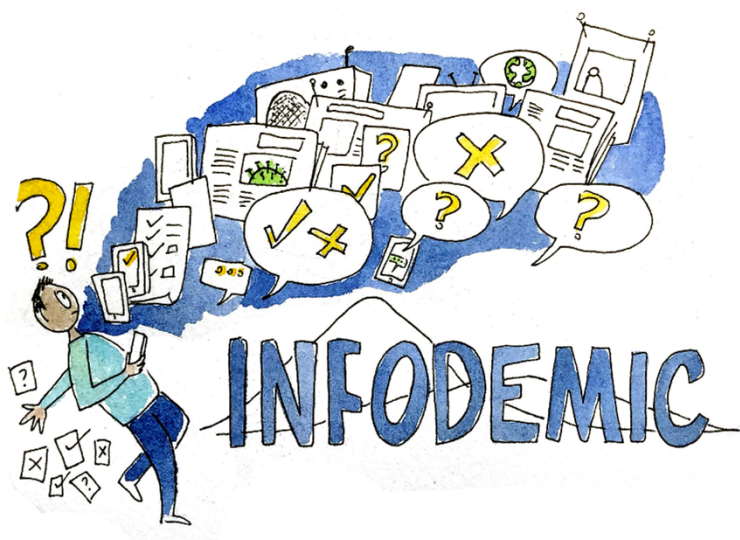


WHO consultation on infodemic management framework 7-8 April 2020, 14-17h Geneva time



 #infodemicCOVID19

**Visit our web page for
recordings, meeting materials,
outputs and report**

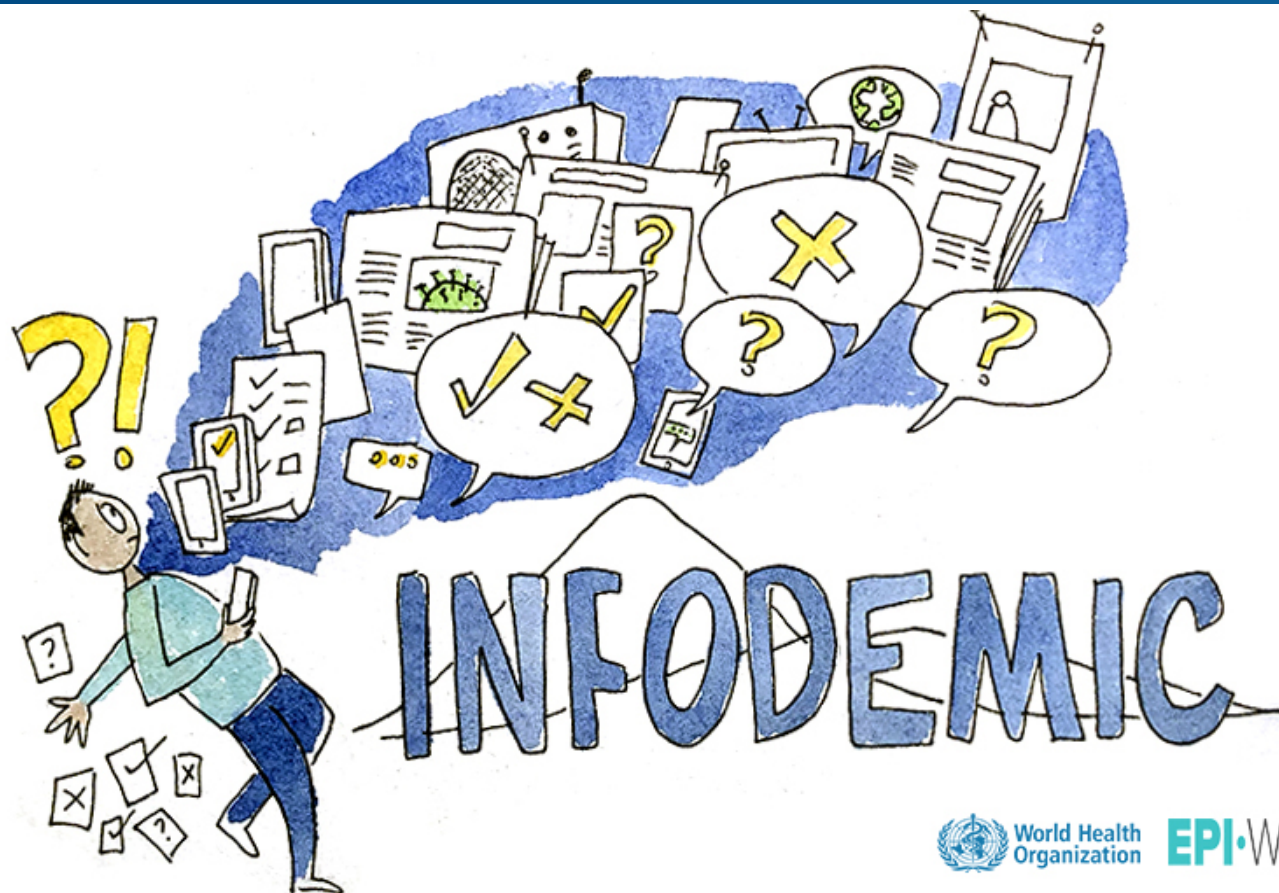
- www.who.int/epi-win

Meeting documents

- bit.ly/infodemicconsultation

epi-win@who.int

WHO consultation on infodemic management framework 7-8 April 2020, 14-17h Geneva time



Drawings:
Sam Bradd



World Health
Organization

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infodemics have always
existed, but...
SOCIAL MEDIA amplifies



individuals + communities
can PROTECT themselves
with TIMELY ACCESS to
INFORMATION

Welcome

Sylvie Briand

Director, Infectious Hazard
Management, WHO;
Lead of infodemic management pillar
for COVID-19 response

Welcome

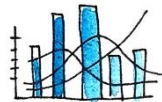
Sylvie Briand

Director, Infectious Hazard
Management, WHO;
Lead of infodemic management pillar
for COVID-19 response

TOWARDS A WHO INFODEMIC MANAGEMENT FRAMEWORK

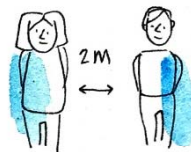
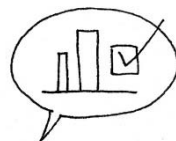
I

IDENTIFY
EVIDENCE



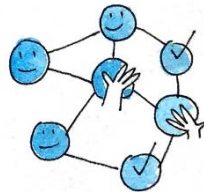
S

SIMPLIFY
KNOWLEDGE



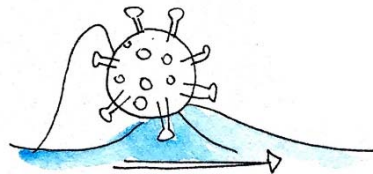
A

AMPLIFY
ACTION



Q

QUANTIFY
IMPACT



Recap of Day 1

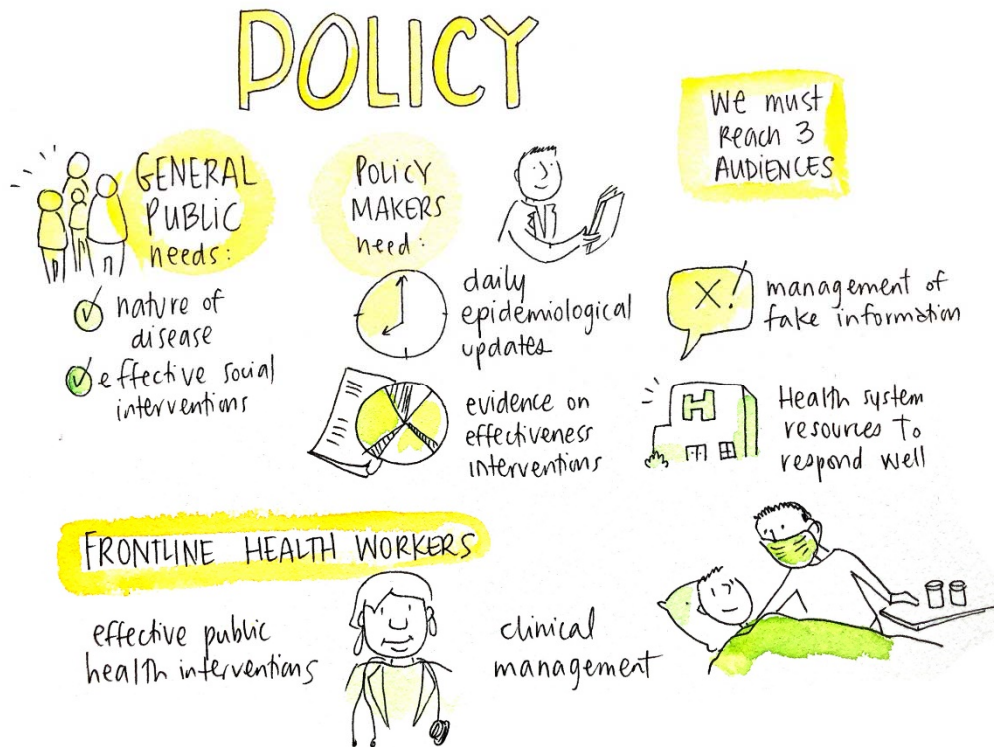
***Towards a WHO framework for
infodemic management***

***Tim Nguyen, World Health
Organization***

Drawings:
Sam Bradd

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Recap of Day 1

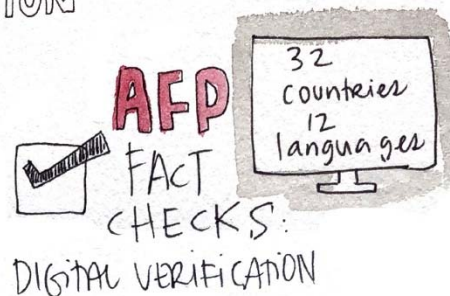
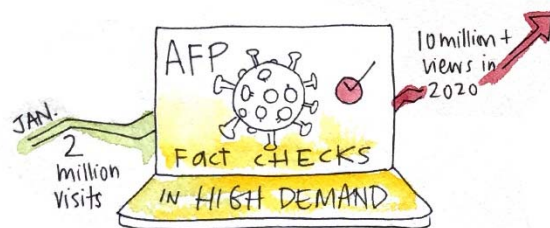


Policy-makers' information needs when responding to an infodemic

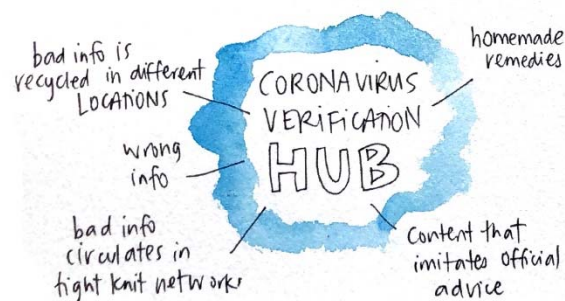
Viroj Tangcharoensathien, Ministry of Public Health, Thailand

AFP

PEOPLE are WANTING INFORMATION



AFP has followed coronavirus online since 2017

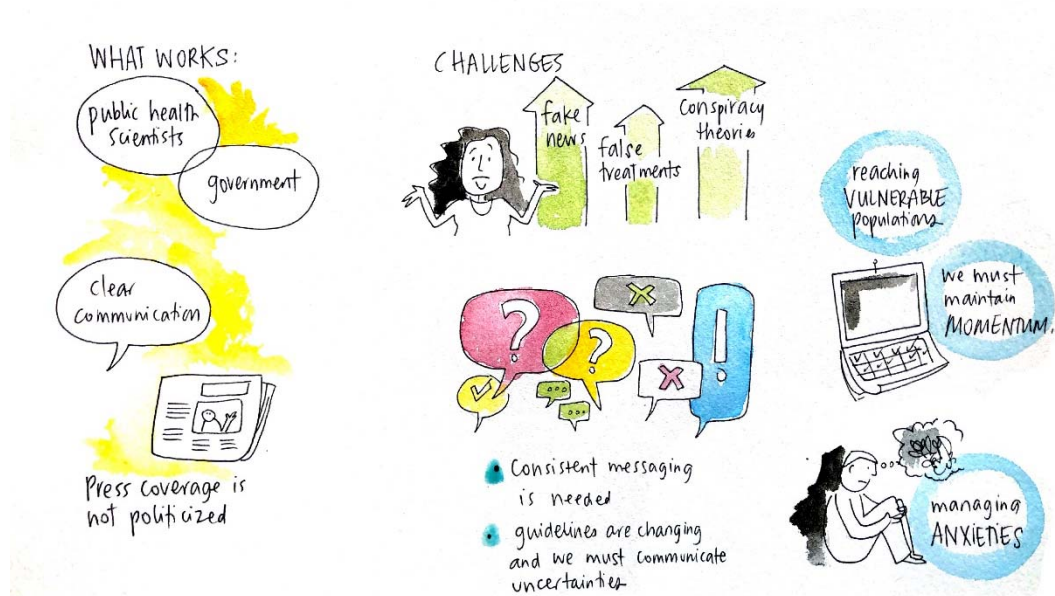


Recap of Day 1

AFP digital verification service

Yana Dlugy, AFP Digital Verification, France

Recap of Day 1



Challenges and current experience in informing infodemic management

Ève Dubé, Institut national de santé publique du Québec, Canada

Recap of Day 1



Connecting people with authoritative health information on Facebook

Athas Nikolakakos and Praveen Raja, Facebook, USA

Recap of Day 1

INFODEMIOLOGY

health information + communication patterns
for PUBLIC HEALTH PURPOSES



• metrics –
Search data

• metrics –
what's published,
eg twitter

what are
people looking
for?

What are
myths?

provide information to
health researchers + policy
makers

Innovation in the
PUBLICATION JOURNAL SPACE:
• preprint journal club

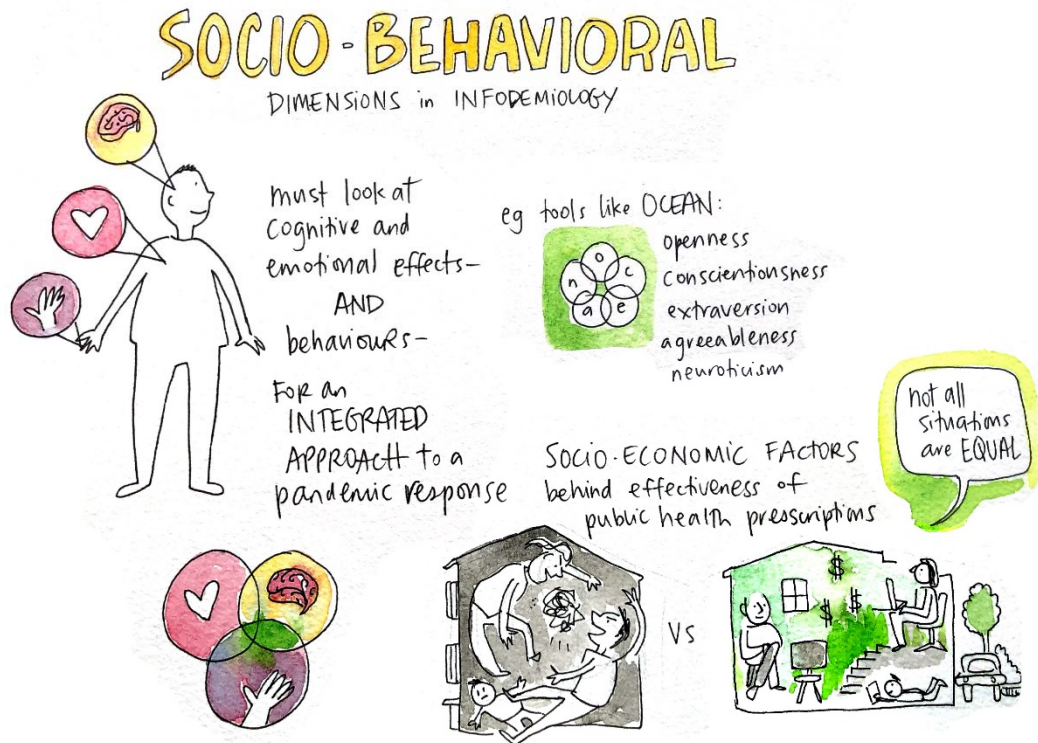
CONCLUSIONS

- ♥ build infodemiology tools, eg WHO hackathon
- ♥ transparency leads to trust
- ♥ open science
- ♥ challenge: speed + rigor = new peer review models needed

***Infodemiology: A Publishers' view
(but also as scientist!)***

***Gunther Eysenbach, JMIR
Publications, Canada***

Recap of Day 1



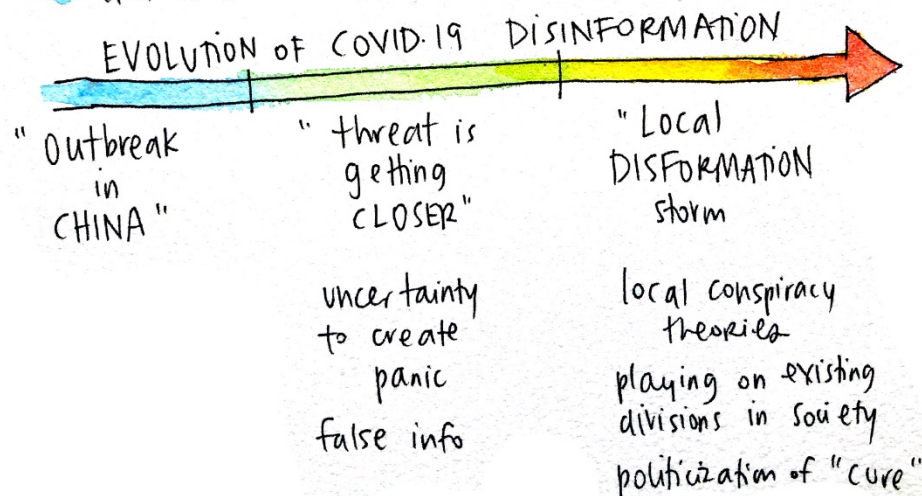
Infodemiology: the socio-behavioral dimension

Pier Luigi Sacco, IULM University, Italy

EU DISINFO LAB

What we do:

- monitoring main trends
- comparing global trends
- monitor platforms' responses to COVID-19
- list of Resources



Recap of Day 1

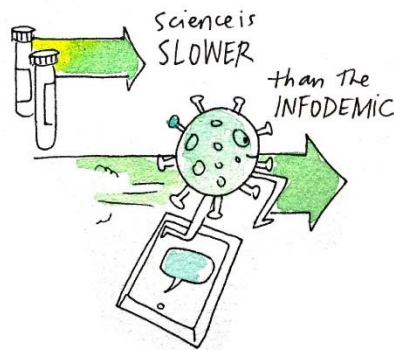
European Disinfo Lab resources for tackling misinformation about COVID-19

Alexandre Alaphilippe, EU disinformation lab, Belgium

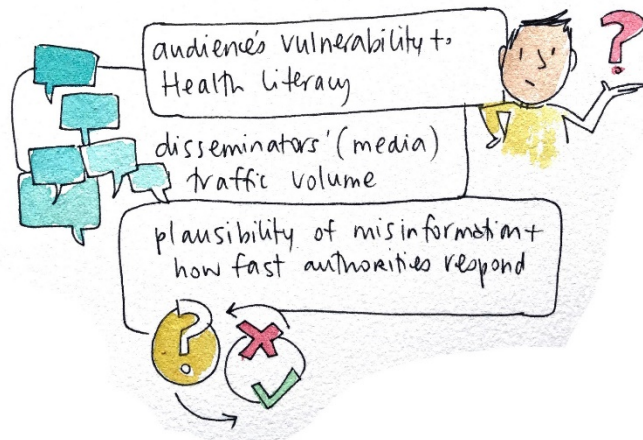
Drawings:
Sam Bradd

LESSONS from 2015 MERS-CoV IN KOREA

Rumor management is
CRUCIAL to managing a
CRISIS



RO of Infodemic is
calculated by:



Recap of Day 1

***Lessons from 2015 MERS-Cov and
COVID-19 for infodemic
management***

***Kisoo Park, Korea University College
of Medicine, South Korea***

Drawings:
Sam Bradd

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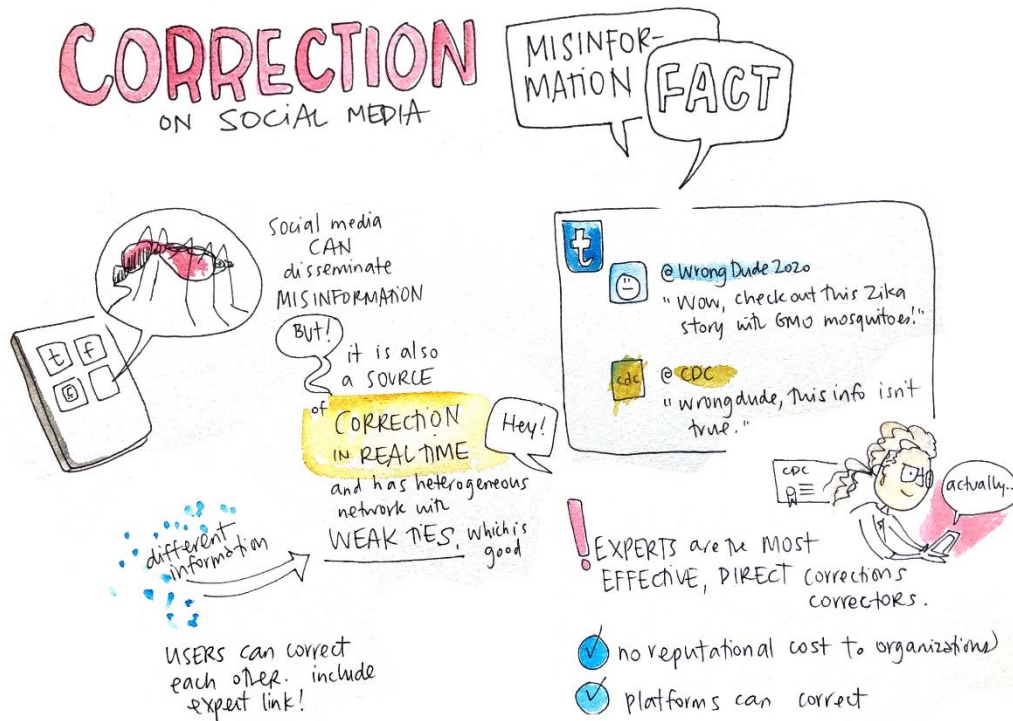
Recap of Day 1



Misinformation making a disease outbreak worse: outcomes compared for influenza, monkeypox, and norovirus

Julii Brainard, Norwich Medical School UEA, UK

Recap of Day 1



Correction of Global Health Misinformation on Social Media (Zika experience)

Leticia Bode, Georgetown University, USA

H₂H
Network

Fund Activation - COVID 19
for SE ASIA



SOME
lessons learned

- more resources for LOCAL MEDIA needed
- infodemic on top of an infodemic
- COVID 19 is a moving target - because rumors morph
- must integrate + collaborate
- local context: key
 - literacy in
 - adapt soc
- adapt to new Reality
- remote support
- the area is low distancing

newsletter
Connect Covid 19:

- ☆ Fact checked info
- ☆ Real people's stories
- ☆ Reality-checked tips

GLOBAL,
YET LOCAL response

Recap of Day 1

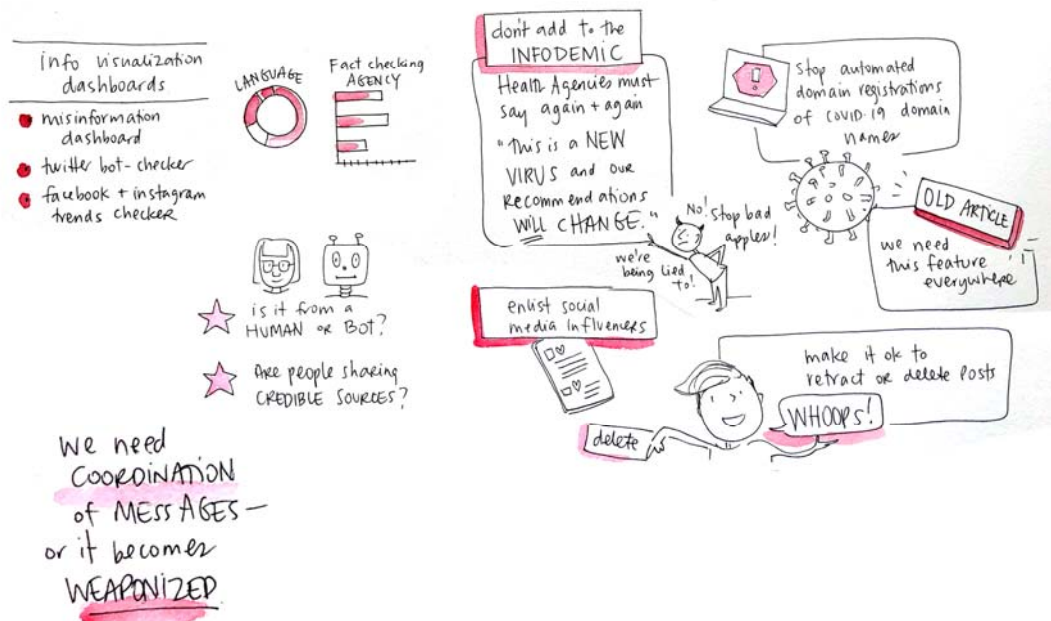
**Supporting the fight against
COVID-19 infodemic in SE Asia**

**Rebecca Petras, H2H Network,
USA/France**

Drawings:
Sam Bradd

COVID 19 MISINFO.ORG

"Come for the misinformation,
stay for the FACTS"



Recap of Day 1

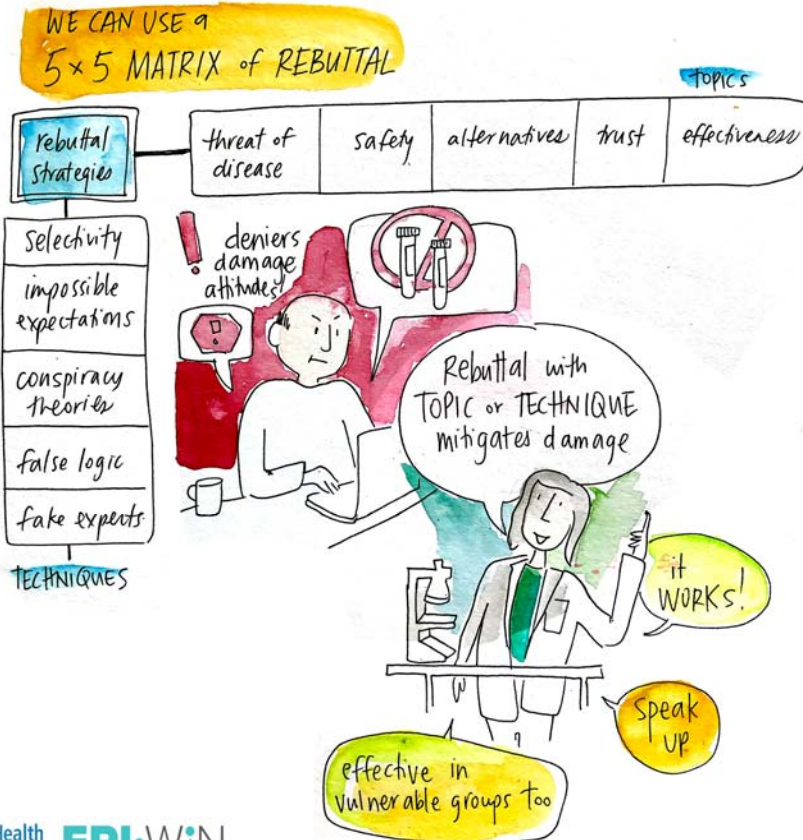
Canadian misinformation and fact checking portal

Philip Mai and Anatoliy Gruzd,
Ryerson University, Canada

Drawings:
Sam Bradd

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COUNTER SCIENCE DENIALISM

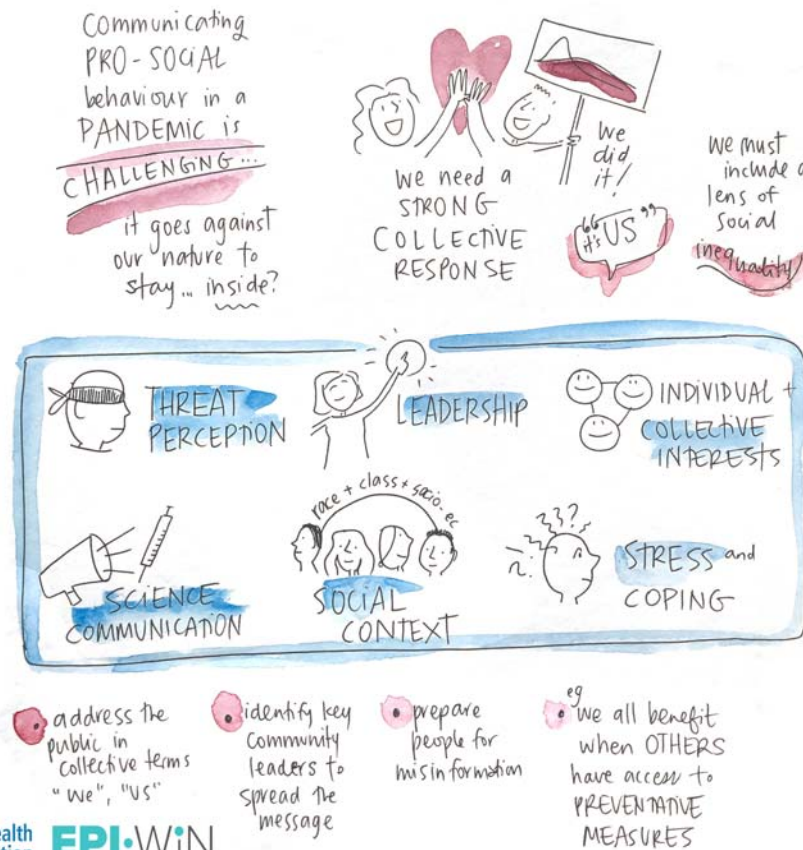


Recap of Day 2

Effective Strategies to Counter Science Denialism in Public

Philipp Schmid, University of Erfurt,
Germany

SOCIAL and BEHAVIOURAL SCIENCE

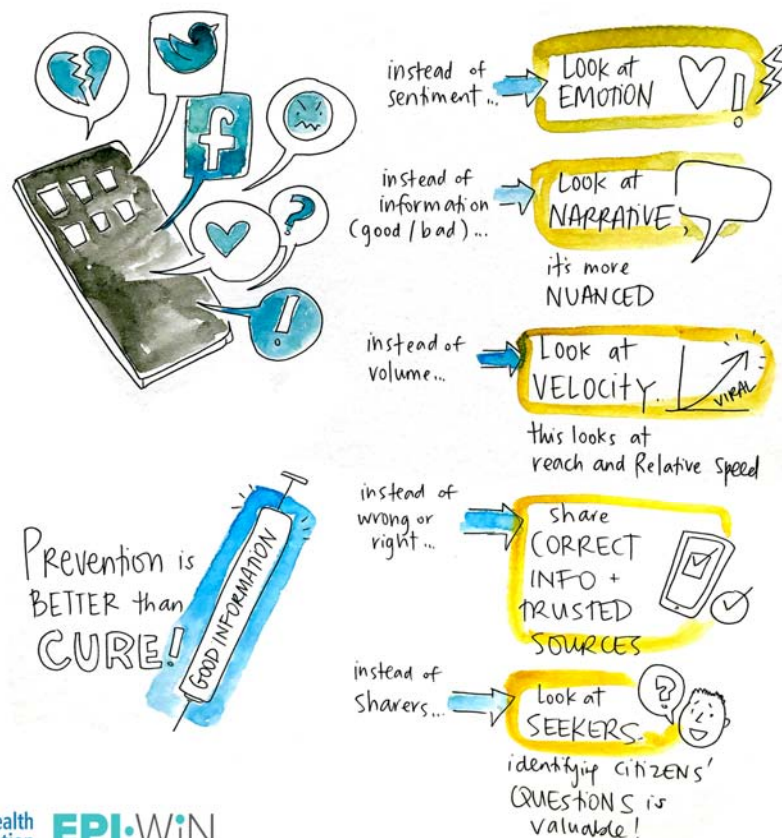


Recap of Day 2

Using social and behavioural science to support COVID-19 pandemic response

Jay J. Van Bavel, New York University, USA

SOCIAL MEDIA LISTENING



Recap of Day 2

Web/Social media listening and analytics for COVID-19 communication

Tim Zecchin, Media Measurement, UK

Drawings:
Sam Bradd

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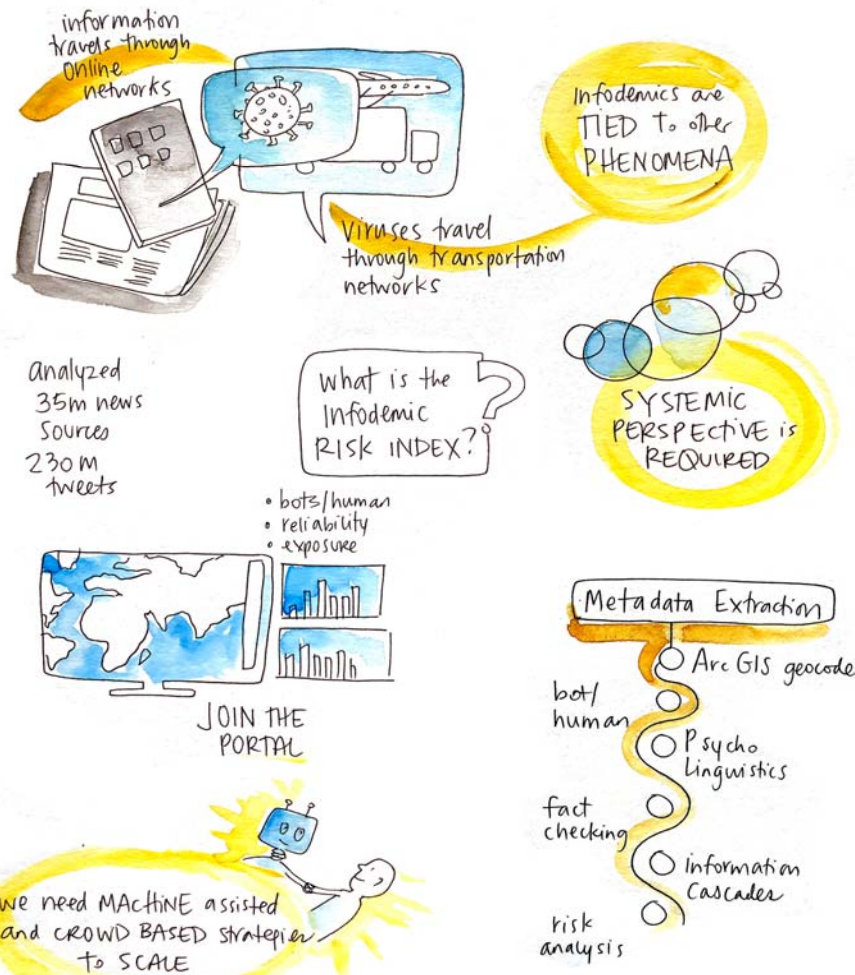
Recap of Day 2

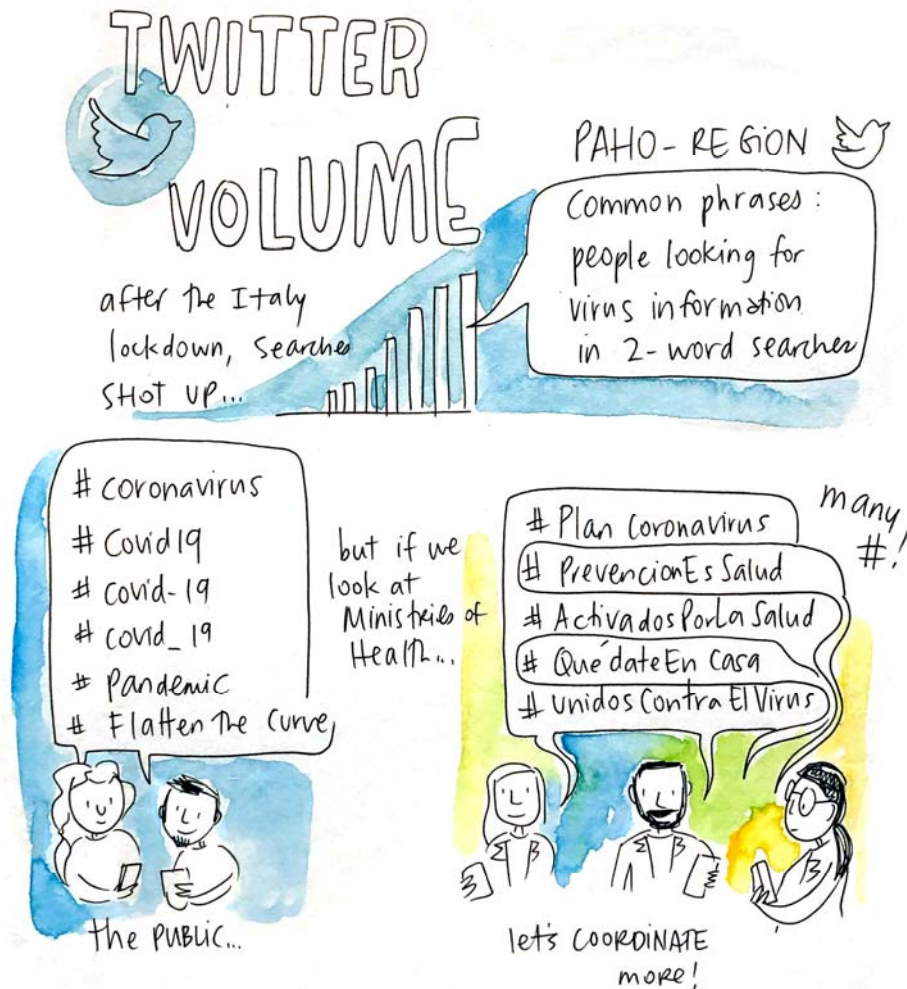
Infodemiology: tools for detecting and assessing infodemics

Manlio De Domenico, Complex Multilayer Networks Lab, FBK – Fondazione Bruno Kessler, Italy

Drawings:
Sam Bradd

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Recap of Day 2

Social media analytics about COVID-19 in the Americas

Sebastian Garcia Saiso,
PAHO/WHO, and **Ian Brooks,**
University of Illinois, USA

Recap of Day 2



Assessing the similarity between daily news headlines and WHO recommendations

***Tavpritesh Sethi, Indraprastha
Institute of Information Technology
Delhi, India***

Drawings:
Sam Bradd

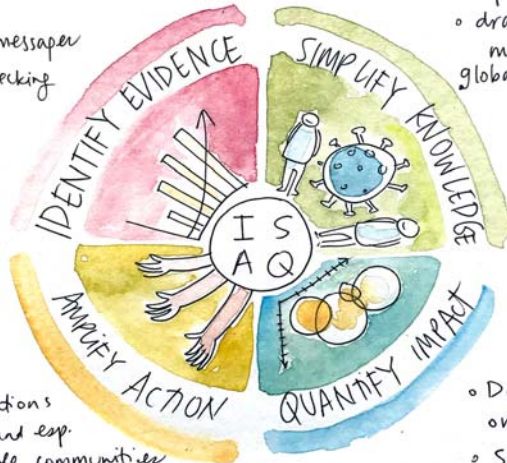
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Recap of Day 2

TOWARDS A FRAMEWORK

- WHO: publish weekly
FAKE news
- translate info
- design priority messenger
- engage fact checking
orgs and AI

- Knowledge translation
platform on best
practices
- drawings and
multimedia, for
global + national use



- Collaboration:
- adapt communications
with translation and esp.
include vulnerable communities
 - collaborate with private sector
 - WHO takes a leadership role
 - engage young people, leverage
technology

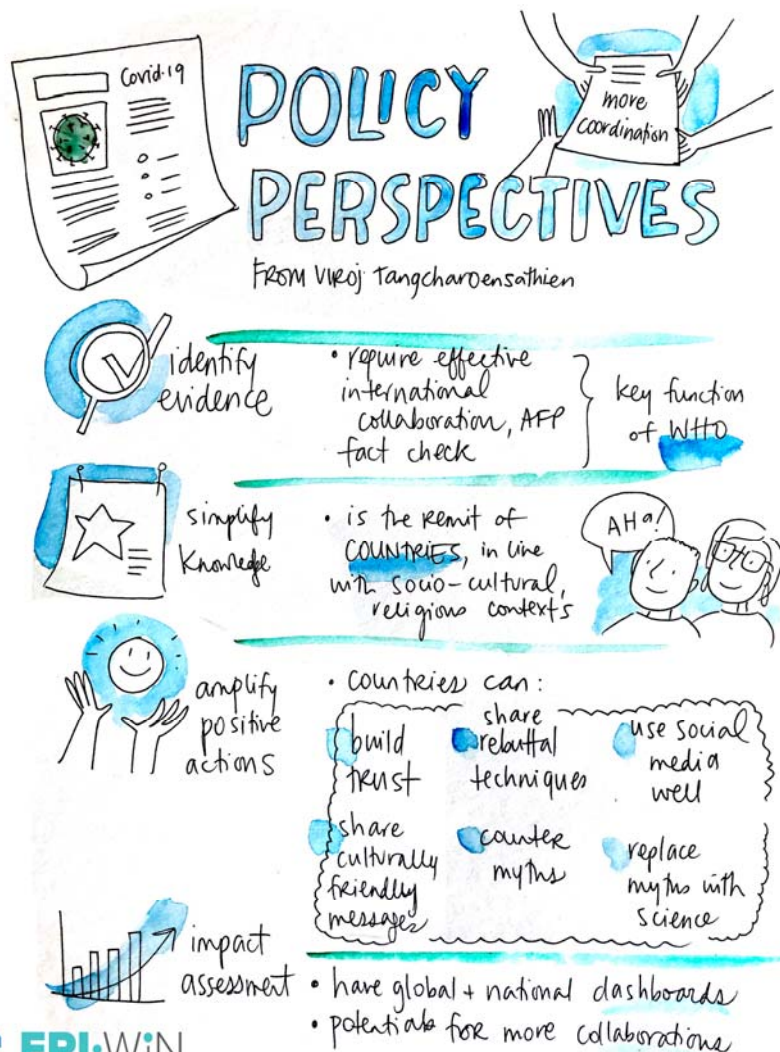
- Dashboard by WHO
on infodemic
- set research agenda
- local web based
models, surveys
- social network science

- plus governance + coordination:
- promote collab
 - set guidelines + framework
 - ethics

Summary of brainstorm suggestions

Judith Van Andel, World Health
Organization

For: Ioana Ghiga, Alexandra Hill,
Daniel Hougendobler, Tina Purnat,
Judith Van Andel



Recap of Day 2

Discussion of brainstorm suggestions

Panelist:

Viroj Tangcharoensathien, Ministry of Public Health, Thailand

Drawings:
Sam Bradd

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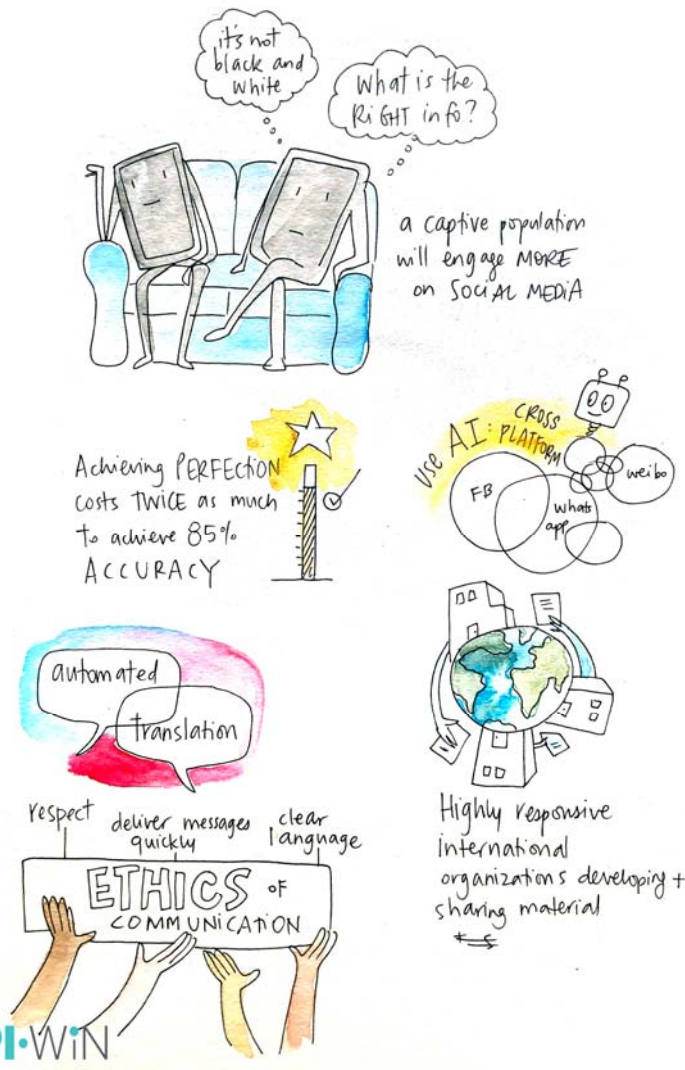
Discussion of brainstorm suggestions

Panelist:

Neville Calleja, Ministry of Health,
Malta

Drawings:
Sam Bradd

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Closing



infodemics have always
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Sylvie Briand

*Director, Infectious Hazard
Management, WHO; Lead of
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Closing

Sylvie Briand

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Drawings:
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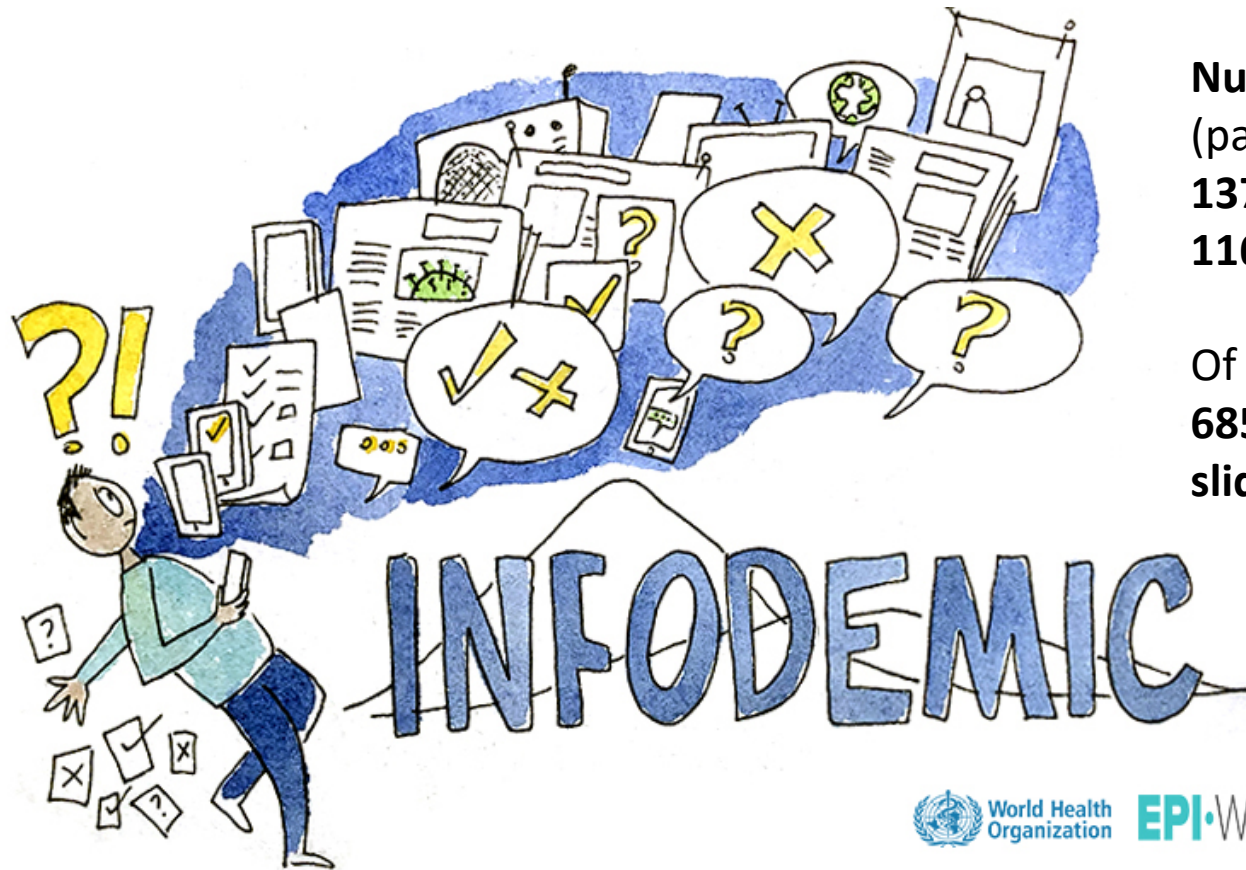


Next steps

- EPI-WIN team will review all participant suggestions, feedback, and questions
- Meeting videos, materials, report will be posted on www.who.int/epi-win
- Meeting registrants will be included into a mailing list (but this is only a start of community of practice formation)
- Contact nguyent@who.int and purnatt@who.int if your team or organization can share expertise or join efforts.
- WHO will plan short and medium term activities; workstreams and follow-ups will be strengthened and new established for:
 - Coordination, communication and community-of practice building
 - Methods and measurement for informing policy and action, and measuring impact
 - Monitoring frameworks and methods, “infodemiology”
 - Digital information analytics, and tools
 - Socio-behavioral and cultural context analysis and insights
 - Factchecking and misinformation management
 - Identifying evidence, simplifying the knowledge
 - Amplifying the information and activities so targeted information reaches individuals

Summary of participants

(1375 attendees on zoom, 685 active on slido)



Number of participants
(panelists and attendees)
1375 on day 1, and
1169 on day 2

Of these,
685 participants active on
slido (questions, suggestions)

Summary of participants

(**1375** attendees on zoom, **685** active on slido)

Popular questions & topics

J

Joseph Yun

8 Apr 2020, 2:08 PM

0

41

This is not a question, but I just wanted to say that the summary of yesterday was really well done. I think it really encapsulated yesterday well.

K

Katherine Farr

8 Apr 2020, 2:15 PM

0

16

Given that many people aren't getting news from traditional media sources (cable news programs, newspapers, etc), how can we expand the reach of intergovernmental agencies such as the WHO by participating in nontraditional media? Thinking of Dr. Anthony Fauci going on podcasts, sports programs, etc.

D

Dr Emmanuel Luyirika, Executive Director of African Palliative C

8 Apr 2020, 2:15 PM

0

15

How can we enable the Ministries of Health set up and run efficient systems to counter the fake news and conspiracy theories during this COVID19 and other pandemics?

Active participants

685

Joined participants

782

Engagement score

3444

Questions

242

Likes / dislikes

439 / -14

Anonymous rate

7%

Poll votes

1326

Polls with interaction

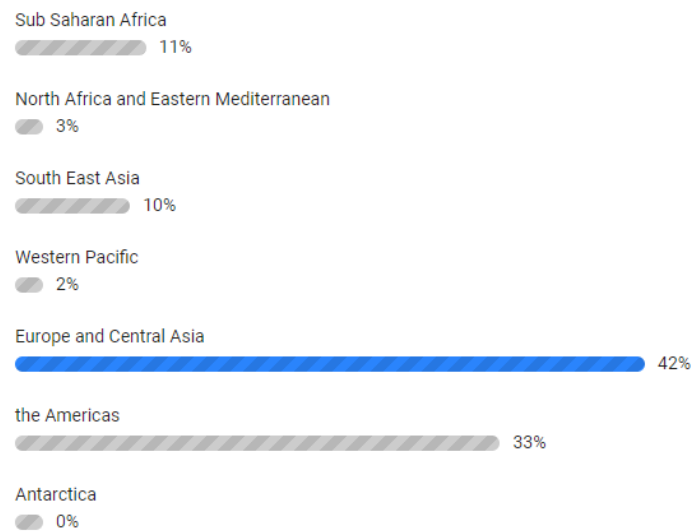
6

Votes per poll

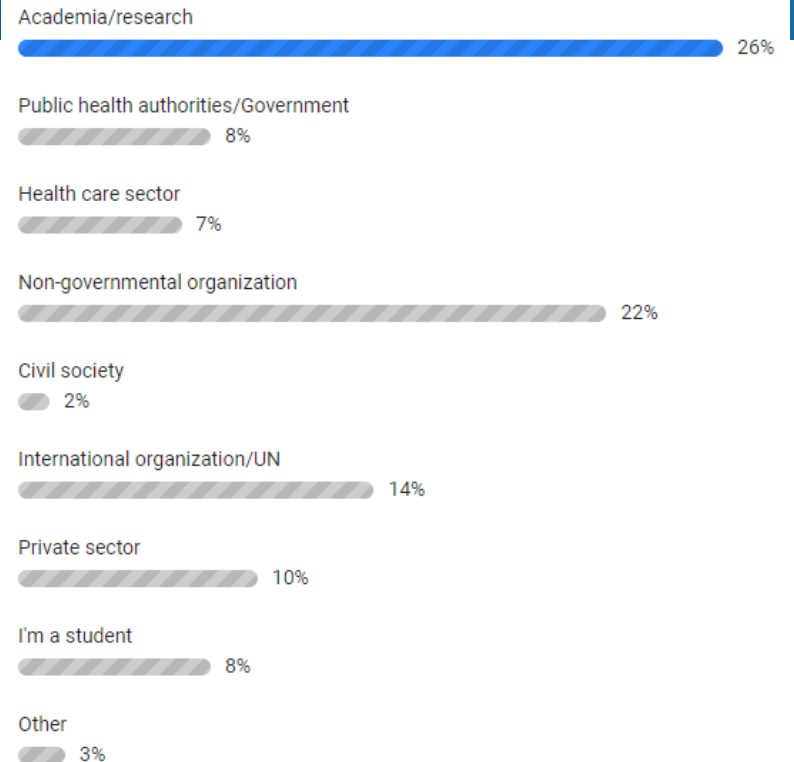
221

Summary of participants (1375 attendees on zoom, 685 active on slido)

What region are you connecting from?



What sector do you work for?



Summary of participants
(**1375** attendees on zoom, **685** active on slido)

How would you explain "infodemic" to your 10-year-old niece in one sentence?

- An infodemic is when wrong , misleading or harmful information spreads so quickly that people are unable to control it.
- An infodemic is like the spread of a nasty rumour at school, where even though it's not true everybody believes it because they trust who told them the rumour
- I would tell her it's like when there is a situation going on at school and her classmates, their parents, the teachers and other school members/ staff are talking about this matter giving both true and false information.
- It's a bit like when your friends gossip in the playground and all your friends hear rumours of things that aren't true!
- (more responses in slide notes)

Summary of participants
(**1375** attendees on zoom, **685** active on slido)

As we start: What do you expect to get out of this meeting?



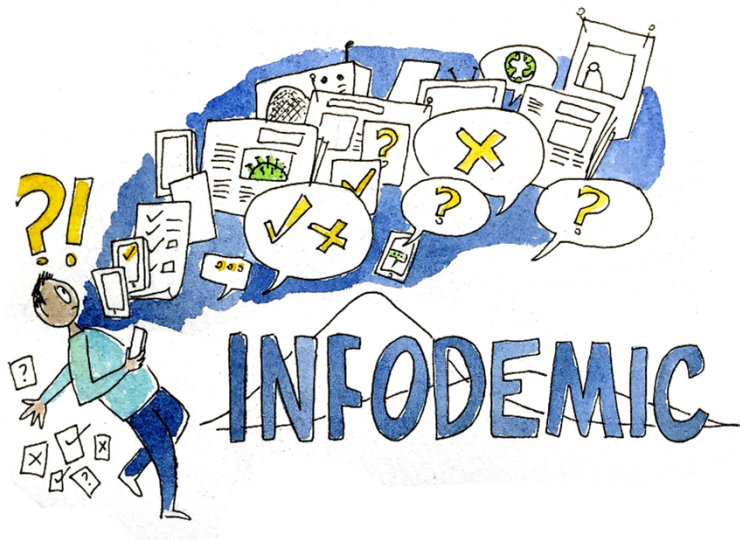
(responses in slide notes)

Summary of participants (1375 attendees on zoom, 685 active on slido)

**COVID-19 workplace:
What was the strangest
place from which you
joined a conference call
in the last three
months?**



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7-8 April 2020, 14-17h Geneva time



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