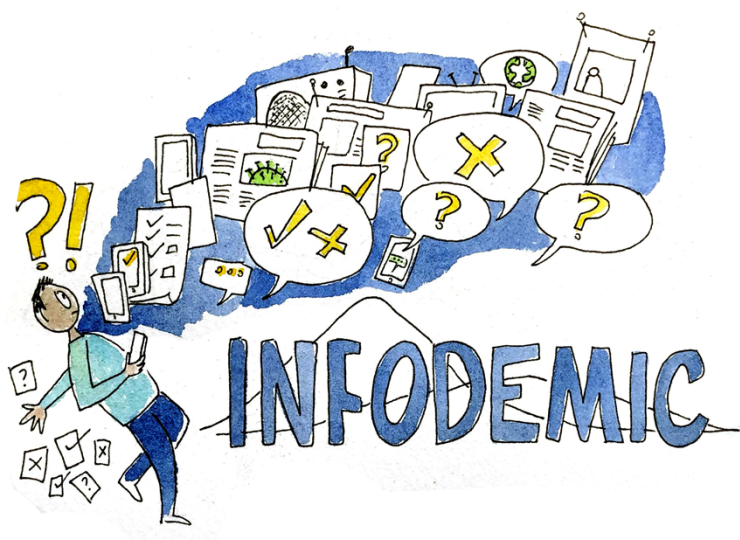


WHO webinar on managing the COVID-19 infodemic, 7-8 April 2020



 #infodemicCOVID19

Towards a WHO framework for infodemic management



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 #research2policy

Social media and impact on risk communication

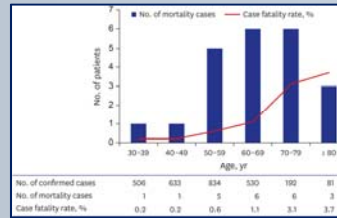


Key principle

... individuals and communities can better protect themselves by having timely access and understanding of the collected knowledge and wisdom from trusted sources and are engaged as part of the solution ...

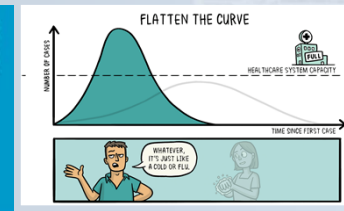
I Scan, review and verify the information

dentify evidence



S Interpret and explain what is known

implify knowledge



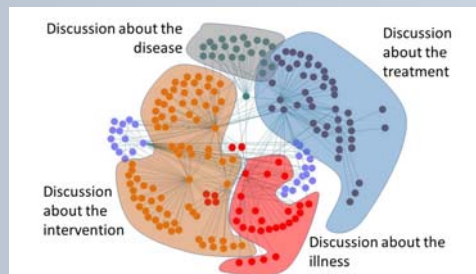
A Reach out and listen to the concerns of sectors and provide advise for action

mplify action



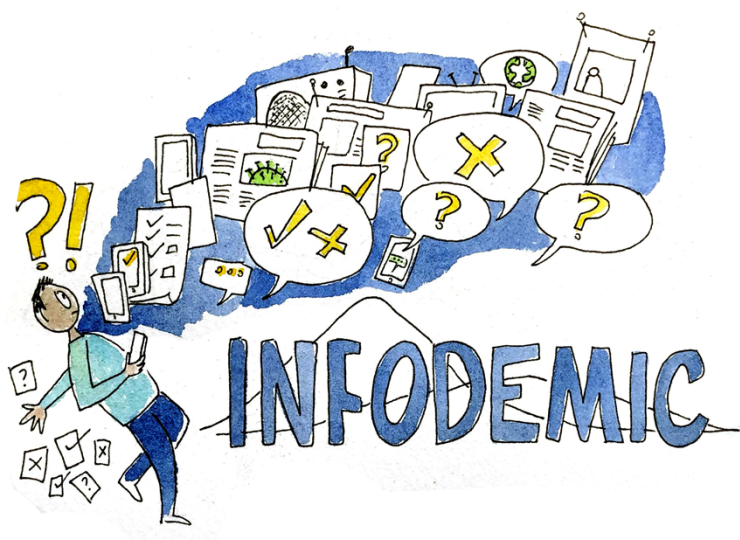
Q Understand the sentiment and measure change and progress

uantify impact



www.who.int/epi-win

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