

A WHO GLOBAL CONSULTATION FROM  
GENEVA, SWITZERLAND

# 5th WHO infodemic management conference

Developing metrics and indicators  
to quantify the burden of infodemic  
on health and well-being

2, 4, 9 AND 11 NOVEMBER 2021



World Health  
Organization

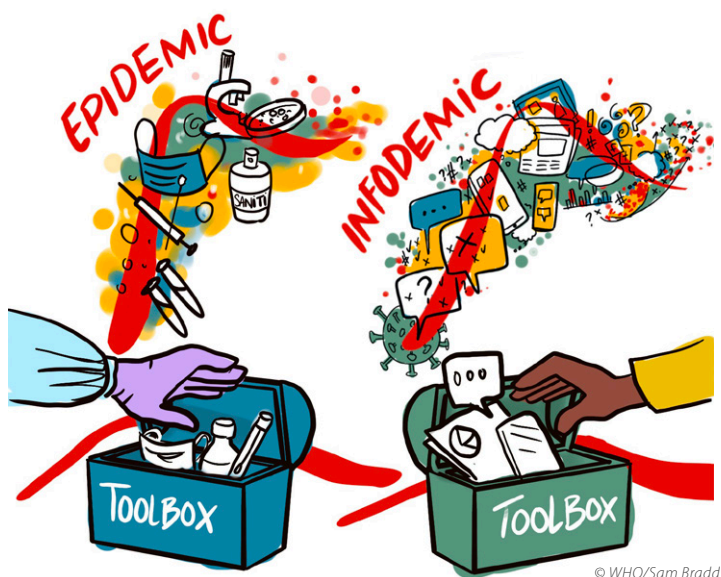
infodemic  
MANAGEMENT

## Acknowledgements

WHO appreciates contributions from all three levels of WHO, external partners and the US Centers for Disease Control and Prevention Global Immunization Division's Demand for Immunization Team in the preparation of the conference.

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# Scope & purpose

## Background

The COVID-19 pandemic has been accompanied by an infodemic: **excess information, including false or misleading information, in digital and physical environments during an acute public health event.** This infodemic is leading to confusion and risk-taking behaviors that can be harmful to health, as well as to mistrust in health authorities and public health responses. The World Health Organization (WHO) is working to develop tools to provide an evidence-based response to the infodemic, enabling prioritization of health response activities.

Previous research has explored the use of data produced and consumed on the web to inform public health officials, agencies, and policy—a concept known as infodemiology. The design of interventions for infodemic response must account for an ecosystem where information flows and people's information diets can lead to poor health outcomes offline. The WHO has therefore expanded the concept of infodemiology into a multidisciplinary scientific field that amalgamates cross-disciplinary and mixed methods approaches designed to inform the health emergency response.

There are major structural, policy and capacity challenges that affect our ability to assess the burden of infodemics at individual, societal, health system and economic levels, which limit the potential to use infodemiology research to rapidly inform communications and other interventions aimed at reducing the impact of infodemics on outcomes including attitudes, behaviours, and health.

- Despite the rapid growth in the number of published data-driven infodemiology studies, very few have robustly linked information exposure risks with measures of attitudes, behaviours, or health outcomes.
- The way information access, exposure, and engagement are estimated for individuals is inconsistent across studies and often restricted to single social media platforms, limiting the value of the research.
- It remains unclear whether data from social media and web platforms can be used as proxy measures for a person's broader information diet and if these data capture differences in how people make sense of that information in terms of attention, trust, and prior beliefs.

Metrics and frameworks related to digital information flows and online behavior are needed to demonstrate the influence on people's risk perceptions and protective actions during health emergencies that help health authorities to design interventions that are more impactful. Evidence from experimental studies that test exposures and interventions in individuals is still scarce and lacks comparability across countries. At the same time, health outcome metrics from reported health data at country level are not yet used to inform high intensity individual level studies. And lastly, there is still lack of evidence on how exposures and interventions work when they are deployed at scale or through different interfaces.

## Aim

The aim of this technical conference is to develop a work plan to foster implementation of the work stream 1 of the WHO research agenda for managing infodemics – the metrics and indicators for measuring the burden of the infodemic and related interventions. The discussion will raise awareness of the gaps in metrics required to connect exposure to information with health outcomes; and will explore proposals for study designs, measures, and tools that can contribute directly to estimating the burden of infodemics or the effectiveness of infodemic management interventions. The conference will bring in a multidisciplinary team of scientists and public health decision-makers, to address metrics, evaluation and study design.

## Objectives

The overall aim of the conference is to determine a path how to measure the burden of disease due to the infodemic associated with the information mix people access and associated drivers for people's action over time, and to develop new ways to characterise information exposure and health outcomes in ways that:

- (a) can be linked to individual responses to validated survey instruments measuring attitude/behavior outcomes,
- (b) can be standardized and easy to use so that studies can be deployed quickly in different places and results can be synthesized for the purpose of monitoring and surveillance, and
- (c) can translate those health outcomes and impact into cost-effectiveness studies to feed into policy planning

## Expected outcomes

- A concept map on the main pathways on the wider effects of the infodemic (individual, society, health system and policy)
- List of principles for ranking and prioritization of concepts and indicators to be used
- A prioritised list of actions, study designs and metrics that need development
- Establishment of collaborations to advance the work

## Participants

- **20-30 scientists leading in the field** of measuring empirically the impact of information on health, health analysis and evaluation (across disciplines, may include social scientists, digital health, epidemiologists, clinicians, communication and media, etc)
- **10-20 participants from health authorities** (Ministries of Health, Institutes of Public Health) including WHO and international organization staff
- One observer each from:
  - Amplifying communities
  - Journalists/Media
  - Civil society

## Format of virtual technical meeting

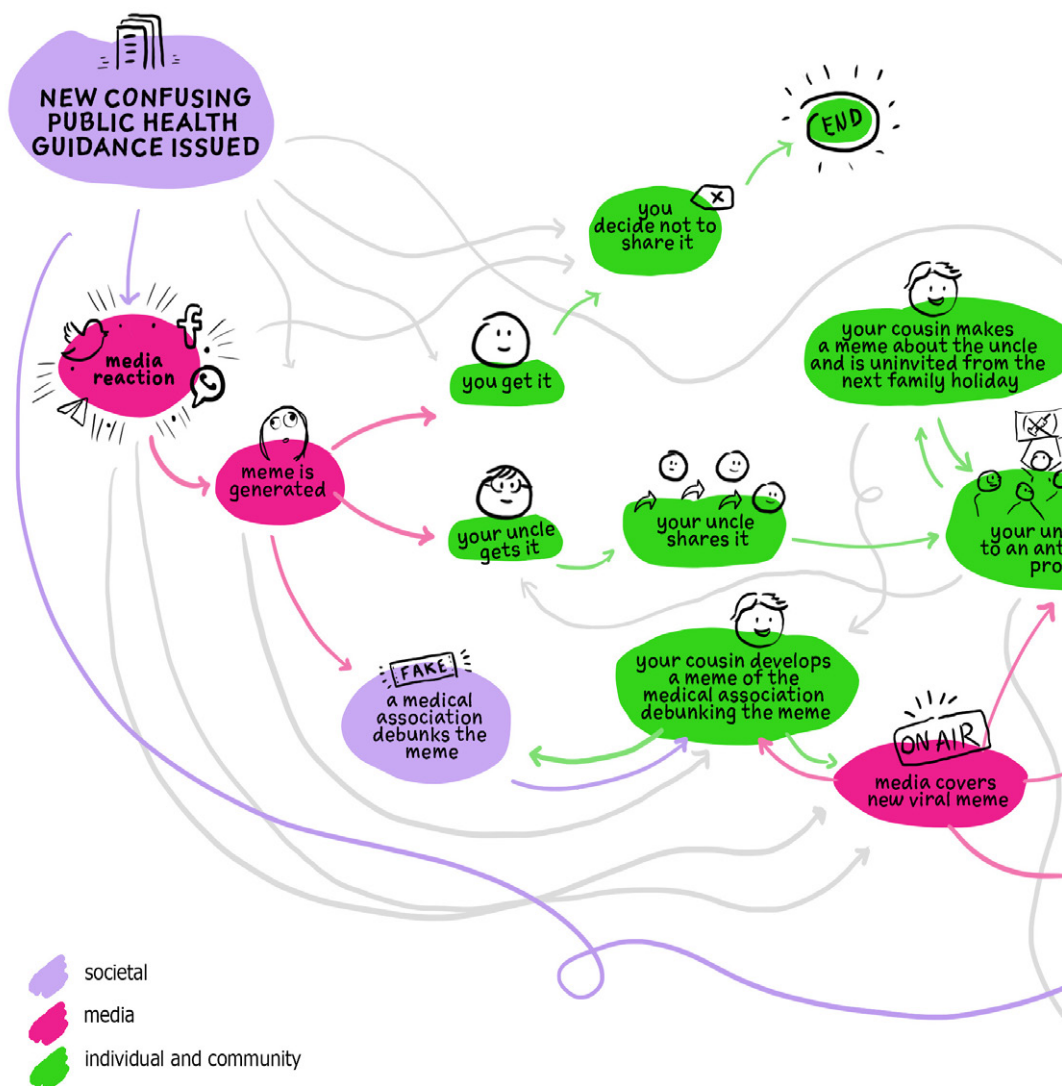
- Four half-day sessions, each with two panels discussing and presenting
- Tentative days: Tuesday and Thursday, between 2 and 11 November 2021, 13–16h Geneva time all days
- Closed ZOOM meeting with max 60 participants and organizers

### CONTACT

**Tim Nguyen**  
*nguyent@who.int*

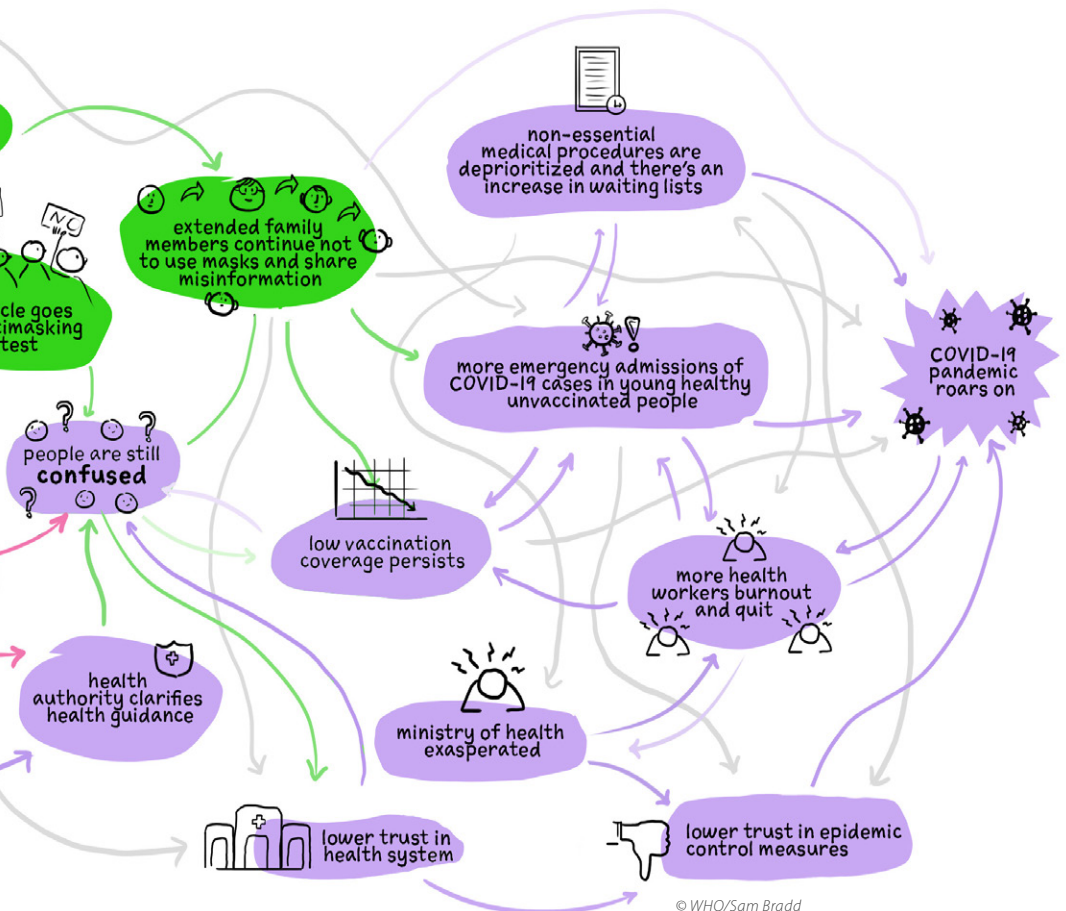
**Tina Purnat**  
*purnatt@who.int*

## Example of an evolution of the infodemic across individual, community, health system and societal levels

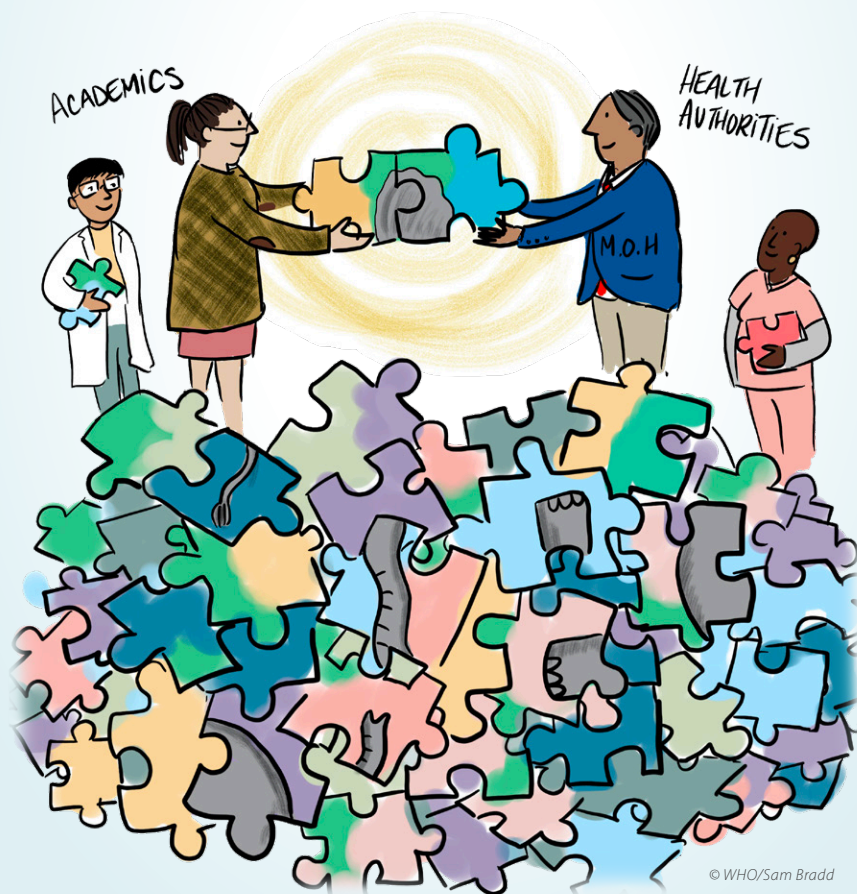


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# Agenda



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## Day 1

Tuesday, 2 November 2021, 13:00–16:00 Geneva time

13:00 – 13:05	<b>Welcome</b> <i>Sylvie Briand</i> , World Health Organization
13:05 – 13:10	<b>Welcome</b> <i>Dimitri Prybylski</i> , US Centers for Disease Control and Prevention, USA
13:10 – 13:20	<b>Welcome, housekeeping and ways of working</b> <i>Tim Nguyen</i> , World Health Organization
13:20 – 13:30	<b>Start of working session</b> Introduction by conference co-chairs: <i>Neville Calleja</i> , Ministry for Health, Malta / <i>Claire Wardle</i> , University of Pennsylvania, USA
13:30 – 13:50	<b>Setting the scene – evolution of infodemic management during the COVID-19 response</b> <i>Tina Purnat</i> , World Health Organization
13:50 – 14:10	<b>Introduction to the discussion: A concept map on the main pathways on the wider effects of the infodemic (individual, society, health system and policy)</b> <i>Howard Chiou</i> , US Centers for Disease Control and Prevention, USA / <i>Elisabeth Wilhelm</i> , US Centers for Disease Control and Prevention, USA / <i>Tina Purnat</i> , World Health Organization
14:10 – 14:30	<b>Perspectives by three discussants (10 minutes each)</b> <i>Isabella Ballalai</i> , Brazilian Immunization Society, Brazil / <i>Ashish Joshi</i> , City University of New York, USA / <i>Noel Brewer</i> , University of North Carolina, USA
<b>Break</b>	
14:30 – 14:40	<b>Breakout group division and tasks</b> Group formation and division into breakout groups on zoom
14:40 – 14:50	<i>Tina Purnat</i> , World Health Organization / <i>Elisabeth Wilhelm</i> , US Centers for Disease Control and Prevention  Break-out group facilitators: <i>Sally Smith</i> , World Health Organization / <i>Sarah Hess</i> , World Health Organization / <i>Romana Rauf</i> , World Health Organization / <i>Muriel Konne</i> , US Centers for Disease Control and Prevention, USA / <i>Nessa Ryan</i> , US Centers for Disease Control and Prevention, USA / <i>Shibani Kulkarni</i> , US Centers for Disease Control and Prevention, USA

continued >

Day 1, continued

Tuesday, 2 November 2021, 13:00–16:00 Geneva time

14:50 – 15:10	Discussion in breakout groups: Round 1		
15:10 – 15:30	Discussion in breakout groups: Round 2		
	Part of the causal pathway map	Round 1	Round 2
	Information landscape (social context, content generation, exposure mediators)	Group 1	Group 2
	Risk mediators	Group 2	Group 1
	Direct psychological effects, indirect psychological effects, health and wellbeing	Group 3	Group 4
	Health system outcomes	Group 4	Group 3
	Societal impact	Group 5	Group 6
	Economic impact	Group 6	Group 5
15:30 – 15:50	Report back to plenary <i>Howard Chiou</i> , US Centers for Disease Control and Prevention, USA		
15:50 – 16:00	Comments by conference co-chairs <i>Neville Calleja</i> , MoH Malta / <i>Claire Wardle</i> , University of Pennsylvania, USA		
16:00 – 16:05	Housekeeping, schedule for next day <i>Elisabeth Wilhelm</i> , US Centers for Disease Control and Prevention, USA		
16:05	Adjourn		



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## Day 2

Thursday, 4 November 2021, 13:00–16:00 Geneva time

13:00 – 13:05 **Welcome by conference co-chairs**  
*Neville Calleja*, MoH Malta / *Claire Wardle*, University of Pennsylvania, USA

13:05 – 13:10 **Housekeeping**  
*Tina Purnat*, World Health Organization

13:10 – 13:20 **Setting the scene – How do we measure information diet and information exposure**  
*Tina Purnat*, World Health Organization / *Elisabeth Wilhelm*, US Centers for Disease Control and Prevention, USA

13:20 – 14:00 **Perspectives by three discussants (10 minutes each)**  
*Adam Dunn*, The University of Sydney, Australia / *Filippo Menczer*, Indiana University, USA / *Odette Wegwarth*, Charité Berlin, Germany

14:00 – 14:10 **Break**

14:10 – 14:20 **Breakout group division and tasks**  
 Group formation and division into breakout groups on zoom  
*Tina Purnat*, WHO / *Elisabeth Wilhelm*, US Centers for Disease Control and Prevention, USA  
  
 Break-out group facilitators:  
*Sally Smith*, World Health Organization / *Sarah Hess*, World Health Organization / *Romana Rauf*, World Health Organization / *Muriel Konne*, US Centers for Disease Control and Prevention, USA / *Nessa Ryan*, US Centers for Disease Control and Prevention, USA / *Shibani Kulkarni*, US Centers for Disease Control and Prevention, USA

14:20 – 15:00 **Discussion in breakout groups**  
 How do we measure information diet and information exposure?  
  
**Identify top three:**  

- What are the barriers and limitations that make it difficult to measure?
- What are the tools that needs to be developed?
- What study designs can be used?
- What indicators could be used or developed (priority should be given to existing/routine data sources to ensure sustainability and feasibility even in low-resource settings)?

15:00 – 15:40 **Report back to plenary**  
 Break-out group rapporteurs and facilitators

15:40 – 15:50 **Comments by conference co-chairs**  
*Neville Calleja*, Ministry for Health, Malta / *Claire Wardle*, University of Pennsylvania, USA

15:50 – 16:00 **Housekeeping, schedule for next day**  
*Elisabeth Wilhelm*, US Centers for Disease Control and Prevention, USA

16:00 **Adjourn**

## Day 3

Tuesday, 9 November 2021, 13:00–16:00 Geneva time

13:00 – 13:05 **Welcome by conference co-chairs**  
*Neville Calleja*, MoH Malta / *Claire Wardle*, University of Pennsylvania, USA

13:05 – 13:10 **Housekeeping**  
*Tina Purnat*, World Health Organization

13:10 – 13:20 **Setting the scene – How do we link information exposure to outcomes and impacts**  
*Tina Purnat*, World Health Organization / *Elisabeth Wilhelm*, US Centers for Disease Control and Prevention, USA

13:20 – 14:00 **Perspectives by three discussants (10 minutes each)**  
*Dimitri Prybylski*, US Centers for Disease Control and Prevention, USA / *Theresa Senft*, Macquarie University / *Elena Petelos*, Maastricht University, the Netherlands / *Sander van der Linden*, University of Cambridge, UK

14:00 – 14:10 **Break**

14:10 – 14:20 **Breakout group division and tasks**  
Group formation and division into breakout groups on zoom  
*Tina Purnat*, World Health Organization / *Elisabeth Wilhelm*, US Centers for Disease Control and Prevention, USA

Break-out group facilitators:

*Sally Smith*, World Health Organization / *Sarah Hess*, World Health Organization / *Romana Rauf*, World Health Organization / *Muriel Konne*, US Centers for Disease Control and Prevention, USA / *Nessa Ryan*, US Centers for Disease Control and Prevention, USA / *Shibani Kulkarni*, US Centers for Disease Control and Prevention, USA

14:20 – 15:00 **Discussion in breakout groups**  
How do we link information exposure to outcomes and impacts?

Identify top three:

- What are the barriers and limitations that make it difficult to measure?
- What are the tools that needs to be developed?
- What study designs can be used?
- What indicators could be used or developed (priority should be given to existing/routine data sources to ensure sustainability and feasibility even in low-resource settings)?

15:00 – 15:40 **Report back to plenary**  
Break-out group rapporteurs and facilitators

15:40 – 15:50 **Comments by conference co-chairs**  
*Neville Calleja*, Ministry for Health, Malta / *Claire Wardle*, University of Pennsylvania, USA

15:50 – 16:00 **Housekeeping, schedule for next day**  
*Elisabeth Wilhelm*, US Centers for Disease Control and Prevention, USA

16:00 **Adjourn**

## Day 4

Thursday, 11 November 2021, 13:00–16:00 Geneva time

13:00 – 13:05	<b>Welcome by conference co-chairs</b> <i>Neville Calleja</i> , MoH Malta / <i>Claire Wardle</i> , University of Pennsylvania, USA
13:05 – 13:10	<b>Housekeeping</b> <i>Tina Purnat</i> , US Centers for Disease Control and Prevention, USA
13:10 – 13:40	<b>Summary of the conference deliberations</b> <i>Tina Purnat</i> , WHO / <i>Elisabeth Wilhelm</i> , US Centers for Disease Control and Prevention, USA / <i>Howard Chiou</i> , US CDC
13:40 – 14:10	<b>Perspectives by three discussants (10 minutes each)</b> <i>Lucie Bucci</i> , Immunize Canada, Canadian Public Health Association, Canada <i>Marcelo D'Agostino</i> , PAHO/ WHO Regional Office for the Americas <i>Antonio Parrilla</i> , Presidential Council of Ministers, Italy
14:10 – 14:50	<b>Discussion in plenary</b> Discussion of conference outcomes <ul style="list-style-type: none"> <li>• a causal map to rank and refine</li> <li>• list of principles for ranking and prioritization of actions</li> <li>• a prioritised list of actions, study designs and metrics to develop</li> </ul>
14:50 – 15:00	<b>Break</b>
15:00 – 15:40	<b>Discussion in plenary</b> <ul style="list-style-type: none"> <li>• What other topics do we need to tackle?</li> <li>• Establishment of working groups to take forward workplan items</li> <li>• Follow up meeting</li> </ul>
15:40 – 15:50	<b>Comments by conference co-chairs</b> <i>Neville Calleja</i> , Ministry for Health, Malta / <i>Claire Wardle</i> , University of Pennsylvania, USA
15:50 – 16:10	<b>Closing remarks</b> <i>Dimitri Prybylski</i> , US Centers for Disease Control and Prevention, USA <i>Tim Nguyen</i> , World Health Organization
16:10	<b>Adjourn</b>

# Biographies



## Shereen Ayub

### WHO REGIONAL OFFICE FOR WESTERN PACIFIC

Ms. Shereen Ayub is a Risk Communications Consultant for the WHO Western Pacific Regional Office (WPRO), currently supporting the Health Emergency Programme's COVID-19 response in the Region. As a Risk Communications Consultant, Ms. Ayub uses social listening tools to develop contextualized COVID-19 messaging. Ms. Ayub also supports WPRO's Listening & Evidence sub-pillar in monitoring and addressing COVID-19 mis- and disinformation in the Region. Ms. Ayub has been based in East Asia for nearly a decade. Prior to joining the WHO, she worked in academia and public policy research. Ms. Ayub holds a Bachelor of Arts degree in International Relations & Global Studies with a concentration in Science, Technology and the Environment from The University of Texas, and earned her Master of Public Health from The University of Hong Kong.

## Isabella Ballalai

### BRAZILIAN IMMUNIZATION SOCIETY

Isabella Ballalai is a Paediatrician. She is the Vice President of the Brazilian Immunization Society (SBlm), and member of the Vaccine Safety Net Advisory Group - WHO. She is also the Chairman of the SOPERJ Immunizations Working Group, a member of the Technical Committee for Immunizations of the state of Rio de Janeiro - Brazil, and member of the Technical Chamber Advisory for COVID-19 immunization at the Ministry of Health, Brazil.







## Cynthia Bell

### WORLD HEALTH ORGANIZATION

Cynthia Bell is a data analyst and epidemiologist with 15 years of experience, beginning as a biostatistician at NASA-JSC Human Adaptation and Countermeasures Division, then as Assistant Professor at the McGovern Medical School at the University of Texas Health Sciences Center at Houston, and now as data analyst with the Evidence and Analytics for Health Security unit at the WHO. Her primary roles have been as a biostatistical consultant, mentor, and instructor promoting evidence-based practices in a variety of health domains including infectious diseases, nephrology, neonatology, obstetrics, and health security preparedness. She is trained in theoretical statistics with a MS in Statistics as well as epidemiological methods with a PhD in Epidemiology and has authorised/co-authored over 50 peer-reviewed manuscripts to date.

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## Peter Benjamin

### HEALTH ENABLED

Since September 2021 he has worked as the Infodemic management and social listening officer of the Demand Acceleration Task Team, the unit of the National Department of Health in South Africa to increase demand for the Covid-19 vaccine rollout. In this role he is leading the implementation of a 'Vax Champs' programme. He coordinates the Social Listening and Infodemiology team of the National Risk Communications and Community Engagement (RCCE) working group in SA. The team's objective is to increase vaccine acceptance and compliance with Covid-19 regulations through identifying sentiment on Covid & vaccine in SA to inform health communications and improvements in the health system, which leads to positive behaviour change. The team gathers information from over 40 organisations and sources (online & offline). Dr Benjamin is the executive director of HealthEnabled. He has 30 years' experience in using ICTs for social change, 15 of which in digital health. Originally from the UK, he has lived in South Africa since 1994. He has worked for the mHealth Alliance, Cell-Life, Wits University and in the UK Poptel. He's an activist with People's Health Movement. He has a PhD in Community Informatics, Masters degrees in Public Health and in Information Technology and a first degree in Physics. He is married to Marion Stevens and has two wonderful teenagers, Joel and Xanny.

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## Supriya Bezbaruah

### WORLD HEALTH ORGANIZATION

Supriya is the Technical Officer for science and knowledge translation. Supriya is a scientist-turned-communicator who sees herself as a bridge between science and society. Supriya has had over 15 years' experience in managing projects related to science, technology and public health emergencies, as Risk Communication Officer and as Project Manager for Pandemic Influenza Preparedness Framework in SEARO; as Senior Director at Global Health Strategies; and as Science and Technology Adviser at the British High Commission in India. These roles have provided valuable insights into developing health and science policies and strategies in recent years. From 2016-2017, she moved as Senior Director for the New York-based international health communications consultancy Global Health Strategies (GHS), where she led 6 teams and worked with national governments and international donor organizations for immunization and maternal and child health in South and South-East Asia. Her work included policy-advocacy to explain science and evidence to policy makers and civil society leaders, which enabled inclusion and rollout of vaccines for rotavirus and pneumococcal conjugate vaccine (PCV) in national immunization programmes. As Science and Technology Adviser in the British High Commission in India, she facilitated several scientific research collaborations between scientific institutions in the two countries and advocated for science to the public through various events. Supriya has a PhD in Cell Biology from University College, University of London, and a B.Sc. in Biochemistry from Kings College, University of London. She also has a Master's in Public Health from the London School of Hygiene and Tropical Medicine, and a certificate in Project Management from Duke University, USA.



## Tom Black

### BILL AND MELINDA GATES FOUNDATION

Tom Black works on the Insights team of the Gates Foundation's Global Delivery Program. This means that he helps design, run, analyse, and report on research projects; projects which are intended to help better understand the lives and needs of the people that we're trying to service. Prior to joining BMGF, Tom worked as a pollster in London working on national, local and European elections for parties of all political stripes. He is based in Washington DC.

## Noel Brewer

### UNIVERSITY OF NORTH CAROLINA

Dr Noel Brewer is Gillings Distinguished Professor of Public Health at the University of North Carolina at the Gillings School of Global Public Health. He has a PhD in health psychology from Rutgers University. Dr Brewer's research explores why people engage in vaccination and other health behaviours that prevent cancer. He has published over 300 papers on these topics including behaviours related to HPV vaccination, tobacco warnings, and screening tests. He was recognized by Clarivate as among the top 1% most cited researchers in the world since 2017. He advises WHO and US Centers for Disease Control and Prevention on understanding vaccination behavior. He serves on the Lancet Commission on Vaccine Refusal, Acceptance, and Demand. He is a Fellow of the Association for Psychological Science, has advised the President's Cancer Panel under two Presidents, and has presented to the National Academies of Science, Engineering and Medicine on three occasions.



## Sylvie Briand

### WORLD HEALTH ORGANIZATION

Dr Briand (MD, MPH, PhD) is the director of the Global Infectious Hazard Preparedness (GIH), WHO Emergency Preparedness (WPE) at the World Health Organization (WHO/WHE), HQ Geneva. Since 2001, Sylvie Briand has been actively involved in the detection, preparedness, and response to global threats, leading the scientific and strategies component of the WHO response (avian and pandemic influenza, Ebola, Zika, Plague, Yellow fever, Cholera, MERS...). She is currently working as a Technical Lead in the COVID-19 response. Before joining WHO, she worked as public health Project Director for different global health agencies in various geographic regions.

## Ian Brooks

### UNIVERSITY OF ILLINOIS AT URBANA CHAMPAIGN

Ian Brookes, PhD is the director of the Center for Health Informatics, the WHO Collaborating Center for Information Systems for Health at the University of Illinois. His research focuses on the use of data from traditional and non-traditional sources to understand population health and support public health decision makers. He is currently leading the WHO/PAHO Anti-infodemic virtual center project to detect, evaluate, and respond to misinformation threats to public health. Previously, Brooks was the director of Health Sciences at the National Center for Supercomputing Applications, co-director of the bioinformatics core of the UIC Center for Translational Sciences, and a member of the CDC external advisory committee for high-performance computing.





## Richard Bruns

### JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH

Richard Bruns, is a senior Scholar at Johns Hopkins Center for Health Security. Dr Bruns is an economist specializing in cost-benefit analysis of policies and initiatives related to public health, global catastrophic risks, and the burdens of diseases and other life conditions. Current research projects at CHS include misinformation, ventilation improvements, nursing workforce analysis, vaccine technologies and resilient food production. His long-term research agenda includes expanding the use of quality-adjusted life years to better measure a variety of life states and social conditions, so that cost-benefit analysis can include and properly account for all expected side effects of public policies. Earlier, Dr Bruns worked as a Senior Economist at the US Food and Drug Administration (FDA), doing cost-benefit modelling of many FDA regulations and actions. Dr Bruns has a PhD in economics from Clemson University, with primary concentrations in public economics and policy, industrial organizations, and antitrust and regulation.

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## John Bryden

### INDIANA UNIVERSITY

John Bryden is the Executive Director of the Observatory on Social Media, Indiana University. He uses Mathematical and Computation techniques to study online information diffusion. His work includes monitoring vaccines misinformation on Twitter, investigating its geographical patterns, and understanding how this relates to vaccine uptake.

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## Lucie Marisa Bucci

### CANADIAN PUBLIC HEALTH ASSOCIATION

Lucie Marisa Bucci is the Senior Manager of Immunize Canada. Since joining Immunize Canada in 2010, she has been an active collaborator in the Canadian Immunization Conference (CIC), and a liaison member to the Canadian Nurses Coalition on Immunization (CNCI) and the National Advisory Committee on Immunization (NACI). More recently, she is a member of the Elimination of Cervical Cancer in Canada and the WHO's Vaccine Safety Network (VSN) advisory committees. She is an advisor to the CPHA on immunization, and is a leader in national public and professional education campaigns on immunization. She holds a Master's degree in public policy and her expertise is in public health policy, ethics, and law. Prior to joining Immunize Canada, she was a research associate at the Centre de recherche en droit public at l'Université de Montréal and the Centre for Genomics and Policy at McGill University's and Genome Québec's Innovation Centre.



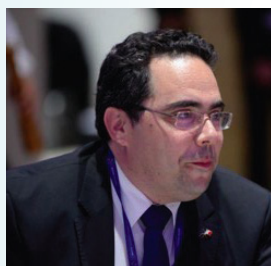


## Anita Buragohain

YORK UNIVERSITY

Ms Anita Buragohain is a doctoral candidate in the Department Science and Technology Studies at York University, Toronto, Canada. Her research interests are clustered around the sociology, histories, and political economies of public health issues, especially in the contexts of postcolonial development. Her academic expertise is backed by publications in leading journals, and complemented by her professional experience with global health and development organisations. Prior to her PhD, Ms Buragohain worked as a health communications and advocacy officer on tuberculosis and tobacco control at the International Union for Tuberculosis and Lung Disease (The Union). Over her career, she has also worked with World Bank, and collaborated with WHO and other UN agencies on a range of technical briefs and assignments. Ms Buragohain holds a MA in Cultural Studies, and a Bachelors in Mathematical Sciences and Religious Studies from Colby College, USA. She is passionate about using her multidisciplinary expertise to address the myriad technical, political, and social issues that arise from public and institutional engagements with science and medicine.

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## Neville Calleja

MINISTRY FOR HEALTH, MALTA

Dr Neville Calleja qualified as a medical doctor in 1999 and proceeded to study Medical Statistics and Public Health. He qualified as a specialist in public health medicine in 2006 and was awarded Membership of the Faculty of Public Health in the UK in 2011. In 2013, Neville completed his PhD studies on the statistical correction of misclassification of disease status between self-reported and examined health surveys. He has been employed at the Directorate for Health Information and Statistics within the Ministry responsible for Health since 2001, taking on its helm in 2007, and also served as Acting Chief Medical Officer during 2014. DHIR is responsible for the collation of national health statistics on behalf of the National Statistics Office. Since 2007, the Directorate took on a research role, conducting a series of epidemiological surveys on a national scale, including two Health Interview Surveys, a survey on Elderly Needs Assessment, and a Sexual Health survey – the main data sources for health inequality analyses in Malta. Dr Calleja has 18 years of experience lecturing medical statistics, epidemiology and public health to all health care professionals, together with ethical and scientific review of projects at local and international level. He has been part of the Senior Advisory and the Transitioning Strategy groups of the Malta COVID-19 Response team since early March 2020.

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## Sergio Cecchini

### WHO REGIONAL OFFICE FOR AFRICA

Sergio Cecchini is currently the WHO Infodemic Management Officer coordinating the Africa Infodemic Response Alliance and its content-hub Viral Facts Africa. Mr Cecchini has over 20 years of experience in the international aid sector, covering senior management positions for Médecins Sans Frontières/Doctors Without Borders (MSF) both at head-quarter and field level. Mr Cecchini directed the Communication and Fundraising Department of the MSF Operational Center in Brussels, composed of up to 60 people of six different nationalities, managing significant budgets and ensuring an annual growth from private

funds of +7%. In the field, Mr Cecchini managed an environmental health project in Kyrgyzstan and coordinated crisis communications strategies during the most acute humanitarian emergencies of the past two decades (Afghanistan, Albania, Angola, Bosnia and Herzegovina, Chad, Greece, Guinea, Kenya, Haiti, Indonesia, Iraq, Ivory Coast, Lebanon, Libya, Montenegro, Niger, Occupied Palestinian Territories). As Director of Communications for the Italian branch of the largest online petition platform, Change.org, he contributed to its expansion in Europe. Mr Cecchini has an MSc in Communication Science at the University of Rome “La Sapienza”. He regularly provides lectures for the course “Humanitarian, risk and emergency communication”, and in the past for the Sant’Anna School in Advanced Studies’ International Training Programme for Conflict Management (2007, 2008, 2009, 2010).



## Howard Chiou

### CENTERS FOR DISEASE CONTROL AND PREVENTION

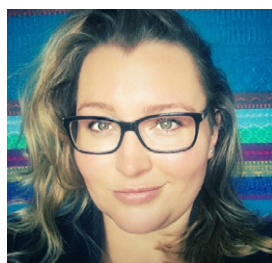
LCDR Howard Chiou, MD, PhD is a U.S. Public Health Service physician and medical officer at the CDC. He is currently assigned to the Demand for Immunization Team in the Global Immunization Division as a resident in the CDC Preventive Medicine Residency, and previously assigned to the CDC One Health Office. He was deployed as lead for the Behavior Change Unit on the CDC COVID-19 Community Interventions and Critical Populations

Task Force, and, as an officer in the CDC Epidemic Intelligence Service, led the Innovation Team within the COVID-19 response at the Los Angeles County Department of Public Health. Howard’s prior research focused on culture change in hospitals, and served as visiting faculty at Stanford University applying positive deviance methods to intensive care units before completing a transitional residency at Santa Clara Valley Medical Center. Howard is a graduate of the MD-PhD program in anthropology at Emory University, where he currently serves as adjunct faculty. He holds an MA in Anthropological Sciences and a BS in Human Biology from Stanford University.

## Sara Christie

### YALE INSTITUTE FOR GLOBAL HEALTH

Sara Christie is a senior Program Manager for the Yale Institute for Global Health (YIGH), managing an innovative research partnership with UNICEF, Facebook and Public Good Projects (PGP) to strengthen vaccine confidence globally. Prior to joining YIGH, she led the evaluation of Project Last Mile, a \$20M+ global health partnership which leverages the expertise of The Coca-Cola Company to strengthen availability of life saving medicines and demand for health services throughout Africa. Since 2004, she worked in South Africa to design behavioral interventions and health communications for adolescents and youth; mine workers; people living with HIV; and the LGBTIQ+ community. She has implemented various interventions to influence health behavior and promote demand for health services in both the US and abroad. She earned her Master's in Public Health from New York University in 2000, and is currently enrolled as a doctoral student at the School of Public Health at the University of the Western Cape.



## Christine Czerniak

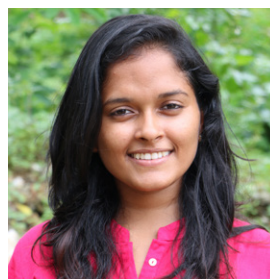
### WORLD HEALTH ORGANIZATION

Christine Czerniak, PhD, is a Technical Officer for Infodemic Management at the WHO. Christine is working to advance the science of infodemiology, and innovate new tools and techniques for infodemic managers to better understand and respond to evolving community concerns for public health. A key focus is building capacities for infodemic management as a core part of national and international health emergency preparedness and response planning. Before joining WHO, she advised UN organizations, government and non-governmental organizations, and biotechnology companies on issues relating to global health, food security, equality and other development goals.

## Hyjel D'Souza

### THE GEORGE INSTITUTE FOR GLOBAL HEALTH

Hyjel is a Consultant at The George Institute for Global Health (TGI). Her work focuses on digital health innovations. Hyjel is a Health Informatician and Public Health professional. Before joining TGI she managed a primary healthcare program in rural India where she led health promotion efforts.





## Abhinav Devaria

### THE GEORGE INSTITUTE FOR GLOBAL HEALTH

Abhinav is pursuing Masters in Public Policy with focus on Global Health at Sciences Po, Paris, and a consultant at The George Institute for Global Health, India. Prior to this, he worked for 6.5 years in different domains of Global Health in both developed and developing markets. He is passionate about working on policies that ensure equitable access to healthcare.

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## Adam Dunn

### THE UNIVERSITY OF SYDNEY

Adam Dunn is Director of Biomedical Informatics and Digital Health and Associate Professor, Faculty of Medicine and Health, at The University of Sydney. He is Affiliate Faculty with the Computational Health Informatics Program at Boston Children's Hospital and has been a visiting Associate Professor with the Department of Primary Care, Universiti Malaya. His research is focused on applications of data science and machine learning in clinical epidemiology, aiming to improve the use of clinical trial evidence in systematic reviews and clinical practice; and in public health, aiming to improve health behaviours by investigating how evidence and misinformation are taken up by the public. He has received funding from NHMRC, AHRQ, and NLM/NIH and held editorial roles with journals in medical informatics, systematic reviews, and research integrity.



## Johannes C. Eichstaedt

### STANFORD UNIVERSITY

Johannes C. Eichstaedt is an Assistant Professor in Psychology at Stanford, as well as a Shiram Fellow at Institute for Human-Centered A.I. He is a computational social scientist who studies the psychological and physical health of populations using social media, text mining and machine learning. For example, his work has shown that geographic variation in heart disease and subjective well-being in the U.S. can be predicted using Twitter, and that data shared in Facebook can serve as a leading indicator for future onset of depression. In 2011 he co-founded the World Well-Being Project; this research consortium has since attracted \$5m in funding and published 100+ peer-reviewed articles. Johannes received his PhD from the University of Pennsylvania.



## Pakinam ElGohary

### WHO REGIONAL OFFICE FOR EASTERN MEDITERRANEAN

Pakinam ElGohary joined WHO EMRO's RCCE team with a rooted and recognizable academic as well as practical experience in the field of communications. ElGohary has been supporting several RCCE areas of work including Social Listening and Community Feedback Joint Project. Aiming to understand the bigger picture, Infodemic Management is on the top list of ElGohary's interests that highly complements and serves her focus of work.



## Silva MAA Evers

### UNIVERSITY OF MAASTRICHT

Silvia Evers is professor of Public Health Technology Assessment at Maastricht University (UM). She also has been working at the Trimbos Institute since 2013. Her scientific oeuvre is extensive and she is successful in acquiring funding for health economics research (including NWO, ZonMw, European). She is a recognized scientist who organizes various national and international meetings such as IolaHESG (lowlands Health Economic Study

Group) and EuHEA 2018 (Conference of the European Health Economic Association). She is leader of the CAPHRI Creating Value-Based Health Care (VHC) research group, where she strives for an independent and open research culture with a focus on team science, open science, recognition & reward and societal impact. Professor Evers has an extensive national and international network and is a member of many national and international committees and editorial teams. With a multidisciplinary background in Health Sciences (Mental Health Sciences; Policy & Management), Epidemiology and Law (Labour and Social; Health Law) and having worked within various groups (Institute for Rehabilitation Research, Maastricht University (Epidemiology; Health Economics; Medical Sociology; Psychology), National Institute for Public Health and the Environment (Centre for Care Studies), University of Amsterdam (Pedagogics) and Academic Hospital Maastricht (Neurosurgery), she values international collaboration between disciplines within and outside the university, as well as with various stakeholders (clients, care providers, insurers) in healthcare.

## Catherine Ferrandis-Bertrand

### WORLD HEALTH ORGANIZATION

Catherine Ferrandis-Bertrand is a veterinarian whose professional reorientation took to master in the One health communication field. After practicing veterinary medicine for some years, she entered the policy and public health sector by working for the French Ministry of Agriculture. In 2010, her taste for information, transfer of complex knowledge, and fieldwork led her to manage a group of five animal health newspapers. She then entered the World Organisation for Animal Health (OIE) in 2013 and led the evaluation of the OIE communications for eight years. She is skilled in institutional and intercultural communications, public and press relations, crisis communications, management, and training facilitation. She has, in particular, continued her professional development by specializing in risk communication and behaviour change and training more than 400 staff of national Veterinary Services in risk communication worldwide. She collaborated daily with partner organizations such as FAO and WHO, was trained as a WHO Emergency Communication Network member, and acted as a risk communication expert during WHO joint External missions. Independent consultant since 2020, she has been supporting the World Health Organization's Health Emergencies Programme since mid-2020 as risk communication, strategic communication, and public health learning specialist.



## Stefanie Friedhoff

### BROWN UNIVERSITY SCHOOL OF PUBLIC HEALTH

Stefanie Friedhoff is a professor of the practice in Health Services, Policy and Practice, and strategy director at the Brown University School of Public Health. Her work investigates intersecting issues of health equity, science, technology, media, culture and trauma. At Brown, she leads the School of Public Health's crisis communication and pandemic policy response team, including research collaborations, rapid response and data projects; and serves as strategic advisor to the dean. Friedhoff's research explores the relationships between the information needs of marginalized communities, misinformation, and health. A veteran journalist, Friedhoff has previously worked as an editor, foreign correspondent and feature writer on three continents. Her work has appeared in Time magazine; The Boston Globe; STAT News; Geo; Sueddeutsche Zeitung; Facts; and many other publications in the U.S. and Europe. Friedhoff is an Expert Contributor at the Covid Collaborative, a co-creator of the Preprint Sifter, and serves on the Boards of the Trust for Trauma Journalism and RiffReporter. In 2001, she was awarded a Nieman Fellowship at Harvard University.

## Gauden Galea

### WHO REGIONAL OFFICE FOR WESTERN PACIFIC

Dr Gauden Galea is a public health physician, currently working as the WHO Representative in China, based in Beijing since April 2018. He has been coordinating the collaboration between WHO and China across all health concerns, with a primary focus on: the COVID-19 response, the review of a decade of health sector reform, advocacy for tobacco and alcohol control, and exploring the digital health landscape of China. On behalf of the Western Pacific Region of WHO, he has been coordinating an effort promoting innovation in public health within the "For the Future" vision of the Region.



## Bruce Gellin

### THE ROCKEFELLER FOUNDATION

Bruce Gellin, MD, MPH, is the Chief, Global Public Health Strategy at The Rockefeller Foundation and brings his infectious disease expertise and global public health experience to its Pandemic Prevention Institute and leads Rockefeller's global vaccination initiative. In these roles, he advances the development and execution of the strategic vision for global public health with a focus on strengthening the global early warning system, to bring the COVID-19 pandemic to an end by improving equitable access to COVID-19 vaccines, and strengthening the programs that turn vaccines into vaccinations.

Before joining The Rockefeller Foundation Dr Gellin was President of Global Immunization at the Sabin Vaccine Institute following a long career in government and academia: at the US Department of Health and Human Services as Deputy Assistant Secretary for Health and Director, National Vaccine Program Office within the Office of the Assistant Secretary for Health and past positions at the National Institute of Allergy and Infectious Diseases (NIH) and the Centers for Disease Control and Prevention (CDC) and at Vanderbilt University School of Medicine, and Johns Hopkins University School of Public Health. In addition, he was the founder and Executive Director of the National Network for Immunization Information, an organization he founded to be a resource of up-to-date, authoritative information about vaccines and immunizations. He has been a regular consultant to the World Health Organization. He currently has faculty appointments at Georgetown University School of Medicine and Vanderbilt University School of Medicine. Dr Gellin is a graduate of the University of North Carolina (Morehead Scholar), Cornell University Medical College, and the Columbia University School of Public Health, is an infectious disease expert with training in epidemiology. He has written extensively about public health aspects of infectious diseases in medical and non-medical texts and the peer-reviewed medical literature and served as a medical advisor to Encyclopedia Britannica.

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## Mika Gissler

### THL FINNISH INSTITUTE FOR HEALTH AND WELFARE

Mika Gissler is a professor at THL Finnish Institute for Health and Welfare, Information Services Department, Helsinki, Finland. He works at University of Turku, Research Centre for Child Psychiatry, Turku, Finland; Region Stockholm, Academic Primary Health Centre, Stockholm, Sweden; Karolinska Institute, Department of Molecular Medicine and Surgery, Stockholm, Sweden.

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## Nina Gobat

### WORLD HEALTH ORGANIZATION

Nina is a technical officer at World Health Organisation with a background in health, social and behavioural sciences. Her current role at WHO focuses on strengthening the response to infectious disease epidemics through integration and uptake of evidence working with the Community Readiness and Resilience Unit in the World Health Emergencies programme at WHO and with the WHO R&D Blueprint team. She is the social science focal point for the Global Outbreak Alert and Response Network (GOARN) Research group and the WHO focal point (previously chair) of the COVID-19 Research Roadmap social science working group. She holds an honorary academic post at the University of Oxford, a PhD in health communication and a postgraduate diploma in epidemiology.



Prior to working for WHO, she held an academic post as a senior researcher (University of Oxford) and was involved in multiple large scale European projects related to clinical research preparedness for high impact infectious disease outbreaks. For the Platform for European Preparedness Against Re-emerging Epidemics (PREPARE), she led research and operational readiness initiatives aimed at identifying solutions to ethical, administrative, regulatory and logistical barriers that stand in the way of rapid deployment of clinical research during a public health emergency. PREPARE's COVID-19 outbreak response escalation led to the H2020 funded Rapid European COVID-19 Emergency Research Response (RECOVER) research consortium, for which she led social science research relevant to COVID-19 clinical research and health service delivery. For the European Clinical Research Alliance for Infectious Diseases (ECRAID-Plan), she led the development of outbreak response services and operations in contribution to the business plan for ECRAID. She was public involvement lead for the National Institute for Health Research Health Protection Research Unit (NIHR HPRU) for Emerging and Zoonotic Infections. She has conducted primary research focused on the development and evaluation of complex behavioural interventions in public health and clinical settings and, prior to my career in academic, worked in multiple clinical and managerial roles in primary and secondary health services in South Africa and the UK.

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## Ian Gonzales

DEPARTMENT OF HEALTH, PHILIPPINES

Ian Gonzales is a public health physician with an undergraduate degree in Psychology and graduated Doctor of Medicine as Top 2 of his class from Xavier University – Ateneo de Cagayan with an Academic Scholarship. He joined the Philippines Department of Health at the height of the Marawi Siege as Health Emergency Management Staff (HEMS). Later, he was tasked to head the Non-Communicable Diseases (NCD) Cluster to improve the delivery of hypertension, cancer, injury prevention, and drug rehabilitation

programs. He was concurrently appointed as the Regional Research Coordinator. In 2019, Dr Gonzales was then tasked to head the Infectious Diseases Cluster. He oversaw the implementation of public health programs and research on HIV, Tuberculosis, Dengue, Schistosomiasis, and Emerging Infectious Diseases. He was also the designated regional spokesperson with experience in liaising with media partners on regular public health programs as well as during the epidemic response for Dengue, Measles, Polio, and COVID-19. At present, Dr Gonzales is a Field Epidemiology Training Program (FETP) Fellow at the Epidemiology Bureau of the Philippines Department of Health. His current position is focused on public health surveillance data analysis, outbreak investigations, program monitoring and evaluation, and operational research. Dr Gonzales is a Basic Life Support and Emergency Medical Technician Instructor. He is also a part-time Associate Professor at Xavier-Ateneo School of Medicine in Cagayan de Oro City, Philippines.

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## Anatoliy Gruz

RYERSON UNIVERSITY

Anatoliy Gruz is a professor at the Ted Rogers School of Information Technology Management, Canada Research Chair (CRC) in Privacy-Preserving Digital Technologies, and the Director of Research at the Social Media Lab at Ryerson University. He is a Member of the Royal Society of Canada's College of New Scholars, Artists and Scientists, a co-editor of a multidisciplinary journal on Big Data and Society, and a founding co-chair of the International Conference on Social Media and Society. The broad aim of Dr Gruz's various research initiatives is to understand how social media data can be used ethically to tackle a wide variety of societal problems from combating COVID-19 misinformation to helping educators navigate social media for teaching and learning.







## Sigríður Haraldsd. Elínardóttir

### DIRECTORATE OF HEALTH, ICELAND

Sigríður Haraldsd. Elínardóttir is Head of Division of Health Information and Research at the Directorate of Health in Iceland. She completed a PhD in Public Health from the University of Iceland and an MA degree in Health Geography from York University, Toronto Canada. Her career at the Directorate of Health has been devoted to creating and developing a national health information system. Initially her work focused on leading the establishment of national electronic health registers. Later the utilisation of data from these same registers, for the benefit of public health, became a more prominent part of her work. At present the main focus of her work is on developing and implementing tools and methods for measuring and monitoring health and wellbeing, health systems performance and quality, health policy targets, equity in health and on effective knowledge translation. The development of subnational public health indicators to support health promoting communities, analysis of the status and progress of health inequalities and analysis of COVID-19 data has also been among main priorities for the past few years. Sigríður's research interests lie in regional and socio-economic inequalities in health, health determinants, health service supply and utilisation. She also has a special interest in supporting evidence-based spatial organisation and delivery of health care services.

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## Sarah Hess

### WORLD HEALTH ORGANIZATION

Sara is an experienced public health professional with demonstrated history of working in global health with a focus on Emergency Preparedness and Response, Global Health Policy and Community Engagement.



## Atsuyoshi Ishizumi

### CENTERS FOR DISEASE CONTROL AND PREVENTION

Atsuyoshi Ishizumi is a fellow on the Demand for Immunization Team at US Centers for Disease Control and Prevention. He has been involved in a number of implementation research for improving vaccine confidence and demand globally. Currently, he is supporting an infodemic management project in Indonesia, coordinating behavioral assessments and intervention development in collaboration with in-country partners. He's also been deployed to support the domestic response to the COVID-19 infodemic as a member of the team that produces the State of Vaccine Confidence Insights Report.



## Anil G. Jacob

### THE GEORGE INSTITUTE FOR GLOBAL HEALTH

Anil G. Jacob (PhD, Rutgers) has worked as a consulting, research, policy and development practitioner with over ten years' work experience across public health (tobacco control, operational/implementation research), academics (qualitative methods; patents, institutional and policy change), independent consulting and business journalism. He has worked for *Business Standard* (Delhi), Rutgers University (New Jersey, USA), United States-India Educational Foundation and International Union Against Tuberculosis and Lung Disease (Delhi). His policy-orientated research has been published in *Tropical Medicine and International Health*, *The Lancet* and *Economic and Political Weekly*.

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## Oommen John

### THE GEORGE INSTITUTE FOR GLOBAL HEALTH AND MANIPAL ACADEMY OF HIGHER EDUCATION

Dr Oommen John is a physician researcher with a special interest in digital health. He completed his MD in Internal Medicine from CMC, Ludhiana and an Executive MBA from Indian Institute of Management, Calcutta. He is an elected fellow of the International Academy of Health Science Informatics, a conjoint lecturer at Faculty of Medicine, University of New South Wales, Sydney and Professor at Prasanna School of Public Health, Manipal Academy of Higher Education. Dr John has extensive field level experience in the area of designing, implementing and evaluating innovative solutions and its applicability in health service delivery. He has served with WHO in Immunization Strengthening and Vaccine Delivery, Research and Development. At George Institute for global health India, he leads research initiatives evaluating the role of digital health interventions in improving clinical outcomes in chronic conditions and oversees the health innovations accelerator. He served as the Secretary of the Asia Pacific Association for Medical Informatics. He is a member of the scientific advisory committee at Foundation for Innovative Diagnostics (FIND), Commonwealth Centre for Digital Health, WHO Digital Health Guidelines Development Group and ITU-WHO focus group on Artificial Intelligence for Health. He is a member of the working group of the Access to COVID-19 tools Accelerator (ACT-Accelerator) Diagnostics and Digital Pillar. He also serves as expert advisor on health innovations for the Market Access Programme of Ayushman Bharat.





## Ashish Joshi

CITY UNIVERSITY OF NEW YORK

Ashish Joshi is a Senior Associate Dean of Academic and Student Affairs and a Professor of the City University of New York Graduate School of Public Health and Health Policy (CUNY SPH). Dr Joshi, an established population health informatics researcher combines his academic training in clinical medicine, public health and informatics to design and develop human centered interventions to enhance population health outcomes across diverse community settings. Dr Joshi has extensive experience of utilizing community-based data to implement and evaluate informatics-

enabled solutions to address public health challenges of the 21st century. He has expertise in designing and developing digital health interventions, population health dashboards, consumer health informatics, population-based surveillance, personalized health records and other technology enabled solutions to improve overall health and well-being of individuals, families and the communities. Dr Joshi has completed more than two dozen research projects in US, India, Nigeria, Haiti, Egypt and Brazil. These projects funded by several Federal agencies including NIH, AHRQ, US Department of Veteran Affairs, Fulbright, Bill and Melinda Gates Foundation, Ministry of Health Brazil, Indian Council of Medical Research, Office of Mayor, NY City, New York City Department of Health and Mental Hygiene and New York State and other private foundations. Dr Joshi conceptualized SMAART (Sustainable, Multisector, Accessible, Affordable, Reimbursable and Tailored model) using combined principles of human centered approach, humanistic, behavioral, learning and information processing theory to advance achievement of Sustainable Development Goals. Currently he is the Chair of the Global Health Informatics Working Group of the American Medical Informatics Association. He is also an author of the first textbook published on Population Health Informatics: Driving Evidence based solutions into practice published by Jones Bartlett. He has developed first of its kind only MS program in Population Health Informatics and a non-credit Certificate Program in Population Health Informatics. Dr Joshi has been leading CUNY SPH efforts to implement NYC Resource Navigator Test and Trace Program in response to COVID-19 pandemic. He utilizes his expertise to facilitate data driven, evidence-based policy making in response to COVID-19 pandemic in global settings.

## Benjamin Kaluza

FRAUNHOFER INSTITUTE FOR TECHNOLOGICAL TREND ANALYSIS

Benjamin Kaluza, PhD, is a senior scientist at the Fraunhofer Institute for Technological Trend Analysis with an academic background in biological science. He has experience in interdisciplinary and intercultural projects and previously worked in projects in Europe, SE Asia, Australia and South America. In the business unit for (Public) Technology- and Innovation Planning of Fraunhofer INT, he works closely with stakeholders in civil protection for EU and national research projects. His current focus is on state-of-the-art research, end-user need/ and impact assessments in crisis management, particularly for pandemic preparedness. In the EU project PANDEM-2 he is leading the work package on pandemic communication, and conducts impact analyses of the COVID-19 pandemic on civil protection agencies (Project KResCo).







## Prashanthi Kamath

### THE GEORGE INSTITUTE FOR GLOBAL HEALTH

Prashanthi Kamath is a consultant at The George Institute for Global Health, India. She is a public health professional with nearly four years of experience in program implementation and public health research. Her areas of work include strengthening of health care delivery to NCD(s) at the primary health care centres in rural settings, supporting immunization activities, and early childhood development projects. Her areas of interest include implementation research, innovations in health care, qualitative and evidence synthesis approaches in research.

## Nagwa Khamis

### CHILDREN CANCER HOSPITAL OF EGYPT

Nagwa Khamis is a professor at Clinical Pathology (Microbiology), Ain Shams University and Consultant IPC and immediate ex-Head of IPC Unit ASUSH. He is also a Head of IPC Department and CEO Consultant. He is a Board Member and immediate ex-secretary of IFIC, President of SPIC-Egypt, WHO Consultant for Ebola prevention, 2014-2015, IAEA Expert for Emerging Zoonotic Infectious Diseases, 2017, SHEA Ambassador for EMRO, 2017, Certified free-lance consultant Infodemic Management WHO, 2020 and coaching the French version of the second batch, June 2021. Visitor Doctor in many of CHU in France: Pitié Salpêtrière, Saint-Louis, Bicêtre, Hôpital Européen Georges Pompidou, Amiens. Temporary adviser WHO, 2012. He participated in the foundation of first Infection Control Unit at ASUSH, Cairo- Egypt, 1989. Supporting the foundation of many IPC systems and Teams in Egypt.



## Jessica Kolis

### CENTERS FOR DISEASE CONTROL AND PREVENTION

Jessica Kolis is a public health professional with over 10 years of experience in health education and communication. Jess holds a Bachelor of Science in Molecular and Cell Biology with a minor in Urban and Community Studies and a Master of Public Health in Community Health Education. She worked in the higher education sector for over 5 years working as a health educator leading a large-scale peer health education program at the University of Alabama and communications manager overseeing and leading health and well-being efforts for both departments and the campus as a whole at the Georgia Institute of Technology. She has worked for

over 4 years as a contractor and now fulltime employee at the U.S. Centers of Disease Control and Prevention (CDC) as a health communication specialist. At CDC, Jess first worked at the National Center for Immunization and Respiratory Diseases (NCIRD) in the Division of Bacterial Disease working on projects ranging from advanced molecular detection to outbreaks of bacterial

meningitis on college campuses to Legionnaires' disease related to the Flint water crisis and then managed social media efforts for the flu division. She currently works in the Global Immunization Division on the Demand for Immunization team but has been deployed to work on the COVID-19 response for the past year working on the social media team, season flu vaccine campaign and as the social media lead for the vaccine task force. Jess is currently deployed as the co-lead for the Vaccine Confidence Insights Unit working to synthesize and triangulate media monitoring, social listening, direct inquiries, web metrics and more to provide recommendation for actions to CDC, federal partners, and state and local jurisdictions to improve confidence in COVID-19 vaccines.

## Muriel Konne

### CENTERS FOR DISEASE CONTROL AND PREVENTION

Muriel Konne is a public health professional and health communicator in the Demand for Immunization Team at US Centers for Disease Control and Prevention. She currently serves as a subject matter expert on US CDC Global Vaccine Task Force, providing technical guidance on building vaccine confidence and demand, risk communication, and infodemic management activities to countries. She also supported countries in developing vaccine-related events (VRE) response plans for nOPV2 and COVID-19 vaccine rollout. Prior to joining GIDC she served as a health communicator and behavioral scientist at NCEZID's Waterborne Disease Prevention Branch where she focused on contact lens wear and care behavioral research, translating evidence to effective health education materials. Myriel has a background in building and executing communication campaigns, providing technical guidance to partner organizations and using social behavioral change communication theories to synthesize science for public and partner consumption on a range of public health initiatives.



## Rokayya Konsowa

### WHO REGIONAL OFFICE FOR EASTERN MEDITERRANEAN

Rokayya currently works as an infodemic management consultant at WHO EMRO. Previously, she used to work as Communication officer/ Risk communication officer in the WHO Egypt country office. Before joining the WHO, Rokayya was a programs management lead in Intermark Network, a healthcare communication agency where she managed public awareness campaigns in the Gulf countries and in Egypt. She started my career in the patient education field at Sanofi Pharmaceuticals. She is a pharmacist by training and she is currently pursuing her master's in Public Administration at the American University in Cairo.

## Shibani Kulkarni

### CENTERS FOR DISEASE CONTROL AND PREVENTION

Shibani Kulkarni is a public health professional with experience in maternal and child health, and immunization. She currently works as a Health Scientist at the US. Centers for Disease Control and Prevention (CDC) in the Demand for Immunization team. Her work focuses on understanding and addressing behavioral and social drivers of immunization in low- and middle-income countries. She is also a part of the Global Vaccine Team in the COVID-19 International Task Force as a subject matter expert to support and provide technical assistance to country requests related to COVID-19 vaccination demand generation and communication activities. Shibani holds a PhD in Health Promotion, Education, and Behavior from the University of South Carolina where her research examined the relationship between household gender dynamics and child nutrition in Nepal. She also has an MPH in Global Health from Emory University. Her research interests include social determinants of health, monitoring and evaluation, and implementation research.



## Romona Ludolph

### WORLD HEALTH ORGANIZATION

Romona Ludolph is a technical officer, High Impact Events Preparedness Unit, Global Infectious Hazard Preparedness Department, WHO. She coordinates a global initiative to measure the effectiveness and impact of public health and social measures during health emergencies. Her work further includes the promotion of science translation to improve health emergency preparedness. Prior to this, she led several evidence-to policy translation projects related to the social and environmental determinants of health. At the WHO Regional Office for Europe, she provided capacity building and developed tools for a regional

knowledge translation network. She holds a PhD in Health Communication from the University of Lugano and a Mast of Public health from the University of Munich.

## Timothy K. Mackey

### UNIVERSITY OF CALIFORNIA

Dr Tim K. Mackey is a Professor in the Global Health Program at the University of California, San Diego and the Director of the Global Health Policy and Data Institute, USA. He is also the Editor-in-Chief of JMIR Infodemiology. His work focuses on interdisciplinary research on global health topics using approaches in public health, data science, policy studies, including published research on the COVID-19 infodemic and misinformation on digital platforms. Dr Mackey has consulted for the World Health Organization, U.S. Department of Justice, and is also the co-founder and CEO of the big data and machine learning startup S-3 Research.





## Stefan Mandić-Rajčević

UNIVERSITY OF BELGRADE

Stefan Mandić-Rajčević is Assistant Professor at the Institute of Social Medicine and School of Public Health and Health Management, Faculty of Medicine, University of Belgrade. He graduated from the School of Medicine at the University of Belgrade (Serbia). He has a PhD in Occupational Medicine and Industrial Hygiene from the University of Milan (Italy), where he acquired advanced research and data analysis skills. The last 10 years were spent improving research and health surveillance reporting by implementing

techniques of data collection and storage using open-source tools, as well as training staff, post-graduate and under-graduate students. Participates in several WHO initiatives regarding the burden of disease (systematic review and meta-analysis). During the COVID-19 pandemic, participated in the response of two large Milanese hospitals to the pandemic by organizing real-time data collection, analysis and reporting, health and non-health worker training and education in preventive measures, university students' training and inoculation regarding misinformation during public health crises. A trained infodemic manager (1st WHO cohort in 2020).

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## Ashish Manwar

THE GEORGE INSTITUTE FOR GLOBAL HEALTH

Ashish serves as a consultant with the India Health Accelerator Program at The George Institute. He is a strategy and innovation professional based in Delhi NCR, India and he currently runs a practice that serves to foster effectiveness in organisational leadership, strategy and innovation. He has over 20 years of corporate and development experience including leadership positions at Opportunity International, and Evalueserve. His educational background is in aviation, foresight and strategy, and redesign.



## Filippo Menczer

INDIANA UNIVERSITY

Filippo Menczer is the Luddy distinguished professor of informatics and computer science and the director of the Observatory on Social Media at Indiana University. He holds a Laurea in Physics from the Sapienza University of Rome and a Ph.D. in Computer Science and Cognitive Science from the University of California, San Diego. Dr Menczer is an ACM Fellow and a board member of the IU Network Science Institute. His research interests span Web and data science, computational social science, science of science, and modelling of complex information networks. In the last ten years, his lab has led efforts to study online misinformation spread and to develop tools to detect and counter social media manipulation.

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## Safaa Moussa

### WHO REGIONAL OFFICE FOR EASTERN MEDITERRANEAN

Ms Safaa Moussa has been working in the Regional Emergencies department since 2008. She specializes in the area of emergency communications and has previously been deployed to Iraq, Sudan and Afghanistan, as well as support to WHO's logistics hub in Dubai. Although her area of expertise is social media communications, she also specializes in developing communications products such as situation reports, press releases, feature stories, talking points, photo essays and other public communications materials. With the start of the COVID-19 pandemic in 2020, Ms Moussa was a core part of the team that raised public visibility on COVID-19 through EMRO's social media platforms, resulting in an increased number of followers from 100K in 2019 to more than 1 million in 2020. She provided weekly social media analytics, monitoring and reporting that set the groundwork for capitalizing on social listening intelligence to frame the response to the pandemic. Ms Moussa also worked directly with the technical teams to produce region and country-specific social media messages. Safaa is part of the regional and intra-regional WHO RCCE working groups, as well as the EMRO focal point for the EARS platform launch.



## Vijaybabu Mudaliar

### THE GEORGE INSTITUTE FOR GLOBAL HEALTH

Vijaybabu Mudaliar is a Pharmacy background, with Post-Graduation diploma management and Masters in Clinical Research from Cranfield University Bedfordshire London UK. Additional diploma in Health sciences from Pune University. He is a professional Nano medicine scientist with expertise in clinical research with background in Pharmacy, worked as General Manager for incubation and innovation cell in Meerut Institute of engineering and technology (MIET). He was a professor in Meerut Institute of Technology (MIT). He is currently working as Research Consultant for The George Institute for Global Health, India. He has earlier worked in various companies like Pharmaceuticals, orthopedic devices, Diagnostic and Clinical Research industry (Contract research organization) as both in BA/BE and Clinical trial worked in various positions in a short period of time with wide experience of Research department, National head of Business Development. In the Clinical Trials field has got a responsibility as Head/Team lead with both Research and Business administration.



## Shruti Murthy

### THE GEORGE INSTITUTE FOR GLOBAL HEALTH

Shruti Murthy is a public health researcher and Consultant in the Digital Health and Innovations team at The George Institute for Global Health, India. She has 9 years of experience in designing, teaching, implementing and publishing multi-/mixed-methods research for strengthening health systems. She has also taught postgraduate public health for over a year. She completed a PhD from the Manipal Academy of Higher Education with her thesis titled “Economic burden of neonatal systemic infections: a mixed-methods study”, and holds a bachelors in dental surgery, and a masters in public health.



## Syed Nazakat

### DATALEADS

Syed Nazakat is an award-winning Indian journalist, media entrepreneur, founder and CEO of DataLEADS. He leads DataLEADS in New Delhi, as well as oversees its outreach across Asia with different partners, including with Google, IFCN and Internews. He is a founder of Health Analytics Asia, a multimedia health reporting platform which is forging strong collaborations to strengthen health reporting and fact-checking in Asia. He is also founder of First Check which is a unique health fact-checking

initiative bringing journalists, doctors and technologists together from across world to identify and combat health misinformation, rumours and unscientific claims. Also, as a Program Director of Google News Initiative India Training Network, he leads one of the world's biggest fact-checking training initiative in India that has resulted in the launch of many fact-checking initiatives in India, in multiple languages and has benefited hundreds of journalism institutions and media organisations. He is also currently spearheading a major media literacy training networks called FactShala that brings together media educators, journalists, community radio stations and civil society together to empower people to consume information critically. He holds B.Sc. degree from India and Master's degree in Journalism from the Ateneo de Manila University, Philippines.

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## Tim Nguyen

### WORLD HEALTH ORGANIZATION

Tim Nguyen is the Head of Unit for High Impact Events in the Global Infectious Hazard Preparedness Department of the WHO Health Emergencies Programme (WHE). His team manages (i) the WHO Information Network for Epidemics (EPI-WIN), a platform to unite the work on managing disease infodemics during emergencies, and (ii) the strategic global governance of pharmaceutical interventions including pandemic influenza and smallpox vaccine as well as influenza antivirals. He joined WHO in 2006 initially working as a Technical Officer in the Yellow Fever Programme which managed an initiative funded by the GAVI Alliance to provide 40 million doses of vaccine to most at risk populations in low resource settings. In 2008, he joined WHO's Global Influenza Programme and took part in the global response work to the first influenza pandemic of the 21st century. In 2011, he was the founding member of WHO's Global Hepatitis Programme and project manager for the development of the first WHO treatment guideline for HCV. From 2014-2017, he was the Unit leader for Knowledge Management, Evidence and Research for Policy-Making at the WHO Regional Office for Europe based in Copenhagen, Denmark. There, he established the scientific journal Public Health Panorama and was responsible for the development of the WHO/Europe resolution and action plan for evidence-informed policy-making. Before joining WHO, he worked as management consultant in the pharmaceutical industry.

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## Jennifer Nilsen

### HARVARD KENNEDY SCHOOL

Jennifer Nilsen is a Research Fellow for the Technology and Social Change research project at the Shorenstein Center on Media, Politics, and Public Policy- Harvard Kennedy School. She graduated from Harvard Kennedy School in 2020. She is currently a Research Fellow with Harvard's Technology and Social Change project, where her research focuses primarily on medical misinformation, vaccine hesitancy, and cloaked science.

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## Chinyere Nwonye

### UNICEF, NATIONAL PRIMARY HEALTHCARE DEVELOPMENT AGENCY

Chinyere Nwonye is a UNICEF C4D Consultant, supporting the National Primary Healthcare Development Agency in Nigeria as a Communications specialist. Her expertise is in Public Health Communication and Media, with experience in Infodemic Management, Public Relations, Journalism, and Multimedia Communications Management spanning over a decade. She has a thorough understanding of best practices, procedures, and the terrain in Media, including new media and traditional media. She was a key resource to the media strategy around the Public Health campaign that led to the eradication of the wild polio virus in Nigeria in 2020. This is one of her many achievements so far in the public health messaging and communication space. Before getting involved in Public Health management, Chinyere cut her tooth in print and electric media, where she worked at various times as a program producer and content developer for various magazines and radio stations. Chinyere Nwonye is an alumni University of Stirling, Stirling, Scotland. Her interests including reading a good book, traveling and seeing the world, and networking.



## Benjamin O'Neil

### CDC FOUNDATION

Ben O'Neil is an epidemiologist and public health professional who spent the last 5 years supporting international disaster and outbreak responses and global health programming. Ben has worked with risk communication strategies in low resource, low literacy, conflict, and outbreak settings. Ben currently supports a US state COVID response



## Elena Pallari

### UNIVERSITY COLLEGE LONDON

Dr Elena Pallari is a Researcher at the Medical Research Council Clinical Trials Unit at University College London; and an Affiliate Researcher at the Centre for Implementation Science at King's College London. Elena has studies, experience and qualifications on patient safety, quality improvement, engineering, management, and leadership, and bibliometrics. Her current research activities involve co-leading the Knowledge translation work package on the burden-eu COST Action CA18218. Her three most recent peer-review work include: Conducting national burden of disease

studies in small countries in Europe—a feasible challenge?; Burden of non-communicable diseases in Cyprus, 1990–2017: findings from the Global Burden of Disease 2017 study and Implementation and Evaluation of Quality Improvement Training in Surgery: A Systematic Review. For the full list of publications, please see Google Scholar or Scopus.



## Rosie Parkyn

### INTERNEWS

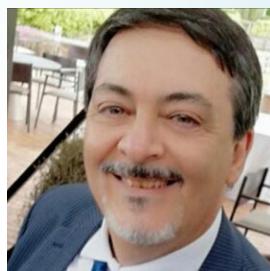
Rosie Parkyn is the Global Director of Impact with Internews, an international non-profit which exists to support journalists and the free flow of high quality information where these are most at risk. She leads a team responsible for producing data and insight to inform programming, drive accountability and measure impact and oversees research partnerships. She previously held senior programmatic and policy roles with BBC Media Action and is a Trustee for the Communicating with Disaster Affected Communities Network.



## Antonio Parrilla

### PRESIDENZA DEL CONSIGLIO DEI MINISTRI

Antonio Parrilla is currently employed at the Presidency of the Council of Ministers, and lecturer at the University of Rome Tor Vergata on the subject "Communication in emergency". He graduated in information science, and possesses two masters in quality in P.A., one master in organizational positions, two masters in CBRN and events management. He has worked in the fields of information technology, communication and national security. He has participated in the 1st Infodemic Management Course of the WHO, in many courses on communication at the National School of Administration, in the "Civil-Military Cooperation" course at the Centro Studi Alta Difesa in Rome.



## Natalia Pasternak

### COLUMBIA UNIVERSITY

Natalia Pasternak has a Bachelor of Science in Biology, with a PhD and post-doctorate in Microbiology, in the field of Bacterial Genetics at the University of São Paulo, Brazil. Since August 2021 Pasternak contributes as a visiting professor in the Department of Science and Society at Columbia University in the United States. She is also an associate researcher at the University of São Paulo, at the Vaccine Development Laboratory, and a guest professor at the Getulio Vargas Foundation, at the School of Public Administration. In 2020, she became the first Brazilian fellow of the Committee for Skeptical Investigation (CSI), an institution created in 1976 in

the United States to investigate and clarify allegations that deny or challenge science and that counted with Carl Sagan among its founders. In the same year, she was awarded "The Ockham Award" for international skepticism promotion. In 2018, she founded the Instituto Questão de Ciência ([www.iqc.org.br](http://www.iqc.org.br)), a Brazilian NGO for the promotion of critical and rational thinking and science-based public policies.

## Elena Petelos

UNIVERSITY OF CRETE



Elena Petelos is a public health specialist, with an educational background in Medicine, Molecular Biology, and Molecular Oncology (Queen Mary, UoL and King's College London, UoL). She re-trained in health economics, policy and governance (Maastricht University), and in Translational Research and Comparative Effectiveness Research (University of Washington) and Evidence-Based Medicine (University of Oxford), becoming a Fellow in Governance and Policy Analysis (United Nations University - Maastricht Economic and Social Research Institute on Innovation and Technology). The focus of her work was the effect of regulatory mechanisms and HTA on technology uptake and knowledge transfer, particularly in the context of innovation adoption and diffusion, and with emphasis on Diagnostics (Dx). She has worked in R&D roles in Medtronic Inc and Merck KGaA, including as a lead to the EMA and FDA, also being the group representative (Merck KGaA – EMD Serono) in the Transparency & Disclosure Stream of TransCelerate Biopharma Inc. She has been a Research Associate of CSFM of the UoC since 2007, and a Senior Research Fellow for Public Health / Lecturer for Evidence-Based Medicine and Evidence-Informed Policy, with teaching and research responsibilities since 2016. She also lectures on Communication, Shared-Decision-Making and EBM at the University of West Attica in Athens, and on International Health at the Charité-UniversitätsMedizin in Berlin. She is a member of the HTA Network Pool of Experts of the European Commission representing the European Forum of Primary Care where she serves as an Advisory Board member, and a delegated expert for the European Medicines Agency (Scientific Advice, HTA, Biosimilars, and Vaccines). She has been an expert for public health, outcomes, as well as for molecular diagnostics, for the European Commission (COSME-EASME, Innovative Medicine Initiative, and multiple public health instruments) and for the Medical Research Council (MRC) of the UKRI, the national funding agency of the United Kingdom. She is also a member of the Steering Group of the European Health Information Initiative of the World Health Organization (WHO), elected as Chair of the Subgroup of EU, OECD, WHO - EHII on Mapping indicators across the European region, and the Vice-Chair of the Sub-group on Evidence-Informed Policy. She is a member of the Governing Board of the European Public Health Association (EUPHA), where she also serves as the VP of the HTA Section, and member of the Core Committee of the Infectious Diseases Control Section and a Member of the Steering Committee of the Law and Public Health section. She is the elected Co-Chair of the RWE and AI IG of HTAi, where she serves as a Member of the Scientific Development and Capacity-Building Committee, and the C-19 response team.



## Mitch Prinstein

AMERICAN PSYCHOLOGICAL ASSOCIATION  
AND UNIVERSITY OF NORTH CAROLINA

Mitch Prinstein, Ph.D., ABPP is the Chief Science Officer of the American Psychological Association and the John Van Seters Distinguished Professor of Psychology and Neuroscience at the University of North Carolina at Chapel Hill. For over 25 years, Mitch's research has examined interpersonal models of internalizing symptoms and health risk behaviors among adolescents, with a specific focus on the unique role of on- and off-line peer relationships in the developmental psychopathology of depression

and self-injury. He has published over 150 peer-reviewed papers and 9 books, including an undergraduate textbook in clinical psychology, graduate volumes on assessment and treatment in clinical child and adolescent psychology, a set of encyclopedias on adolescent development, and the acclaimed trade book, "Popular: Finding Happiness and Success in a World That Cares Too Much About the Wrong Kinds of Relationships. He is a past Editor for the Journal of Clinical Child and Adolescent Psychology, a past-president of the Society for the Science of Clinical Psychology and the Society of Clinical Child and Adolescent Psychology, and has served on the Board of Directors of the American Psychological Association. Mitch and his work has been featured in over 200 pieces in The New York Times, The Wall Street Journal, National Public Radio, the Los Angeles Times, CNN, U.S. News & World Report, Time magazine, New York magazine, Newsweek, Reuters, Family Circle, Real Simple, All Things Considered, and in two TEDx talks.

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## Dimitri Prybylski

CENTERS FOR DISEASE CONTROL AND PREVENTION

Dimitri Prybylski is an epidemiologist and Deputy Director for Science and Program in the Office of the Director of the Global Immunization Division at the US Centers for Disease Control and Prevention (CDC) in Atlanta. Recently he has served as Team Lead for the Demand for Immunization team, and earlier as the Africa Regional Advisor on CDC's COVID-19 International Task Force. He also was the deployed as the Epidemiology team lead on the Ebola epidemic response in Sierra Leone. Dimitri also was the Team Lead for CDC's HIV Key Populations Surveillance Team and has over three decades of applied public health experience in over 30 countries. His main technical areas of focus are in surveillance and biobehavioral epidemiological research with a strong interest in multidisciplinary areas such as data triangulation, integrated analysis and the emerging field of Infodemiology. Dimitri holds a Ph.D. in Epidemiology from the University of Maryland School of Medicine, an MPH in International Health and Epidemiology from the Johns Hopkins School of Hygiene and Public Health and a B.S. from the University of Michigan in Biology and Anthropology.





## Tina D Purnat

### WORLD HEALTH ORGANIZATION

Tina Purnat is Team Lead for Infodemic Management in the Unit for High Impact Events Preparedness, Department of Global Infectious Hazard Preparedness at WHO. Tina has worked for over 20 years at the WHO, European Union and academia. Her expertise amalgamates health research, analysis and policy-making with an emphasis on promoting the use of health information and evidence in decision-making and for policy-making. As part of the WHO COVID-19 response, she worked in developing and formulating WHO infodemic response and infodemic management interventions, for which she received the WHO Pathfinder and Innovation Award 2021.

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## Romana Rauf

### WORLD HEALTH ORGANIZATION

Romana Rauf has over 28 years of private and public sector international development experience, having served as a United Nations international civil servant for 17 years with a focus on humanitarian, peace building and health mandates. Recipient of the United Nations Secretary-General's UN21 Award for capacity building and learning. She led UN reform initiatives, renewed governance frameworks, built sustainable partnerships, convened global fora - to galvanise the stakeholder momentum to adapt to the changing environment and accelerate progress towards sustainable development goals. She has led and coordinated UN, EU, humanitarian and development agencies in post-conflict and health outbreak emergencies. In addition to extensive hands-on field/country experience, she brings a wealth of financial, HR and logistics acumen, having managed up to \$350 million annual budget, administered 8,000 civilian staff and reported on the field's performance to UN General Assembly organs and committees. She graduated with BSc (Hons) from Kings College, University of London and has a masters in business administration from City University.



## Jon Roozenbeek

### UNIVERSITY OF CAMBRIDGE

Dr Jon Roozenbeek is a research fellow at the Department of Psychology at the University of Cambridge. His work focuses on online misinformation, extremism, and vaccine hesitancy. As part of his work, he has co-developed several interventions that serve as psychological “vaccines” against online misinformation, such as the Bad News, Harmony Square and Go Viral! “fake news” games. Jon has won numerous awards for his research, including the 2020 Frank Prize in Public Interest Communications and the Brouwer Trust in Science Award from the Royal Holland Academy of Sciences.



## Nessa Ryan

### CENTERS FOR DISEASE CONTROL AND PREVENTION

Nessa is a social epidemiologist, implementation scientist, and Fellow within the Demand for Immunization team at the CDC. She supports applied epidemiologic research and implementation and behavioral science to assess factors contributing to vaccine hesitancy, and to develop, implement and evaluate behavioral interventions to improve vaccine confidence and uptake globally.



## Elana Safran

### U.S. GENERAL SERVICES ADMINISTRATION

Elana Safran is a Behavioral Scientist in the Office of Evaluation Sciences (OES), in the U.S. General Services Administration, an interdisciplinary team that works across the federal government to help agencies build and use evidence by partnering with federal agencies to answer priority questions with rigorous evaluation methods and administrative data. Ms. Safran coordinates OES's projects in the health and aging portfolio, and leads projects related to enrolment in health benefits and patient and provider behavior. She has completed projects with the Department of Health and Human Services to inform pregnant women about

the benefits of maternal immunizations, with the U.S. Agency for International Development on increasing clinic visits for family planning services, and with the Social Security Administration to inform low-income adults 65 or older about Supplemental Security Income. Prior to OES, she managed randomized evaluations in international development with Innovations for Poverty Action, and served as an Americorps VISTA fellow, supporting elderly and disabled New Yorkers with Medicare and Medicaid benefits. She has a Masters in Public Policy from the Harvard Kennedy School, and a BA in Economics from Amherst College.

## Anton Schneider

### U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

Anton currently serves as USAID's Senior Social and Behavior Change (SBC) Advisor in USAID Global Health Bureau's Office of Infectious Disease. Previously, he was AED and FHI 360's Social Marketing and Behavior Change Advisor based in Indonesia and Thailand, where he supported SBC activities throughout the Asia region for numerous issues including HIV, TB, avian influenza, H1N1, malaria and dengue. As technical director for USAID's CHANGE Project, he provided technical direction for state of the art social and behavior change and communication interventions. A graduate of the University of Chicago, with graduate studies in Development Communication from University of Pennsylvania's Annenberg School of Communication, he has worked with a wide variety of partners including government, NGOs, commercial manufacturers, and media in the Middle East, Africa, the Caribbean and Asia region. He has lived and worked in Tanzania, Thailand, Nepal, Lao PDR and Indonesia.





## Tara Kirk Sell

### JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH

Dr Sell is a Senior Scholar at the Johns Hopkins Center for Health Security and an Assistant Professor in the Department of Environmental Health and Engineering at the Johns Hopkins Bloomberg School of Public Health. At the Center, she conducts, manages, and leads research projects to develop a greater understanding of potentially large-scale health events. She also serves as an Associate Editor of the peer-reviewed journal HEALTH SECURITY (formerly BIOSECURITY AND BIOTERRORISM). Dr Sell codirects the Health Security PhD track within the Department of Environmental Health and Engineering. Dr Sell currently leads a

number of projects focused on improving responses to emerging outbreaks. One of these include efforts to understand and find solutions for misinformation during highly feared infectious disease outbreaks and to use the wisdom of the crowd through an infectious disease prediction platform that develops forecasts about infectious disease outcomes. Dr Sell's work focuses on improving public health policy and practice in order to reduce the health impacts of disasters and terrorism. Her primary research interests focus on health security: the broad intersection of public health and national security. Dr Sell has been principal investigator on several CDC-funded projects. Dr Sell has also led several research projects to provide strategic recommendations regarding the Threat and Hazard Identification and Risk Assessment process and the Chemical and Biological Defense Division in Department of Homeland Security. Dr Sell co-authored the Rad Resilient City Preparedness Checklist, which provides cities and their neighbors with actions to save lives in the event of a nuclear detonation. During the COVID-19 pandemic, Dr Sell has worked on a range of projects to help improve the US response to the outbreak.

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## Theresa Senft

### MACQUARIE UNIVERSITY

Theresa M. Senft is a Senior Lecturer in the Department of Media, Music, Communications & Cultural Studies at Macquarie University in Sydney, Australia. Prior to this she worked at New York University, the University of East London (UK), and the University of the Virgin Islands (US.) Terri's work, which tends toward feminist, critical race and postcolonial critique, explores how social media has changed the way we produce, consume and circulate performances of ourselves, worldwide. Trained in performance studies, she tends to focus on media that features liveness in some way, and is particularly interested in using critical theory, ethnography and memoir to unpack the politics of practices ordinarily considered apolitical, or "just for fun." A strong believer in the power of public, free and networked scholarship, Terri founded the founded the 3000 member international Selfies Research Network ([selfieresearchers.com](http://selfieresearchers.com)) in 2014. In 2016, she founded Hey Girl Global Network ([heygirlglobal.com](http://heygirlglobal.com)), which studies the intersection of girl culture, urban culture and media culture around the world. Terri's writing has been anthologised in many places (you can download some of her pieces for free, [here](http://here).) She frequently speaks with and writes for both the advertising industry and mainstream media.



## Sally Smith

### WORLD HEALTH ORGANIZATION

Dr Sally Smith is a Senior Adviser with WHO, a Visiting Lecturer at University of Leeds and coordinator of the Anglican Health and Community Network. Her 30+ year career in global health, development, religion, community engagement and HIV began in Nepal, working for 16 years in community health, development, HIV and SRHR. Followed by 14 years at @UNAIDS, latterly as Senior Adviser for community engagement on HIV with focus on faith-based organizations (FBO's). In 2018, she gained a Doctorate in Practical Theology from Glasgow University. Her thesis is entitled: *'Religion in the United Nations (UN) Political Declarations on HIV/AIDS: An interdisciplinary, critical discourse analysis'*.



## Varadharajan Srinivasan

### THE GEORGE INSTITUTE FOR GLOBAL HEALTH

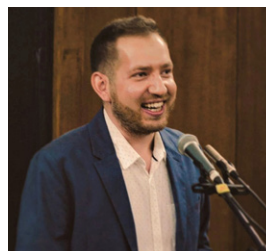
Mr. Varadharajan Srinivasan is a public health professional with 21 years of experience. He is currently part of Digital Health team at The George Institute. Before this, he was associated with the Ministry of Health and Family Welfare (of India), in a team that oversaw implementation of Comprehensive Primary Healthcare Platform, across all public health facilities in India. Prior to this, he spent 10 years at Emmanuel Hospital Association managing; finances, grants, partnerships and conducting research. He also revived a defunct 650 bedded Government referral hospital under a Public Private Partnership effort. He has experience of

conducting implementation research in Community Mental Health and he recently conducted a RCT, of an intervention, aimed at improving mental health resilience amongst young adults. Mr. Varadharajan has completed graduation in Pharmacy followed by M.Phil. in Hospital and Health Systems management and Masters in Public Health from the Royal Tropical Institute at Amsterdam. He is also currently pursuing research around building mental health resilience among Tribal youth' under a Post-Doctoral Fellowship programme of University of Pittsburgh.

## Aleksandar Stevanović

### UNIVERSITY OF BELGRADE

Aleksandar Stevanović (MD) is currently a PhD candidate at the University of Belgrade, doing research in the field of public health. He is a teaching associate at the Institute of Social medicine, University of Belgrade. He's a member of European Burden of Disease Network (EU Cost Action) and also a member of Global Burden of Disease Collaborators Network (Institute of Health Metrics and Evaluation). Recently, Dr Stevanović successfully joined WHO's team of certified infodemic managers and ASPHER's (Association of Schools of Public Health in the European Region) Young Professionals Programme. His current research focus covers disease burden, health literacy and infodemic management.





## Brigitte Strahwald

LUDWIG-MAXIMILIANS-UNIVERSITÄT MUNICH

Brigitte Strahwald coordinates the development and expansion of the Pettenkofer School of Public Health at the Ludwig-Maximilians-Universität Munich. She has more than 20 years of experience in health and risk communication, both in academia and in practice. Brigitte has a background as anesthesiologist and holds both a Master in Epidemiology and in Medical Ethics and Law. In research, teaching and practice, her focus is on adequate communication of health related information, health risks and shared decision-making. As founder of an agency for health communication and graphic designer she also works in information design, where she explores the dashboard-tsunami during the COVID-19 pandemic.

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## Shabbir Syed Abdul

THE GEORGE INSTITUTE FOR GLOBAL HEALTH

Professor Shabbir Syed-Abdul is a health informatics research professional with expertise in artificial intelligence and the internet of things in healthcare. His research focus revolves around early prediction and exploring the use of wearable (IoT) devices for the management of chronic diseases such as cancer, kidney disease, etc. He is a Professor at the Graduate Institute of Biomedical Informatics, a leading principal investigator at the International Center for Health Information Technology, Taipei, China. Prof. Shabbir is actively involved in Social Media in Health research at the Social Media Working Group IMIA (International Medical Informatics Association). He is a member of the Asia-Pacific Association for Medical Informatics (APAMI) Scientific Program Committee.



## Sander van der Linden

UNIVERSITY OF CAMBRIDGE

Sander van der Linden, PhD, is Professor of Social Psychology in Society and Director of the Cambridge Social Decision-Making Lab in the Department of Psychology at the University of Cambridge. He has published over 100 papers and has won numerous awards for his research on human judgment, communication, and decision-making, including the Rising Star Award from the Association for Psychological Science (APS), the Sage Early Career Award from the Society for Personality and Social Psychology (SPSP), and the Frank Prize in Public Interest Research from the University of Florida. He co-designed the award-winning fake news game Bad News, which has been played by millions of people around the world and frequently advises governments and social media companies on how to fight misinformation. His research is regularly featured in outlets such as the New York Times, NPR, Rolling Stone, and the BBC and he has been described by WIRED magazine as one of “15 top thinkers” and by Fast Company as one “four heroes who are defending digital democracy online”. He is currently writing two books, the Truth Vaccine (WW Norton/HarperCollins) and the Psychology of Misinformation (CUP). Before joining Cambridge, he held academic positions at Princeton, Yale, and the LSE.

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## Simon van Woerden

### WHO REGIONAL OFFICE FOR EUROPE

Mr. Simon van Woerden is the Risk Communication Officer in the Health Emergency Programme of WHO's Regional Office for Europe. As focal point for building emergency risk communication capacity, he leads the implementation of WHO Europe's flagship Emergency Risk Communication-five step capacity building package. As part of WHO/Europe's COVID-19 response, Mr. Van Woerden currently coordinates the Risk Communication and Community Engagement (RCCE) box within the IMST Communication (COM) Pillar and leads the areas of infodemic management and monitoring and evaluation.



## Sandra Varaidzo Machiri

### AFRICAN FIELD EPIDEMIOLOGY NETWORK

Ms Sandra Varaidzo Machiri (BSc HEHP, MPH) has over 10 years of experience in public health promotion programming at all levels from implementation to policy technical guidance in Africa. Currently she is a Health Communications Specialist Consultant in Vaccine Safety with the African Field Epidemiology Network (AFENET) supporting the AFRO region. She currently works closely with the Africa Infodemic Response Alliance (AIRA) and Vaccine Safety Net (VSN) project teams as well as the Vaccine Readiness and Deployment Taskforce and Risk Communication and Community

Engagement technical working group in a bid to address infodemic challenges around vaccine safety and vaccine hesitancy in the region. Her deliverables involve daily engagement with the WHO, US CDC and UNICEF amongst other partners.

## Christopher Voegeli

### CENTERS FOR DISEASE CONTROL AND PREVENTION

Dr Christopher Voegeli is a Behavioral Scientist at the US Centers for Disease Control and Prevention where he serves as the co-lead of the Insights Unit of the Vaccine Taskforce. The Insights Unit is responsible for the creation of the CDC's bi-weekly State of Vaccine Confidence Insights Report. Dr Voegeli is an expert in the credibility of government of health information, misinformation, and the role both have in people following health recommendations.





## Stephen Voinea

### WHO REGIONAL OFFICE FOR EUROPE

Stefan Voinea is the project manager and technical lead for the Infodemic Management project within the WHO Regional Office for Europe. Stefan specialises in health psychology and brings solid experience in technology and communication to the project. Among others, Stefan was a board member of the Romanian Health Observatory, taught mHealth Behavioural Interventions at the Babes-Bolyai University, developed nation-wide digital health solutions and founded and led the Romanian infodemic management task force as an adviser to the Minister of Health.



## Claire Wardle

### FIRSTDRAFT NEWS

Dr Claire Wardle is a leading expert on social media, user generated content, and verification. Her research sits at the increasingly visible and critical intersection of technology, communications theory, and mass and social media. Dr Wardle is the co-founder and leader of First Draft, the world's foremost non-profit focused on research and practice to address mis- and disinformation. First Draft is housed at the Shorenstein Center on Media, Politics and Public Policy at the John F. Kennedy School of Government at Harvard University where Dr Wardle is a Research Fellow. Previously, she was the Research Director at the Tow Center for Digital Journalism

at Columbia Journalism School. She has worked with newsrooms and humanitarian organizations around the world, providing training and consultancy on digital transformation. Dr Wardle earned a PhD in communications and an MA in political science from the University of Pennsylvania.

## Odette Wegwarth

### CHARITÉ – UNIVERSITÄTSMEDIZIN, BERLIN AND MAX PLANCK INSTITUTE FOR HUMAN DEVELOPMENT, BERLIN

Prof. Dr Odette Wegwarth is a Heisenberg Professor for Medical Risk Literacy and Evidence-based Decisions, Charité – Universitätsmedizin, Berlin (Germany). She also serves as a Senior Research Scientist at the Center for Adaptive Rationality, Max Planck Institute for Human Development, Berlin (Germany). She has previously served in a non-academic position as the Chief Executive Officer/Associate, Foundation for Health Knowledge, Berlin (Germany). She was awarded the Habilitation and Venia legendi in Medical Sociology & Rehabilitation Science, Charité – Universitätsmedizin Berlin (Germany), Topic: Statistical literacy in medicine: Physicians' and patients' understanding of health statistics in cancer screening and prevention. Odette has also served as the Head Research Scientist, Harding Center for Risk Literacy, Max Planck Institute for Human Development, Berlin (Germany). Prior to this, she worked as a Research Scientist, Harding Center for Risk Literacy, Max Planck Institute for Human Development,



Berlin (Germany). Previously Odette was a Postdoctoral Fellow, Center for Adaptive Behavior and Cognition, Max Planck Institute for Human Development, Berlin. She was awarded PhD (Dr rer. nat.) in Psychology at the Humboldt Universität zu Berlin. Her Ph.D. topic was "Deciding the fast and frugal way on pharmacodiagnostic tests in cancer care: A comparative study of oncologists', pathologists', and cancer patients' decision making in Germany and the USA". She holds a Diploma (Master's degree) in Psychology from University of Potsdam.

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## Becky White

### WORLD HEALTH ORGANIZATION

Becky White is a digital health and health promotion consultant and researcher from Australia. She has over 15 years experience working across a diverse range of projects in academia, government and NGOs. Becky studied Health Promotion and has a PhD in Public Health. She is involved in digital health, digital inclusion and health promotion research. Becky participated in the first cohort of WHO Infodemic manager training in 2020 and is currently working with the WHO Infodemic Management team on advancing social listening capacity for infodemic management.

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## Elisabeth Wilhelm

### CENTERS FOR DISEASE CONTROL AND PREVENTION

Elisabeth Wilhelm is Health Communications Specialist on the Demand for Immunization Team in the Global Immunization Division at US Centers for Disease Control and Prevention. Since 2016, she has worked with colleagues at WHO, UNICEF and Ministries of Health and community-based organizations to promote vaccine confidence and demand, address vaccine-related crises and improve behaviorally informed communications and intervention strategies with affected communities in outbreaks and emergencies. She has worked with the Infodemic Management team at WHO since early 2020 to build the discipline of infodemic management globally. In October 2020, was deployed to the domestic COVID-19 Vaccine Task Force to stand up and lead the Vaccine Confidence and Demand Team responsible for US CDC's national vaccine confidence strategy for COVID-19 vaccines, and where the Insights Unit, the US government's first health-focused infodemic management team, was created in February 2021. Specially designed guidance, consultations, training bootcamps, and staff types were created under Elisabeth's leadership to cement innovative infodemic management practices into public health systems nationally and sub nationally in the US. Elisabeth Wilhelm has written and lectured extensively and developed strategies for vaccine confidence and demand and infodemic management both within the US and globally, serves on WHO's Vaccine Safety Net advisory board and continues to support implementation evaluation of infodemic interventions in several countries. She holds an MA in Communications from Johns Hopkins University.





## Estelle Willie

### THE ROCKEFELLER FOUNDATION

Estelle Willie is a seasoned communicator who brings over a decade of experience raising global awareness of urgent social issues that influence opinion and drive action. Estelle joined The Rockefeller Foundation in 2019 as Director of Health Policy and Communications, where she leads communications, policy, and advocacy efforts for the Foundation's health initiative, including the Covid-19 response and recovery efforts, infodemic management, and the Precision Public Health program. Estelle has extensive U.S. and international experience working closely with leading organizations, governments, and foundations, including the U.S. Centers for Disease Control and Prevention (CDC), Merck/MSD, UNAIDS, Craig Newmark Philanthropies, and the IBM Foundation.

Prior to joining the Foundation, Estelle served as Vice President of Social Impact at Weber Shandwick. In this role, Estelle served as the communications advisor to Craig Newmark Philanthropies, the foundation created by craigslist founder Craig Newmark to fight dis/misinformation and advance trustworthy journalism. She also served as the HIV franchise communications lead for Merck/MSD, helping to launch a global HIV campaign in partnership with Prevention Access Campaign. Previously, Estelle worked as a communications consultant for the CDC to raise awareness of HIV and STD prevention, comprehensive sex education, TB and viral hepatitis elimination, and LGBT health. She started her career as a health fellow on Capitol Hill for Representative Jim McDermott (D-WA) and has held fellowships and internships at leading health organizations including Kaiser Permanente Northern California, American Diabetes Association, and the National Breast Cancer Foundation. Estelle earned a Master of Public Health in Health Policy and a Bachelor of Arts in Anthropology from The George Washington University in Washington, DC.



## Brian Yau

### WORLD HEALTH ORGANIZATION

Brian joined the Vaccine Safety Net (VSN) to develop partnerships, seek external collaborators, and explore digital innovations to further vaccine safety communication online. He is an infodemic manager and creative design thinker with a background in product design engineering, utilizing digital platforms and technologies to gain insights and information on vaccine safety concerns. In collaboration with the École polytechnique fédérale de Lausanne (EPFL), he is currently developing an AI enhanced platform to detect, identify and classify COVID-19 vaccine related events from online discussions. The platform is seen as a complimentary addition to traditional Adverse Events Following Immunization

(AEFI) monitoring mechanisms. Brian also monitors and measures impact of online conversations using tools such as: CrowdTangle, Pulsar, Google Trends, EIOS and social media audience insight analysis platforms.



## Daiva Yee

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Daiva is a Health Scientist with the CDC's Global Immunization Division, Demand for Immunizations Team where she provides support to countries working to generate demand for vaccinations. She previously worked with the Social and Behavioral Science Task Force for the 2018 Ebola response in the Democratic Republic of the Congo as well as the International Infection Control Program where she provided programmatic support to address healthcare-associated infections and antimicrobial resistance in Senegal, Ethiopia, and South Africa. She holds an MPH in Global Health and a BS in Biology and Community Health from Tufts University.



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