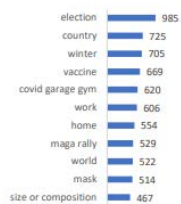


Weekly social media listening and analysis



Top Questions (29 October - 4 November 2020)

Questions on COVID-19
Top key words (excluding "COVID-19", "coronavirus" and "virus")



SYMPTOMS

How long does it take for covid symptoms to appear? (Google) +70%

Covid symptoms in babies (Google) +50%

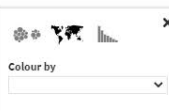
How does the coronavirus affect the heart? Doctors say the coronavirus can infect the heart muscle and cause other problems that can lead to heart damage (Twitter) - 288 engagements

VACCINE

How close are we to a vaccine? (Google) +60%

TRANSMISSION

Data source: [COVID-19 Fact-checkers Dataset](#) • Note: For some attributes, fact-checkers may appear in multiple groups.



Map of the fact-checkers

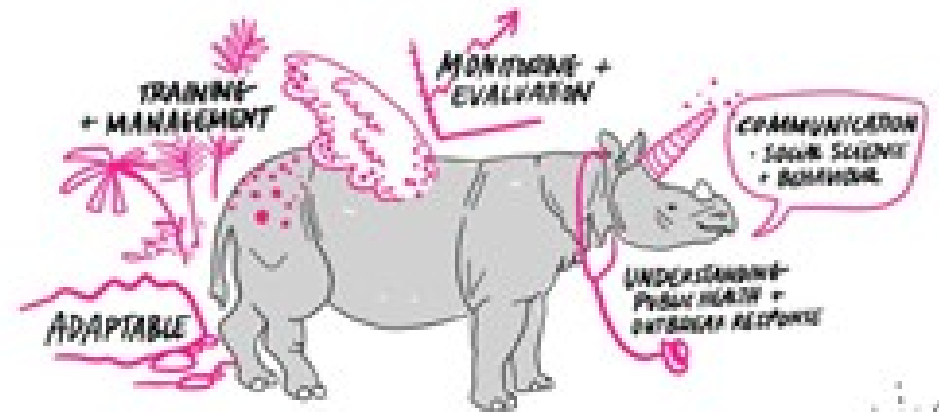
COMMUNICATION - WHAT IS NEEDED

■ Science



■ Workforce

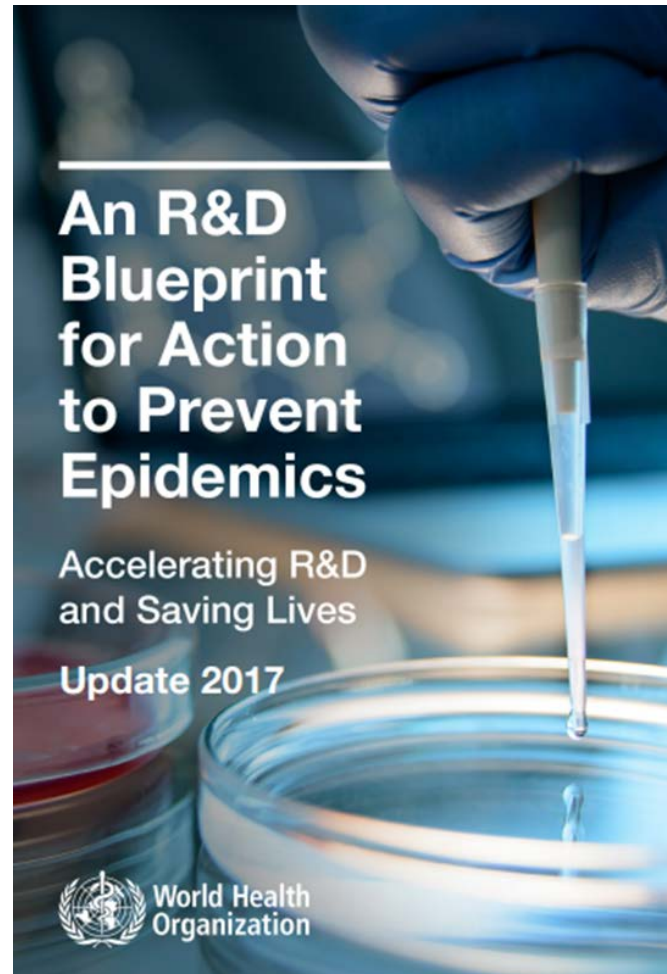
WANTED: INFODEMIC MANAGER UNICORNS



Call for applicants for 1st WHO training in infodemic management

DEADLINE:
OCT 18

HEALTH INTERVENTIONS

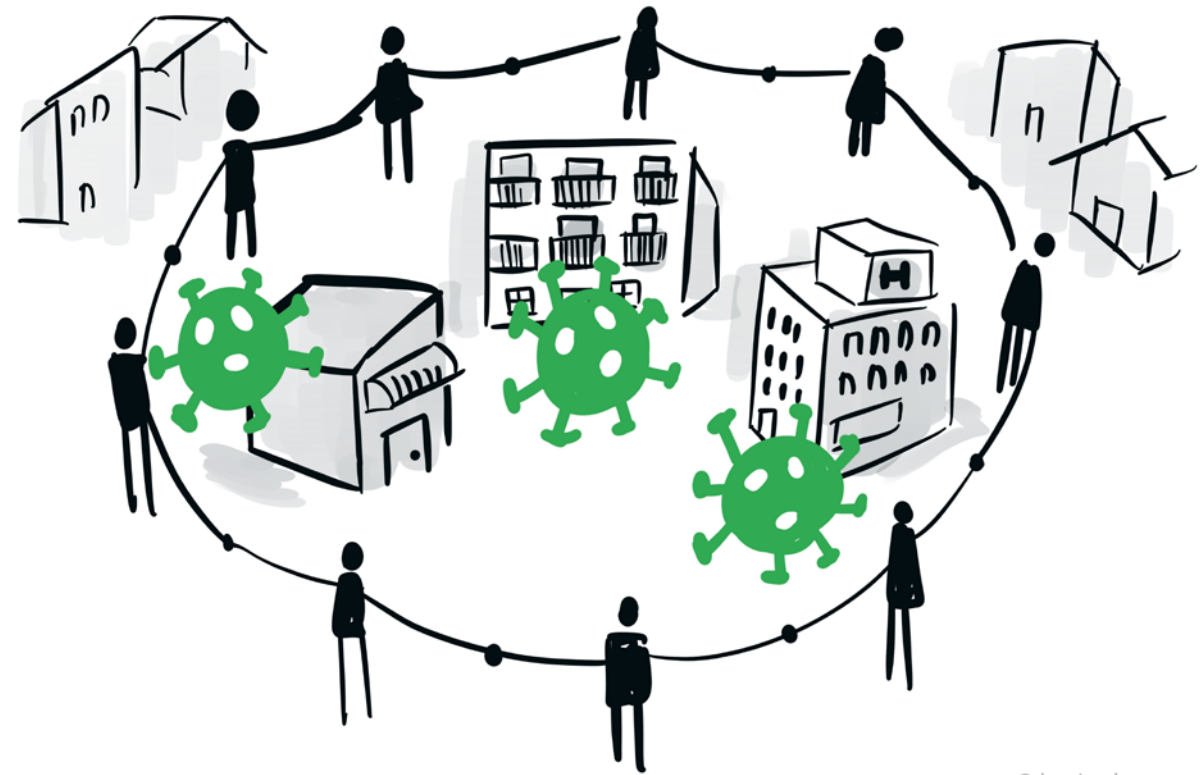


WHAT'S NEXT?

A number of great innovations and more to come

BUT KEEP IN MIND THAT:

It is key to integrate the **human factor** in every technical innovation



@drawingchange

Thank you
Merci

