



Promoting access to credible health information

Building collaboration to combat misinformation, false and unscientific claims

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Welcome



Information is power

**What if, we make decision based
on wrong/misleading
information. What are the
consequences of bad
information?**

The COVID-19 “Infodemic”

Bleach baths and drinking hand sanitiser: poison centre cases rise under Covid-19

Household cleaning items and prescription medicines behind many poisonings

Home > Nation

COVID-19 positive patient drinks sanitiser in UP, condition now critical

News > Mirror Now > Crime

Faridabad: COVID-19 positive chemist tries to self-medicate to ward off symptoms; booked

| Crime

“Fake news and panic will destroy more lives than coronavirus”

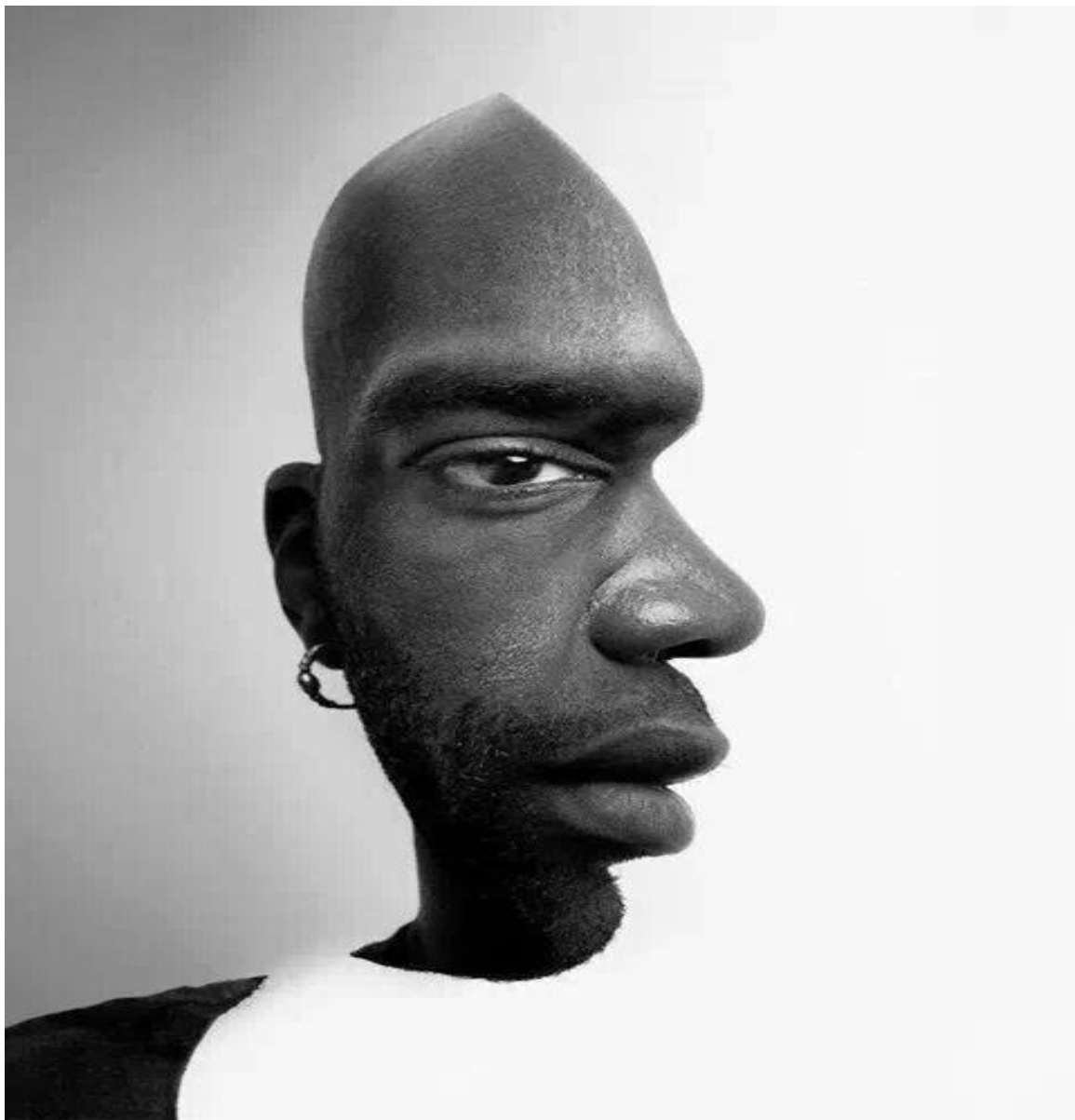
—Supreme Court of India, 30 March 2020



More than 700 people in Iran died from toxic methanol in efforts to cure the coronavirus. The method is unproven and fatal.



**Untruths/Misinformation
into our collective lives**

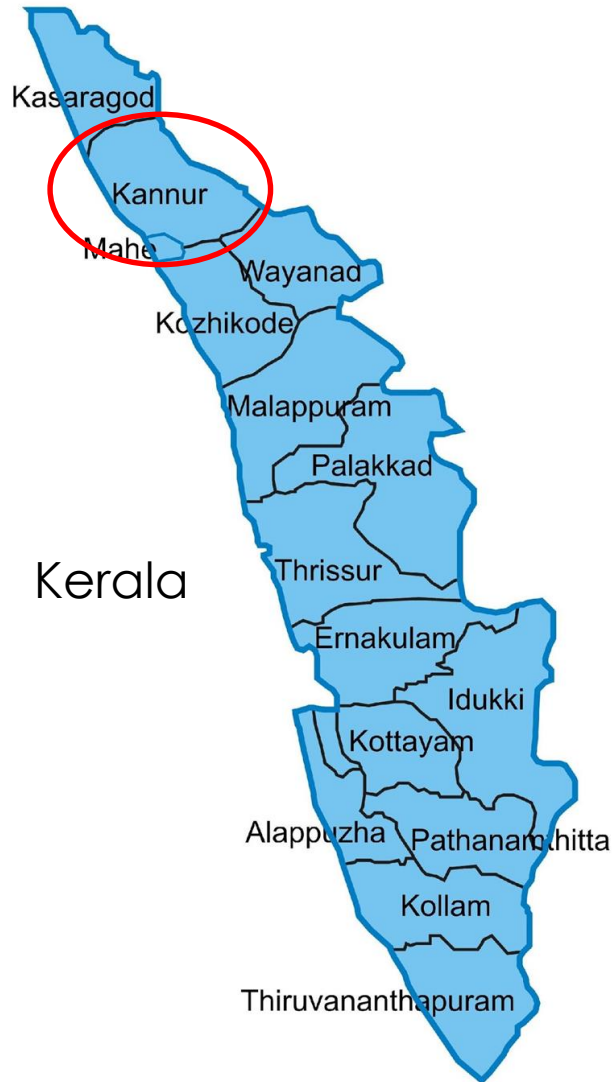


**Our ability
as a society to
separate
truth from
false information is
under
unprecedented
threat.**

Why is there so much misinformation related to health?

1. Information vacuum is allowing misinformation to circulate
2. Data deficit
3. Lack of media/health literacy
4. Rise of social media
5. Rise of messaging Apps
6. Profit
7. Propaganda
8. Politics
- 9. Distrust of the health system

Health Misinformation Impacts Health Outcomes



Parents of more than 2,40,000 children in Kannur district of India's Kerala state refused the combined measles, mumps and rubella (MMR) vaccine in 2017 because a fake message which went viral saying that the **vaccine could harm children.** Immunization drive was stalled for two months.

Main Dangers Of Health Misinformation

It's not just misinformation make people believe false things—it's also making them less likely to accept truthful information.

- Spread of uncertainty
- Fear
- Chaos
- Stereotypes
- Racism
- Discontinuation of medication
- Reduces effectiveness of health programs
- May prevent people from seeking the care they need

**Collaboration is the key to promote
access to credible health information**

You Can't Do Everything by Yourself

Working in isolation just doesn't work.



OUR STORY

YEAR 2015

DOCTORS: 20

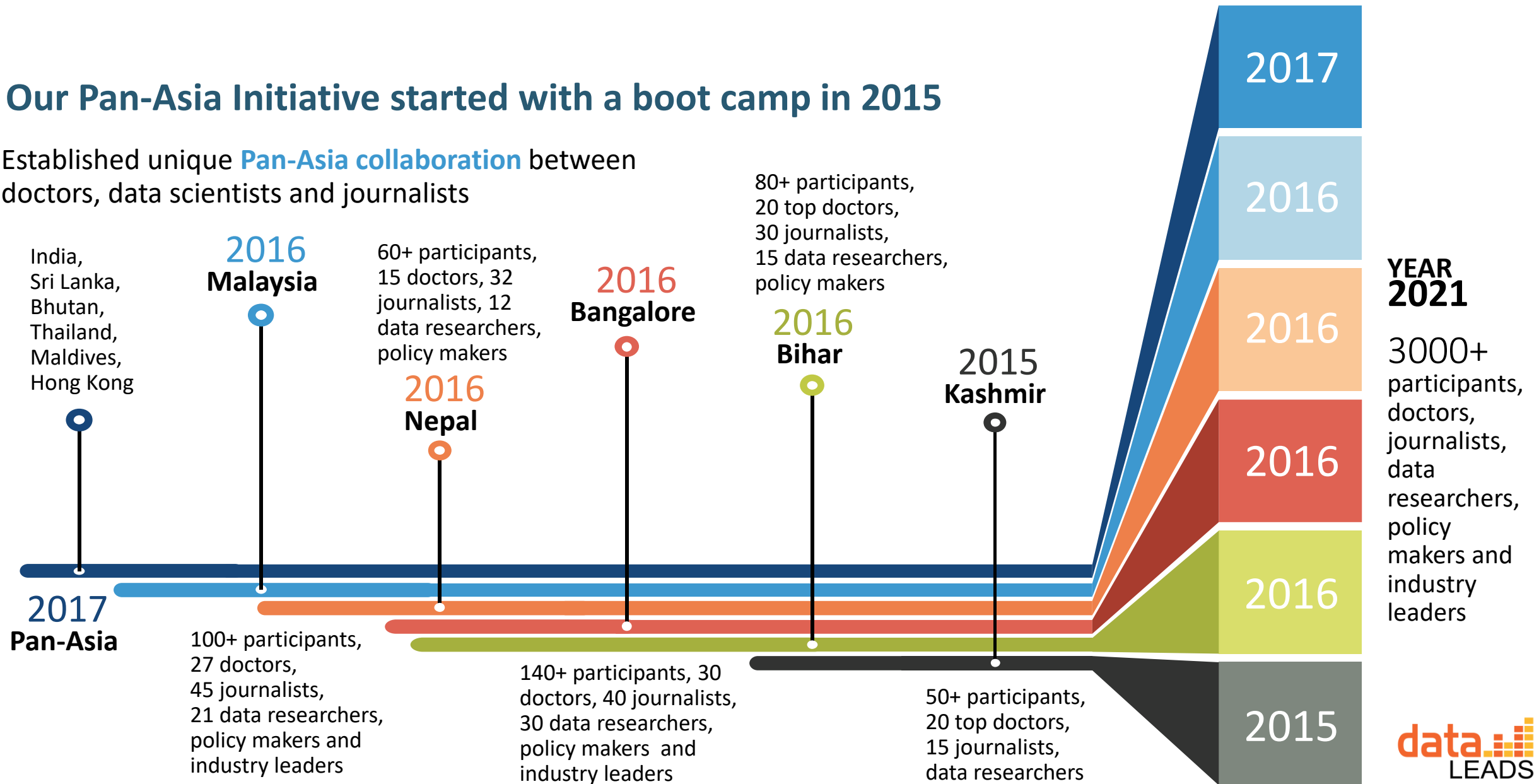
JOURNALISTS: 20

In the remote part of India, we invited a small group of journalists and doctors for a day-long boot camp.

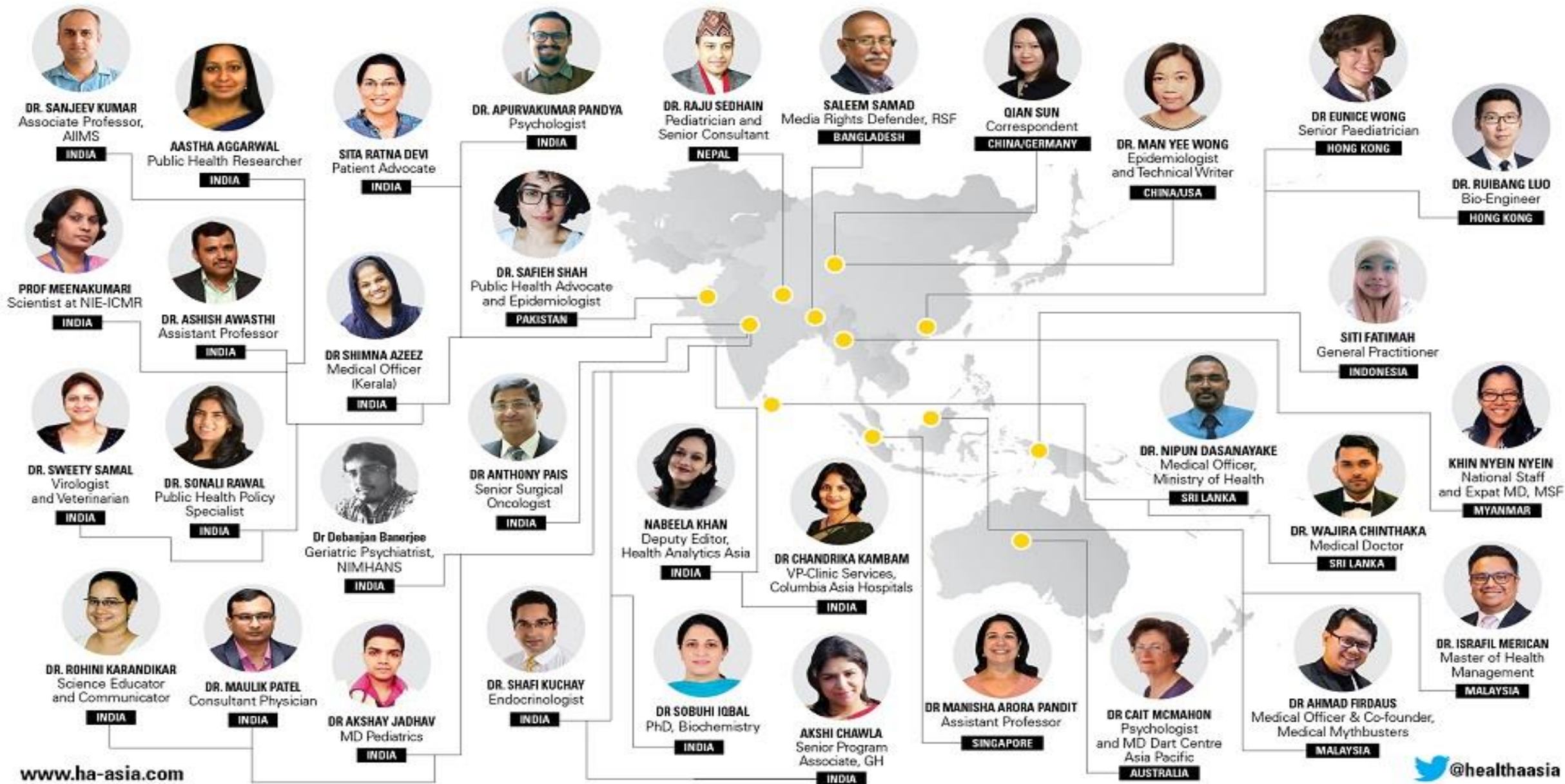


Our Pan-Asia Initiative started with a boot camp in 2015

Established unique **Pan-Asia collaboration** between doctors, data scientists and journalists



FIRST CHECK - AN INITIATIVE TO DEBUNK MEDICAL MISINFORMATION



How we selected doctors for fact-checking



- Open call for registration
- Pan-Asia approach
- Application review process
- 2 Step selection process of Fact- Checkers
- Invite & Connect with Fact- Checkers
- Events - Misinformation in medicine summit in Bangalore and the forum in Singapore



How are doctors collaborating in fact-checking

www.firstcheck.in

- Messaging app
 - Devote at least 2 hours every month for fact-checking
 - Conduct occasional video conferences with the other fact-checkers in Asia.
 - Assist counterparts in other countries
 - Expert views/Opinion pieces
 - Join our other initiatives
-



Want to join our Pan-Asia FACT-CHECKING Initiative to combat the epidemic of health misinformation?

REGISTER HERE:

<https://bit.ly/2kl8ypv>

Email: editor.haindia@gmail.com

In partnership with **GOOGLE NEWS INITIATIVE**, we run one of the **WORLD'S BIGGEST FACT-CHECKING** and training networks which has **BENEFITED** hundreds of organisations, local governments, newsrooms, universities and local communities in India.

1100+ newsrooms
700+ Universities





VaxCheck

VIRTUAL TOWN HALL SERIES

MAY 1 - JUNE 8, 2021

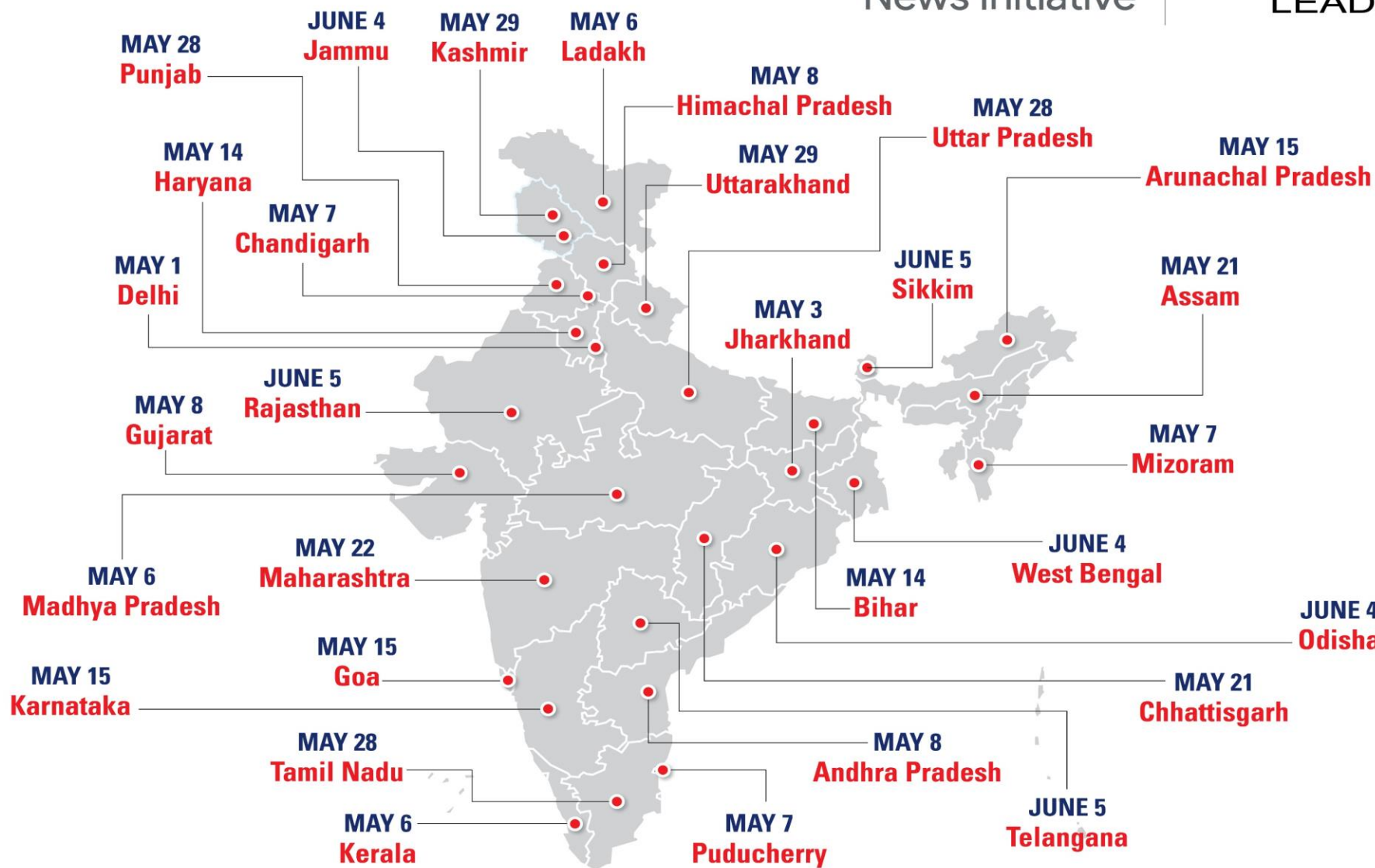
Google News Initiative, in partnership with DataLEADS, is launching a special fact-checking training series to combat vaccine related misinformation. The curriculum for this training series is developed by First Draft as part of its Vaccine Insights flexible learning course.

REGISTER NOW:

<http://bit.ly/TownhallRegistration>

Google
News Initiative

data
LEADS



 **#VAXCHECK**



fact **शाला**
**INDIA
MEDIA
LITERACY
NETWORK**
www.factshala.com

A Network of Trainers

A team of more than 250 trainers – coming from across India and speaking many different languages – form the core training team of FactShala. The trainers include journalists, fact-checkers, media educators and NGO and community radio representatives.

The Whole of Society Approach



These collaborations also helped us to develop other initiatives including a pilot trending topics alert project on misinfo related to health queries.

-----Supported by *Google News Initiative*



What people search online about health

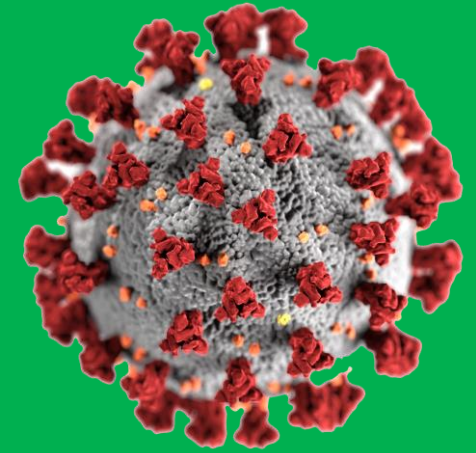


COMBATING MEDICAL MISINFORMATION IN INDIA

Understanding what are people searching about health online?

A team of Task force which include doctors and public health specialists helped us to select 14 keywords based mortality & misinformation risk. Health is one of the most popular search topics online, influencing health decisions, behaviors and health outcomes for populations on scales larger than ever before.

Keywords on Qhub	
Cardiology	Asthma
Hypertension	Diabetes
Cholesterol	Insulin
Cancer	Kidney stone
Chemotherapy	Depression
Stroke	Psychological stress
Tuberculosis	Vaccine



**Monitoring online searches and identifying
misinformation vectors about COVID-19**

www.ha-asia.com/faq/

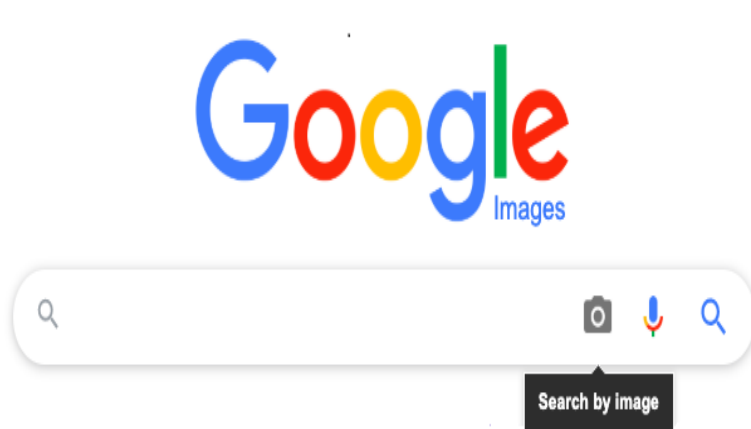
The Discipline-of-Verification

A variety of tools and approaches to verify content – images, videos and text

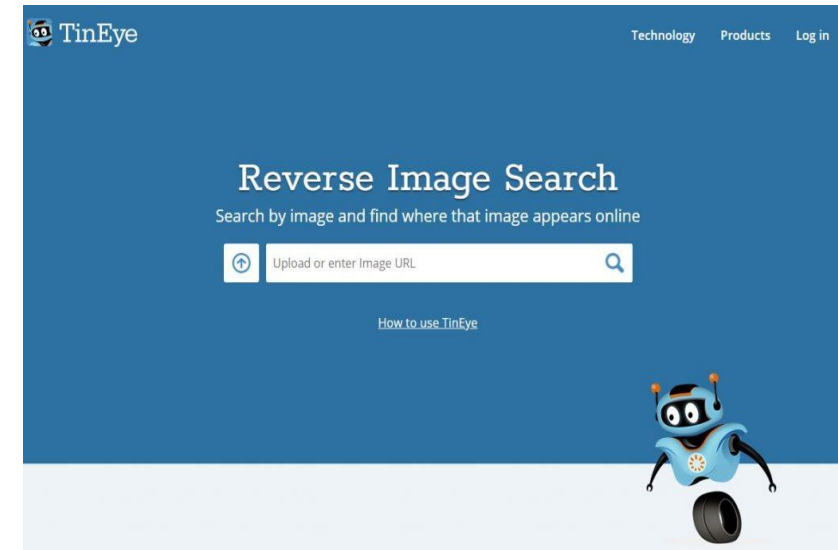


Photo Verification

You can tell if an image or a video is old if it appeared earlier on the web. You can tell in what context an image or video was shared



Yandex



Video Verification



ABOUT



Web-based application

of advanced video verification tools

Enhanced metadata viewer of YouTube, Facebook and Twitter videos

Retrieve contextual information

such as location (if detected), interesting comments, licence rights, key frames and YouTube thumbnails of videos

Extract still frames

from videos and apply a reverse image search using Google, and non English search engines such as Yandex and Baidu

Useful features

like Magnifier, Twitter Advanced Search and Image Verification Assistant

Social Audit



- Crowd Tangle
- TweetDeck
- FollowerWonk
- SnoopBill
- Gecode
- Wayback Machine
- Google Alert
- Hootsuite
- MusterPoint Social
- Lookup-ID
- Graph Searcher

Questions to consider for promoting access to credible health information

- Is there a specific form of health misinformation that is circulating in different languages/regions/countries?
- Is there a link between rate of vaccination and misinformation?
- To what extent does the exposure of false content affect people's approaches and opinions?
- Are there similarities in content across platforms? Are there differences?
- How has health misinformation changed since COVID-19 outbreak?
- Are there communities or demographics that are more susceptible to health misinformation?
- How can we better create synergies among different stakeholders to create scalable solutions?
- How do we improve health/information literacy and build whole society approach?
- How do we disincentivize the propagation of misinformation?

LOOKING AHEAD: Halting health misinformation

More Research	Scaling efforts is key	Access and improving the quality of information -	Forming long term partnerships
<p>In order to combat health misinformation, we need more research to understand different patterns and narratives. The framing and proliferation of health misinformation is motivated by many factors including by local cultures, languages and network dynamics. More research is needed to better understand and halt the misinformation.</p>	<p>What do we need to do to make sure that credible health information can reach a large enough audience to impact the health system at large? It consumes time to identify and debunk myths, rumours and unscientific claims. Hence, we should be thinking of new approaches that can maximise scale, whether it is leveraging artificial intelligence to spot misinformation, using digital ads to reach more people, or training trainers to increase access to credible information.</p>	<p>Increasing the availability of fact-checks for under-resourced health topics and increasing the public's understanding of the possible adverse health effects of misinformation. How can we meet users where they already are and in the information formats that resonate with them?. Ensuring that the platforms we use to disseminate information are frequently used and easily accessible is of vital importance.</p>	<p>We need to build the infrastructure and devote more resources for effective response to both crises and prolonged public health challenges. With misinformation spreading beyond geographical boundaries. there is a need for stronger and long-lasting collaborations on a regional and global level, across disciplines (e.g., media and health). This could include fact-checking and health literacy initiative and developing a fact-checking playbook or toolbox.</p>

Making Health Data Accessible

Identifying data deficits can pre-empt the spread of mis-and disinformation. Often bad actors step in and exploit these deficits, filling them with content meant to deceive or that fits their agenda. We are building a repository of data files and visualizations from multiple sources. By making health data easily accessible, we hope that more people engage in understanding the healthcare challenges that we are faced with today.





Imagine a talent pool of data scientists, technologists, health and media professionals from around the world, working together and serving the cause of larger health information ecosystem.

There are endless opportunities in building cross-discipline collaborations

THANK YOU!!!

Know more about DataLEADS

www.dataleads.co.in

Know more about Health Analytics Asia

www.ha.asia.com

Know more about First Check

www.firstcheck.in